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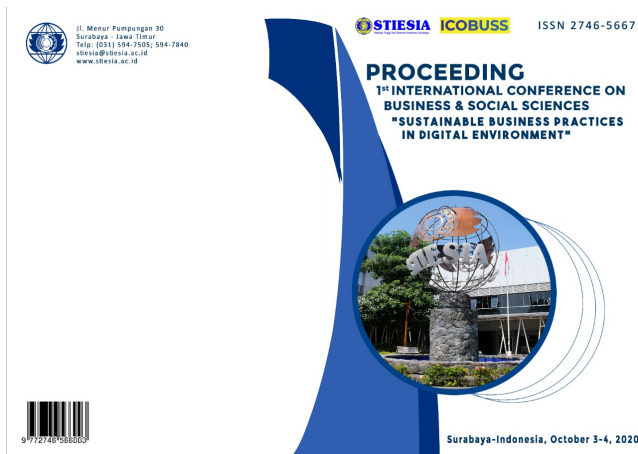
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THE EFFECT OF PRODUCT INNOVATION, PRICE PERCEPTION, AND PROMOTION OF INTEREST IN BUYING PLAZA CHATIME VISITS

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Abstrack: The purpose of this study are: 1) To find out whether Perception of Prices partially has a significant effect on buying interest in Chatime Tunjungan Plaza. 2) To find out whether Product Innovation partially has a significant effect on buying interest in Chatime Tunjungan Plaza. 3) To find out whether the promotion partially has a significant effect on buying interest in Chatime Tunjungan Plaza. 4) To find out whether Price Perception, Price Innovation, and Promotion simultaneously have a significant effect on Chatime Tunjungan Plaza's buying interest. The population in this study were consumers of Chatime Tunjungan Plaza. The sample in this study was 78 respondents. This data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple linear regression. Results in this study: 1) Price perception (X1) partially influences the Purchase Interest tcount 3,922 <T table 1.99210 with a significance of 0,000> 0.05 which means the price perception affects the Purchase Interest in Chatime Tunjungan Plaza. 2) Product Innovation (X2) has no partial effect on Purchase Interest tcount value of 1.475> T table 1.99210 with a significance of 0.145 <0.05 which means Product Innovation does not affect Buy Interest in Chatime Tunjungan Plaza. 3) Promotion (X3) partially influences Purchase Interest tcount value of 5.069 <T table 1.99210 from ft. 3.12 which means Promotion influences Buy Interest in Chatime Tunjungan Plaza. 4) Purchase Interest (Y) simultaneously influences Price Perception (X1) and Product Innovation (X2) and Promotion (X3). Where the value of f arithmetic = 79.204> of ftabel 3.12 with a significance of 0,000 <0.05, which means that significantly together affect the Purchase Interest in Chatime.

Keywords: price perception, product innovation, promotion, buying interest

1. INTRODUCTION

In today's competition, it is very difficult to open a business and even enter the international market, Chatime, including a modern retail business that has just entered the Indonesian market, still needs other strategies to better develop it. The development of the online business world will get better, with existing applications that greatly facilitate sales. Make consumers also feel facilitated in making purchases. Consumers are individuals who have different characteristics, the assessment felt by each consumer of a product received is not the same.

Consumer perceptions of prices will be able to influence the decision to buy a product so that consumers are able to give a perception about the good and bad of the product being sold.

According to Schiffman and Kanuk (2003) price perception is how consumers see prices as high, low and fair prices. This has a strong influence both on buying interest and satisfaction with purchases. It can be concluded that the price perception describes an approach to explain the impact of prices for a product or purchase situation that has a high level of involvement. This has a strong influence on consumers' buying interest for a product or satisfaction in the buying process.

According to Kotler and Keller (2009) innovation is a new product, service, idea, and perception of a person. Innovation is a product or service perceived by consumers as a new product or service. Put simply, innovation can be interpreted as a breakthrough related to new products, but innovation is not only limited to the development of new products or services. Innovation also includes new business thinking and new processes. Innovation is also seen as a company's mechanism to adapt to a dynamic environment.

Therefore, the company is expected to create new thoughts, new ideas that offer innovative products and provide satisfying services for customers. According to Tjiptono (2002), Promotion is a form of marketing communication meaning marketing activities that seek to disseminate information, influence or persuade and remind target markets for companies and their products to be willing to accept, buy and be loyal to the products offered by the company concerned. the company's efforts or activities in influencing actual and potential customers so that they are willing to make a purchase of products offered now or in the future, Sistaningrum (2002).

According to Kinnear and Taylor in Kristiana and Wahyudin (2012) buying interest is the stage of respondents' tendency to act before buying decisions are actually implemented. Furthermore, Mehta in Kristiana and Wahyudin (2012) argues that buying interest - as the tendency of consumers to buy a brand or take an action related to a purchase that is measured by the likelihood of a consumer making a purchase.

