

The Influence of Promotions and Prices on Buying Interest at Casa Coffeevibes in Tangerang City

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Abstract

The purpose of this study was to determine the effect of promotion and price on purchasing interest at Casa Coffeevibes in Tangerang City. The method used was quantitative. The sampling technique used the Slovin formula and obtained a sample of 96 respondents. Data analysis used validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficients, determination coefficients and hypothesis tests. The population in this study were Casa Coffeevibes consumers in Tangerang City and the number of saturated samples was 96 respondents. Data collection methods were through questionnaires with a Likert scale, observation, and literature studies. The results of this study were that promotions had a significant positive effect on purchasing interest with a determination coefficient value of 40.0% and the hypothesis test obtained $t_{count} > t_{table}$ or $(7.912 > 1.986)$. Price had a significant negative effect on purchasing interest with a determination coefficient value of 20.6% and the hypothesis test obtained $t_{count} > t_{table}$ or $(-4.944 > -1.986)$. Promotion and price simultaneously have a significant effect on purchase intention, with the regression equation $Y = 23.536 + 0.531X_1 - 0.153X_2$, with a coefficient of determination of 52.0%, while the remaining 48.0% is influenced by other factors. The hypothesis test obtained a calculated F value $> F$ table, or $(50.471 > 2.700)$.

Keywords: Promotion; Price; Purchase Intention

INTRODUCTION

The coffee shop industry in Indonesia continues to experience rapid development, the number of *coffee shops* in Indonesia in 2023 will reach 30,000 and this figure is expected to continue to increase in the following years (Toffin Indonesia, 2024). Based on the Goodstats Survey released in October 2024 of 1,000 respondents, as many as 71% of respondents choose to buy coffee rather than brew coffee themselves, then the survey results also found that 40% of Indonesians drink two cups of coffee every day, 29% say one glass, 23% say three cups, and 9% say more than three glasses every day. In addition, the 6Wresearch report found that the increasingly strong coffee culture in Indonesia has led to the growth of the café industry.

Consumers are not only looking for coffee, but also convenience experiences such as ordering through apps and online delivery. Based on the Otten Coffe website, there is an increase in the number of cafes in urban areas, where consumer demand for quality coffee continues to increase. This trend shows that *coffee shops* are increasingly popular in

Indonesia and contribute to changing people's lifestyles, especially the younger generation who choose *coffee shops* as a place to socialize or work.

Promotions are an important component of the marketing mix that can influence consumer decisions. According to Nurliyanti, N., Susanti, A. A., & Hadibrata, B. (2022), One type of marketing communication is promotion. Marketing communication is a marketing activity that aims to influence, persuade, and warn a company's target market. products to be willing to accept, buy, and be loyal to the products offered by the company in question. Promotions that can be done in *coffee shop businesses* such as discounts, *live music*, loyalty programs, *latte art workshops*, or social media.

In addition, price also plays an important role in marketing, consumers tend to compare prices with the value they feel of a product. Reasonable or competitive prices can make consumers more interested in buying, while high prices can be a barrier. Companies can

consider all factors influenced by consumer purchases with a pricing strategy (Septiani et al., 2024). Buying interest influence consumers in making decisions to buy an item. According to Priansa (2017:164) in Hilmi A.Z & Fauzi A (2024) attractiveness to buy is when a person concentrates on the product, feels happy with the product and then generates a feeling of wanting and believing that the item is useful. As a result, they want to buy the item and exchange it for money. Buying interest is a mental statement of a consumer that reflects the purchase plan of a product with a particular brand. Marketers need to know consumer buying intent to determine consumer behavior in the future.

Coffee shops located in the Perum 3 Karawaci area are growing very quickly, one of which is CASA Coffeevibes located in JL. Pajajaran Raya No. 75 Perum 3 Karawaci, Tangerang City. This is evidenced by several *coffee shops* that are easy to find in the area, with a total of 20 businesses operating in the same field. With so many competitors, CASA Coffeevibes must concentrate on attracting consumers through consistent promotions to optimize the expected profits. However, based on a survey with the fierce competition of the *coffee shop* business, it has not been fully able to run properly, this is illustrated in the achievement of sales turnover at CASA Coffeevibes which tends to decrease as in tabel berikut:

