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MARKETING | RESEARCH ARTICLE

The Effect of Product, Price, Location, and Promotion on Consumer Interest

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Abstract: Marketing strategy consists of 4P integrated marketing elements (product, price, promotion, place), which constantly evolve in line with the movement of the company changes in the marketing environment and the collapse of consumer behavior. Consumer behavior has vast implications for the formulation of marketing strategies. This is because marketing strategy involves two main activities: selecting the market to be targeted for marketing and formulating and compiling the right marketing mix combination so that consumer needs can be met satisfactorily. A product is an item offered to the market for attention. It is owned, used, or consumed and can satisfy consumer needs. One of marketing management's main tasks and responsibilities is to think about product design; the products made are products that consumers need. Opon Drinks also produces packaged coffee, which has a taste that is not very different from that of packaged coffee.

Keywords: Consumer Interest, Product, Price, Location, Promotion.

JEL Classification Code: M31, L66, D12

1. INTRODUCTION

Business development in Indonesia is showing positive growth. Businesspeople must be more creative and innovative in developing their business against political, socio-cultural, and economic changes. The condition that a company must meet to achieve success in competition is to try to achieve the goal of creating and retaining customers. For this goal to be achieved, each company must attempt to produce and deliver the goods and services that consumers want at a price that is patas. Thus, each company must understand that the survival of the company as an organization that tries to meet the needs and desires of consumers is highly dependent on consumer behavior.

A product is an item offered to the market to get attention. Owned, used, or consumed may also satisfy consumer needs. One of marketing management's main tasks and responsibilities is to think about product design; the products made are products that consumers need. Price is the amount a customer must pay to obtain a product. Apart from product design, price is a variable that can be controlled and determines whether or not consumers accept a product, but of course, by considering various things. The cheapness or expensiveness of a product is very *relative*, so it is necessary to first compare it with the prices of similar products produced or sold by other companies. Companies need to monitor the prices set by competitors so that the prices set by the company are not too high or vice versa.

Place is a structure that describes the chosen alternative channels and different marketing situations by various companies or business institutions (such as producers, using intermediaries as distribution). In this case, marketers must be able to determine a strategic place so that consumers find it easier to meet their needs. Opon's shop is located on the edge of a very strategic highway. Promotion is the art of seducing customers and potential consumers to buy more products from the company. Promotion is also one of the marketing mixes that is very important for companies to carry out when marketing their products or services. Promotion is also a determining factor in the success of a marketing program. If the quality of a product is good but consumers have never known or are



not sure that the product will be helpful for consumers, then consumers will never buy it. Based on the above background, researchers are interested in researching the Effects of product, price, location, and promotion on consumer interest in Opon Drink in Mamuju Regency.

2. LITERATURE REVIEW

Products are satisfying the needs and desires of consumers created by producers. In conditions of intense competition, it is hazardous for companies to rely solely on existing products without any effort to develop them further. For this reason, creativity and producer sensitivity to consumer needs and desires are needed. A product is anything that can be offered to a market to be noticed, requested, used, or consumed so that it can satisfy consumers. Kotler (2014) states that a product is anything that can be offered to a market to be noticed, requested, used, or consumed so that it might satisfy a want or need. According to Sunyoto (2014), a product is offered that can fulfill the wants and needs of consumers. So that researchers can conclude that a product is provided so that it gets attention, is requested, used, or consumed to satisfy consumer wants and needs. In economics, the notion of price is related to value and utility. The value measures the amount a product provides when it is exchanged for another product. Meanwhile, utility is an attribute of an item that provides a certain level of satisfaction to consumers. According to Kotler (2014), price is the amount of money charged for a particular product. More broadly, price is the overall value that consumers exchange to benefit from ownership of a product or service. According to Buchari Alma (2011), price is the value of an item expressed in money. Meanwhile, Djaslim Saladin (2010) suggests that price is a component that generates revenue while others create costs. Based on several experts' opinions above, the researcher can conclude that price is the value of a product in the form of money that consumers must sacrifice to obtain a product. In contrast, the price producer or trader can generate income.

Place is a combination of location and decisions on distribution channels, in this case, dealing with how to deliver to consumers and where the strategic location is. According to Swastha (2002: 24), location is where a business or business activity is carried out. Place is a structure that describes the chosen alternative channels and different marketing situations by various companies or business institutions (such as producers, using intermediaries as distribution). This intermediary is a business activity between producers, end consumers, or industrial users. Promotion is an activity aimed at influencing consumers to recognize the products offered by the company and be interested and happy to buy the product. According to Kotler (2014: 34), promotion is what companies do to communicate the benefits of their products and convince target consumers to buy them.

