

**THE EFFECT OF PROMOTION STRATEGY, BRAND IMAGE AND PRICE PERCEPTION ON BUYING INTEREST WITH CUSTOMER SATISFACTION AS GOOD DAY PRODUCT INTERVENING VARIABLES**  
**(Case Study in Kelurahan Sungai Bambu)**

<sup>1st</sup> Intan Ayu Cahyani, <sup>2nd</sup> Ir. Ginanjar Syamsuar, ME  
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta  
Jl. Enim No.160 Rt:008 Rw:010, Kel.  
Sungai Bambu, Kec. Tanjung Priok, Jakarta Utara  
intan.ayu09@gmail.com, ginanjar.syamsuar@stei.ac.id

***Abstract** - The purpose of this research is to know the direct effect between a promotion strategy, brand image and price perception of interest in buying, and indirect effect between a promotion strategy, brand image and price perception of interest in buying through customer satisfaction Good Day's product a case study on Kelurahan Sungai Bambu, North Jakarta.*

*The population of this study is on the people Kelurahan Sungai Bambu. By using the quantitative method, with the sample made on the moe formula. Respondents in this research were the Good Day's consumers, there were 100 people. Technique of sample collection used non probability of sampling. A method of the primary data used was the questionnaire method and collected through instrument with the likert scale model. The method of analysis data used analysis a track (path analysis) by using software SmartPLS versi 3.0.*

*The result of this research proved that the variable a promotion strategy, brand image and price perception are not significant impact in buying interest, consumers satisfaction is significant impact on consumers low purchasing interest. A promotion strategy, brand image and price perception are not significant impact on buying interest consumers satisfaction through the good program on Kelurahan Sungai Bambu, North Jakarta.*

**Keywords: Promotion Strategy, Brand Image, Price Perception, Buying Interest, Customer Satisfaction**

***Abstrak**–Tujuan dari penelitian ini untuk mengetahui pengaruh langsung antara strategi promosi, citra merek dan persepsi harga terhadap minat beli, dan pengaruh tidak langsung antara strategi promosi, citra merek dan persepsi harga terhadap minat beli melalui kepuasan konsumen produk Good Day studi kasus di Kelurahan Sungai Bambu, Jakarta Utara.*

*Populasi dalam penelitian ini penduduk Kelurahan Sungai Bambu. Dengan menggunakan metoda kuantitatif, dengan sampel penelitian diambil berdasarkan rumus Moe. Responden dalam penelitian ini adalah para konsumen Good Day sebanyak 100 orang. Teknik pengambilan sampel menggunakan *non probability sampling*. Metoda pengambilan data primer yang digunakan adalah metoda kuseioner dan dihimpun melalui instrument dengan model skala *likert*. Metoda analisis data menggunakan analisis jalur (*path analysis*) dengan menggunakan *software* SmartPLS versi 3.0.*

*Hasil penelitian ini membuktikan bahwa variabel strategi promosi, citra merek dan persepsi harga tidak berpengaruh signifikan terhadap minat beli, kepuasan konsumen berpengaruh signifikan terhadap minat beli konsumen. Strategi promosi, citra merek dan persepsi harga tidak berpengaruh signifikan*

terhadap minat beli melalui kepuasan konsumen produk Good Day di Kelurahan Sungai Bambu, Jakarta Utara

**Kata kunci : Strategi Promosi, Citra Merek, Persepsi Harga, Minat Beli, Kepuasan Konsumen**

## I. PRELIMINARY

Information technology plays an important role in the increasingly fierce business competition in the current globalization era. Companies need to utilize their resources optimally, in this condition the company must be very clever in choosing products that will be consumed by the community. With technology and information media, people can select goods according to their wants and needs.

The consumers of Good Day coffee in Sungai Bambu Village are quite varied, from young people to the elderly. Because Good Day coffee is safe for consumption by all ages. In the Kelurahan Sungai Bambu area, there are many coffee shops that sell Good Day coffee as one of the menus offered. There are food stalls around the Sungai Bambu Village area that sell Good Day coffee, so the people of Sungai Bambu Village will find it easier to find Good Day coffee to consume.

The object of this research is in Sungai Bambu Village, with the reason that the author chose this village because it is one of the villages with quite a variety of coffee lovers. Sungai Bambu is also a sub-district that gets quite a lot of distribution of Good Day products. In addition, this kelurahan was chosen because it is easy to reach by the author. Those who will be the target of this research are respondents with age criteria  $\geq 17$  years who know Good Day advertisements on social media. For places where the questionnaire will be distributed, such as in coffee shops, coffee shops, angkringan, youth hangouts and others where there are Good Day products as a coffee menu

### 1.1. Formulation of the problem

In this study, the main formulation of research is the effect of promotion strategy, price perception and brand image on buying interest mediated by consumer satisfaction of Good Day products. Differentiate the background description of the problem above, the specifications of the main problem are:

1. Does the promotion strategy have a direct effect on buying interest in Good Day products?
2. Does brand image have a direct effect on buying interest in Good Day products?
3. Does price perception have a direct effect on consumer buying interest in Good Day products?
4. Does customer satisfaction have a direct effect on buying interest in Good Day products?
5. Does the promotion strategy have an indirect effect on purchase intention through mediating consumer satisfaction of Good Day products?
6. Does brand image have an indirect effect on purchase intention through mediating consumer satisfaction of Good Day products?
7. Does price perception have an indirect effect on purchase intention through mediating consumer satisfaction of Good Day products?

### 1.2. Research purposes

In accordance with the background and problem formulations described above, the purpose of this study is to find out:

1. This is to determine the direct effect of promotional strategies on buying interest in Good Day products.

2. This is to determine the direct effect of brand image on buying interest in Good Day products.
3. To determine the direct effect of price perceptions on buying interest in Good Day products.
4. To determine the direct effect of consumer satisfaction on interest in buying Good Day products.
5. To determine the indirect effect of promotional strategies on purchase intention through mediating consumer satisfaction of Good Day products.
6. To determine the indirect effect of brand image on purchase intention through mediation of consumer satisfaction of Good Day products.
7. To determine the indirect effect of price perceptions on purchase intention through mediating consumer satisfaction of Good Day products.

## **II. LITERATURE REVIEW**

### **2.1. Marketing**

Marketing is one of the most important factors to promote the running of a company. Achievements in marketing can determine a company's success. Marketing is the process of studying the needs and wants of their consumers. The development of the marketing concept itself cannot be separated from the goal of satisfying customer satisfaction. One of the objectives of marketing is to analyze, evaluate, attract new customers and retain existing customers in such a way that the marketed product can sell itself.

According to Melydrum in Sudaryono (2016), marketing is a business process that seeks to align the human, financial and physical resources of the organization with the needs and desires of customers. So it can all be summed up as marketing

### **2.2. Marketing strategy**

Marketing strategy is a management formulated to accelerate solving marketing problems and making strategic decisions. Each management function contributes to a different level when developing a marketing strategy. Therefore, marketing has an important role in the development of corporate strategy.

According to Cravens (2010), marketing strategy has important implications in the interaction between companies and consumers, to identify company goals, customer satisfaction and needs. Marketing strategy is a managerial process in the field of marketing to develop and maintain goals, skills, knowledge, resources, in accordance with the opportunities and threats in a market that is always changing and aims to improve the course and business products of the company so that it meets profit targets and grows sales. .

