Product Promotion, Price, and Quality Analysis on Consumer Buying Interest In CV Kenli Chemical Jaya

Erika Ramadani*, **Husni Muharram Ritonga**

Management Study Program, Universitas Pembangunan Panca Budi, Indonesia

Abstract: Buying interest refers to an individual's likelihood of acquiring a particular product and is also an important aspect in assessing consumer behavior. This study aims to analyze the influence of promotion, price, and product quality on consumer buying interest in CV Kenli Chemical Jaya. The research uses a quantitative approach with a survey method. The population in this study is all consumers of CV Kenli Chemical Jaya which totals 1,645 people. Sampling was done using the purposive sampling technique with the Slovin formula so that a sample of 94 respondents was obtained. The data collection technique was carried out through the distribution of questionnaires on the Likert scale, observation, and documentation. The collected data was analyzed using multiple linear regression analysis techniques with the help of SPSS software. The results of the study show that simultaneously promotion, price, and product quality significantly affect consumer buying interest. Partially, promotion and price have no influence on buying interest, while product quality shows a positive and significant relationship with buying interest. The coefficient of determination (R^2) obtained in this study is 00.317, which means that 31.7% of the variables of consumer buying interest can be explained by the variables of promotion, price, and product quality. Meanwhile, the remaining 68.3% was influenced by other factors that were not studied in this study.

Keywords: Promotion, Price, Product Quality, Consumer Buying Interest

Introduction

CV Kenli Chemical Jaya, as a company engaged in the sale of chemicals, faces challenges to be able to attract consumer buying interest in the midst of increasingly competitive market competition. According to Kotler (Abzari, 2014), buying interest is consumer behavior where consumers have a desire to choose and consume a product. Buying interest will arise if a consumer has affected the quality and quality of a product and product information.

Competition in the business world is increasing both from products, brands, and product quality (Sanny et al., 2022). Consumer buying interest is a crucial factor that can determine the success of a company in marketing its products. In order for these goods to succeed in business competition, companies must strive to develop strategies to achieve their goals by increasing and retaining their customers (Falah et al., 2024).

The business world is also faced with business competition, especially in the field of digital marketing and *e-commerce platforms*. The three main factors that are believed to have

a significant influence on consumer buying interest are promotion, price, and product quality. Promotion plays an important role in introducing products and increasing *consumer awareness* of the brand. Promotion in a broad sense is the announcement of something that is interesting to many people so that a product becomes more famous among the general public or society (Octavia, 2018). CV Kenli Chemical Jaya which must adapt to changes in consumer behavior and a more dynamic marketing strategy.

Price is a form of exchange to obtain a good or service. Price plays an important role in influencing consumers' decisions to buy products, so it can determine the success of product marketing (Nazara & Yunita, 2023). So price is not just a calculation of costs plus a certain percentage as the expected level of profit. Producers must be good at setting price policies, the high or low prices applied (Pane et al., 2018). It is important for companies to pay special attention to pricing because pricing can significantly affect consumer purchasing decisions. The fairness of the price given to customers and the creation of a company image that will help the company in winning customer loyalty (Sanny, 2018). Customers will make a purchase with confidence if the price is reasonable given the quality of the product and represents the value offered (Falah et al., 2024).

According to (Riski, 2022) in addition to promotions and prices, the quality of a product also affects consumer buying interest. Currently, consumers are also very critical in choosing a product to be purchased is greatly influenced by the assessment of the quality of the product (Akbar, 2019). According to (Kotler & Armstrong, 2016) product quality is the ability of an item to provide appropriate results or performance even beyond the customer's wishes. Product quality is a key consideration for consumers, especially in the chemical industry where product consistency and reliability are essential to ensure optimal final results.

Consumers' interest in choosing products arises from a sense of satisfaction with products that are considered quality and tend to give good references to products to others (Ritonga & Amelia, 2017). Consumer buying interest is a desire that arises from a stage of observation and assessment of the product by the buyer. Buying interest arises because of the need for a product, the existence of a cheaper price compared to other platforms, and the quality of the product in accordance with needs and desires (Nazara & Yunita, 2023).

There are several studies related to buying interest that are widely carried out by researchers to determine the influence of product quality variables, prices, and promotional strategies on consumer buying interest by showing different research results. As the research conducted by (Ulyah et al., 2021) stated that Product Quality has a positive and significant effect on consumer buying interest, price has a negative and significant effect on consumer buying interest, promotion has an effect and is insignificant on consumer buying interest, product quality variables, prices, and promotions together or simultaneously have an effect and significant on consumer buying interest. Research (Akbar, 2019)shows that product quality has a significant effect on buying interest, price has a significant effect on buying interest and promotional strategies have an effect on buying interest. The results of (Harita, 2022) an (Nazara & Yunita, 2023) the study can be found that there is a significant influence between price and product quality on buying interest.

Promotion variables also showed different results, such as research conducted by (Peburiyanti & Sabran, 2022) showing that promotion and product quality had no effect on buying interest. Research by (Nisa, 2018) shows different results that price has no effect on buying interest. Research also states (Kasman et al., 2023) that product quality has no effect on buying interest.