According to Keller (2008), consumer interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another. Consumer interest grows because of a motive based on attributes of their wants and needs in using a service; based on this, analyzing how the interest process from within consumers is critical. Consumer interest behavior results from an evaluation of a brand or service. The final stage of the process is complex decision-making, including using the desired brand or service, evaluating the brand or service when used, and storing information for future use. An actor in the interests of consumers and knowing what factors influence these interests. The marketing world will strive to measure the understanding of consumer interest, which, in general, is a consumer behavior that shows the extent of their commitment to take action to purchase or use a service.

3. RESEARCH METHOD AND MATERIALS

This research was conducted at Kedai Opon Drink in Mamuju Regency as a research site. The type of data used in this study is based on its nature, namely (1) Qualitative data is research data made with sentences or words about price, product quality, and consumer interest in the Opon drink Mamuju district (2) Quantitative data is research data in the form of numbers or numbers that will be poured into a frequency distribution table for respondents.

Sugiyono (2013: 192) states that multiple regression analysis is used to determine the relationship between the dependent and independent variables. This analysis is intended to prove the truth of the

hypothesis that has been proposed; the multiple linear regression analysis method uses the following formula:

$$Y = \alpha + b X_{11} + b X_{22} + b X_{33} + b X_{44} + e$$

Description:

Y: Consumer interest

α : Constant

X_1 : Products

X_2 : Price

X_3 : Location

X_4 : Promotion

b_{1-2} : Regression Coefficient

e: Error

To prove the hypothesis that has been found, this study used quantitative data analysis using multiple linear regression methods. Quantitative analysis uses data expressed in numerical form. These data affect consumer interest in Opon Drink in Mamuju Regency.

4. RESULTS AND DISCUSSION

4.1. Validity test results

Table 1. Product Validity Test (X1)

No.	Item	Calculated	Value	Description
1.	X1_1	0,632	0.2876	Valid
2.	X1_2	0,602	0.2876	Valid
3.	X1_3	0,865	0.2876	Valid
4.	X1_4	0,606	0.2876	Valid
5.	X1_5	0,791	0.2876	Valid

Judging from the results of the table above, it is known that the rcount for the Product variable (X1) on item X1.1 with a value of 0.632, X1.2 with a value of 0.602, X1.3 with a value of 0.865, X1.4 with a value of 0.606, X1.5 with a value of 0.791, where the Product variable (X1) is quite significant because the rcount> rtable.

Table 2. Price Validity Test (X2)

No.	Item	Calculated	Value	Description
1.	X2_1	0,730	0.2876	Valid
2.	X2_2	0,743	0.2876	Valid
3.	X2_3	0,722	0.2876	Valid
4.	X2_4	0,731	0.2876	Valid
5.	X2_5	0,777	0.2876	Valid

Judging from the results of the table above, it is known that the recount for the Price variable (X2) on item X2.1 with a value of 0.730, X2.2 with a value of 0.743, X2.3 with a value of 0.722, X2.4 with a value of 0.731, X2.5 with a value of 0.777, where the Price variable (X2) is quite significant because the value of r-count> r-table.

Table 3. Location Validity Test (X3)

No.	Item	Calculated	Value	Description
1.	X3_1	0,857	0.2876	Valid
2.	X3_2	0,781	0.2876	Valid
3.	X3_3	0,707	0.2876	Valid
4.	X3_4	0,784	0.2876	Valid
5.	X3_5	0,796	0.2876	Valid

Judging from the results of the table above, it is known that the recount for the Location variable (X3) on item X3.1 with a value of 0.857, X3.2 with a value of 0.781, X3.3 with a value of 0.707, X3.4 with a value of 0.784, X3.5 with a value of 0.796, where the Location variable (X3) is quite significant because the value of $r_{count} > r_{table}$.

Table 4. Promotion Validity Test (X4)

No.	Item	Calculated	Value	Description
1.	X4_1	0,564	0.2876	Valid
2.	X4_2	0,621	0.2876	Valid
3.	X4_3	0,709	0.2876	Valid
4.	X4_4	0,585	0.2876	Valid
5.	X4_5	0,670	0.2876	Valid

Judging from the results of the table above, it is known that the recount for the Promotion variable (X4), on item X4.1 with a value of 0.564, X4.2 with a value of 0.621, X4.3 with a value of 0.709, X4.4 with a value of 0.585, X4.5 with a value of 0.670, where the Promotion variable (X4) is quite significant because the value of $r_{count} > r_{table}$.