### **2.3. Marketing Mix**

According to Buchari Alma (2016), the definition of the marketing mix is a strategy to interfere with marketing activities, so that the optimal combination is sought so as to produce maximum results. Marketing mix consists of four components or what is called 4p, namely product, price place and promotion.

### **2.4. Promotion**

Promotion according to A. Hamdani in Sunyoto (2012) promotion is one of the variables in the marketing mix that is very important to be implemented by a company in marketing products. Promotional activities not only serve as a means of communication

between companies and consumers, but promotion is also a tool to influence consumers in purchasing activities and using these products according to their needs and desires.

### **2.5. Brand Image**

The brand image is created based on the consumer's memory about a product, as a result of what someone feels about the brand. Companies really need to have a brand image for the brand in the eyes of consumers and of course the brand image that a company wants is a positive brand image.

According to Sari in Bayu and Ni Nyoman (2013), a brand image is a perception and belief in a set of brand associations that occur in every consumer's mind.

### **2.6. Price perception**

According to Campbell in Cockril and Goode (2010), the perception of price is a psychological factor from various aspects that has a significant influence on consumer reactions to prices. So the price perception becomes a reason why consumers have an interest in buying a product

### **2.7. Purchase interest**

According to Crow in Astuti (2012), it is explained that buying interest is something that has a relationship with movement that will support a person or consumer to be attracted to an object in a certain person or activity.

### **2.8. Relationship between Research Variables**

#### **2.8.1. The Effect of Promotion Strategy on Consumer Purchase Intention**

Based on research conducted by Febsri Susanti and Zaky Zakaria, it can be concluded that there is that promotion has a positive and significant effect on consumer buying interest, meaning that the more frequent promotion of food products offered will affect the level of consumer buying interest in buying these products.

Promotion according to A. Hamdani in Sunyoto (2012) promotion is one of the variables in the marketing mix that is very important to be implemented by a company in marketing products. Promotional activities not only serve as a means of communication between companies and consumers, but promotion is also a tool to influence consumers in purchasing and using these products according to their needs and desires.

#### **2.8.2. The Influence of Brand Image on Consumer Purchase Interest**

Based on research conducted by Naufal Iza Aberdeen, it can be concluded that brand image has a significant influence on buying interest in a product. It can be proven by the brand image influencing the product purchase interest in accordance with the brand image that is owned in each of the products offered.

Based on research conducted by Ugeng Budi Haryoko and Hesti Ayu Agustin Ali, it can be concluded that brand image has a significant positive effect on buying interest in multiple linear regression tests. In this study, brand image also has a "strong" relationship to purchase intention, so that if the brand image increases, food will have a positive effect on the increase in buying interest in the product.

Brand image according to Supranto and Limakrisma (2011) states that brand image is what consumers think and feel when they hear or see a brand and what consumers learn about the brand.

#### **2.8.3. The Effect of Price Perception on Consumer Purchase Intention**

Based on research conducted by A. Rizkyanto Santoso, N. Rachma and Budi Wahono, it can be concluded that if the customer has a good perception of the price and

service received by the customer as expected, then customer satisfaction will be attractive.

Based on research conducted by Zan Denniar Aufa, it can be concluded that the price perception has an influence on the purchase intention of a product offered by using multiple regression techniques.

Price perception according to the opinion of Schiffman and Kanuk (2011) is how consumers see prices as high, low and fair. This has a strong influence on purchase intention and satisfaction in purchasing a product.

#### **2.8.4. The Effect of Consumer Satisfaction on Consumer Purchase Interest**

Based on research conducted by Ho-Sik Kim and Jae-Hyun Shim, it can be concluded that customer satisfaction has a positive effect on purchase intention. After verifying the influence of the trust relationship between customer satisfaction about the coffee shop and purchase intention, customer satisfaction has a positive effect on trust and trust has a positive effect on purchase intention.

Based on research conducted by Yu-Te Tu, Chin-Mei Wang and Hsiao-Chien Chang, it can be concluded that consumer satisfaction has a strong impact on purchase interest. Companies specifically focus on these factors to build long-term and mutually beneficial relationships with consumers and create buying interest as a competitive advantage in the market.

According to Fandy (2012), consumer satisfaction is a feeling of pleasure or disappointment for someone who arises when after comparing the perception of the performance or results of a product with the expectations he has.

#### **2.9. Hypothesis Development**

The research hypothesis is a temporary answer to the questions posed in problem identification. Sugiyono (2017) states that a hypothesis is a provisional statement or the most likely conjecture that remains to be sought for its truth. Based on the data above, the writer puts forward the research hypothesis as follows:

- H1: It is suspected that there is a direct effect of promotional strategies on buying interest in Good Day products.
- H2: It is suspected that there is a direct effect of brand image on buying interest in Good Day products.
- H3: It is suspected that there is a direct effect of price perception on buying interest in Good Day products.
- H4: It is suspected that there is a direct effect of consumer satisfaction on buying interest in Good Day products.
- H5: It is suspected that there is an indirect influence promotion strategy, on buying interest through consumer satisfaction as an intervening variable for Good Day products.
- H6: It is suspected that there is an indirect effect of brand image on purchase intention through customer satisfaction as an intervening variable for Good Day products.
- H7: It is suspected that there is an indirect effect of perceived price on purchase intention through customer satisfaction as the intervening variable for Good Day products.

#### **2.10. Research Conceptual Framework**

Identifying the variables in this study, namely the independent variable or the independent variable, the independent variable is the variable that affects or is the cause

for other variables. In this study, there are 3 independent variables, namely: Promotion Strategy (X1), Brand Image (X2) and Price Perception (X3).

The dependent variable or the dependent variable, namely, the variable influenced by the independent variable. In this study the dependent variable or dependent variable is Purchase Intention (Y).

Intervening variables or intermediate variables, intervening variables are variables that affect the relationship between the independent variable and the dependent variable, so that the independent variable does not directly affect the change and emergence of the dependent variable. In this study, the intermediary variables are: Customer Satisfaction (Z). The following is a conceptual framework for research that will be carried out in this study:

