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The Influence of Price, Product Diversity, Digital Promotion and Place on Consumer Purchase Interest at Shanghai Studio Shops in Batam City

Trisnawati Nasution[1], Septa Diana Nabella[2*], Ade Sarmini[3], Sabri[4], Mulyadi[5]

[1,2,3,4,5] Faculty of Economics and Business, Universitas Ibnu Sina, Batam City, Indonesia

E-mail Corresponding: septadiana1717@gmail.com

Abstract

Batam is a city where quite a lot of people have opened and owned digital printing and offset printing businesses for the needs of consumers in producing their products. So the influence of price, product diversity, digital promotions and place becomes a combination for consumers to determine their purchasing interest. This research was conducted to determine the influence of price, product diversity, digital promotions and location at the Shanghai Studio Store in Batam City. This research uses a causality design with a population of 1 million people. The sampling technique was saturated sampling, totaling 100 people. The data analysis method used is the multiple linear regression analysis method using the SPSS version 25 program. The results of the test show that price, digital promotion and place have no partial effect on consumer buying interest, while product diversity has a partial effect on consumer buying interest. Price, product diversity, digital promotions and place simultaneously have a positive and significant effect on consumer purchase interest.

Keywords: Price, Product Diversity, Digital Promotion, Place, Consumer Purchase Interest

INTRODUCTION

Economic growth in Indonesia is currently growing in every directionevery year and very significant changes always occurthe only one business in field printing (Han et al., 2022). Offset printing and digital printing have emerged as the two main subfields of

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printing alone (Wang & Tsung, 2018). In the modern world of large cities, the printing industry expanded quickly and vigorously (Wang & Tsung, 2018). Since it is evident that printing services are essential to all facets of city life (Nasib, 2021). Right now, there are a ton of fantastic small- or large-scale printing alternatives accessible. Competition in business has resulted from the printing industry's growth (Costa & Azevedo, 2023).

In the digital age and globalization, consumer behavior is undergoing significant changes (Nabella, 2022). Consumers have access to more information and product alternatives, which affect the way they view prices, product diversity, digital promotions, and place in the buying process (Dogra & Kaushal, 2023). Price is an important factor that influences consumer purchasing decisions (Martin, 2021). Consumers tend to compare the price of a product with the value they get from it. In addition, the price also reflects the perception of quality and social status for some consumers (Zhao et al., 2023). In a competitive market environment, product diversity can be one factor that distinguishes a brand from another (Nguyen et al., 2018). Consumers tend to be more interested in a brand or product that offers a wide variety or attractive innovation (Nasib, 2023). With increasing Internet penetration and social media use, digital promotion has become an integral part of marketing strategies. Digital promotion through online platforms, such as social media ads, email marketing, and viral content, can affect consumer purchasing awareness and interests (Cohen-Almagor & Lehman-Wilzig, 2022). The ease of product accessibility also affects consumer purchasing interests (Al-Jundi et al., 2019).

Consumers tend to prefer products that are easily accessible and available in places that are convenient for them (Li et al., 2019). Naturally, there are problems and difficulties associated with operating a business, such as grievances over the cost of raw materials rising, the number of product brands, and the status of extensive digital marketing at the moment (Ponzoa & Erdmann, 2021). The Shanghai Studio Shop is a business operating in the service sectordigital printing and advertising, such as stamps, banners or banners,invitations, notes, brochures, mugs, pins or key chains and so onrunning since 1985 in Tanjung Pinang and in 1990 in Batam. Shop shanghai studio is based in Tanjung Pinang, while currently in Batam is a branch of Tanjung Pinang. But currently the business is running more activelyin Batam. Challenge which faced by shop shanghai studio this is get orders amidst intense competition. With the product ingredient more active in buying products. Price is the main factor that people consider while making purchases (Arrivé, 2022). In addition to wanting high-quality goods, many consumers also

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want to pay a reasonable price. Some clients even connect the mark and the price(Sun & Ly, 2023).

Price is often used by consumers as a stand-in for product quality when they are unable to decide what makes a high-quality goods objectively (Xiao et al., 2019). In light of the situation some consumers have very high price sensitivity; for example, if a product has the same sticker as its competitors but costs more, the customer may choose not to purchase it. Variety of products is incorrect (Xiao et al., 2019). One element that companies need to be aware of is this, particularly printing and advertising companies. Interest in buying things can also be influenced by the variety of goods available in addition to pricing (Lee et al., 2020). A good product variety will entice customers to the store, encouraging them to make purchases (Hinks, 2020). Regular buyers attracted interest even while they were unable to pay. The inclination of consumers to buy is an unconscious one. People always keep their purchasing interests hidden, so others can never know what they want or anticipate from them.

