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Analysis of the Effect of Prices, Promotions and Products on Purchase Interest Impacts on Consumer Satisfaction of VIVO Brand Mobile Phones in South Tangerang Region

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ABSTRACT

Vivo, one of the brand new handphone brands, entered Indonesia in 2014. Not just trying to exist in the smartphone industry, but Vivo also has the ambition to become a new giant force in the world. This study aims to determine the effect of prices, promotions and products on buying interest that has an impact on consumer satisfaction VIVO brand mobile phones in the South Tangerang area. The method used was explanatory research with a sample of 96 respondents. The analysis technique uses instrument testing, classical assumption test, regression testing, correlation coefficient, coefficient of determination and hypothesis testing. The results of this study significantly influence the price of buying interest by 25.4%, the hypothesis test obtained significance 0,000 <0.05. Promotion has a significant effect on buying interest by 40.2%, hypothesis testing is obtained significance of 0,000 <0.05. The product has a significant effect on buying interest of 23.8%, the hypothesis test obtained a significance of 0,000 <0.05. Price, promotion and product simultaneously had a significant effect on buying interest of 49.3%, the hypothesis test obtained a significance of 0,000 <0.05. Purchasing interest has a significant effect on customer satisfaction by 48.5%, the hypothesis test is obtained significance of 0,000 <0.05. Towards consumer satisfaction of 45.5%, the hypothesis test is obtained significance of 0,000 <0.05.

Keywords: Price, promotion; product; buying interest; customer satisfaction.

INTRODUCTION

The domestic telecommunications and information industry (telematics) experienced significant growth after the implementation of the domestic component-level policy (TKDN) for smartphones and 4G information technology devices (De Haes & Van Grembergen, 2009; Iyengar et al., 2020; Pack & Todaro, 1969; Shamdasani et al., 2008; Venkatesh et al., 2003; Yu et al., 2020). Telematics products provide extraordinary market space in Indonesia, this can be seen from smartphone sales of up to 60 million units per year. Meanwhile, until 2016, there were 23 electronics manufacturing services (EMS), 42 brands and 37 brand owners both global and national, with a total investment of Rp. 7 trillion. The technology cycle is very fast, especially smart phones, which every six months there are always the latest product updates, so it requires the power of research and technological innovation (Rengifurwarin et al., 2018; Syam et al., 2018). (Ali et al., 2020; Heikkinen et al., 2020; Srinivas et al., 2019; Wen et al., 2020; Yang, 2015) In addition to the growth of the hardware industry, currently the government is also encouraging the development of the software, content and animation industries. For this reason, the Ministry of Industry has issued Regulation of the Minister of Industry No. 65 of

2016 concerning the provisions and procedures for calculating the value of domestic component levels of cellular telephone products, handheld computers, and tablet computers.

Cellphone (smartphone) users in the country reached 371.4 million users or 142 percent of the total population of 262 million people. That is, on average each resident uses 1.4 cell phones because one person sometimes uses 2-3 cell phone cards. While Indonesia's urban population reaches 55 percent of the total population. Compared to the position in January 2016, Indonesian smartphone users increased 14 percent. As for penetration using active social media increased 34 percent, and penetration of active mobile social media users increased by 39 percent. It is undeniable that in Indonesia there are more and more smartphone users. Do not look at class, job, salary, etc. Just look around us, even my friend once told me that scavengers now have smartphones. Even without data, it can be seen roughly how much smartphone penetration is in Indonesia

Not only does it show consistency to continue to present surprises in its journey in the midst of competitive markets, the full range of breakthrough technologies that Vivo presents contributes to making it one of the pioneering brands forming global industry trends to date. In 2018, Vivo used the Mobile World Congress (MWC) title to introduce the revolutionary APEX concept smartphone with a screen ratio of up to 90%. This Vivo prototype has a 5.99 inch OLED screen with COF technology. For the size of the side bezel is quite thin only 1.8 mm while at the bottom 4.3 mm.

METHOD

The type of research used is associative, where the aim is to determine the relationship between variables (Creswell, 2013; Creswell & Creswell, 2017). The population in this study amounted to 96 respondents VIVO brand mobile users in the South Tangerang Region . The sampling technique in this study is saturated sampling, where all members of the population are sampled. Thus the sample in this study amounted to 96 respondents. VIVO brand cell phone users in the South Tangerang Region are not known with certainty, therefore the author uses the Rao Purba formula and obtained a sample of 96 respondents . In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing(Creswell & Creswell, 2017).

RESULT AND DISCUSSION

Vivo, one of the brand new handphone brands, entered Indonesia in 2014. Not just trying to exist in the smartphone industry, but Vivo also has the ambition to become a new giant force in the world, at the 2018 World Cup, the Vivo brand was always present in every month for every month. Vivo is everywhere, both in stadiums in Russia, to screens throughout the world. Vivo clearly wants to be better known to the world community. The action will at least not stop until the next few years. The reason is, Vivo also sponsors the FIFA World Cup until the upcoming 2022 World Cup.