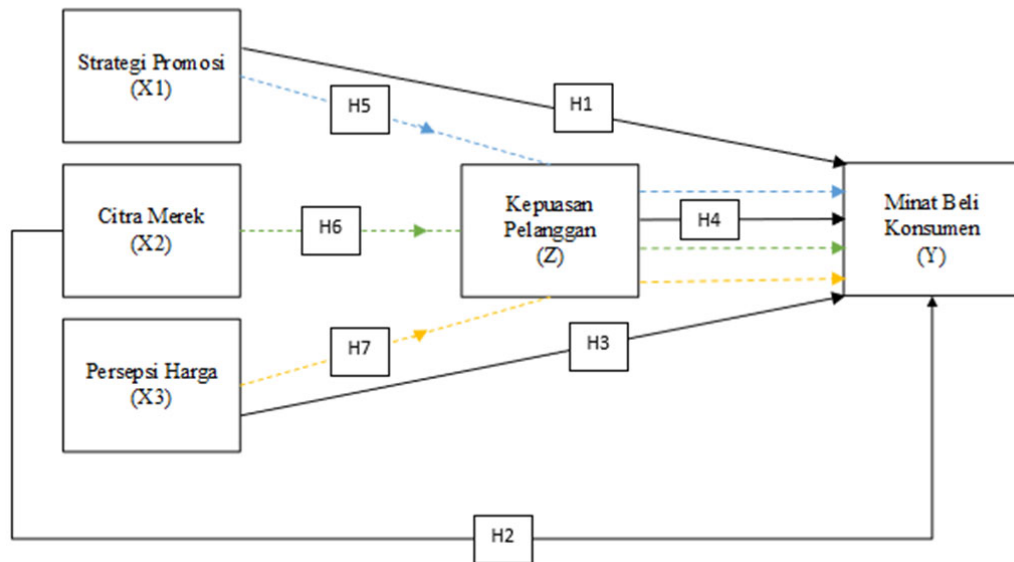


Figure 2.1 Research Conceptual Framework

Source: Data processing by the author

### III. RESEARCH METHOD

#### 3.1. Research Strategy

The research method used is a quantitative approach and the strategy used in this study is using path analysis with an associative research strategy. An associative research strategy is a method of examining an object whose purpose is to determine the relationship between two or more variables. This type of research is included in the type of explanatory research which can be classified in the type of causality research that is research that wants to find explanations in the form of a cause-effect relationship between several concepts or several variables or several strategies developed in management and directed to describe their existence. cause and effect between several situations described in variables and on that basis a general conclusion is drawn (Ferdinand, 2014).

#### 3.2. Population

According to (Sugiyono 2015), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied to be studied and then drawn conclusions by the researcher. So the population is not only people, but also objects and other natural objects. Population is also not just the number

that is in the object or subject being studied, but includes all the characteristics of the properties possessed by that subject or object. The consumers of Good Day products taken as the population in this study were residents of Sungai Bambu Village, which consisted of 104 RT and 10 RW.

Sampling for this study, consumers of Good Day products in Sungai Bambu Village used the MOE formula:

$$N = \frac{Z^2}{4(Moe)^2} \dots\dots\dots (3.1)$$

Information:

N = Number of samples

Z = Normal distribution level at a significant level of 5% = 1.96

Moe = Margin of error (10%)

$$N = \frac{1,96^2}{4(0,01)^2}$$

N = 96.04

So that the sample in this study obtained an n value of 96.04 and was rounded up to 100 respondents. So the number of samples taken in this study amounted to 100 people.

### 3.3. Data Analysis Methods

The analysis used in this study is path analysis to see the direct and indirect effects between variables. Researchers used path analysis for this study because researchers could test theoretical and propositions regarding the causal relationship between variables.

#### 3.3.1. Data Processing Methods

The research in conducting this research used partial linear analysis (Partial Least Square / PLS) to test the research hypothesis. Hypotheses will be analyzed using SmartPLS version 3.0 software to test the relationship between variables that will be carried out by the computer. In quantitative research, one of them can use the Partial Least Square (PLS) method. PLS is an alternative approach that shifts from a covariance-based to variant-based SEM approach (Ghozali, 2014: 32). The purpose of the Partial Least Square (PLS) is to assist a study for predictive purposes. Weight estimation for creating a score component of a latent variable based on the inner model (a structural model that connects the latent variables) and the outer model (the measurement model for the relationship between the indicator and the construct).

#### 3.3.2. Data Presentation Methods

In this study, all data that has been collected by the researcher will be presented in the form of a table which is expected to facilitate this research in analyzing and understanding the data, so that the data presented by the researcher is more systematic.

#### 3.3.3. Statistical Analysis of Data

The statistical analysis of the data used in this study is the path analysis model. Path analysis is an extension of multiple regression analysis or path analysis is the use of regression analysis to estimate the causal relationship (causal model) that has been previously determined based on theory (Ghozali, 2016: 237). Thus, it is possible to test the structural relationship between the observed variables and when some indicators for the latent variable are not available.

#### 3.3.4. Outer Model Analysis

Outer model or measurement model evaluation is done to assess the validity or reliability of the model. In this outer model using reflexive indicators that will be evaluated through convergent and discriminant validity of latent construct formation

indicators and composite reliability and Cronbach alpha for the indicator block (Ghozali, 2016: 73). The tests carried out on the outer model are:

1. **Convergent Validity(Convergent Validity)**  
 Convergent validity relates to the principle that the measurements of a construct should be highly correlated. Convergent validity occurs if the scores obtained from two different instruments measuring the same construct have a high correlation (Hartono, 2018: 63). Convergent validity tests in PLS with reflective indicators are assessed based on loading factors (correlation between item scores / component scores with construct scores) indicators that measure these constructs (Hartono, 2016) announces that the rule of thumb is usually used to make initial checks of the matrix. factor is  $\pm 30$  is considered to have met the minimum level, for a load of  $\pm 40$  is considered better, and for a load  $> 0.05$  is considered practically significant. Thus, the higher the loading factor value, the more important the role of loading is in implementing the factor matrix. The rule of thumb used for convergent validity is outer loading  $> 0.7$ , communality  $> 0.5$  and average extracted  $> 0.5$ .
2. **The validity of discrimination(Discriminant Validity)**  
 The validity of discrimination related to the principle that the measures of different constructs should not be correlated with height. Discriminant validity occurs when two different instruments measuring two constructs that are predicted to be uncorrelated produce a score that is not correlated (Hartono, 2008: 64). The discriminant validity test is assessed based on the cross loading measurement with the construct. Another method used to assess discriminant validity is to compare the AVE root for each construct with the correlation between the construct and the other constructs in the model. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and the other constructs in the model. The following is the tabulation of the validity test parameters in the PLS.

**Table 3.7.** Validity Test Parameters in the PLS Measurement Model

<b>Vaiditas test</b>	<b>Parameter</b>	<b>Rule Of Thumbs</b>
Covergen	Loading factor	More than 0.7
	<i>Average Variance Extracted (AVE)</i>	More than 0.5
	<i>Communality</i>	More than 0.5
Discrimination	AVE Roots and Correlation of Latent Variables	AVE root $>$ Latent variable correlation
	<i>Cross Loading</i>	More than 0.7 in one variable

3. **Average Variance Extracted (AVE)**  
 The expected AVE value  $> 0.5$  (Ghozali, 2016: 68)
4. **Composite Reliability**  
 Composite reliability value must be  $> 0.7$  for confirmatory research and values  $0.6 - 0.7$  are still acceptable for exploratory research (Ghozali, 2016: 69).
5. **Cronbach Alpha**  
 The expected value is  $> 0.7$  for all constructs, but for exploratory research  $> 0.6$  is still acceptable (Ghozali, 2016: 71).

### 3.3.5. Inner Model Analysis

*Inner Model (inner relations, structural model and substantive theory)* describe the relationship between latent variables based on substantive theory. The structural model



was evaluated using the R-square for the dependent construct, the Stone-Geisser Q-square test for predictive relevance and the t test and the significance of the structural path parameter coefficients.

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable. The interpretation is the same as the interpretation in regression. Changes in the R-square value can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Ghozali, 2016: 73). Besides looking at the R-square value, the PLS model is also evaluated by looking at the predictive relevance Q-square for the constructive model. Q-square measures how well the observed value is generated by the model and also its parameter estimates. Evaluation on the inner model has several indicators, namely:

1. Coefficient of Determination (R<sup>2</sup>)  
Used to determine how much influence exogenous variables affect the dependent variable. R<sup>2</sup> value of 0.75 is good, 0.50 is moderate, while 0.25 is weak (Ghozali, 2016: 79).
2. Goodness of Fit (GoF) Assessment  
*Goodness of Fit* (GoF) was developed by Tenenhaus et al, to evaluate measurement models and structural models, besides providing simple measures for the overall prediction of the model. If the value obtained is 0.1 is considered small, 0.25 is considered simple and 0.36 is considered large. For this reason the GoF index is calculated from the square root of the AVE and the square root of the R-square (Ghozali, 2016: 81).