The next aspect impacting consumer interest in making a purchase is digital promotions (Camilleri, 2018). In the current era, digital promotions make it very easy to sell things because they can reach a broader market. This digital promotion can be done through social media sites like Facebook and Instagram or through online sales (Upadhyay et al., 2020). Social networking sites like Facebook and Instagram, especially in this day and age, include premium services that let vendors promote their stores and goods there. Customers only need to click on the advertisement or link to enter the seller's store (Chen et al., 2021). The millennial generation is one that has a strong affinity for technology. You can browse the internet for hours on your smartphone. Indonesia's large internet user base is a significant opportunity for businesses to get greater public recognition. Marketing is the process by which a business creates, communicates, delivers, and exchanges offers that are valuable to customers or the community (Frick & Kaimann, 2017). On the other hand, digitally produced media can be found online. The internet simplifies many aspects of life, including purchasing items, finding information when needed, and carrying out a variety of other tasks. Apart from digital advertisements, a consumer's location might also impact their purchase intent (Kato & Hoshino, 2019).

The venue will be the debut of a business that hopes to influence consumers' purchasing decisions by acting as a distribution channel-that is, the route via which commodities are moved from producers to consumers. In addition to digital promotions, location will influence a consumer's desire to purchase. The location will be the launch of

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a company that, as a distribution channel—that is, the path taken to transfer goods from producers to consumers-will sway customers' decisions to buy (Choi et al., 2021). These factors must be taken into account in order to pique customers' interest in making a purchase, specifically the seller's ability to convey a positive impression that will build clientele and enhance the shop's reputation(van 't Riet et al., 2016). Price, product variety, and digital marketing promotions can all work together to create a powerful, profitable, and widening window of opportunity for influencing consumer decisions through communication (Sarmini, 2023). Based on the data and description above, the author is interestedto conduct research with the title "The Influence of Price, Product Diversity, Digital To Consumer Purchase Interest In Shop Shanghai Batam Studios".

RESEARCH METHOD

The type of research in this study is causality research, which is a study that is structured to examine the possibility of a causal and consequential relationship between variables. Research design is a form of plan or plan made to give an estimated picture of the activities carried out. In a study it is necessary to carry out research planning, so that it can run well and orderly. The research to be studied is a design of causality research, that is to study the relationship of cause and effect between price variables, product diversity, digital promotion and place against consumer buying interest in the Shanghai Studio Batam Store. Population is a generalization region consisting of objects or subjects that have certain qualities and characteristics that the researcher defines to be studied and then draws its conclusion, the Population referred to in this study is the Shanghai Studio Batam Shop of 10,100 consumers. A sample is part of a particular characteristic within a population. Sampling in this study is by random sampling method, which is random selection from a small segment of individuals known to be members of the population as a whole. Based on a sample of our 100 consumers at the Shanghai Studio Batam Store.

RESULT

Tabel 1.Description Of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	20	20.0	20.0	20.0
	Private sector employee	31	31.0	31.0	51.0

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	government employees	16	16.0	16.0	67.0
	Self-employed	25	25.0	25.0	92.0
	other	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Out of the one hundred participants in the poll, twenty (20%) were students. This suggests that the vast majority of respondents to the poll were probably students engaged in university courses or other educational programs. Furthermore, thirty-one respondents, or thirty-one percent, stated that they were employed in the private sector; this suggests that a primary career path selected by research participants is in the privately held industry. Just 16 respondents (16%) were government employees, indicating that a minuscule proportion of all respondents were either public sector employees or government officials. Additionally, 25 respondents, or 25%, are either independent contractors or employees of private businesses. This implies that a sizable percentage of responders are independent contractors or work as. Eight more respondents (8%) fell into the "other" group, which could refer to a variety of vocations not included in the previous category. As a result, the distribution of job types among all respondents provides a broad picture of the variety of backgrounds and employment situations among study or survey participants. Customers of Sanghai Studio Batam were informed about this study. The goal is to ascertain how pricing, product variety, digital marketing, and venue promotions affect consumers' inclination to purchase. After selecting a sample of respondents who satisfied the criteria, researchers started data processing using Microsoft Excel to describe respondent data.