Table 5. Consumer Interest Test (Y)

No.	Item	Calculated	Value	Description
1.	Y_1	0.653	0.2876	Valid
2.	Y_2	0.738	0.2876	Valid
3.	Y_3	0.782	0.2876	Valid
4.	Y_4	0.682	0.2876	Valid
5.	Y_5	0.739	0.2876	Valid

Judging from the results of the table above, it is known that the recount for the consumer interest variable (Y) on item Y.1 with a value of 0.653, Y.2 with a value of 0.738, Y.3 with a value of 0.782, Y.4 with a value of 0.682, Y.5 with a value of 0.739, where the consumer interest variable (Y) is quite significant because the $r_{count} > r_{table}$.

4.2. Reliability Test

This test is done by comparing Cronbach's alpha. The provisions are the value of Cronbach alpha > 0.6 . If the calculation value through spss produces a Cronbach alpha number greater than 0.6, it can be concluded that the questionnaire in question is reliable and vice versa.

Table 6. Reliability Test Results

Variables	Cronbach's Alpha	Description
Product (X1)	0,765	Reliable
Price (X2)	0,789	Reliable
Location (X3)	0,802	Reliable
Promotion (X4)	0,749	Reliable
Consumer Interest (Y)	0,781	Reliable

Based on the comparison in Table 6, all Cronbach alpha values are as follows: The data processing results in spss show that all numbers on each variable meet reliable standards or are more significant than 0.06, so the measuring instruments in this study are valid and meet research standards.

4.3. Results of Multiple Linear Regression Analysis

Analysis is used to determine the relationship between the dependent variable and the independent variable. The results of multiple linear analysis tests are in the table 7 below:

Table 7. Multiple Linear Analysis Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,490	2,157		2,546	,015
	Products	,299	,093	,298	3,216	,003
	Price	,426	,094	,423	4,517	,000
	Location	,246	,076	,266	3,218	,002
	Promotion	,277	,088	,225	3,156	,003

Based on the table above it shows that the multiple linear analysis equation obtained the following analysis test results:

$$Y = 5.490 + 0.299X_1 + 0.426 X_2 + 0.246 X_3 + 0.277 X_4 + e$$

The regression equation has the following meaning:

- 1) Constant = 5.490
If the variables Product (X1), Price (X2), Location (X3), and Promotion (X4) do not change, then the value of the purchase decision (Y) = 5.490
- 2) Coefficient X1 = 0, 299
This means that if the product variable increases by one unit, the price and service quality will also increase by 0.299 if other variables do not change or are constant.
- 3) X2 coefficient = 0.426
This means that if the price variable increases by one unit, the price and service quality will also increase by 0.426, whereas if other variables do not change or are constant,
- 4) Coefficient X3 = 0.246
This means that if the location variable increases by one unit, the location and price will also increase by 0.246 if other variables do not change or are in constant condition.
- 5) Coefficient X4 = 0.277
This means that if the Promotion variable increases by one unit, the location, and price will also increase by 0.277 if other variables do not change or are in constant condition.

4.4. t-Test Results (Partial Test Results)

Table 8. Partial Coefficient T-Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,490	2,157		2,546	,015
	Products	,299	,093	,298	3,216	,003
	Price	,426	,094	,423	4,517	,000
	Location	,246	,076	,266	3,218	,002
	Promotion	,277	,088	,225	3,156	,003

Based on the results of the statistical analysis of the Sig coefficient in Table 8, testing each variable partially or one by one can be explained as follows:

- 1) The results of the analysis for the Location variable (X1) obtained a Sig value = 0.003 < a = 0.005 and count = 3.216 > t-table = 2.698. This shows that the product significantly affects consumer interest in Opon drinks.
- 2) The results of the analysis for the price variable (X2) obtained a value of Sig = 0.000, using a significant limit of a = 0.005, the value of Sig = 0.000 < a = 0.005 and count = 4.517 > t-table = 2.698. This means that prices significantly influence consumer interest in Opon drinks.

- 3) The results of the analysis for the Location variable (X3) obtained a sig value = 0.002, using a significant limit of $\alpha = 0.005$, the Sig value = 0.002 < $\alpha = 0.005$, and count = 3.218 > t-table = 2.698. This means that service quality has a significant effect on consumer interest in Opon drink

The results of the analysis for the promotion variable (X4) obtained a sig value = 0.003; using a significant limit of $\alpha = 0.005$, it can be seen that the Sig value = 0.003 < $\alpha = 0.005$ and count = 3.156 > table = 2.698. This means that service quality has a significant effect on consumer interest in Opon drink