From the above opinion it can be said that the buying interest arises from within a consumer after the consumer consumes and feels the benefits received himself when consuming a product. In addition there are other factors that affect a consumer's buying interest. Consumer buying interest can be influenced by product quality, price, location and service quality.

Chatime is a product today that sells drinks with a variety of flavors and topping choices. Based on the results of preliminary observations made by the author, it can be seen various circumstances that occur that the shift in buying interest is due to various advantages offered, such as quality, durability, and the benefits provided compared to other drinks, in addition to people's perceptions of Chatime drinks on other drinks which raises buying interest among consumers. Furthermore, from these observations there is the most striking thing that the price owned by Chatime is higher than other similar drinks.

2. Literatur Review

Price Perception

According to Kotler (2005), in compiling price regulation policies, companies must comply with the six stages of the procedure. According to Gourville and Moon in Toncar, Alon, and Misati (2010) argue that the perception of consumer prices is influenced by the comparison of

prices offered by other stores, even though the goods offered are the same. Schiffman and Kanuk (2003) state how consumers see low, high and fair prices as perceived prices

Indicators that include Price Perception:

1. Price match with product quality
2. Price match with benefits
3. Competitive prices

Hypothesis 1: Price perception partially influence buying interest

Product Innovation

According to Kotler and Keller (2009) is a new perception of a person about products, ideas, and services. Innovation is a product or service that is perceived by consumers as a new product or service. Indicators which include:

1. Line expansion
2. New product

Hypothesis 2: Product innovation affecting partial buying interest

Promotion

Tjiptono (2002) According to Tjiptono, Promotion is a form of marketing communication which means activities in marketing that aim to disseminate information, persuade, influence and remind the target market so that products offered by companies are accepted, purchased, and willing to be loyal to these products. According to Swastha and Irawan (2005), Promotion is the flow of information or one-way persuasion to direct a person or organization to actions that create exchanges in marketing activities.

Indicators which include:

1. Advertising
2. Personal Sales
3. Sales Promotion
4. Word of mouth information
5. Direct Marketing

Hypothesis 3: Promotion influence partial buying interest

Purchase Interest

Buying interest is generated by a thought and learning process that forms a perception. The interest that arises in motivation gives birth to a motivational impulse that appears turned up and becomes a very strong activity in a consumer and finally does and actualizes what has been recorded and appears in his mind in meeting his needs.

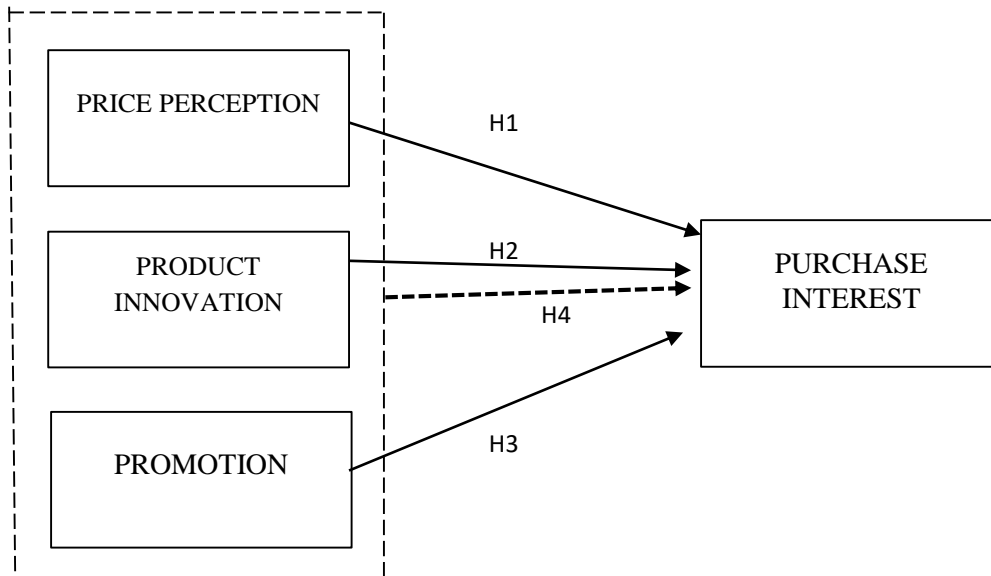
According to Turney and Litman on Nasermodeli et al (2013) states that buying interest is a prediction of consumers regarding the choice of consumers regarding which company / store they will choose to make a purchase. According to Kinnear and Taylor in Kristiana and Wahyudin (2012) buying interest is the stage in which respondents tend to act before the buying decision is actually implemented.

