

The Influence Of Selling Price And Product Brand On Consumer Purchase Interest (Case Study At The Sukabumi Tiger Cell Counter)

Muhammad Rico Pratama¹, Tina Miniawati Barusman²

Faculty of Economics and Business, University of Bandar Lampung,
Kedaton, Bandar Lampung, Indonesia

Corresponding author : m.rico.20011258@student.ubl.ac.id

Abstract

This research was conducted to analyze the influence of selling price and product brand on purchasing interest among consumers and visitors to the Tiger Cell Sukabumi counter. The objectives of this research are: to analyze the influence of selling price on buying interest, to analyze the influence of product brand on buying interest, and to analyze the influence of selling price and product brand on buying interest. This research is quantitative research with associative methods, causal relationships. The population in this study were visitors and buyers at the Tiger Cell Sukabumi counter in 2023. The number of respondents taken in this study was 77 people, using the slovin formula. The data analysis used was instrument testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing using the Statistical Program for Social Science (SPSS) version 25.0. The analysis results from the t test prove that the Selling Price variable has a positive and significant effect on Purchase Interest. The Product Brand variable has a positive and significant effect on Purchase Interest. Meanwhile, the results of the analysis from the F test prove that the Selling Price (X1) and Product Brand (X2) variables together have a significant effect on Purchase Interest (Y).

Keywords: Selling Price, Product Brand, Buying Interest.



INTRODUCTION

The development of communication and information technology in Indonesia is increasingly developing. This is characterized by the use of mobile phones which are not only used for sending text messages and making calls, but various new breakthroughs and technological advances have turned mobile phones into smart phones (smartphones) with various features. Full-featured smartphones with cellular network and internet support allow users to enjoy available features such as email, online games, chat, social media, internet and other features available on smartphones. The use of smartphones as a communication tool has increased significantly and is no longer just a secondary need, but has developed into a primary need. A smartphone is a mobile phone that has functions such as a computerized system, sending messages (email), internet access and has various applications as a means of searching for information such as health, sports, money and various topics (Brusco, 2014). Or if we conclude that a smartphone is like a computer but in a small size. Meanwhile, William and Sawyers (2014) stated that smartphones are cellular telephones that use various services such as memory, screen, microprocessor and built-in modem. Research from Dini Wijayanti, Suhaimi, Nabilla Nur Arifin, Tina Miniawati Barusman and Wenny Permata Sari shows that E-Commerce , Product Reviews and Influence on Purchasing Decisions are in the very high category and the hypothesis is proven that e-commerce, product reviews and influencers together influence purchasing decisions through the Shopee Marketplace.(Wijayanti et al., 2014)

Mobile phones are a technology that is developing rapidly from year to year, giving rise to tight competition in the telecommunications equipment business. This competition can be seen from the increasing number of companies that produce various communication equipment products. Research firm International Data Corporation (IDC) released the latest report regarding the market share and number of smartphone shipments in Indonesia, namely 8.9 million units shipped to the mobile phone market in Indonesia during April-June 2023 (Riyanto and Pratomo, 2015). This makes the smartphone sales business a very profitable business. In order to survive intense competition, smartphone distributors need to have a marketing strategy to attract the attention of the public. Tiger Cell Sukabumi counter is a distributor of smartphones and accessories located on Jl. Singkep Island, Sukabumi Village, Sukabumi District, Bandar Lampung City 35134. In its business activities, Tiger Cell is required to always provide better marketing innovations to be trusted by the public and continue to compete. The



following is smartphone sales data at the Tiger Cell Sukabumi counter in the last 3 months:

Table 1 Smartphone Sales Data at Tiger Cell Sukabumi Counter

No	Month	Sale
1	November	40 units
2	December	50 units
3	January	70 units

Consumers buy and consume products not only based on their initial functional value, but also their social and emotional value. Purchase intention is related to various people's behavior. When consumers make purchasing decisions they will be influenced by various variables within themselves and their environment, and these variables tend to interact with each other. The summary of consumers can be in the form of consumer needs, desires and characteristics such as cultural, social, personal, psychological. Meanwhile, external stimuli are in the form of consumer behavior which is influenced by product quality, brand, location, price, service promotion and other marketing (Kholik et al., 2020). Based on the problems above, the researcher aims to examine "The influence of selling price and product brand on consumer buying interest (case study at the Tiger Cell Sukabumi counter)". The aim of this research is to find out the effect of selling price on buying interest, to find out the influence of the brand. Products on Buying Interest, as well as to find out the Effect of Selling Price and Product Brand on Buying Interest.

LITERATURE REVIEW

Selling price

Price is the total amount that buyers receive for a product or service. Price is part of the marketing mix that generates company revenue, but other parts actually generate costs (Kotler et al., 2017). According to Kotler and Armstrong (2018) price is the amount of money charged for a good/service or the amount of money exchanged by consumers for the benefits of having purchased or used the product or service. Thus, basically price is the amount of value paid by the buyer of a product/service to the seller or service provider to fulfill the buyer's needs and desires.