Table 1: CASA Coffeevibes Sales Turnover Data in 2024

Moon	Target IDR	Net Sales IDR	Persentase
Januari	25.900.000	16.459.200	63,5%
Februari	24.700.000	14.256.000	57,7%
March	22.900.000	16.473.600	71,9%
April	15.700.000	20.763.600	132%
May	21.100.000	11.554.400	54,7%

June	24.300.000	14.660.800	60,3%
July	22.600.000	10.753.600	47,5%
Augt	19.500.000	11.404.800	58,4%
Septem ber	15.300.000	14.157.000	92,5%
Octobe r	26.600.000	15.325.200	57,6%
Novem ber	28.100.000	9.636.000	34,2%
Decem ber	15.900.000	11.651.200	73,2%
Total		167.095.400	

Source: Survey of researchers, 2025

Based on the table above, sales in 2024 have an annual sales turnover of IDR 167,095,400, but the monthly sales target and the actual amount do not seem to be achieved the monthly target in 2024. In April, sales exceeded the target by 132%, but declined in the following months. This shows that there are other factors that need to be considered to maintain sales stability.

Table 2: CASA Coffeevibes Price Comparison List With Competitors

CASA Coffeevibes	Harga (Rp)	Coffeine Coffee House	Harga (Rp)
Americano	15.000	Long Black	23.000
Cappucino	18.000	Cappucin	24.000
CASA Coffee Milk	18.000	Coffeine Signature	28.000
Chocolate	20.000	Chocolate	24.000
Red Velvet	20.000	Red Velvet	24.000

Source: Survey of researchers, 2025

Based on the data in the table above, the price comparison between CASA Coffeevibes and Coffeine Coffee House, the researcher chose Coffeine Coffee House as the comparison object because the researcher had known and known the café before. In addition, the menu offered is considered to have similarities to CASA Coffeevibes, which makes it relevant to compare in this study. The

American variant at CASA Coffeevibes is priced at IDR 15,000, while the Long Black variant at Coffeine Coffee House is priced at IDR 23,000. For the price of the Cappuccino menu at CASA Coffeevibes is IDR 18,000 and at Coffeine Coffee House it is IDR 24,000, then CASA Coffeevibes and Coffeine Coffee House have a *signature menu*, namely CASA Coffe Milk at a price of IDR 18,000, while Coffeine Coffee House for IDR 24,000, while for the Chocolate and Red Velvet menu at CASA Coffeevibes for IDR 20,000 and at Coffeine Coffee House for IDR 24,000.

Based on the price comparison data shown in the table above, it can be concluded that the prices set at the *coffee shop* each represent a certain amount. In the table above, almost all prices available at CASA Coffeevibes are cheaper than Coffeine Coffee House. Of the 5 (five) variants of the drink menu, you can see a fairly far price comparison on the *signature menu*. In the initial observation, the average consumer is students and young workers who are very interested in certain prices, but CASSA Coffeevibes has not offered promos such as "*buy 1 get 1*" or "discount promos for students" and "loyalty programs", where according to Shaid (2022) in Faridah, F., Nurlina, N., & Widowati, R. (2023), promos that can be done in *coffee shop businesses* such as discounts, *Live music*, loyalty programs, *latte art workshops*, or social media. Although the quality of the product is quite good, the absence of discounts, bundling packages, or loyalty programs may make customers consider other options. This suggests that promotional strategies and price adjustments should be evaluated to better align with local market expectations, especially among students, students, and young workers. Therefore, CASA Coffeevibes can concentrate on pricing to increase appeal and entice consumers to buy products.

In addition, promotions can also increase the desire to buy products. According to Simamora (2021:75) "promotion is any form of communication used to inform, persuade, and remind the target market about products produced by organizations, individuals or households". Regarding promotion, the author conducted a presurvey activity of 30 respondents, the number of 30 was determined by the researcher with reference to Sugiyono's theory (2017:89)

where the determination of the number of samples was at least 30 respondents and for the rest it would be better. From these criteria, the researcher uses a standard of at least 30 respondents so that the research conducted provides better results, the results of the pre-survey produce the following information.