Based on previous reference research, there are various combinations of independent variables that have been tested for the influence on buying interest. Of these various variables, there are those that have a positive and significant influence, but there are also variables that do not have a significant effect. So that this study will only focus on 3 independent variables, namely the influence of promotion, price, and product quality on buying interest in CV Kenli Chemical Jaya.

Literature Review

Buying Interest

Interest or desire to buy a product or service is a form of consumer behavior. Buying interest is obtained from the learning process and the thought process that forms a perception (Aptaguna & Pitaloka, 2016). According to Kotler (Abzari, 2014), buying interest is consumer behavior where consumers have a desire to choose and consume a product. Buying interest will arise if a consumer has affected the quality and quality of a product and product information.

According to (Sudirjo, 2017) saying that "Interest is one of the psychological aspects that has a considerable influence on attitudes, behaviors and interests are also a source of motivation that will direct a person in doing what they do". According to Daryanto (Yulfi, 2017), "Intention to buy is something related to the consumer's plan to buy a certain product, as well as how many units of the product are needed in a certain period".

Promotion

In essence, promotion is a form of marketing communication. (Sanny et al., 2023) says that marketing is an action carried out by an individual or organization with the aim of satisfying customer demand and generating financial profits. Marketing communication is a marketing activity to disseminate information, the process of influencing, adding to the target market for the company and its products (Agustina, 2018). In any business field, promotion is important in business to increase customer interest, one of them.

The definition of promotion according to (Kotler & Armstrong, 2016) states that promotion is an activity used by a company to communicate customer value. The definition of promotion according to (Nura & Nazaruddin, 2019) the opinion that promotion is a marketing communication, meaning marketing activities that seek to disseminate information, persuade, or remind the target market of the company and its products so that consumers are willing to accept, buy and be loyal to the products offered by the company.

Philip Kotler and Gary Armstrong revealed that promotion is a communication activity with the aim of facilitating the flow of products, services or a new view of a distribution cycle (Septiani, 2018). It can be said that promotion is a way to influence

consumers to accept, buy, recommend, or use the product that is being offered. In short, promotion is an activity that influences consumer behavior to persuade them to accept the product or service offered.

According to (Kristanto & Wahyuni, 2019) Promotion, it is one way to inform or offer a product or service that aims to attract potential consumers to buy or consume it. In another definition, Promotion is a tool or a tool that provides a variety of incentives that are carried out to meet targets in the short term and are designed to stimulate buyers of certain products faster or more strongly by consumers or merchants everywhere (Efrianto & Suwitho, 2016).

Price

According to (Kotler & Armstrong, 2018) saying that " *Price is the amount of money customers must pay to obtain the product*". That definition states that price is indeed a very important factor in a company. In addition, the price is also a tool that will later be processed in exchange for a good or service by the consumer.

According to (Kotler & Armstrong, 2018) price is the amount of money that is exchanged for a product or service. Furthermore, price is a number of values that consumers exchange for a number of benefits by owning or using a good or service. Price is a monetary value determined by a company in exchange for goods or services traded and something else that a company holds to satisfy customer desires (Gerung et al., 2017).

Product Quality

According to (Lupiyoadi & Hamdani, 2017), product quality is the total number of attributes and characteristics that determine how good a product is. Product quality can also be interpreted as the production process of an item that aims to increase consumer value. Good product quality can create a positive perception from customers towards the company, resulting in customer satisfaction and loyalty.

According to (Kotler & Armstrong, 2016) product quality is a product's ability to perform its functions, that ability includes durability, reliability, precision, which is obtained by the product in its entirety. Companies must always improve the quality of their products or services because improving the quality of products can make customers feel satisfied with the products or services provided and will influence customers to buy back the product.

(Arinawaty & Suryadi, 2021) states that "product quality is the totality of features and characteristics of a product or service that has the ability to satisfy the stated or implicit needs". (Wahdiyat et al., 2021) states that "product quality is an inherent characteristic or distinguishing degree or level of excellence of a product". (Yunita, 2021) states that "product quality is a set of characteristic characteristics of goods and services that have the ability to meet needs, which is a sense of a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product". (Gunawan & Widoadmodjo, 2022) stated that "Product quality is the ability of a product to meet customer desires. These customer desires include product durability, product reliability, ease of use and other valuable attributes". (Nuraini, 2020) states that "product quality is the factors contained in a good or

result that cause the goods or results to be in accordance with the purpose for which the goods are produced".

Product Quality (product quality) is the ability of a product to carry out its functions including, durability, reliability, ease of operation and improving accuracy, as well as other valuable attributes (Heri Purwanto, 2017).