Table 2. t Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.844	2.848		2.403	.018
Price	.193	.121	.171	1.592	.115
product diversity	.333	.117	.332	2.852	.005
digital promotion	.081	.080	.095	1.009	.315

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Location	.075	.108	.076	.697	.488

Table 2 can be used as a reference to determine the degree to which each partially free variable (individual) affects the bound variable. It is possible to conclude that Ha1 is rejected, suggesting that the Price variable (X1) has no influence on the Consumer Buy (Y) variable, given that the t value counts 1.593 < t table 1.9852 and the Price variable (X1) has an influence on the Consumer Interest (Y) variable of 0.115 > 0.05. The influence of the product variety variable (X2) on the consumer interest (Y) variable is 0,005 <0,05, and the t value counts 2,852 >t table 1,9852. so it can be concluded that Ha2 is accepted which means there is an influence between the variable Product diversity (X2), partially on the consumer interest variable(Y).

Given that the t value counts 1.009 <t table 1.9852 and the influence of the digital promotion variable (X3) on the consumer buy interest (Y) variable is 0.315 > 0.05, it can be concluded that Ha3 is reversed, indicating that there is no influence of the digital promotion variable (X3) on the consumer buy interest (Y). Given that the t value counts 0.697 <t table 1.9852 and the place variable (X4) has an influence on the consumer interest (Y) variable of 0.488 > 0.05, it may be concluded that Ha4 is accepted, indicating a partial relationship between the place variable (X4) and the consumer interest (Y).

Table 3. F Test

ANOVA[a]						
Model		Sum of Squares	f	Mean Square	F	Sig.
	Regression	237.972		59.493	9.801	.000[b]
	Residual	576.668	5	6.070		
	Total	814.640	9			
a. Dependent Variable: Consumer Interest						
b. Predictors: (Constant), Price, Product Diversity, Digital						

Simultaneous F test to find out if the whole free variable has a collective effect – equal to the bound variable. The F test is tested at a significant rate of 5%. Based on Table 4.17 on the results of the F test, it can be known that the F calculation is 9,801 while the Ftabels value is 2,47. Then it is known that F calculating value is 9.801> Ftab

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2,47 with a significant level (0,000 < 0,05), meaning that Ha is accepted that the price, product diversity, digital promotion and location together have a significant influence on the Buyer's Interests.

Table 4. DeterminantTest

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std.Errorof the Estimate
1	.540[a]	.292	.262	2.464

Adjusted R Square (R2) is worth 0.292 or 29.2%. This concludes price variables, product diversity, digital promotions, and places at 29.2%, while the remaining 70.8% is affected by other variables that are not included in this study.

The results of this research show that there is no influence of price on consumer buying interest. Because the calculated t value is 1.592 < t table 1.9852 and the results of the significant value at t calculated are 0.115> 0.05. This means that the overall price given by the Shanghai Studio Store will not affect consumers' buying interest. Price is an important thing in consumer buying interest. This is because consumers think that the price of the product being sold is competitive with other printing shops and that the product has benefits. So consumers no longer need to consider price when making a purchase, this means that price does not affect consumers' buying interest. Based on the results of the tests carried out, there are several possibilities why the price variable has no effect on consumer buying interest.

The price of the goods is not too far from the prices of other competitors so that the price of the goods is considered still affordable for consumers. The type and price of goods still have quality that is in accordance with the price of the goods to be sold and in accordance with the results desired by consumers. So it still has a positive influence on consumer buying interest. The Influence of Product Diversity on Consumer Purchase Interest. The results of this research show that there is an influence of price on consumer buying interest. Because the calculated t value is 2.852 > t table 1.9852 and the results of the significant value at t calculated are 0.005 < 0.05. This means that the overall product diversity provided by the Shanghai Study Store will influence consumer buying interest. Product diversity can influence consumers because it creates wider choices for consumers. This is because consumers tend to have different preferences, so stores

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must have a variety of products in terms of materials, sizes and quality so that consumers feel satisfied and have no limitations in choosing the goods they want according to their needs and lifestyle. Apart from that, product diversity can also increase perceived value and give the impression that the brand or store is innovative and responsive to consumer needs.