Table 3: Pre-Survey Variable Promotions on CASA Coffeevibes

No	Statement	Answer		Presentase	
		Yes	No	Yes	No
Iklan					
1.	I often see CASA Coffeevibes ads on social media platforms like Instagram	7	23	23%	77%
2.	The Casa Coffeevibes ad caught my attention because the information was easy to understand	11	19	37%	63%
Sales Promotion					
3.	CASA Coffeevibes often holds attractive discounts or offers	10	20	33%	67%
4.	Promotions such as coupons or bundling promos at CASA Coffeevibes made me interested.	10	20	33%	67%
Private Sales					
5.	Product offerings by baristas directly.	22	8	73%	27%
6.	Baristas always give the right advice.	20	10	67%	33%
Public Relations					
7.	CASA Coffeevibes sering mengadakan event yang menarik.	13	17	43%	57%
8.	CASA Coffeevibes has a social media account that is always filled with the latest information	13	17	43%	57%
Direct Marketing & Digital Marketing					
9.	CASA Coffeevibes always posts the latest promotions through social media such as Instagram	12	18	40%	60%
10.	I was interested in buying CASA Coffeevibes products, because of the content on their social media	11	19	37%	63%

Source: Presurvey, 2025.

Based on the table above, it shows that in the advertising indicator as many as 77% of respondents do not agree that they often see ads on CASSA Coffeevibes social media, in the sales promotion indicator there are 67% of respondents agree that CASSA Coffeevibes rarely makes attractive discounts or promotions, inversely proportional to the personal sales indicator There are 73% of respondents who get product offers directly from the barista and then.

Then in the public relations indicator, there were results of 57% of respondents giving a disagreement answer, CASSA Coffeevibes often uploads the latest information on social media accounts and often holds interesting events, then on the indicators of direct marketing and digital marketing as many as 63% of respondents disagree that they are interested in buying based on content created on CASSA Coffeevibes social media accounts.

This research focuses on examining the influence between promotion and price on buying interest both partially and simultaneously so that it is expected to help CASA Coffeevibes understand more effective marketing strategies to attract consumer buying interest.

The results of the study will show whether the promotions and prices that have been used so far have an effect on customer

buying interest, or whether prices must be increased to remain competitive in an increasingly competitive market. This research is also important to determine areas that still need improvement, as well as what strategies can be used to address them.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to test the influence between promotion and price variables on buying interest in Casa Coffeevibes in Tangerang City. The population and sample in this study amounted to 96 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

1. If the calculated value $>$ the table, then the statement item is said to be valid.
2. If the rcalculated value $<$ rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely the variables of promotion, price and buying interest with the following details:

Promotion Variable Validity Testing (X1)

Based on the results of the validity test, the following results were obtained:

Table 4: Testing the Validity of Promotional Statement Instruments (X1)

Statement Number	r count	R table	Remarks
KX1-1	0,334	0,201	Valid
KX1-2	0,511	0,201	Valid
KX1-3	0,321	0,201	Valid
KX1-4	0,413	0,201	Valid
KX1-5	0,655	0,201	Valid
KX1-6	0,526	0,201	Valid
KX1-7	0,676	0,201	Valid
KX1-8	0,696	0,201	Valid
KX1-9	0,636	0,201	Valid
KX1-10	0,501	0,201	Valid

Source: Data Processing, 2025.

Based on the table above, if the calculation $>$ rtable, it is declared valid and vice versa, if the calculation $<$ rtable, it is declared invalid. In this study, the number of samples (n) to be tested was 96 respondents with a bidirectional significance level of 0.050 with the provision $df = n - 2$, then $df = 96 - 2 = 94$, then the r table was obtained as 0.201. From the table above, it shows that the statement on the promotion variable can be said to be valid because all statements have a value of r calculated $>$ 0.201.

Price Variable Validity Testing (X2)

Based on the results of the validity test, the following results were obtained:

Table 5: Testing the Validity of Price Statement Instruments (X2)

Statement Number	r count	R table	Remarks
KX2-1	0,545	0,201	Valid
KX2-2	0,789	0,201	Valid
KX2-3	0,601	0,201	Valid
KX2-4	0,718	0,201	Valid
KX2-5	0,751	0,201	Valid
KX2-6	0,696	0,201	Valid
KX2-7	0,479	0,201	Valid
KX2-8	0,833	0,201	Valid
KX2-9	0,703	0,201	Valid
KX2-10	0,601	0,201	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statements on the price variable are declared valid, as evidenced by the value of r calculated $>$ r of the table, $(n - 2) = 96 - 2 = 94$ which is 0.201. Thus, the data is suitable to be forwarded as research data.