Indicators which include:

1. Interest
2. Desire
3. Confidence

Hypothesis 4: Price Perception, Product Innovation, Promotion and Purchase Interest influence simultaneously buying interest

RESEARCH FRAMEWORK



3. Research Methode

The type of data used in this study is quantitative data. The source of the data in this study is primary data by taking a sample of 78 respondents from the Chatime population that is interested in by consumers who buy or consume these products. Data collection techniques in this study using a questionnaire or questionnaire, this questionnaire will contain respondents' self data and some questions made based on indicators on each variable used in this study. The questions in this research questionnaire consist of questions that can provide information for the needs of researchers' test materials regarding Price Perception, Product Innovation, Promotion and Purchase Interest terhadap minat beli Chatime Tunjungan Plaza

Indicator measurement scale in this study uses a Likert scale which has five levels of preference, each with a score of 1-5. Data analysis in this study uses SPSS version 18 tool to process data.

4. Result And Discussion

In assessing the model using SPSS, it starts by looking at multiple linear regressions that show each Independent variable for Product Attributes values of 0.129 and Promotions of values of 0.732.

The reliability test has an output that Cronbach Alpha value of 0.850 to > 0.60 then the questionnaire is declared reliable or consistent. The T test shows that the product innovation by 0.145 > 0.05 means that product innovation has no significant effect on buying interest, the Promotion obtained value of 0,000 < 0.05 means that the Promotion has a significant effect. F test know the calculated F value of 0,000 < 0.05 means that promotion has a significant effect on buying interest.

Table 1. Results of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.244	1.300		-.957	.342		
	Price Perception	.421	.107	.358	3.922	.000	.658	1.520
	Product Innovation	.126	.086	.116	1.475	.145	.888	1.126
	Promotion	.300	.059	.459	5.069	.000	.669	1.494

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			
1	(Constant)	-1.244	1.300		-.957	.342	(Constant)

	Price Perception	.421	.107	.358	3.922	.000	Price Perception
	Product Innovation	.126	.086	.116	1.475	.145	Product Innovation

a. Dependent Variable: Purchase Interest
 Source: SPSS data

Validity test.

Table 2. Validity Test Results

No	Indikator / Variabel	R _{hitung}	R _{tabel}	Keterangan
Persepsi Harga				
1.	X1.1	0,689	0,2227	Valid
2.	X1.2	0,583	0,2227	Valid
3.	X1.3	0,717	0,2227	Valid
Inovasi Produk				
1.	X2.1	0,729	0,2227	Valid
2.	X2.2	0,724	0,2227	Valid
Promosi				
1.	X3.1	0,611	0,2227	Valid
2.	X3.2	0,652	0,2227	Valid
3.	X3.3	0,747	0,2227	Valid
4.	X3.4	0,799	0,2227	Valid
5.	X3.5	0,759	0,2227	Valid
Minat Beli				
1.	Y1.1	0,833	0,2227	Valid
2.	Y1.2	0,809	0,2227	Valid
3.	Y1.3	0,740	0,2227	Valid
No	Indikator / Variabel	R _{hitung}	R _{tabel}	Keterangan

Source: Primary Data

Validity Test is calculated from the value of r table of 0.2227 and r count value is greater than r table there stated all valid variables. The multicollinity test has the tolerance value of price

perception of $0.658 > 0.10$, meaning that there is no multicollinearity in the regression model. The tolerance value of product innovation $0.888 > 0.10$ means that there is no multicollinearity in the regression model

Heteroscedasticity test

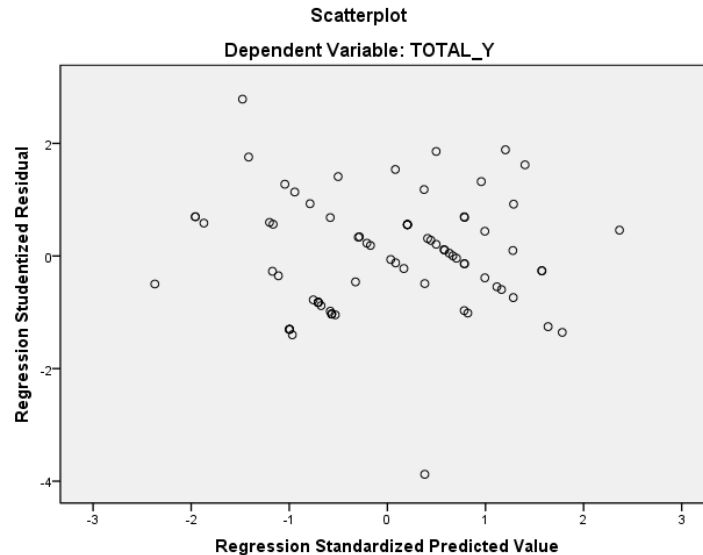


Figure 1. Heteroscedasticity Test Results

Source: SPSS Data

Heteroscedasticity test stated heteroscedasticity that the data points spread above and below or around the number 0 points also do not collect just above or below it.