The Influence of Digital Promotion on Consumer Purchase Interest. The results of this research show that there is no influence of price on consumer buying interest. Because the calculated t value is 1.009 < t table 1.9852 and the results of the significant value at t calculated are 0.315> 0.05. This means that the overall digital promotion provided by the Shanghai Studio Store will not influence consumer buying interest. This is because the Shanghai Studio store has targeted consumers with a focus on consumers who know the store in society. As is known, many consumers come to buy products by getting information through their friends or family. So that through this, consumers can be confident and try to produce goods. Consumers prefer to visit stores directly to find out the items they want. Apart from that, digital promotions must also be carried out according to target consumers. If digital promotions are not effectively targeted at consumers in accordance with the product being offered, then it is unlikely to influence consumer buying interest. The Shanghai Studio shop only has an Instagram owner account and promotes goods through the owner's story. So it is considered less effective and does not influence consumer buying interest.

The Influence of Place on Consumer Purchase Interest. The results of this research show that there is no influence of place on consumer buying interest. Because the calculated t value is 0.697 < t table 1.9852 and the results are significant at t calculated 0.488> 0.05. This means that the overall space provided by the Shanghai Studio Store will not influence consumer buying interest. Place is a physical location used in the marketing mix along with price, product variety and promotion. Place refers to the location where the product is offered to consumers. It can be seen that location has no effect on consumer buying interest in the Shanghai Studio store. This is because consumers have different preferences, needs and factors. Based on the results of the simultaneous significance test F (sig. F) of variables X1, X2, X3 against Y, namely consumer buying interest of 0.000. This means that the coefficients of variables X1, This means that hypothesis 4 (H4) which states that the variables Price (X1), Product Diversity (X2), Digital Promotion (X3), and Place (X4), on Consumer Purchase Interest (Y) simultaneously, can be accepted or proven.

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These results also show that this research model, namely the variables Price, Product Diversity, Digital Promotion and Place on consumer buying interest, has a fairly strong relationship, meaning that Price, Product Diversity, Digital Promotion and Place on consumer buying interest have a strong relationship and can be utilized. well to increase consumer buying interest significantly. In the results of this research, it was also found that the independent variables in this research were able to have a large contribution or role in explaining the dependent variable and the core problem of the dependent variable in terms of Consumer Purchase Interest. Based on the research results, it can finally be seen that this research has limitations compared to previous research.

CONCLUSION

Based on the results of research that has been studied with the title the influence of price, product diversity, digital promotions and place on consumer buying interest at the Shanghai Studio Shop in Batam City, it can be concluded that, there is no influence between the Price variable on Consumer Buying Interest at the Shanghai Studio Shop. Because the tcount value is 1.592 < ttable 1.9852 and the results are significant at tcount 0.115 > 0.05. This means that the product price provided by the Shanghai Studio Store will not affect consumer purchasing interest. There is a positive and significant influence between the Product Diversity variable on Consumer Purchase Interest at the Shanghai Studio Store.

The effect is positive because the calculated t value is 2.852 which is greater than the t table value which is 1.9852 and the results of the significance value in the t test are 0.000 which is smaller than the maximum value which is 0.05. The influence between Product Diversity and Consumer Purchase Interest at the Shanghai Studio Store where indications were found that the products provided must have a wider variety of products such as product types, sizes, and brands and good quality durability so that consumers have no limitations in choosing the products they want and satisfied with the results of the product purchased.

There is no influence between the Digital Promotion variables on Consumer Purchase Interest at the Shanghai Studio Store. Because the tcount value is 1.009 < ttable 1.9852 and the results are significant at tcount 0.315 > 0.05. Thus, this test shows that partially Digital Promotion does not have a significant influence on Consumer Purchase Interest. The results of this research indicate that Digital Promotion does not have a sufficient impact on increasing Consumer Purchase Interest at the Shanghai

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Studio Store in Batam City in a better direction. There is a positive and significant influence between the variables Price, Product Diversity, Digital Promotion, and Place simultaneously on Consumer Purchase Interest at the Shanghai Studio Store. Based on the results of the test values in the F test, it can be seen that simultaneously the variables price, product diversity, digital promotion and place have a significant effect on consumer buying interest. The effect is positive because the calculated F value is 9.801 which is greater than the F table value which is 2.47 and the results The significance value in the F test is 0.000, which is smaller than the maximum value, which is 0.05.

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