Validity Testing of Buying Interest Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of the Purchase Interest Statement Instrument (Y)

Statement Number	r count	R table	Remarks
KY-1	0,354	0,201	Valid
KY-2	0,371	0,201	Valid
KY-3	0,624	0,201	Valid
KY-4	0,575	0,201	Valid
KY-5	0,495	0,201	Valid
KY-6	0,515	0,201	Valid
KY-7	0,700	0,201	Valid
KY-8	0,607	0,201	Valid
KY-9	0,535	0,201	Valid
KY-10	0,393	0,201	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statements on the buying interest

variable are declared valid, this is evidenced by the value of r calculated $> r$ of the table, $(n-2) = 96 - 2 = 94$ which is 0.201. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. A valid instrument is generally definitely reliable, but a reliability tester needs to be done. The following is a table of instrument reliability results:

Promotional Variable Reliability Test (X1)

Based on the results of the reliability test, the following results were obtained:

Table 7: Promotion Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.700	10

Source: SPSS 26 data processing

From the table above, it can be seen that the promotion variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is 0.700 > 0.600.

Price Variable Reliability Test (X2)

Table 8: Price Variable Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.865	10

Sumber: Pengolahan data SPSS 26

From the table above, it can be seen that the price variable is said to be reliable, because the test obtained a *Cronbach alpha* value greater than 0.600, which is 0.865 > 0.600.

Reliability Test of Buying Interest Variable (Y)

Table 9: Reliability Test of Buying Interest Variable (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.688	10

Source: SPSS 26 data processing

From the table above, it can be seen that the buying interest variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is 0.688 > 0.600.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 10: Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.58270426
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.038
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

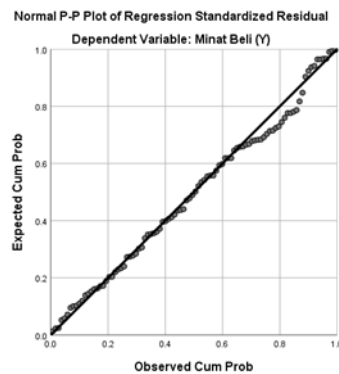
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

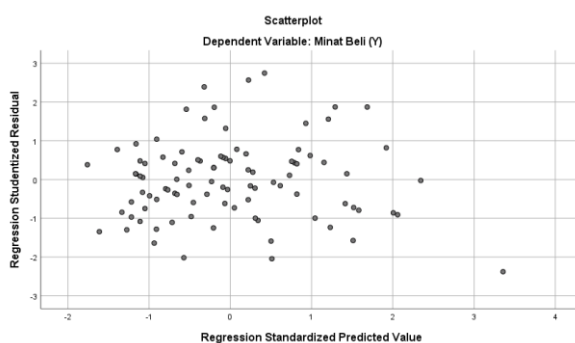
Source: Data Processing, 2025.

From the table above, a significant value (2-tailed) of 0.200 can be obtained. Because the significance is more than 0.050 or (0.200 > 0.050), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



Sumber: Pengolahan Data, 2025. **Gambar 1: P-Plot Uji Normalitas**



Source: Data Processing, 2025.
Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Uji Hypothesis T test (Partial test)

To find out the influence between promotion (X1) and price (X2) on buying interest (Y), it can be done with a t test (partial test). The provisions are as follows:

1. If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
2. If the $t_{count} > t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Table 12: Partial Hypothesis Test Results Between Price (X2) And Buying Interest (Y)

From the graph above, it can be seen that the points are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data of the promotional variables (X1), price (X2) and buying interest (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot graph* as follows:

Partial Hypothesis Test for Promotion Variables (X1)

The hypotheses that will be tested in this section are:

- H_{01} : There was no significant effect between promotions on buying interest in Casa Coffeevibes in Tangerang City.
 H_{a1} : There is a significant influence between promotions on buying interest at Casa Coffeevibes in Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 11: Partial Hypothesis Test Results Between Promotion (X1) And Buying Interest

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	16.073	2.757			5.830	.000
	Promotion (X1)	.589	.074	.632		7.912	.000

a. Dependent Variable: Minat Beli (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the t -value of the table was obtained $> t$ of the table or ($7.912 > 1.986$), this was also strengthened by a significance value of < 0.05 or ($0.000 < 0.05$). Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between promotions on buying interest in Casa Coffeevibes in Tangerang City.