### 3.3.6. Hypothesis test

Hypothesis testing in this study was used to partially determine the significance of the effect of endogenous variables on exogenous variables.

Formulate a hypothesis in structural equation 2:

$$Y = \rho_{yx1}X1 + \rho_{yx2}X2 + \rho_{yx3}X3 + \rho_{yz}Z + \varepsilon$$

Information :

- $\rho$  = Path coefficient
- Y = Purchase Interest
- X1 = Promotion Strategy
- X2 = Brand Image
- X3 = Price Perception
- Z = Customer Satisfaction
- $\varepsilon$  = Error

Direct hypothesis testing:

- a. The influence of X1 (promotion strategy) on Y (buying interest)  
Ho:  $\rho_{yx1} = 0$  (There is no direct significant promotional strategy on consumer buying interest in Good Day products)  
Ha:  $\rho_{yx1} \neq 0$  (There is a significant direct effect of promotional strategies on consumer buying interest in Good Day products)
- b. The influence of X2 (brand image) on Y (buying interest)  
Ho:  $\rho_{yx2} = 0$  (There is no significant direct effect of brand image on consumer buying interest in Good Day products)  
Ha:  $\rho_{yx2} \neq 0$  (There is a significant direct effect of brand image on consumer buying interest in Good Day products)
- c. Effect of Z (customer satisfaction) on Y (purchase interest)  
Ho:  $\rho_{yz} = 0$  (There is no significant direct effect of consumer satisfaction on consumer buying interest in Good Day products)

$H_a: \rho_{yz} \neq 0$  (There is a significant direct effect of consumer satisfaction on consumer buying interest in Good Day products)

To test the effect of each change in endogenous variables on changes in exogenous variables, it is seen from the significance t compared to the real level  $\alpha$  (5% = 0.05) with the following criteria:

- 1)  $H_0$  is rejected,  $H_a$  is accepted if significance  $t < 0.05$
- 2)  $H_0$  is accepted,  $H_a$  is rejected if the significance  $t > 0.05$
- d. To calculate error 2 ( $\epsilon_2$ ), it will test the hypothesis of the effect of X1 X2 Z on Y  
 $H_0: \rho_{y\epsilon_2} = 0$  (there is no significant effect of cargo service quality, cargo rates, and customer satisfaction on customer loyalty at PT Jasa Multi Solusi Indonesia)  
 $H_a: \rho_{y\epsilon_2} \neq 0$  (there is a significant influence on the quality of cargo services, cargo rates, and customer satisfaction on customer loyalty at PT Jasa Multi Solusi Indonesia)

To test the effect of changes in endogenous variables simultaneously on changes in exogenous variables, it is seen from the significance F compared to the real level  $\alpha$  (5% = 0.05) with the following criteria:

- 1)  $H_0$  is rejected,  $H_a$  is accepted if significance  $F < 0.05$
- 2)  $H_0$  is accepted,  $H_a$  is rejected if the significance  $F > 0.05$

Indirect hypothesis testing

a. Effect of X1 on Y through Z

$H_0: \beta_{YZX1} = 0$  (There is no significant indirect effect of service quality on customer loyalty through customer satisfaction)

$H_a: \beta_{YZX1} \neq 0$  (There is a significant indirect effect of service quality on customer loyalty through customer satisfaction)

b. Effect of X2 on Y through Z

$H_0: \beta_{YZX2} = 0$  (There is no significant indirect effect of price on customer loyalty through customer satisfaction)

$H_a: \beta_{YZX2} \neq 0$  (There is a significant indirect effect of price on customer loyalty through customer satisfaction)

c. Effect of X3 on Y through Z

$H_0: \beta_{YZX3} = 0$  (There is no significant indirect effect of company image on customer loyalty through customer satisfaction)

$H_a: \beta_{YZX3} \neq 0$  (There is a significant indirect effect company image on customer loyalty through customer satisfaction)

To test the indirect effect of exogenous variables and endogenous variables, seen from the P-value compared to the real level ( $\alpha$ ) 5% (0.05), with the following criteria:

$H_0$  is rejected if the P-value is  $< 0.05$

$H_0$  is accepted if the P-value is  $\geq 0.05$

$H_0$  is rejected if T-statistic  $> t$  table

$H_0$  is accepted if T-statistic  $\leq t$  table

## IV. RESULTS AND DISCUSSION

### 4.1. Description of Research Object

PT. Santos Jaya Abadi is a company engaged in packaged instant coffee, one of its instant coffee brands is Good Day coffee. PT. Santos Jaya Abadi officially entered the Indonesian processed instant coffee market in 2000 by combining three different coffee flavors in a Cappuccino flavored package. Coffee which has three taste images is a

concept owned by the company PT. Santos Jaya Abadi to attract consumers. PT Santos Jaya Abadi is located at MNC Tower, Jl. Kebon Sirih, RT.15 / RW.7, Kebon Sirih, Menteng

In 2001 PT. Santos Jaya Abadi introduces new flavor choices with various flavors, namely Moccacino, Vanilla Latte, The Original, Chococino, Coffemix, Carrebian Nut and Coolin Coffe. PT. Santos Jaya Abadi issued a variety of new flavors to pamper consumers' tongues so they can choose the taste they like to consume.

#### **4.2. Respondent Profile Description**

Subjects in this study have predetermined criteria, namely consumers who have bought good day products in the Sungai Bambu village area. Respondents who filled out the questionnaire were 100 people. All questionnaires that were entered met the specified criteria. Data that can be processed into 100 questionnaires. In the discussion of the characteristics of the respondents in this study, it can be seen the description of the size and size of the percentage of the number of respondents based on gender, last investigation, occupation and income.

##### **4.2.1. Gender**

Based on research data conducted by distributing questionnaires, data on the characteristics of respondents based on gender were obtained in the following table:

**Table 4.1.** Respondent Data Based on Gender

Gender	Number of Respondents	Percentage
Male	48	48%
Women	52	52%
total	100	100%

**Source: Author compiled**

Based on table 4.1. From the results of the questionnaire as many as 100 respondents, who filled out the questionnaire were male as many as 48 respondents with a percentage of 48%, while those who were female were 52 respondents with a percentage of 52%. It can be concluded that the respondents who were sampled based on female gender were more than male respondents.

##### **4.2.2. Last education**

From the data obtained below, it can be seen that the educational background of the respondents is from Elementary School (SD) to Bachelor Degree (S2). For more details, see the table below:

**Table 4.2.** Respondent Data Based on Latest Education

Last education	Number of Respondents	Percentage
SD	3	3%
Junior High	2	2%
High school	71	71%
Diploma	5	5%
S1	17	17%
S2 / S3	2	2%
total	100	100%

**Source: Author compiled**

Based on table 4.2 respondents who filled out the questionnaire can be grouped based on the latest education, in the last elementary education there were 3 respondents

with a percentage of 3%, then in the last education of junior high school there were 2 respondents with a percentage of 2%, then in high school there were 71 respondents with a percentage of 71% , then in the last diploma education there were 5 respondents with a percentage of 5%, then in the latest undergraduate education there were 17 respondents with a percentage of 17% while in the last education S2 there were 2 respondents with a percentage of 2%. From these data it can be concluded that most of the respondents have the latest high school education.