Descriptive Analysis

In this test used to determine the highest minimum and maximum scores, *ratting scores* and standard deviations of each variable. The results are as follows:

Table 1
Statistical Descriptive Analysis Results

Descriptive Statistics

	N	Minimum	Maximum	The mean	Std. Deviation
Price (X1)	96	29	46	37.41	3,718
Promotion (X2)	96	31	46	38.08	3,364
Products (X3)	96	30	46	37.99	3,848
Purchase Interest (Y)	96	32	46	39.00	3,446
Consumer Satisfaction (Z)	96	32	45	39.74	3,245
Valid N (listwise)	96				

Prices obtained a minimum variance of 29 and a maximum variance of 46 with a ratting score of 3.741 with a standard deviation of 3.718. Promotion obtained a minimum variance of 31 and a maximum variance of 46 with a ratting score of 3.808 with a standard deviation of 3.364. The product obtained a minimum variance of 30 and a maximum variance of 46 with a ratting score of 3.799 with a standard deviation of 3.848. Purchase interest is obtained a minimum variance of 32 and a maximum variance of 46 with a ratting score of 3,900 with a standard deviation of 3,446. Consumer satisfaction obtained a minimum variance of 32 and a maximum variance of 45 with a ratting score of 3.974 with a standard deviation of 3.245.

Multiple Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2
Multiple Regression Testing Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,957	3,416		2,037	.045
	Price (X1)	.226	.078	.243	2,895	.005
	Promotion (X2)	.444	.91	.434	4,863	.000
	Products (X3)	.176	.077	.196	2,292	.024

a. Dependent Variable: Purchase Interest (Y)

Based on the test results in the above table, the regression equation Y = 6.957 + 0.226X1 + 0.444X2 + 0.176X3 is obtained . A constant of 6.957 means that if there is no price and promotion, then there is a value of buying interest of 6.957 points. Price regression coefficient of 0.226, this number is positive meaning that every time there is an increase in price of 0.226, buying interest will also increase by 0.226 points. Promotion regression coefficient of 0.444, this number is positive, meaning that every time there is an increase in promotion of 0.444, buying interest will also increase by 0.444 points. Product regression coefficient of 0.176, this number is positive meaning that every time there is an increase in products by 0.176, buying interest will also increase by 0.176 points.

Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the degree of relationship strength of the independent variables on the dependent variable either partially or simultaneously. The test results are as follows:

Table 3
Test Results The Price Correlation Coefficient of Buying Interest.

Correlations [b]

		Price (X1)	Purchase Interest (Y)
Price (X1)	Pearson Correlation	1	.504 **
	Sig. (2-tailed)		.000
Purchase Interest (Y)	Pearson Correlation	.504 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 96

Based on the test results obtained by the correlation value of 0.504 means that the price has a moderate relationship with buying interest.

Table 4 .
Test Results Correlation Coefficient Promotion Promotion of Purchase Interest.

Correlations [b]

		Promotion (X2)	Purchase Interest (Y)
Promotion (X2)	Pearson Correlation	1	.634 **
	Sig. (2-tailed)		.000
Purchase Interest (Y)	Pearson Correlation	.634 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 96

Based on the test results obtained a correlation value of 0.634 means that promotion has a strong relationship with buying interest.

Table 5
Product Correlation Coefficient Testing Results to Purchase Interest.

Correlations [b]

		Products (X3)	Purchase Interest (Y)
Products (X3)	Pearson Correlation	1	.487 **
	Sig. (2-tailed)		.000
Purchase Interest (Y)	Pearson Correlation	.487 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 96

Based on the test results obtained by a correlation value of 0.487 means that the product has a moderate relationship with buying interest.

Table 6
Simultaneous Correlation Test Results Prices, Products and Promotions to Purchase Interest.

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	702 [a]	.493	.477	2,493

a. Predictors: (Constant), Products (X3), Prices (X1), Promotions (X2)

Based on the test results obtained by the correlation value of 0.702 means that prices, promotions and products simultaneously have a strong relationship to buying interest.

Table 7
Test Results Correlation coefficient of Purchase Interests to Consumer Satisfaction.

Correlations [b]

		Purchase Interest (Y)	Consumer Satisfaction (Z)
Purchase Interest (Y)	Pearson Correlation	1	.697 **
	Sig. (2-tailed)		.000
Consumer Satisfaction (Z)	Pearson Correlation	.697 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 96

Based on the test results obtained by a correlation value of 0.697 means that buying interest has a strong relationship with customer satisfaction.

Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 8
Test Results The Price Determination Coefficient of Buying Interest.

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 [a]	.254	.246	2,993

a. Predictors: (Constant), Price (X1)

Based on the test results obtained a coefficient of determination of 0.254 means that the price has an influence contribution of 25.4% on buying interest.

Table 9
Test Results for Promotion Determination Coefficient on Buying Interest.

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 [a]	.402	.395	2,680

a. Predictors: (Constant), Promotion (X2)

Based on the test results obtained a coefficient of determination of 0.402 means that the promotion has an influence contribution of 40.2% on buying interest.

Table 10
Test Results for Price, Promotion and Product Determination Coefficients of Buying Interest.

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487 [a]	.238	.229	3,025

a. Predictors: (Constant), Products (X3)

Based on the test results obtained a coefficient of determination of 0.238 means that the product has an influence contribution of 23.8% on buying interest.

Table 11.
Testing Results Coefficient of Determination Price, Promotion and Product t erhadap Interests Buy.

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	702 [a]	.493	.477	2,493

a. Predictors: (Constant), Products (X3), Prices (X1), Promotions (X2)

Based on the test results obtained a coefficient of determination of 0.493 means that simultaneous price, promotion and product have an influence contribution of 49.3% to buying interest, while the remaining 50.7% is influenced by other factors.

Table 12
Test Results for the Determination of Buy Interest Coefficient on Consumer Satisfaction.

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 [a]	.485	.480	2,341

a. Predictors: (Constant), Purchase Interest (Y)

Based on the test results obtained a coefficient of determination of 0.485 means that buying interest has a contribution of 48.5% on consumer satisfaction.

Hypothesis testing

Hypothesis testing with t test is used to find out which partial hypotheses are accepted.

Table 13
Price Hypothesis Test Results to Purchase Interest.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,538	3,104		6,938	.000
	Price (X1)	.467	.083	.504	5,653	.000

a. Dependent Variable: Purchase Interest (Y)

Based on the results of tests on t abel above, the value of $t_{count} > t_{table}$ or (5.653> 1.986), thus the hypothesis that there is a significant influence on the price of buying interest atara accepted.

Table 14
Promotion Hypothesis Test Results for Buy Interest.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,280	3,124		4,571	.000
	Promotion (X2)	649	.082	.634	7,944	.000

a. Dependent Variable: Purchase Interest (Y)

Based on the test results in the above table, the value of $t_{count} > t_{table}$ or (7.944> 1.986) is obtained, thus the hypothesis that there is a significant influence on promotion of buying interest is accepted.

Table 15
Product Hypothesis Test Results to Purchase Interest.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,422	3,079		7,282	.000
	Products (X3)	.436	.081	.487	5.412	.000

a. Dependent Variable: Purchase Interest (Y)

Based on the test results in the above table, the value of $t_{count} > t_{table}$ or (5.412> 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between the products on buying interest is accepted.

Table **16 .**
Hypothesis Test Results of Purchase Interest on Consumer Satisfaction.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,154	2,729		5,188	.000
	Purchase Interest (Y)	.656	.070	.697	9,413	.000

a. Dependent Variable: Consumer Satisfaction (Z)

Based on the test results in the above table, the value of $t_{count} > t_{table}$ or (9.413> 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between the products on buying interest is accepted.

Hypothesis testing with the F test is used to find out which simultaneous hypotheses are accepted.

Table 17
Price, Promotion and Product Hypothesis Test Results to Purchase Interest.

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	556,444	3	185,481	29,856	.000 [b]
	Residual	571,556	92	6.213		
	Total	1128,000	95			

a. Dependent Variable: Purchase Interest (Y)
b. Predictors: (Constant), Products (X3), Prices (X1), Promotions (X2)

Based on the test results in the above table, the value of $F_{count} > F_{table}$ or (29.885> 2,700) is obtained, thus there is a significant influence between price, promotion and product simultaneously on buying interest.

CONCLUSION

Based on the results h arga significant effect on buying interest by contributing effect of 25.4%. Hypothesis test obtained by value $t_{count} > t_{table}$ or (5.653> 1.986). Promotion has a significant effect on buying interest with a contribution of 40.2%. Hypothesis test obtained by value $t_{count} > t_{table}$ or (7.944> 1.986). The product has a significant effect on buying interest with a contribution of 23.8%. Hypothesis testing obtained $t_{count} > t_{table}$ or (5.412> 1.986). Price, promotion and product have a significant effect on buying interest with a contribution of 49.3% while the remaining 50.7% is influenced by other factors. Hypothesis testing obtained by calculating the value of $F > F_{table}$ or (29.885> 2.700). Purchasing interest has a significant effect on customer satisfaction with a contribution of 48.5%. Hypothesis testing obtained t count> t table or (9.413> 1.986).

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