Partial Hypothesis Test for Price Variables (x2)

The hypotheses that will be tested in this section are:

- H_{02} : There is no significant influence between price and buying interest in Casa Coffeevibes in Tangerang City.
 H_{a2} : There is a significant influence between price and buying interest in Casa Coffeevibes in Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Model		Coefficients ^a		t	Sig.
		Unstandardized Coefficients B	Std. Error		
1	(Constant)	44.594	1.424	31.323	.000
	Pricing (X2)	-.197	.040	-4.944	.000

a. Dependent Variable: Buying Interest (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the value of $t_{\text{calculated}} > t_{\text{of the table}}$ or $(-4.944 > -1.986)$ was also strengthened by a significance value of < 0.05 or $(0.000 < 0.05)$. Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant negative influence between prices on buying interest in Casa Coffeevibes in Tangerang City.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all its independent variables (promotion and price) against its dependent variables (buying interest). Statistical calculation F of ANOVA is performed by comparing the crisis values obtained from the distribution table F at a certain significant level. The hypothesis formulation made is as follows:

H_{03} : There is no significant effect between promotion and price simultaneously on buying interest in Casa Coffeevibes in

Tangerang City.

H_{a3} : There is a significant influence between promotion and price simultaneously on buying interest in Casa Coffeevibes in Tangerang City.

As a comparison to see the significant effect, a significant level of 5% (0.05) was used and compared the F-calculation with the F-table with the following criteria:

1. If $F_{\text{calculated}} < F_{\text{table}}$ means H_0 is accepted and H_a is rejected
2. If $F_{\text{calculated}} > F_{\text{table}}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 96 - 3 = 93$$

So with a significance of 5% or 0.05, the F_{table} of 93 = 2,700 is obtained from the statistical table. Here are the results of the ANOVA test or the F test:

Sumber: Pengolahan Data, 2025.

Table 11: Results of Simultaneous Test (F Test) Between Promotion and Price Against Buying Interest

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	687.805	2	343.903	50.471
	Residual	633.684	93	6.814	
	Total	1321.490	95		

a. Dependent Variable: Buying Interest (Y)

b. Predictors: (Constant), Pricing (X2), Promotions (X1)

Based on the test results in the ANOVA table above, the value of F was obtained $> F_{\text{of the table}}$ or $(50.471 > 2.700)$ and strengthened with a significance of < 0.05 or

$(0.000 < 0.05)$. So it can be concluded that promotions and prices together have a significant effect on buying interest in Casa Coffeevibes in Tangerang City.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good the promotion and price are to buying interest. Furthermore, the results of this study will be discussed as follows:

Influence of Promotion (X1) on Buying Interest (Y)

Promotions have a positive and significant relationship to buying interest. Promotions that are carried out effectively will be able to increase consumer awareness of the products and services needed so that they can

influence consumer perception and ultimately encourage consumers to make their choice to make purchases. Thus promotion plays an important role in the process of making a consumer's decision to buy. By providing relevant and interesting information, promotions can speed up the consumer process in choosing products and services. This is in accordance with the opinion of Tjiptono (2020:387) that "promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brand and products".

Based on the results of the analysis, the promotional research variable had a significant positive effect on buying interest as

evidenced by the results of the tcal test = 7.912 while ttable = 1.986 (tcal > ttable) with a significant level of $0.000 < 0.05$, then H_{01} was rejected and H_{a1} was accepted.

This research is in line with research that has been conducted by Cornelia Dumarya Manik (2020) The Effect of Promotional Activities on Consumer Buying Interest in PT. Serasi Perkasa in Tangerang. In his research, it was concluded that Promotions have a significant effect on consumer buying interest.