#### 4.2.3. Respondent Occupation

To find out the respondent's data based on the job classification of the respondents, it can be seen in the following table:

**Table 4.3.** Respondent Data by Occupation

Respondent Occupation	Number of Respondents	Percentage
Student / Student	44	44%
Private employees	39	39%
PNS / BUMN Employees	2	2%
entrepreneur	5	5%
Etc	10	10%
total	100	100%

**Source: Author compiled**

Based on table 4.3. respondents who filled out the questionnaire by selecting the student / student job criteria were 44 respondents with a percentage of 44%, then on the job criteria for private employees there were 39 respondents with a percentage of 39%, then on the job criteria for PNS / BUMN employees there were 2 respondents with a percentage of 2%, then On the criteria for self-employed employment there were 5 respondents with a percentage of 5%, and on other job criteria there were 10 respondents with a percentage of 10%. From the data collection above, it can be concluded that most of the respondents who filled out the questionnaire in this study had jobs as students

#### 4.2.4. Respondents' Income

The income factor is one of the data in this study. The following is the respondent's data according to the income they get.

**Table 4.4.** Respondent Data Based on Income

Respondents' Income	Number of Respondents	Percentage
<1,000,000	33	33%
1,000,000 - 3,000,000	12	12%
3,000,000 - 5,000,000	31	31%
> 5,000,000	24	24%
total	100	100%

**Source: Author compiled**

Based on table 4.4. It can be seen that the respondents in this study had an income of <1,000,000, there were 33 respondents with a percentage of 33%, an income of 1,000,000 - 3,000,000, there were 12 respondents with a percentage of 12%, an income of 3,000,000 - 5,000,000, there were 31 respondents with a percentage of 31% and on an income of >5,000,000 there were 24 respondents with a percentage of 24%. From these data it can be seen that the majority of respondents in this study have an income of 3,000,000 - 5,000,000.

### 4.3. Data analysis

4.3.1. Assessing the Outer Model

There are three criteria for using data analysis techniques with SmartPLS to assess the outer model, namely Convergent Validity, Discriminant Validity and Composite Reliability.

4.3.1.1. Convergent Validity (Convergent Validity)

Convergent validity aims to measure the suitability between indicators of variable measurement results and theoretical concepts that explain the existence of these indicators and variables.

The convergent validity of the measurement model with reflexive indicators was assessed based on the correlation between the item scores / complement scores estimated by the PLS software. An individual reflective measure is said to be high if it correlates more than 0.7 with the measured construct.

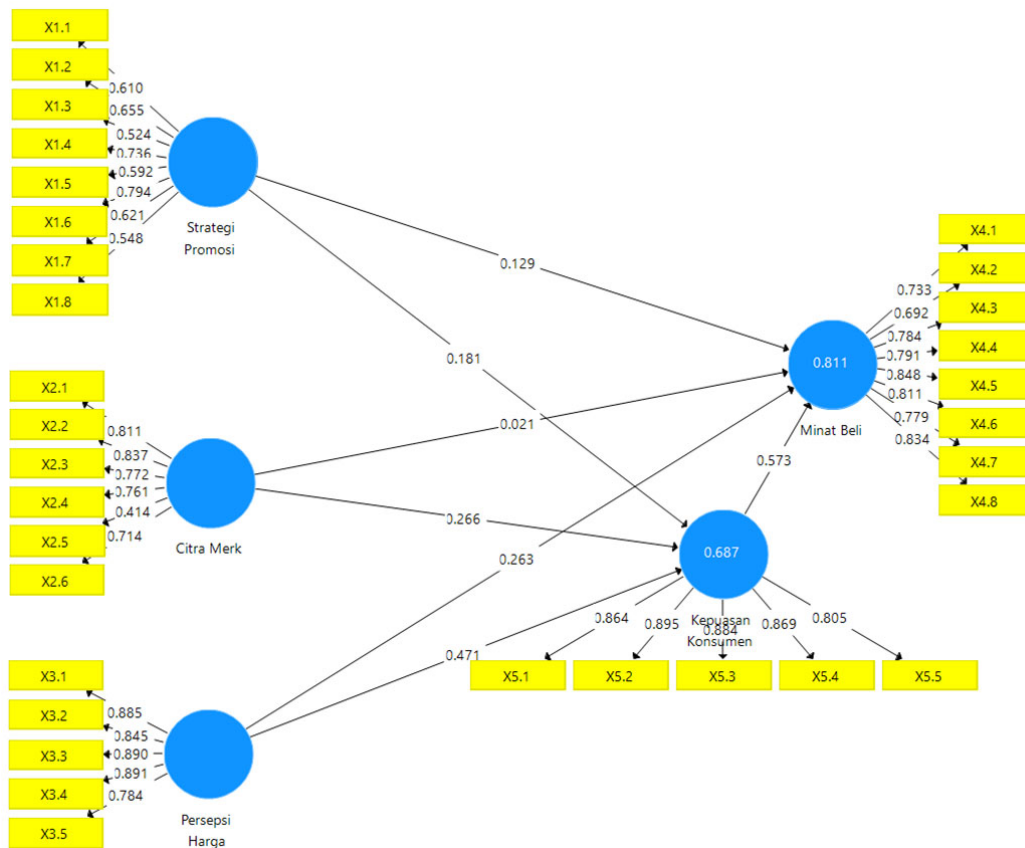


Figure 4.6. Measurement Model Results (Outer Model)

Source: Data Processing with PLS

Outer loading is a table that contains loading factors to show the magnitude of the correlation between indicators between indicators and latent variables. In factor loading, there are several indicators that are invalid because they have a loading factor below 0.7. The indicators that are not valid are X1.1, X1.2, X1.3, X1.5, X1.7, X1.8, X2.5 and X4.2, so they must be removed from the model. The deletion of indicators will be continued by re-estimating or re-estimating. Another form of serving outer loading is shown in the following table.

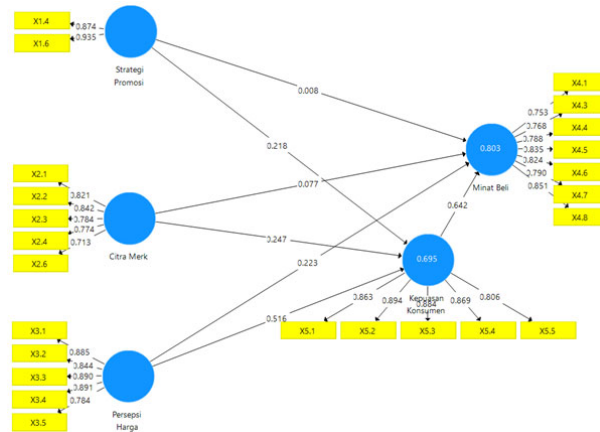
Table 4.5. Outer Loading (Measurement Model)

Variable	Indicator	Outer Loading
Promotion Strategy (X1)	X1.1	0.610
	X1.2	0.655
	X1.3	0.524
	X1.4	0.736
	X1.5	0.592
	X1.6	0.794
	X1.7	0.621
	X1.8	0.548
Brand Image (X2)	X2.1	0.808
	X2.2	0.833
	X2.3	0.774
	X2.4	0.763
	X2.5	0.415
	X2.6	0.718
Price Perception (X3)	X3.1	0.885
	X3.2	0.845
	X3.3	0.890
	X3.4	0.891
	X3.5	0.784
Customer Satisfaction (Z)	Z.1	0.864
	Z.2	0.894
	Z.3	0.883
	Z.4	0.869
	Z.5	0.807
Purchase Interest (Y)	Y.1	0.735
	Y.2	0.692
	Y.3	0.783
	Y.4	0.791
	Y.5	0.848
	Y.6	0.812
	Y.7	0.777
	Y.8	0.834

**Source: Author compiled**

With an invalid indicator, it is necessary to re-estimate or re-estimate the evaluation of the measurement model to re-check the validity of the factor loading of each indicator. If the validity test with outer loading has been fulfilled, the measurement model has the potential to be tested further. To make it easier to understand the visualization of the re-estimation results, a measurement model path diagram is presented in the image below.