Methodology

This study uses a quantitative method with a descriptive and associative approach. The descriptive approach is used to provide an overview of the variables studied, namely promotion, price, product quality, and consumer buying interest, while the associative approach aims to analyze the relationship or influence between independent variables on dependent variables. The population in this study is all consumers of CV Kenli Chemical Jaya which totals 1,645 people. The determination of the number of samples used the Slovin formula with an error rate of 10%, so that a sample of 94 respondents was obtained. The sampling technique used is purposive sampling, where samples are selected based on certain criteria that have been set by the researcher. The criteria used in selecting the sample are consumers who have purchased CV Kenli Chemical Jaya products at least once in the last six months.

Data collection was carried out through several techniques, namely: 1) Questionnaire, in the form of a structured list of questions distributed to respondents to measure promotional variables, price, product quality, and buying interest; 2) Interviews, conducted with the company's management to obtain supporting information; 3) Documentation, in the form of collecting secondary data from the company such as sales data and company profiles.

The data analysis techniques used in this study include: 1) Testing the validity and reliability of the instrument to ensure the validity and consistency of the measuring instrument; 2) Classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test; 3) Multiple linear regression analysis to test the influence of independent variables on dependent variables; 4) A hypothesis test consisting of a t test (partial), an F test (simultaneous), and a determination coefficient (R^2) to measure how much an independent variable can explain the dependent variable. Multiple Linear Regression, According to Ghozali (2018), in regression analysis, in addition to measuring the strength of the relationship between two or more variables, it also shows the direction of the relationship between dependent variables and independent variables.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information:
Y   = Buying Interest
a   = Constant
B1   = Regression Coefficient X1
B2   = Regression Coefficient X2
B3   = Regression Coefficient X3
X1   = Promotion

X2 = Price
X3 = Product Quality
E   = Standard Error

The measurement scale used in the questionnaire is a 5-point Likert scale, where respondents are asked to respond to each statement with a choice of answer:

Table 1. Likert Scale Measurement

No.	Statement	Weight	Scale
1	Strongly Agree / SS	5	Likert
2	Agree/S	4	Likert
3	Disagree/ KS	3	Likert
4	Disapprove/TS	2	Likert
5	Strongly disagree/STS	1	Likert

Source : Sugiyono (2016)

Result and Discussion

Description of the Research Object

CV Kenli Chemical Jaya is a leading chemical store located in the city of Medan. Known as the most comprehensive chemical provider in the region, CV Kenli Chemical Jaya has become a mainstay for various industrial sectors and households in meeting their chemical needs. This store offers a variety of chemical products for various purposes, ranging from cleaning agents, laundry needs, door smears, to special products for the agricultural sector. With a commitment to providing high-quality products and excellent customer service, CV Kenli Chemical Jaya has built a solid reputation as a trusted partner in the chemical industry in Medan.

Descriptive Statistical Analysis

Descriptive statistical analysis is a method to summarize and describe the main characteristics of a set of data using measures such as mean, median, mode, standard deviation, and visualization.

Table 2. Descriptive Statistical Analysis

| Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Promotion (X1)	94	8	16	13.82	1.901
Price (x2)	94	8	16	13.69	1.843
Product Quality (x3)	94	16	32	27.13	3.993
Buying Interest (Y)	94	8	16	13.39	2.206
Valid N (listwise)	94				

Source: SPSS 29 data processing

Based on table 2., the Promotion variable (X1) has an average value of 13.82 with a minimum value of 8 and a maximum of 16 and a standard deviation of 1.901. The Price variable (X2) shows an average value of 13.69 with a value range of 8 to 16 and a standard deviation of 1.843. For Product Quality (X3), an average score of 27.13 was obtained with the lowest score of 16 and the highest score of 32 and a standard deviation of 3.993. Meanwhile, the Buying Interest variable (Y) has an average value of 13.39 with a value range of 8 to 16 and a standard deviation of 2.206. The overall data was valid for the 94 respondents analyzed.

Classical Assumption Test

The classical assumption test is a series of statistical tests used to ensure the linear regression model meets the basic requirements consisting of a normality test, a multicollinearity test, a heteroscedasticity test, and an autocorrelation test.
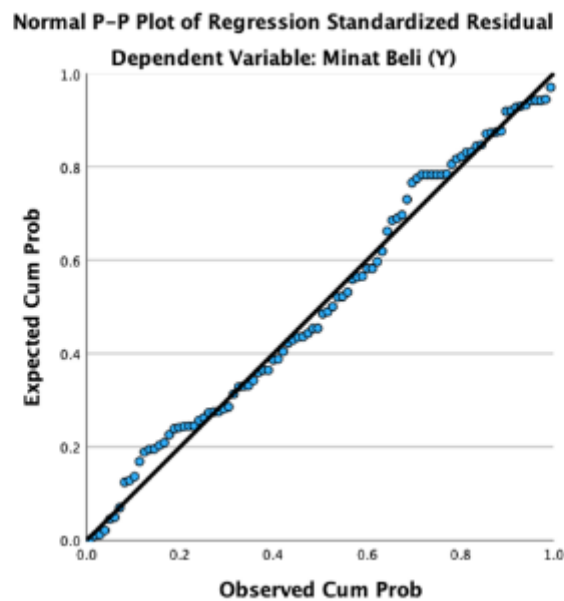
a. Normality Test

The normality test is a test to find out whether the data is normally distributed or not, which is generally carried out using histogram graphs, p-plot normal graphs, and Kolmogorov-Smirnov or Shapiro-Wilk tests by comparing the significance value (p-value) to alpha 0.05, where the data is declared normal if the p-value > 0.05. In this study, the Kolmogorov-Smirnov normality test was used.