The Effect of Price (X2) on Buying Interest (Y)

In determining the choice of buying or not, information about prices is needed by consumers where this information will be considered, understood and the meaning resulting from the price information can affect consumer behavior. With price demyrian there are two main roles in the decision-making process of buyers, namely the role of price allocation, which is the price function helps buyers to decide how to get the highest expected based on their purchasing power. High prices tend to lower buying interest. Consumers usually prefer to buy products at affordable prices or according to the value of the product. If the price is too high, consumers may turn to other products that offer lower prices or look for other alternatives. This is in line with the opinion of Kotler and Amstrong (2020:312) who argue that "price is the amount of money charged for a product and service or the amount of value that customers exchange to benefit from owning or using a product and service".

Based on the results of the analysis, the price variable has a significant negative effect on buying interest as evidenced by the results of the tcal test = -4.944 while ttable = -1.986 (tcal > ttable) with a significant level of $0.000 < 0.05$, then H_{02} is rejected and H_{a2} is accepted.

This research is in line with research that has been conducted by Gita Anisa Putri, Fitri Ayu Nofrida, Dede Iskandar Siregar (2023) The Influence of Social Media and Prices on Consumer Buying Interest (Consumer Study of Instagram Users in Pekanbaru). In his research, it was concluded that partially social media has a significant

positive influence on consumer buying interest, but price variables actually have a negative influence. The simultaneous test also showed the consistency of the influence of the two where the regression equation $Y = 1.167 + 0.869X_1 - 0.191X_2$ was obtained with an influence contribution of 52.0% and the hypothesis test obtained F calculated > F table ($114.237 > 3.06$).

Simultaneous effect of promotion (x1) and price (x2) on buying interest (y)

High prices can generally reduce buying interest, while promotions that are carried out intensively and effectively will be able to increase consumer buying interest. Meanwhile, high prices can generally reduce buying interest. However, this relationship can be complex and influenced by a variety of other factors such as product quality perceptions, value perceptions, and consumer preferences. High prices are often associated with better quality, but they can also be a barrier for consumers who have a limited budget or who are not sure about the value of the product, which can make consumers rethink buying products at high prices. This is in accordance with the opinion of Ferdinand (2021:55) "consumer buying interest can be interpreted as buying interest that reflects the consumer's desire and desire to buy a product with a certain brand".

Based on the results of the Anova test, the value of Fcal > Ftable or ($50.471 > 2.700$) and also strengthened with a significant value of < 0.05 or ($0.000 < 0.05$) was obtained, then H_{03} was rejected and H_{a3} was accepted. So it can be concluded that promotions and prices together have a significant effect on buying interest in Casa Coffeevibes in Tangerang City.

This research is in line with research that has been conducted by Syaifuddin Fahmi (2023) The Effect of Promotions, Prices and Product Attractiveness on Consumers' Buying Interest to Buy Electric Bicycles. In his research, it was concluded that price has a significant negative influence on buying interest, while promotion and product attractiveness have a significant positive influence. The Joint Test obtained the regression equation $Y = 1.250 + 0.456X_1 - 0.298X_2 + 0.523X_3$, the contribution of the influence was 52.8% and the hypothesis test

was obtained sig. 0.000 < 0.05.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of promotion (X₁) and price (X₂) on buying interest (Y), it is as follows:

1. Partially promotions have a significant positive effect on buying interest, this is evidenced by the results of the hypothesis test obtained by t count of > t table (7.912 > 1.986) and also strengthened by a significance of 0.000 < 0.05. So Ha₁ is accepted. Thus, it can be concluded that the promotion variable has a significant positive effect on buying interest in Casa Coffeevibes in Tangerang City. This means that if the promotion is carried out, the buying interest will be higher.
2. Partially, price has a significant negative effect on buying interest, this is evidenced by the results of the hypothesis test obtained t count of > t table (-4.944 > -1.986) and also strengthened by a significance of 0.000 < 0.05. So Ha₂ is accepted. Thus, it can be concluded that price variables have a significant effect on buying interest in Casa Coffeevibes in Tangerang City. This means that if the price increases, the buying interest will actually decrease (have an indirect relationship).
3. Promotion and price simultaneously affect buying interest, this is evidenced by the results of the hypothesis test obtained by F count > F table or (50.471 > 2.700) and also strengthened by a significance of 0.000 < 0.05. Then Ha₃ is accepted. Thus, it can be concluded that the variables of promotion and price simultaneously have a significant effect on buying interest in Casa Coffeevibes in Tangerang City.

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