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**Figure 4.7.**Results of Re-estimation of Measurement Model (Outer Model)

**Source:** Data Processing with PLS

Based on Figure 4.2. It can be seen that the loading factor is the result of re-estimation of each indicator measuring the construct. The re-estimation results indicate that all indicators have good validity because they have a loading factor of more than 0.7. Therefore, the validity test with outer loading has been fulfilled, so the measurement model has the potential to be tested further. The other forms of presenting the re-estimation result loading output are shown in the following table.

**Table 4.6.**Outer Loading Re-estimation (Measurement Model)

Variable	Indicator	Outer Loading
Promotion Strategy (X1)	X1.4	0.874
	X1.6	0.935
Brand Image (X2)	X2.1	0.819
	X2.2	0.838
	X2.3	0.787
	X2.4	0.776
	X2.6	0.715
Price Perception (X3)	X3.1	0.885
	X3.2	0.844
	X3.3	0.890
	X3.4	0.891
	X3.5	0.784
Customer Satisfaction (Z)	Z.1	0.863
	Z.2	0.894
	Z.3	0.882
	Z.4	0.869
	Z.5	0.808
Purchase Interest (Y)	Y.1	0.755
	Y.3	0.768
	Y.4	0.788
	Y.5	0.836

	Y.6	0.824
	Y.7	0.788
	Y.8	0.850

Source: Author compiled

Based on table 4.6. It can be seen that each indicator of the research variable has a value of > 0.7. So that all indicators are declared worthy or valid for research use and can be used for further analysis.

### 5. Discriminant Validity

Discriminant validity is the level of differentiation of an indicator in measuring instrument constructs. To test the discriminant validity, it can be done by checking the cross loading, namely the correlation coefficient of the indicator on its association construct (loading) compared to the correlation coefficient with other constructs (cross loading). The value of the indicator correlation coefficient must be greater for the associated construct than for other constructs. This greater value identifies the suitability of an indicator to explain its associative constructs compared to explaining other constructs.

*Discriminant validity* done to ensure that each concept of each variable is different from the other variables. The model has good discriminant validity if each loading value of the intended construct must be greater than the loading value of other constructs. The results of the discriminant validity test are as follows:

Table 4.7. Value of Discriminant Validity (Cross Loading)

Page 1 of 2

Indicator	Variable					Information
	Promotion Strategy	Brand Image	Price Perception	Customer Satisfaction	Interests Buy	
X1.4	<b>0.874</b>	0.296	0.223	0.344	0.299	Valid
X1.6	<b>0.935</b>	0.342	0.307	0.472	0.405	Valid
X2.1	0.251	<b>0.819</b>	0.693	0.684	0.671	Valid
X2.2	0.231	<b>0.838</b>	0.689	0.635	0.588	Valid
X2.3	0.299	<b>0.787</b>	0.644	0.481	0.510	Valid
X2.4	0.298	<b>0.776</b>	0.618	0.557	0.570	Valid
X2.6	0.323	<b>0.715</b>	0.659	0.595	0.610	Valid
X3.1	0.273	0.768	<b>0.885</b>	0.685	0.703	Valid
X3.2	0.365	0.708	<b>0.844</b>	0.711	0.667	Valid
X3.3	0.273	0.783	<b>0.890</b>	0.697	0.676	Valid
X3.4	0.218	0.747	<b>0.891</b>	0.719	0.716	Valid
X3.5	0.147	0.598	<b>0.748</b>	0.571	0.667	Valid
Z.1	0.344	0.631	0.686	<b>0.863</b>	0.761	Valid

Source: Author compiled

Table 4.7. Value of Discriminant Validity (Cross Loading)

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Indicator	Variable					Information
	Promotion Strategy	Brand Image	Price Perception	Customer Satisfaction	Interests Buy	
Z.2	0.385	0.694	0.751	<b>0.894</b>	0.785	Valid



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Indicator	Variable					Information
	Promotion Strategy	Brand Image	Price Perception	Customer Satisfaction	Interests Buy	
Z.3	0.406	0.710	0.711	<b>0.882</b>	0.750	Valid
Z.4	0.388	0.662	0.674	<b>0.869</b>	0.759	Valid
Z.5	0.467	0.570	0.580	<b>0.808</b>	0.743	Valid
Y.1	0.199	0.726	0.722	0.653	<b>0.775</b>	Valid
Y.3	0.440	0.483	0.554	0.667	<b>0.768</b>	Valid
Y.4	0.406	0.542	0.523	0.684	<b>0.788</b>	Valid
Y.5	0.348	0.611	0.734	0.690	<b>0.836</b>	Valid
Y.6	0.184	0.644	0.650	0.692	<b>0.824</b>	Valid
Y.7	0.308	0.515	0.558	0.743	<b>0.788</b>	Valid
Y.8	0.352	0.692	0.710	0.798	<b>0.850</b>	Valid

**Source: Author compiled**

Based on table 4.7. It can be seen that the loading factor value for each indicator of each latent variable has a loading factor value of the intended construct that is greater and smaller than the loading value of other constructs when associated with other latent variables. This means that each latent variable has poor discriminant validity because the correlation value of the indicator against its construct is lower than the correlation value of other construct indicators. The criteria for the loading factor value > 0.5, it is considered good.

#### 6. Evaluating Composite Reliability

*Outer model* Besides being measured by assessing convergent validity and discriminant validity, it can also be done by looking at construct reliability or latent variables which are measured in two ways, namely by looking at the composite reliability value and Cronbach alpha from the indicator block measuring the construct. A construct that is declared reliable is if the composite reliability value and the Cronbach alpha value are > 0.70 (Ghozali, 2012). PLS output results for composite reliability and Cronbach alpha values can be seen in the following table.

**Table 4.8.** Value of Composite Reliability and Cronbach Alpha

Variable	Conbach's Alpa	Composite Reliability	Information
Promotion Strategy	0.784	0.900	Reliable
Brand Image	0.847	0.891	Reliable
Price perception	0.911	0.934	Reliable
Interests Buy	0.907	0.926	Reliable
Customer Satisfaction	0.915	0.936	Reliable

**Source: Author compiled**

Based on table 4.8. the model shows the value of composite reliability and Cronbach alpha for all constructs > 0.70. Thus it can be concluded that all constructs have good reliability in accordance with the required minimum value limits.

#### 4.4.1.4. Evaluating Average Variance Extracted (AVE)

The method for assessing discriminant validity apart from looking at the cross loading value is by looking at the Average Variance Extracted (AVE) value for each construct with the recommended value being greater than 0.50. Validity criteria can be seen from the Average Variance Extracted (AVE) value of each construct.