5. CONCLUSION

The research presented here provides a detailed examination of the factors influencing consumer interest in Opon Drinks in the Mamuju District, focusing on the four core variables of product, price, location, and promotion. Based on the multiple linear regression analysis, the results reveal that each of these variables significantly affects consumer interest. The findings show that the product (X1) variable, with a significance value of 0.003, positively impacts consumer interest, indicating that product quality and design are critical in attracting consumers. Similarly, the price (X2) variable significantly affects consumer interest, with a significance value of 0.000, which emphasizes the importance of setting a price point that aligns with consumer expectations and purchasing power. Location (X3) also proves to be a decisive factor in consumer interest, as the significance value of 0.002 indicates that ease of access and the physical environment of the business play a crucial role in shaping consumer preferences. Finally, promotion (X4) shows a significant effect, with a significance value of 0.003, suggesting that marketing efforts, such as advertising, promotions, and brand visibility, are essential in driving consumer interest in Opon Drinks.

The value of this research lies in its contribution to academic knowledge and practical applications. From a theoretical perspective, this study adds to the existing literature on consumer behavior and marketing strategies in the beverage industry. By examining the interplay between product quality, pricing strategies, location convenience, and promotional activities, the research highlights how each element of the marketing mix contributes to consumer interest. This study is particularly valuable because it focuses on a specific regional context—Mamuju District—providing insights into consumer preferences in a developing area often overlooked in broader marketing research. The findings have implications for businesses operating in similar markets, offering a blueprint for enhancing consumer engagement and satisfaction by fine-tuning the core elements of their marketing strategies. In terms of practical applications, this research provides actionable insights to business owners and marketers in the beverage industry, particularly those operating in regional markets. The study shows that businesses like Opon Drinks can enhance consumer interest and drive sales by improving product quality and design, making their offerings more accessible to a broader range of customers. For example, introducing innovative packaging, offering a wider variety of flavors, or ensuring consistent quality could encourage repeat purchases and foster brand loyalty. Additionally, the importance of price in shaping consumer interest suggests that businesses should carefully consider their pricing strategies to ensure they are competitive while still appealing to consumers. Offering promotions, such as discounts during specific periods, can further incentivize purchases and attract new customers. Moreover, the role of location in influencing consumer interest underscores the need for businesses to consider expansion strategies that improve accessibility and visibility, especially in areas with high foot traffic. Finally, the significance of promotion in shaping consumer interest highlights the importance of maintaining an active presence on social media and other marketing channels to reach potential customers and create brand awareness.

However, despite this study's contributions and practical implications, several limitations need to be acknowledged. One of the primary limitations is the sample size, which consisted of only 30 respondents. While this sample size may provide preliminary insights into consumer behavior in the

Mamuju District, it limits the generalizability of the findings to a broader population. Future research should include a more extensive and more diverse sample to ensure the results are more representative of the entire consumer base. Additionally, this study focused solely on four variables—product, price, location, and promotion—which, while essential, do not capture the full spectrum of factors that can influence consumer interest. Future research could explore other variables, such as brand loyalty, consumer trust, and social influence, to provide a more comprehensive understanding of consumer behavior in this context.

Another limitation of the study is its reliance on self-reported data collected through questionnaires. While this method is widely used in marketing research, it is subject to biases, such as social desirability bias, where respondents may provide answers they believe are expected rather than their genuine opinions. Future studies could benefit from using a mixed-methods approach that combines quantitative data with qualitative insights gathered through interviews or focus groups. This would allow for a deeper exploration of consumer motivations and preferences, providing a richer understanding of the factors driving consumer interest in Opon Drinks.

Looking ahead, future research could also investigate how external factors, such as economic conditions, cultural trends, and technological advancements, impact consumer behavior in regional markets like Mamuju District. For instance, as e-commerce and delivery services become more prevalent, future studies could examine how online shopping options influence consumer interest in local beverage brands. Moreover, the increasing importance of sustainability in consumer decision-making suggests that future research could explore the role of environmental factors, such as sustainable packaging or ethical sourcing, in shaping consumer preferences for beverages like Opon Drinks. As consumer expectations continue to evolve, it will be essential for businesses to stay attuned to these trends and adapt their marketing strategies accordingly.

In conclusion, while this study provides valuable insights into the factors that influence consumer interest in Opon Drinks in the Mamuju District, there is still much to learn about the complexities of consumer behavior in this context. By addressing the limitations of this study and expanding the scope of future research, scholars and practitioners can gain a more nuanced understanding of how to engage consumers in regional markets effectively. This, in turn, will enable businesses to develop more targeted and effective marketing strategies that meet consumer needs and foster long-term loyalty and brand advocacy. Ultimately, the findings of this research underscore the importance of a holistic approach to marketing, where product quality, pricing, location, and promotion work in tandem to create a compelling and satisfying consumer experience.

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