Histogram
Dependent Variable: Minat Beli (Y)

Mean = -4.16E-17
Std. Dev. = 0.984
N = 94
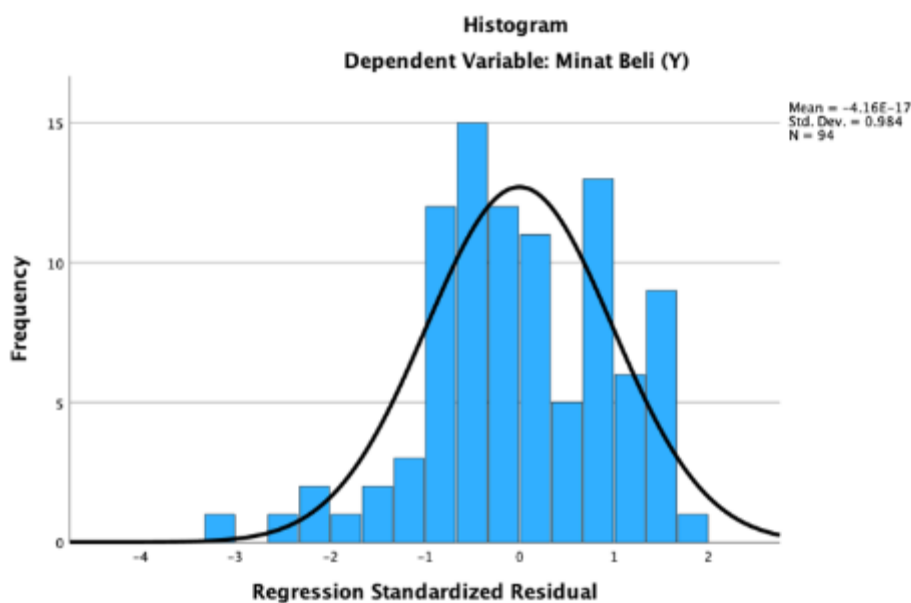
Figure 1. Histogram Normality Test
Source: SPSS 29 data processing.

Based on figure 1. The normality test using a histogram shows a symmetrical and bell-shaped distribution of data, which is a characteristic of normal distribution. This shows that the data can be considered normally distributed, so that statistical analysis assuming normality can be applied appropriately.

Figure 2. P-Plot Normality
Source: SPSS 29 data processing

In Figure 2. Showing the results of the normality test using the P-Plot shows that the data meets the normality criteria. The points on the P-Plot are almost located on a diagonal line that shows a distribution of data that is close to the normal distribution.

Table 3. Kolmogorov Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			94
Normal Parametersa,b	Mean		.0000000
	Std. Deviation		2.04957220
Most Extreme Differences	Absolute		.078
	Positive		.047
	Negative		-.078
Test Statistic			.078
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed)e	Sig.		.168
	99% Confidence Interval	Lower Bound	.158
		Upper Bound	.178
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: SPSS 29 data processing

Based on Table 3, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test obtained a Statistical Test value of 0.078 with a significance value (Asymp. Sig.) of 0.200. Because the significance value (0.200) is greater than 0.05, it can be concluded that the residual data is normally distributed.

b. Multicollinearity Test

The Multicollinearity Test is a test to detect the presence or absence of correlation between independent variables in the regression model, which is tested using the Variance Inflation Factor (VIF) where a VIF value of < 10 indicates that there are no multicollinearity problems in the data.

Table 4. Multicollinearity Test Results

| **Coefficientsa**			
		Collinearity Statistics	
Type		Tolerance	VIF
1	Promotion (X1)	.657	1.522
	Price (x2)	.625	1.599
	Product Quality (x3)	.678	1.476

a. Dependent Variable: Buying Interest (Y)

Source: SPSS 29 data processing

Based on the results of the multicollinearity test shown in table 4., all independent variables (Promotion, Price, and Product Quality) have a Tolerance value above 0.10 and a VIF value below 10. These results indicate that there is no multicollinearity problem between independent variables in the regression model, so this model is feasible to be used in future analyses.