**Table 4.9.** Average Variance Extracted (AVE) Value

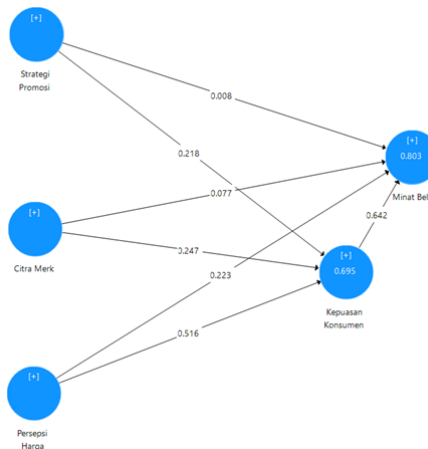
Variable	Average Variance Extracted (AVE)
Promotion Strategy	0.819
Brand Image	0.621
Price Perception	0.739
Customer Satisfaction	0.746
Interests Buy	0.643

**Source: Author compiled**

Based on table 4.9. above shows the AVE value for the variable promotion strategy, brand image, price perception, customer satisfaction and purchase interest, all of which are worth more than 0.5. Thus it can be concluded that all constructs have good validity

**4.4.2 Structural Model Testing (Inner Model)**

The inner model test or structural model is tested to see the relationship between the constructs, the significance value and the R-square of the research model. The structural model was evaluated using the R-square for the dependent construct of the t test and the significance of the structural path parameter coefficients.



**Figure 4.8.** Structural Model (Inner Model)

**Source: Data Processing with PLS**

**4.4.2.1 Evaluate the R-Square Value**

Based on structural model testing, it shows that the R-square value for the purchase interest variable is 0.803 and customer satisfaction is 0.695. The table below shows the results of the R-square estimation based on data processing using SmartPLS.

**Table 4.10.** R-Square Value

Variable	R-Square
Customer Satisfaction	0.695
Interests Buy	0.803

**Source: Data Processing with PLS**

In principle, this study uses 2 variables which are influenced by other variables, namely the purchase interest variable (Y) which is influenced by the promotion strategy, brand image and price perception and the purchase interest variable (Y) which is mediated by customer satisfaction (Z)

These results indicate that the purchase interest variable can be influenced by consumer satisfaction of 0.803 while 0.197 is influenced by other variables outside the

study. For the consumer satisfaction variable, it can be influenced by promotional strategies, brand image and price perception with a value of 0.695 while 0.305 is influenced by variables outside the research conducted.

An inner model assessment can also be done by looking at Q2 (Predictive Relevance). To calculate Q2, it can be calculated using the formula:

$$Q2 = 1 - (1 - R12) (1 - R22)$$

$$Q2 = 1 - (1 - 0.695) (1 - 0.803)$$

$$Q2 = 1 - (0.305) (0.197) 0.060085$$

$$Q2 = 0.9399$$

Based on the results of the above calculations, the Q-Square value is 0.9399. This shows the great diversity of research data that can be explained by the research model amounting to 93.99%. While the remaining 6.01% is explained by other factors that are outside this research model.

#### 4.4.2.2 Evaluation of Goodness Of Fit

The goodness of fit test of the PLS (Partical Least Square) model can be seen from the SMRM model value. The PLS (Partical Least Square) model is declared to have met the goodness of fit criteria if the SMRM value is <0.10 and the model is declared perfect fit if the SMRM value <0.08 (Ghozali, 2016).

**Table 4.11.** Goodness of Fit Model Test Results

	<i>Saturated Model</i>	<i>Estimated Model</i>
SMRM	0.071	0.071

**Source: Data Processing with PLS**

The results of the goodness of fit test for the PLS (Partical Least Square) model are in table 4.11. above shows that the SMRM value of the PLS (Partical Least Square) model is 0.071. Therefore, the SMRM model value is below 0.10, so the PLS (Partical Least Square) model is declared fit, so it is feasible to use it to test the research hypothesis. Meanwhile, the calculation results can be made based on direct influence.

#### 4.4.3 Hypothesis Testing

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. The following table provides the estimated output for structural model testing.

**Table 4.12.** Result for Inner Weight

Variable-Variable Correlation	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	T Statistic	P Values
Promotion Strategy -> Buying Interest	0.008	0.014	0.052	0.153	0.878
Brand Image -> Purchase Intention	0.077	0.080	0.125	0.620	0.535
Price Perception -> Purchase Interest	0.223	0.228	0.145	1,536	0.125
Consumer Satisfaction -> Purchase Interest	0.642	0.633	0.090	7,159	0,000

**Source: Data Processing with PLS**

Testing in PLS analysis, statistically every hypothesized relationship is done using a simulation. In this case, the bootstrap method is carried out on the sample used. Bootstrapping testing is also intended to minimize the problem of data abnormalities in the study.

#### 4.5. Discussion of Data Analysis Results (Hypothesis Proof)

#### **4.5.1. The Effect of Promotion Strategy on Purchase Intention**

Based on the results of the tests that have been carried out in this study, it is known that the promotional strategies that have been implemented by Good Day do not have a good impact on consumer buying interest. It was all because of the rampant promotion in the competition for packaged instant coffee which carried out large-scale promotions, making Good Day consumers' buying interest switch to other coffee brands. It can be concluded that the increasing promotion carried out, it will not increase consumer buying interest in Good Day products. Based on the results of questionnaires that have been distributed and researched previously, it shows that consumers of Good Day products pay very little attention to the promotions that have been given.

If the promotional strategy carried out by Good Day is not immediately corrected by looking at the state of the packaged instant coffee market. So Good Day products will lose many of their consumers. Thus the selection of a promotion strategy that is in accordance with the market conditions of Good Day's products will be more profitable for the company in marketing its products, so that consumers will be more interested in seeing the promotions carried out by Good Day. All of this will generate buying interest in the minds of Good Day consumers. This study contradicts the results of previous studies conducted by Abdul Latief in the Journal of Management and Finance, May 2018. It shows that there is an influence between promotional strategies on purchase intention.

#### **4.5.2. The Influence of Brand Image on Purchase Intention**

Based on the test results that have been carried out by this study, it is known that the variable brand image owned by Good Day products does not support the purchase interest of its consumers. The brand image of Good Day products has declined due to the large number of new products in the packaged instant coffee industry. On the other hand, the promotion that is carried out does not have a direct effect on the brand image of the Good Day products. Therefore, increasing the brand image of Good Day products will not increase consumer buying interest to buy or consume Good Day products. Based on the results of questionnaires that have been distributed and researched previously, it shows that the brand image of Good Day products has now lost its prestige to the coffee shops around Sungai Bambu Village. This shows that the brand image variable does not have a good impact on purchase intention. This study contradicts the results of previous studies conducted by Febsri Susanti and Zaky Zakaria in the Pundi Journal, July 2019. Where in the research they studied showed that there was a direct positive influence between brand image on buying interest.

#### **4.5.3. The Effect of Price Perception on Purchase Intention**

Based on the test results that have been carried out by this study, it is known that the variable price perception of Good Day products has decreased in the minds of consumers. This can be seen from the changes in the coffee lover's market segmentation. Where consumers prefer to enjoy coffee with a comfortable and attractive atmosphere, even though the price offered is much higher than the price offered by Good Day products. So they prefer to consume coffee outside the home or a cafe such as a coffee shop. Price is a sensitive aspect for the majority of consumers. Consumers will seek to match the price offered for a product with their purchasing power.