Normality Test uses a normal p-p standardized residual plot of regression always follows and approaches the diagonal line so that as a basis for decision making in the normality test the probability plot technique is concluded that the residual value is normally distributed, the assumption of normality in the regression analysis in this study can be fulfilled.

Hypothesis

Hypothesis 1: Testing the Effect of Price Perception on Interest in Purchasing Chatime Tunjungan Plaza

Based on the test results obtained tcount for Price Perception of Purchase Interest tcount value of $3.922 < T \text{ table } 1.99210$ with a significance of $0.000 > 0.05$, which means that it is significant because consumers care about price perception. Thus the H1 hypothesis in this study is accepted, this shows that Price Perception influences Purchase Interest in Chatime Tunjungan Plaza.

This shows that consumers attract people to buy without looking at the price of Chatime Tunjungan Plaza products

Hypothesis 2: Testing the Effect of Product Innovation on Purchase Interest in Chatime Tunjungan Plaza

Based on the test results obtained tcount for the Product Innovation variable on Purchase Interest tcount value of $1.475 > T \text{ table } 1.99210$ with a significance of $0.145 < 0.05$ which means

it is not significant because consumers do not care about product innovation Thus the H2 hypothesis in this study is not accepted, this shows that Product Innovation has no effect on Purchase Interest at Chatime Tunjungan Plaza. This shows consumers are not interested because of the lack of renewal of flavor variants in Tunjungan Plaza Chatime products.

Hypothesis 3: . Testing the Effect of Promotion on Interest in Purchasing Tunjungan Plaza Chatime

Based on the test results obtained fcount value for the Promotion of Purchase Interest variable fcount = 5.069 <T table 1.99210 from ftabel 3.12 with a significance of 0.000 <0.05, which means significant because consumers have an interest in buying to buy Chatime products. Thus the H3 hypothesis in this study was accepted, this shows that the promotion influences the Purchase Interest in Chatime Tunjungan Plaza. This shows that consumers really like and many promo choices offered at Chatime Tunjungan Plaza.

Hypothesis 4 : . Testing the Influence of Price Perception, Product Innovation and Promotion of Purchase Interest in Tunjungan Plaza Chatime

Based on the test results obtained fcount value for the Purchase Interest variable to price perception, product innovation and promotion fcount value = 36,038 > from F table 3.12 with a significance of 0,000 <0.05, which means that it is significant because consumers have an interest in buying to buy Chatime products. Thus the H4 hypothesis in this study was accepted, this shows that Price Perception, Product Innovation and Promotion jointly influence Buy Interest in Chatime Tujungan Plaza. This shows that consumers are interested in buying chatime

5. Conclusion

The results of data processing showed that there were variables that had a significant effect between Perception of Prices, Promotions and Purchasing Interests at Chatime Tunjungan Plaza, because the average consumer was very interested in buying products from Chatime. In this study it was also found that the Product Innovation variable did not significantly influence the Purchase Interest, this indicates that there was a lack of product variant renewal so that consumers tend to get bored with the choice of variant flavors.

Some discussion of the results of research in chapter 5 can be concluded that: 1) Based on the SPSS output, the Price Perception variable value (X1) can be partially influenced the Purchase Interest (Y). Where the t-count = 3,922 <T table 1.99210 with a significance of 0.000 > 0.05 means that it is significant, meaning that Price Perception influences Purchase Interest in Chatime Tunjungan Plaza. 2) Based on the SPSS output it can be obtained the value of the Product Innovation variable (X2) partially influences the Purchase Interest (Y). Where the value of t = 1.475 > T table 1.99210 with a significance of 0.145 <0.05 means that it is not significant means Product Innovation does not affect Purchase Interest in Chatime Tunjungan Plaza. 3) Based on the SPSS output, it can be obtained the value of the Promotion variable (X3) partially influences the Buying Interest (Y). Where the value of t = 5069 <T table 1.99210 with a significance of ftabe 3.12 means that it means that the promotion affects the Interest in Buy in Chatime Tunjungan Plaza. 4) Based on SPSS output can be obtained the value of the variable Interest in Purchase (Y) simultaneously influence the Price Perception (X1), Product Innovation (X2) and Promotion (X3). Where the value of f arithmetic = 79.204 > of ftabel 3.12

with a significance of $0,000 < 0.05$, which means that significantly together affect the Purchase Interest in Chatime Tunjungan Plaza.

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