c. Heteroscedasticity Test

The Heteroscedasticity Test is a test to detect the inequality of residual variance between observations using the Glejser/Spearman's rho/White test method by comparing a significance value of > 0.05 which indicates that no heteroscenidism (homoskemastiness) occurs as a good data indicator for regression.
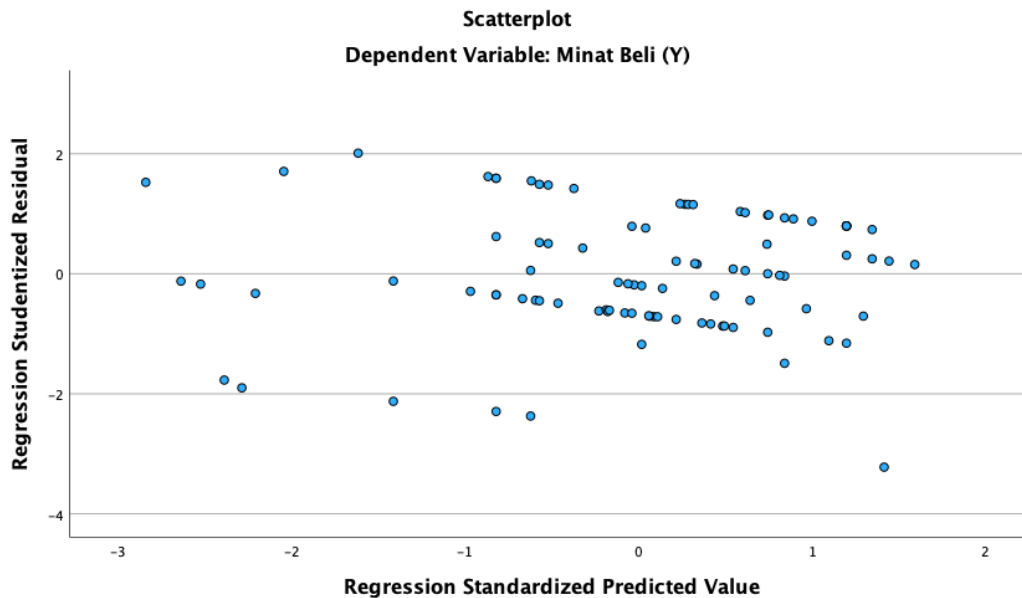
Figure 3. Heteroscedasticity-Scatterplot Test Results
Source: SPSS 29 data processing

Based on figure 3. The heteroscedasticity test using scatterplot showed that the distribution of the data did not form a specific pattern, and the distribution of data points was randomly scattered around the zero line. This indicates that the error variance is constant or homoscedastious, which means that the regression model used does not experience heteroscedasticity problems.

Multiple Linear Regression Test

Multiple linear regression analysis is a statistical method for analyzing the relationship between one dependent variable and two or more independent variables, which results in a linear equation to predict the value of the dependent variable.

Table 5. Multiple Linear Regression Analysis

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.789	1.901		4.097	<.001
	Promotion (X1)	.162	.140	.140	1.155	.251
	Price (x2)	-.121	.148	-.101	-.814	.418
	Product Quality (x3)	.185	.066	.335	2.814	.006

a. Dependent Variable: Buying Interest (Y)

Source: SPSS 29 data processing

Based on table 5. The regression equation is obtained as follows:

$$Y = 7{,}789 + 0{,}162X_1 - 0{,}121X_2 + 0{,}185X_3.$$

Based on the results of multiple linear regression analysis, it can be explained that the constant value of 7.789 indicates that if all independent variables have zero values, then the value of the dependent variable is 7.789. The Promotion Variable (X1) has a positive influence with a coefficient of 0.162, meaning that every increase in one promotion unit will increase the dependent variable by 0.162 units. The Price variable (X2) has a negative influence with a coefficient of -0.121, which means that every increase in one unit of price will decrease the dependent variable by 0.121 units. Meanwhile, Product Quality (X3) has the greatest positive influence with a coefficient of 0.185, where every increase in one unit of product quality will increase the dependent variable by 0.185 units. Based on the Beta value, it can be seen that Product Quality has the most dominant influence (0.335) compared to other variables.

Hypothesis Test

a.　Partial Test (t)

Partial tests (t-tests) are used to test the influence of each independent variable individually on dependent variables in a regression model. Decision making is carried out by comparing the calculated t value with the table t at a certain level of significance (α). If t counts > t table or the p-value is < α (e.g. 0.05), then H0 is rejected, which means that the variable has a significant effect on the dependent variable. Conversely, if t counts ≤ table t or p-value ≥ α, then H0 is accepted, which indicates that the variable has no significant influence. The t-value of the table can be searched by looking at the degree of freedom (df) and the significance level of 0.05. So that the value of df (n-k) = 94-4 = 90 then the t-table value is obtained which is 1.98667.