Selling price indicators are:

- Affordability



Consumers can get the price set by the company. Products often have many types within a brand, prices also vary, from the cheapest to the most expensive.

➤ Price match with product quality

Price is often used as an indicator of quality for consumers who often choose the higher price between two goods because they see the difference in quality.

➤ Matching price with benefits

Consumers decide to buy a product if the benefits received are greater than or equal to those spent to get the product.

➤ Prices according to ability or price competitiveness

Consumers often compare the price of a product with other products.

Product Brand

A brand is a company's unique design or trademark that differentiates its offerings from other companies or sellers (Shimp, 2015). According to Kotler and Keller (2016) a brand is a name, term, sign, symbol, or design, or a combination of all of which is intended to identify goods or services from one seller or group of sellers and to differentiate them from competitors. A strong brand is characterized by the recognition of a brand in society, high brand associations with a product, positive perceptions from the market and high consumer loyalty to the brand. Thus, a good brand not only differentiates it from competitors, but makes consumers tend to choose it when compared to competing brands.

Product brand indicators are:

- The advantages of brand association

Quality advantages such as model, comfort and distinctive characteristics are what cause a product to have its own appeal for consumers.

- The power of brand association

Every valuable brand has a soul, a special personality, it is a fundamental obligation for the brand owner to be able to express, socialize that soul/personality in a form of advertising, or other forms of promotional and marketing activities.

- Uniqueness of brand associations

These are the unique features of this product.



Purchase Interest

Purchase interest is a driving force or intrinsic motive that can encourage someone to pay attention spontaneously, naturally, without coercion and selectively to a product and then make a purchasing decision (Engel and Blackwell, 2014). According to Schiffman and Kanuk (2014), purchasing interest is a model of a person's attitude towards goods objects which is very suitable for measuring attitudes towards certain groups of products, services or brands. Purchase intention is the final stage of a complex purchasing decision process.

This process starts from the emergence of a need for a product or brand, then information processing by consumers, then consumers will evaluate the product or brand. The results of this evaluation ultimately give rise to the intention or intent to buy before consumers actually make a purchase.

Buying interest indicators are:

1. Have a desire to find information about products

Consumers whose needs are aroused will be encouraged to seek more information.

2. Consider purchasing

Based on information gathering, consumers learn about competing brands and also the features of those brands.

3. Have the desire to try

After consumers try to meet their needs, study competing brands and also the features of these brands, consumers will look for certain benefits from product solutions and evaluate the product.

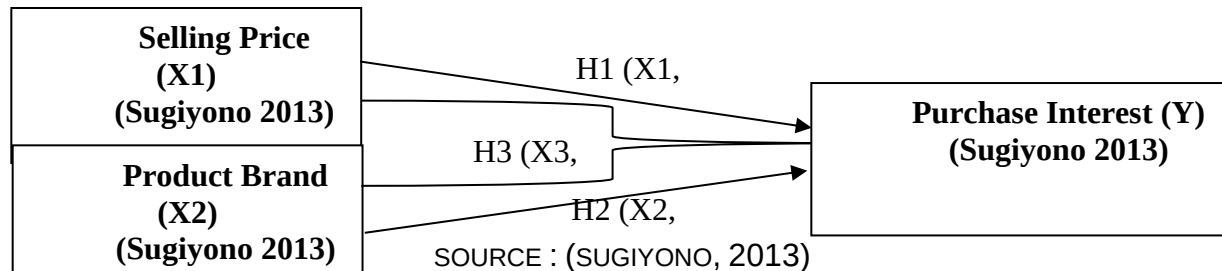
4. Have curiosity about the product

After having an interest in trying a product, consumers will have a desire to know about the product.

5. Want to have a product

Consumers will take an attitude towards a product through evaluating attributes and forming an intention to buy or own a product they like.



**Figure 1 Framework of Thought****RESEARCH METHODS**

The type of research used in this research is quantitative using the associative causal relationship method. Quantitative research is research that requires a lot of use of numerical values, from data collection to data interpretation and presentation of results (Sekaran and Bougie, 2016). The orientation in quantitative research is to test research hypotheses. This research is also included in associative research which is used to determine the influence or relationship between two or more variables (Sugiyono, 2013). This research uses two independent variables and one dependent variable, where the selling price and product brand are the independent variables or influencing variables, while purchase interest is the dependent variable or influenced variable. The location of this research is the Tiger Cell Counter, which is one of the cellphone counters that was established in 2023, located on Jalan Pulau Singkep, Sukabumi Village, Sukabumi District, Bandar Lampung City 35134

The population in this research is visitors and buyers at the Sukabumi Tiger Cell Counter in 2023, namely 333 people. The sampling technique to determine the number of samples uses simple random sampling with the Slovin formula. Simple random sampling is the simplest and most common method for selecting a sample, in which the sample is selected unit by unit, with the same probability for each unit in each draw. This technique was chosen for a very homogeneous population where research members were randomly selected to participate in the study (Noor et al., 2022). The sample used in this research was 77 respondents.