Because the perception of the price of Good Day products in the minds of consumers is not in accordance with what they expect. Result This study contradicts the results of previous studies conducted by Irma Puspita Devi, I Gst Ngrh Agung Eka Teja Kusuma and I Gede Rihayana in the Journal of Management Science (JUIMA), April 2020 where their research shows that there is a positive direct influence between price perceptions and purchase interest.

#### **4.5.4. Effect of Consumer Satisfaction on Purchase Intention**

Apart from the above problems, Good Day still has loyal customers. This is due to consumer satisfaction with Good Day products. Based on the results of tests that have been carried out in this study, it is known that the variable of consumer satisfaction has not decreased, although there is a lot of competition in packaged instant coffee and coffee shops circulating around Sungai Bambu Village. Consumer satisfaction variable is the essence of creating buying interest in Good Day products. The consumer satisfaction variable is also the dominant variable in this study, so it means that the higher the level of customer satisfaction, the higher the level of interest in buying Good Day products. This shows that consumers who have a high sense of satisfaction tend to increase their buying interest.

Satisfaction is a feeling of pleasure or disappointment for someone who is accepted because he has compared the perceived product with what is expected. Result This study is in line with the results of previous studies which is conducted by Parman and Sutanto in the Journal of Business and Implementation Theory in 2016 where their research shows that there is a positive direct influence between customer satisfaction and purchase intention.

#### **4.5.5. The Effect of Promotion Strategy on Purchase Intention through Customer Satisfaction**

Based on the results of tests that have been carried out in this study, it is known that the promotional strategy variable is not the main factor in increasing consumer buying interest based on consumer satisfaction as the intervening variable of Good Day products. There are many other factors that can increase purchase interest from consumer satisfaction. An example is the variety of flavors that Good Day products have. With low prices, consumers can get a choice of flavors that are quite diverse. The price given from sellers to consumers must also be maintained, the difference from one seller to another cannot be that far apart. So it will not create a distance between the sellers and it will not affect consumers' price perceptions.

Choosing the right price also has an impact on the success or failure of a business. If the company has received satisfaction from its customers, it will have a good impact on the development of a company that has been founded. Because if the consumer feels a satisfaction, the consumer will automatically have an interest in buying and will repurchase the same product or brand and do not rule out being a loyal customer. Meanwhile, to determine the test between the intermediate variable and the dependent variable using the sobel formula calculation.

#### **4.5.6. The Influence of Brand Image on Purchase Intention through Customer Satisfaction**

Based on the results of tests that have been carried out in this study, it is known that the brand image variable is not the main factor that increases consumer buying interest based on consumer satisfaction as an intervening variable for Good Day products such as the promotional strategy variable. There are many other factors that can increase purchase interest from consumer satisfaction. An example is the variety of flavors that Good Day products have. The diverse flavors that Good Day has can be the reason consumers still survive today. From the brand image owned by Good Day, the competition for brand image between packaged instant coffee products is quite tight. So that the Good Day company must create a unique and good image, of course, in the eyes of consumers.

To create a good brand image in the eyes of consumers is not difficult if the Good Day company always innovates to create unique and friendly ideas for every age group. So that the differences created from these unique ideas can generate buying interest in the minds of Good Day consumers. It will also not make Good Day products less competitive

with other packaged instant coffee products and coffee shops around Sungai Bambu Village, North Jakarta.

#### **4.5.7. The Effect of Price Perception on Purchase Intention through Customer Satisfaction**

Based on the results of tests that have been carried out in this study, it is known that the price perception variable is not the main factor in increasing consumer buying interest based on consumer satisfaction as the intervening variable of Good Day products. As in the previous discussion, there are many other factors that can increase purchase interest from consumer satisfaction. An example is the variety of flavors that Good Day products have that are not owned by other products.

Consumer satisfaction is not created from the perception of prices offered by current Good Day products. This is all caused by several factors, such as the intense competition for packaged instant coffee and competition from coffee shops around Sungai Bambu Village. So choosing the right price or not is supported by various supporting factors such as the innovation of new flavors, so as not to lose to its competitors. Because millennial coffee connoisseurs prefer to pay more than usual to get new flavors and a place to hang out with friends

## **V. CONCLUSIONS AND SUGGESTIONS**

### **5.1. Conclusion**

This study aims to analyze the effect of promotional strategies, brand image, and price perceptions on purchase intention through customer satisfaction on Good Days products. In this case, customer satisfaction is an intervening variable. To analyze the relationship between these variables, this study uses the PLS (Partial Least Square) application. Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

1. This research states that if the promotion strategy is carried out Good Day increased, such as more frequent ad serving and longer duration will not increase consumer buying interest for Good Day products in Sungai Bambu Village. This is all due to the increasing number of competitors in the packaged instant coffee industry and coffee shops around Sungai Bambu Village.
2. This study states that the brand image owned by Good Day does not have a bad image in the eyes of consumers. Now the Good Day brand image is very difficult to compete with other packaged instant coffee brands. This can be seen from the decreasing buying interest of Good Day consumers. Another cause is the increasing number of coffee shops that are easily found around the residential area of Sungai Bambu Village, North Jakarta. So that it makes it easier for consumers to consume coffee.
3. This study states that the price perceptions held by Good Day consumers are replaced by the prices offered by the coffee shop. The increasing number of coffee shops in Sungai Bambu Village has made coffee lovers prefer to drink coffee with the feel of a comfortable and cool hangout. Although consumers have to spend more than buying packaged instant coffee.
4. This study states that consumer satisfaction determines the level of consumer buying interest in Good Day coffee in Sungai Bambu Village, Jakarta Utara. All activities carried out by a company will ultimately lead to the value that consumers will provide regarding their perceived satisfaction. Because customer satisfaction is the essence of achieving long-term profitability, it gives rise to buying interest.
5. This research shows that, the level of a consumer's satisfaction cannot be an intermediary to increase buying interest from promotions conducted by Good Day. From the satisfaction of consumers, Good Day coffee, receiving a given promotion does not cause consumer interest in buying.
6. This study shows that, the level of a consumer's satisfaction cannot be an intermediary to increase the purchase interest of the brand image owned by Good Day in Sungai Bambu Village.

7. This study shows that, the level of a consumer's satisfaction cannot be an intermediary to increase the purchase request from a perceived price held by Good Day in Sungai Bambu Village.

## **5.2. Suggestion**

Based on the conclusions obtained and the limitations in the research, it is hoped that the results of this study can be used as a reference for determining policies in relation to efforts to increase buying interest. Suggestions from research are as follows:

1. It is recommended to use a larger sample size, around 300-400, so as to produce more reliable data analysis.
2. Selection of other variables that can mediate the relationship between promotion strategy, brand image and price perception on purchase intention.
3. Measurements in this study were only carried out using quantitative data from online questionnaires due to the current situation (pandemic) so that it can lead to non-objective results. Therefore, it is advisable to use qualitative data such as the results of interviews with consumers of Good Days products or to make direct observations on consumer behavior in order to obtain more objective results as a complement to quantitative data.
4. The company PT. Santos Jaya Abadi, which issued Good Day coffee, should increase its promotion, so that the Good Day coffee brand image remains good in the eyes of consumers with the rise of coffee products in the market. Furthermore, the perception of price in the minds of consumers must be maintained properly, so that it does not cause too far a distance from the prices of competitors' coffee products which will affect consumer satisfaction and generate purchase interest.

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