Table 6. Partial Test Result (t)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.789	1.901		4.097	<.001
	Promotion (X1)	.162	.140	.140	1.155	.251
	Price (x2)	-.121	.148	-.101	-.814	.418
	Product Quality (x3)	.185	.066	.335	2.814	.006

a. Dependent Variable: Buying Interest (Y)

Source: SPSS 29 data processing

Based on the results of the partial test (t-test), it can be explained that the Promotion variable (X1) has a calculated t-value of 1.155 which is smaller than the t-table (1.98667) with a significance value of 0.251 > 0.05, so that Promotion does not have a significant effect on Buying Interest. The Price variable (X2) has a t-value of -0.814 which is smaller than the t-

table (1.98667) with a significance value of 0.418 > 0.05, indicating that Price has no significant effect on Buying Interest. While the Product Quality variable (X3) has a calculated t value of 2.814 which is greater than the t table (1.98667) with a significance value of 0.006 < 0.05, which means that Product Quality has a positive and significant effect on Buying Interest.

b. Simultaneous Test (F)

Simultaneous tests (F-test) are used to test whether all independent variables in the regression model together have a significant effect on the dependent variables. The decision is made by comparing the F value of the calculation with the F of the table or looking at the significance (p-value); if F calculates > F table or p-value < α (usually 0.05), then the model is declared to have a simultaneous effect. It is known that the value of df1 = k-1 = 4-1 = 3, while the value of df2 = n-k = 94-4 = 90 if the test is carried out at α = 5%, then the value of f-table is obtained of 2.71. The results of the simultaneous test (F) can be seen in the following table:

Table 7. Simultaneous Test Results (F)

ANOVAa

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.767	3	20.589	4.743	.004b
	Residual	390.669	90	4.341		
	Total	452.436	93			

a. Dependent Variable: Buying Interest (Y)

b. Predictors: (Constant), Product Quality (X3), Promotion (X1), Price (X2)

Source: SPSS 29 data processing

Based on the results of the simultaneous test (F test), a calculated F value of 4.743 with a significance value of 0.004 was obtained. The value of the calculation F (4.743) is greater than the table F (2.71) and the significance value (0.004) is less than 0.05. This shows that the variables of Promotion (X1), Price (X2), and Product Quality (X3) together have a significant effect on Buying Interest (Y).

c. Coefficient of Determination

The determination coefficient (R^2) measures how well the regression model explains the variation in the data. The value ranges from 0 to 1, where the closer to 1, the higher the model's ability to predict and explain the relationship between independent and dependent variables.

Table 8. Coefficient of Determination (R2)

Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.369a	.317	.308	2.083

a. Predictors: (Constant), Product Quality (X3), Promotion (X1), Price (X2)

b. Dependent Variable: Buying Interest (Y)

Source: SPSS 29 data processing

Based on the results of the analysis, the value of the determination coefficient (R Square) was obtained of 0.317 or 31.7%. This shows that the variables of Promotion (X1), Price (X2), and Product Quality (X3) together have an influence of 31.7% on Buying Interest (Y), while the remaining 68.3% are influenced by other variables that were not studied in this study.

Discussion

1. The Effect of Promotion on Buying Interest

The results of the first hypothesis test show that promotion does not have a significant influence on consumer buying interest in CV Kenli Chemical Jaya. This is evidenced by the t-count value (1.155) which is smaller than the t-table (1.98667) and the significance value of 0.251 which is greater than 0.05. These findings indicate that the promotional activities carried out by the company have not been able to effectively influence consumer buying interest. This research is (Peburiyanti & Sabran, 2022) in line with research conducted by those who state that promotion has no effect on buying interest.

These results indicate that consumers today tend to be more rational and not easily influenced by promotional activities alone, but rather consider fundamental aspects such as product quality, other user reviews, and the value of the benefits offered. Consumers are increasingly critical in making purchase decisions, where they rely more on personal experiences or recommendations from those closest to them than exposure to advertising or promotional programs. In addition, the market's saturation with various forms of promotion that is too intensive may have created a skeptical attitude among consumers, so that the effectiveness of promotion in influencing buying interest is reduced.

2. The Effect of Price on Buying Interest

The second hypothesis test resulted in the finding that price does not have a significant effect on consumer buying interest. This result is shown by a calculated t-value (-0.814) which is smaller than the t-table (1.98667) and a significance value of 0.418 which is greater than 0.05. A negative t-value indicates an inversely proportional relationship between price and buying interest, even though the relationship is not statistically significant. This indicates that pricing is not the main factor that affects consumer buying interest in CV Kenli Chemical Jaya products. The results of this study are in line with research conducted by (Nurhalima et al., 2024) and (Nisa, 2018) which states that price has no effect on consumer buying interest. This finding is interesting because it contradicts conventional economic theories that generally assume that price is an important determinant of purchasing behavior. Consumers may prioritize the value they get from a product or service, as well as the perceived benefits, rather than price considerations alone. This phenomenon can also indicate a shift in modern consumer behavior that prioritizes aspects of value and quality in their purchasing decisions.

3. **The Effect of Product Quality on Buying Interest**

The results of the third hypothesis test show that product quality has a positive and significant influence on consumer buying interest. This is evidenced by the t-count value (2.814) which is greater than the t-table (1.98667) and the significance value of 0.006 which is smaller than 0.05. The better the quality of the products offered by CV Kenli Chemical Jaya, the higher the consumer buying interest. This shows that consumers pay great attention to the quality aspect of the product in determining their buying interest. Good product quality can increase consumer confidence and encourage them to buy products from the company. The results of this study are in line with research conducted by (Akbar, 2019; Harita, 2022; Nazara & Yunita, 2023) those who state that product quality affects consumer buying interest. When consumers perceive that a product has good quality, it will grow confidence and trust in the product, which ultimately encourages a stronger buying interest in consumers to own and use the product in question.