The data collection technique used was distributing questionnaires. Wekke et al (2019)'s questionnaire is a data collection technique in which researchers ask questions in writing for respondents to answer. Questionnaires can be said to be the most effective research tool for measuring respondents' preferences, attitudes, behavior, opinions and

intentions. The measurement scale used in this research is a Likert scale with a value of 1-5.

Data analysis techniques according to Moleong (2016) are analytical activities in research that are carried out by examining all data from various research instruments such as notes, documents, test results, recordings, and so on. This research was carried out using multiple linear regression analysis, instrument tests (validity and reliability tests), classical assumption tests (normality, multicollinearity and heteroscedasticity tests), and hypothesis tests (t test, F and R Square) which were calculated with the help of the program Statistical Program for Social Science (SPSS) version 25.0.

RESULTS AND DISCUSSION

Validity test

Table 2 Validity Test Results for Selling Price Variables

Statement	r table	r count	Sig. (2-tailed)	Information
X1.1	0.195	0.695	0,000	Valid
X1.2	0.195	0.710	0,000	Valid
X1.3	0.195	0.691	0,000	Valid
X1.4	0.195	0.714	0,000	Valid

Based on table 2 above, it shows that the validity test of the Selling Price variable (X1) with the results obtained is $r_{count} > r_{table}$ and a significance value < 0.05 . This states that all sales price variable questionnaires are valid.

Table 3 Validity Test Results for Product Brand Variables

Statement	r table	r count	Sig. (2-tailed)	Information	
X2.1	0.195	0.808	0,000	Valid	
X2.2	0.195	0.810	0,000	Valid	
X2.3	0.195	0.806	0,000	Valid	



Based on table 3 above, it shows that the validity test of the Product Brand variable (X₂) with the results obtained is $r_{count} > r_{table}$ and a significance value < 0.05 . This states that all product brand variable questionnaires are valid.

Table 4 Validity Test Results of the Purchase Interest Variable

Statement	r table	r count	Sig. (2-tailed)	Information
Y1	0.195	0.669	0,000	Valid
Y2	0.195	0.758	0,000	Valid
Y3	0.195	0.427	0,000	Valid
Y4	0.195	0.623	0,000	Valid
Y5	0.195	0.697	0,000	Valid

Based on table 4 above, it shows that the validity test of the Purchase Interest variable (Y) with the results obtained is $r_{count} > r_{table}$ and a significance value < 0.05 . This states that all purchase interest variable questionnaires are valid.

Reliability Test

Table 5 Reliability Test Results

Variable	N of Items	Cronbach's Alpha value	Information
Selling price	4	0.658	Reliable
Product Brand	3	0.734	Reliable
Purchase Interest	5	0.628	Reliable

Based on table 5 above, the results of the reliability test for the independent variable and dependent variable show that the statement items for all variables are declared reliable, because they have passed the reliability coefficient limit of 0.60 so that henceforth the items in each variable concept are feasible. used as a measuring tool



Descriptive Statistical Test**Table 6 Descriptive Statistical Test Results**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Selling price	100	11	20	16.87	1,715
Product Brand	100	6	15	12.43	1,701
Purchase Interest	100	14	25	20.69	2,326
Valid (listwise) N	100				

Based on table 6, the results of the descriptive statistical tests above explain that the total data used by respondents was 100, namely:

- 1) It is known that the Selling Price variable (X1) has a minimum value of 11, while the maximum value is 20 with an average value of 16.87 and a standard deviation of 1.715.
- 2) It is known that the Product Brand variable (X2) has a minimum value of 6, while the maximum value is 15 with an average value of 12.43 and a standard deviation of 1.701.
- 3) It is known that the Purchase Interest (Y) variable has a minimum value of 14, while the maximum value is 25 with an average value of 20.69 and a standard deviation of 2.326.



Normality test**Table 7 Normality Test Results**

Onel-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	Melan	.0000000
	Std. Deviation	1.56328904
Most Extreme Differences	Absolute	.129
	Positive	.129
	Negative	-.113
Test Statistics		.129
Asymp. Sig. (2-tailed)		.136c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on table 7 of the normality test results above, it is known that the significance value is $0.136 > 0.05$. It can be concluded that the data from the Selling Price (X1) and Product Brand (X2) variables on Purchase Interest (Y) are normally distributed.