4. **The Influence of Promotion, Price, and Product Quality on Buying Interest**

Based on the results of research conducted on CV Kenli Chemical Jaya, it was found that there was a significant influence between promotional variables, prices, and product quality simultaneously (together) on consumer buying interest. This is proven through the results of the F statistical test which shows a calculated F value of 4.743, where this value is greater than the F value of the table which is 2.71.

The significance level obtained of 0.004 (less than 0.05) further strengthens the evidence that the three independent variables have a real influence on buying interest. These findings indicate that the marketing strategies implemented by CV Kenli Chemical Jaya in terms of promotion, pricing, and maintaining product quality are factors that are collectively able to influence consumer decisions in considering the purchase of the company's products.

Conclusion

Conclusion

From the results of the research conducted on CV Kenli Chemical Jaya, several important conclusions can be drawn:
1. Partially, the promotion did not have a significant influence on consumer buying interest in CV Kenli Chemical Jaya.
2. Individual price variables also did not show a significant influence on consumer buying interest in CV Kenli Chemical Jaya.
3. Product quality is proven to have a positive and significant influence on consumer buying interest in CV Kenli Chemical Jaya.
4. Simultaneously, the combination of the three variables (promotion, price, and product quality) has a significant influence on consumer buying interest in CV Kenli Chemical Jaya.

Suggestion

Based on the findings of the study, here are some suggestions that can be considered:

1. Companies need to evaluate and improve the effectiveness of their promotional strategies. The focus of promotion should be more directed to education about the value and benefits of the product, as well as using customer testimonials as a more effective promotional tool.

2. Even though price does not have a significant effect, companies still need to ensure a competitive pricing strategy that still provides added value for consumers, preferably in offering value that is commensurate with the set price.

3. Companies must continue to maintain and improve product quality, considering that this is the most influential factor on consumer buying interest. Investment in product development and quality control should be a top priority.

4. CV Kenli Chemical Jaya should develop an integrated marketing strategy, where aspects of promotion, price, and product quality are managed in harmony to create a value proposition that appeals to consumers.

References

Abzari. (2014). Analisis Pengaruh Media Sosial Pada Sikap Merek Dan Minat Beli Konsumen. *Jurnal Sosial Dan Ilmiah*, *1*(43), 822–830.

Agustina, S. (2018). *Manajemen Pemasaran* . UB Press.

Akbar, A. R. (2019). Pengaruh Kualitas Produk, Harga Dan Strategi Promosi Terhadap Minat Beli. *Jurnal Ilmu Dan Riset Manajemen*, *8*(11), 1–17.

Aptaguna, A., & Pitaloka, E. (2016). Pengaruh Kualitas Layanan Dan Harga Terhadap Minat Beli Jasa Go-Jek. *WIDYAKALA JOURNAL*, *3*, 49. https://doi.org/10.36262/widyakala.v3i0.24

Arinawaty, E., & Suryadi, B. (2021). *Penataan Produk (C3) Kompetensi Keahlian : Daring dan Pemasaran*. Grasindo.

Efrianto, A., & Suwitho. (2016). Pengaruh Harga, Lokasi, Promosi Dan Layanan Terhadap Keputusan Menginap di Hotel The Alana Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, *5*(9), 1–19.

Falah, F. N., Hariasih, M., & Sudarso, S. (2024). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Minat Beli Konsumen Terhadap Kain Crinkle Pada Markectplace Shopee. *Journal of Economic, Bussines and Accounting (COSTING)*, *7*(5), 229–247. https://doi.org/10.31539/costing.v7i5.11314

Gerung, C. J., Sepang, J., & Loindong, S. (2017). Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Mobil Nissan X-Trail pada PT Wahana Wirawan Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *5*(2), 2193.

Gunawan, B. G., & Widoadmodjo, S. (2022). Pengaruh Kualitas Produk, Kualitas Layanan, dan Kepuasan Konsumen terhadap Loyalitas Konsumen pada Kopi Tuku di Tangerang dan Jakarta Barat. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, *6*(2), 172. https://doi.org/10.24912/jmbk.v6i2.17844

Harita, E. (2022). Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Konsumen di UD Rendah Hati Kecamatan Telukdalam. *Jurnal Ilmiah Mahasiswa Nias Selatan*, *5*(2), 125–132.

Kasman, Abdillah, D. J., & Yusuf, M. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Konsumen Marketplace Lazada. *Jurnal Ekonomina*, *2*(9), 2274–2293.

Kotler, P., & Amstrong, G. (2016). *Prinsip-prinsip Pemasaran. Edii13. Jilid 1*. Erlangga.

Kotler, P., & Amstrong, G. (2018). *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Salemba Empat.

Kristanto, V. D., & Wahyuni, D. U. (2019). Pengaruh Fasilitas Dan Promosi Terhadap Keputusan Menginap di The Win Hotel Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, *8*(5), 1–15.

Lupiyoadi, & Hamdani. (2017). *Manajemen Pemasaran Jasa*. Salemba Empat.

Nazara, I. H., & Yunita, M. (2023). Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Konsumen (Studi Pada Konsumen Platform Tiktok Shop). *Jurnal Manajemen Dan Bisnis*, *2*(1), 146–159. https://doi.org/10.36490/jmdb.v2i1.813

Nisa, A. S. (2018). *Analisis Pengaruh Harga Kepercayaan Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Dalam Berbelanja Online Di Instagram (Studi Empiris pada Mahasiswa Universitas Muhammadiyah Surakarta)*. Universitas Muhammadiyah Surakarta.

Nura, A. S., & Nazaruddin, A. (2019). Pengaruh Strategi Promosi Terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli Pada Konsumen Restoran Kfc Cabang Khatib Sulaiman Padang. *OSF Preprints*, 1–16.

Nuraini, M. (2020). *Pengaruh Promosi, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Mobil Wuling Di Dealer Wuling Bekasi Summarecon*. Sekolah Tinggi Ilmu Ekonomi Indonesia.

Nurhalima, Megawati, & Abdullah, A. (2024). Pengaruh Strategi Harga Dan Promosi Terhadap Minat Beli Konsumen Pada Produk Frozen Food (Studi Pada Akun Tiktok @Dakonfrozenfood). *Jurnal Manajemen Bisnis Digital Terkini (JUMBIDTER)*, *1*(3), 55–70.

Octavia, E. (2018). *Pengaruh Promosi Dan Harga Terhadap Minat Beli Konsumen di PT BENWIN Indonesia*. Universitas Putera Batam.

Pane, D. N., Fikri, M. El, & Ritonga, H. M. (2018). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Rumah Makan Sidempuan Medan. *Jurnal Manajemen Tools*, *9*(1).

Peburiyanti, D., & Sabran, S. (2022). Pengaruh Promosi Penjualan, Variasi Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pada Butik Kanabini Di Tenggarong. *Jurnal Ekonomi & Manajemen Indonesia*, *20*(1), 29–39. https://doi.org/10.53640/jemi.v20i1.771

Riski, M. (2022). *Pengaruh Promosi, Harga, Dan Kualitas Produk Souvenir Aceh Terhadap Minat Beli Konsumen Ditinjau Dalam Perspektif Ekonomi Islam (Studi Pada Toko Souvenir "Anugrah")*. Universitas Islam Negeri Ar-Raniry.

Ritonga, H. M., & Amelia, O. (2017). Analisis Kualitas, Desain, dan Karakteristik Terhadap Produk Jasa Pada Bank BRI Medan. *Jurnal Manajemen Tools*, *7*(1).

Sanny, A. (2018). *Faktor-Faktor yang Mempengaruhi Kepuasan dan Loyalitas Pengguna Jasa Penerbangan Internasional Silk Air di Bandara Kualanamu Deli Serdang*. Universitas Sumatera Utara.

Sanny, A., Ritonga, H. M., & Suwarno. (2022). The Effect Of The Application Of Digital Marketing On The Marketing Performance Of Community UMKM Products In Pari City Village, Pantai Cermin District, Serdang Bedagai Regency. *Proceeding International Conference of Science Technology and Social Humanities*, 122–128.

Sanny, A., Ritonga, H. M., Suwarno, & Putri, I. F. (2023). Digital Marketing Strategy and Sales of Household Products in Pari. Urban Village: A Case Study. *JCRS (Journal Of Community Research And ServicE)*, *7*(2).

Septiani, F. (2018). Pengaruh Promosi dan Produk Terhadap Minat Beli (Pada PT Asuransi Jiwa Recapital di Jakarta). *Jurnal Madani, 1*(2), 399–415.

Sudirjo, F. (2017). Pengaruh Kualitas Produk Dan Iklan Terhadap Minat Beli Konsumen AMDK Amidis Di Semarang. . . *Serat Acitya – Jurnal Ilmiah Untag Semarang*, *7*(1), 12–27.

Ulyah, C. A., Salfadri, & Hadya, R. (2021). The Influence Of Product Quality, Price And Promotion On Productbuying Interest Healt Equipment In PT. Tirta Medical Indonesia, Padang Branch. *Jurnal Matua*, *3*(3), 418–430.

Wahdiyat, M., Basuki, A., & Risanto, Y. (2021). *Manajemen Kinerja Teori Dan Praktik*. Universitas Brawijaya Press.

Yulfi, I. H. (2017). *Pengaruh Promotion Mix Terhadap Minat Beli* . Universitas Lampung.

Yunita, P. A. D. (2021). *Pengaruh Kualitas Produk, Harga, dan Lokasi Terhadap Kepuasan Konsumen (Studi Kasus pada Rumah Makan Seblak Bandung Endess di Kecamatan Kraksaan, Kabupaten Probolinggo)*. Universitas Brawijaya.