Multicollinearity Test**Table 8 Multicollinearity Test Results**

Coefficientsa							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5,818	1,772		3,283	,001		
Selling price	,540	.134	,397	4,043	,000	,599	1,669



Product Brand	,465	.136	,336	3,421	,001	,599	1,669
a. Dependent Variable: Purchase Interest							

Based on table 8 of the multicollinearity test results above, it can be seen that there is no multicollinearity between the independent variables, because the results of calculating the Tolerance value for each independent variable show a result of > 0.10 , and the calculation of the VIF value also shows a result of each independent variable < 10.00 . So it can be concluded that there is no multicollinearity interference between variables in this regression model.

Heteroscedasticity Test

Table 9 Heteroscedasticity Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constant)		,649	1,162		,559	,577
Selling price		,096	,088	.143	1,101	,274
Product Brand		-.078	,089	-.115	-.882	,380
a. Dependent Variable: RELS2						

Based on table 9 of the heteroscedasticity test results above which were tested using the Glejser method, it is known that the significance value for the Selling Price variable (X1) is $0.274 > 0.05$. It can be concluded that the data on the selling price variable does not have heteroscedasticity. Meanwhile, the significance value for the Product Brand variable (X2) is $0.380 > 0.05$. It can be concluded that the data on the product brand variable does not have heteroscedasticity.



Multiple Linear Regression Analysis**Table 10 Results of Multiple Linear Regression Analysis**

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,818	1,772		3,283	,001
Selling price	,540	.134	,397	4,043	,000
Product Brand	,465	.136	,336	3,421	,001
a. Dependent Variable: Purchase Interest					

Based on table 10 of the results of the multiple linear regression analysis above, the following equation is obtained:

$$Y = 5.818 + 0.540 X_1 + 0.465 X_2 + e$$

The discussion of the regression equation above is as follows:

1. The constant value is 5.818. The positive sign means that it shows a one-way influence between the dependent variable and the independent variable. This shows that, if all the independent variables which include Selling Price (X_1) and Product Brand (X_2) have a value of 0% or have not changed, then the Purchase Interest (Y) value is 5.818.
2. The correlation coefficient value for the Selling Price variable (X_1) shows a positive value, namely 0.540. This shows that, if the selling price variable experiences an increase of 1%, it will increase Purchase Interest (Y) by 0.540 assuming the other independent variables are considered constant.
3. The regression coefficient value for the Product Brand variable (X_2) shows a positive value of 0.465. This shows that, if the product brand variable increases by 1%, it will increase Purchase Interest (Y) by 0.465 assuming the other independent variables are considered constant.
4. Selling price has an influence on buying interest compared to brands that have no influence



t Test (Partial Test)**Table 11 t test results**

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,818	1,772		3,283	,001
Selling price	,540	.134	,397	4,043	,000
Product Brand	,465	.136	,336	3,421	,001

a. Dependent Variable: Purchase Interest

The selling price variable shows that the tcount value is 4.043 > ttable 1.987 and the significance value is 0.000 < 0.05. So it can be concluded that the Selling Price variable (X1) partially has a positive and significant effect on the Purchase Interest variable (Y), so that the Ho hypothesis is rejected and Ha is accepted.

The product brand variable shows that the tcount value is 3.421 > ttable 1.987 and the significance value is 0.001 < 0.05. So it can be concluded that the Product Brand variable (X2) partially has a positive and significant effect on Purchase Interest (Y), so that the Ho hypothesis is rejected and Ha is accepted.

F Test (Simultaneous Test)**Table 12 F Test Results**

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	235,247	2	117,624	38,014	,000b
Residual	300,143	97	3,094		
Total	535,390	99			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Product Brand, Selling Price



Based on table 12 of the F test results above, it is known that the Fcount value is $38.014 > F_{table} 2.70$ and the significance value is $0.000 < 0.05$. So it can be concluded that the Selling Price (X1) and Product Brand (X2) variables simultaneously have a significant effect on the Purchase Interest variable (Y), so that the H_0 hypothesis is rejected and H_a is accepted.

R Square Test (Coefficient of Determination Test)

Table 13 R Square Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663a	.439	.428	1,759
a. Predictors: (Constant), Product Brand, Selling Price				

Based on table 13 of the coefficient of determination test results above, it is known that the R Square value is 0.439. This value means that the influence of Selling Price (X1) and Product Brand (X2) on Purchase Interest (Y) is 43.9%, while the remaining 56.1% is influenced by other variables not examined in this research.

CONCLUSION

Based on the results of the data analysis carried out above, the following conclusions can be drawn

1. The selling price has a positive and significant influence on consumer buying interest at the Tiger Cell Sukabumi counter.
2. The product brand has a positive and significant effect on consumer buying interest at the Tiger Cell Sukabumi counter.
3. The selling price and product brand have a significant influence on consumer buying interest at the Tiger Cell Sukabumi counter.

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IJEBIR, Volume 03 Issue 02, 2024



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