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## The Influence Of Service And Promotion On Consumer Interest In Private Brand

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**Abstract:** The objectives in this study are: 1) To determine the effect of service on consumer interest in private brand. 2) To determine the effect of promotion on consumer interest in private brand. 3) To determine the effect of service and promotion together on consumer interest in private brand. The analysis technique used in this study is a quantitative analysis technique using statistics, the software used to support this research is the SPSS (Statistical Product and Service Solutions) version 20. The population in this study is S Plus Indonesia customers. The sampling technique used in this study is simple random sampling. With a simple random sampling technique, as many as 145 S Plus Indonesia customers were taken. The results of this study indicate that: 1) Service has an influence on consumer interest in S Plus Indonesia. 2) Promotion has an influence on consumer interest in private brand. 3) Services and promotions have a joint influence on consumer interest in private brand.

**Keyword:** Service, Promotion and Consumer Interest

### INTRODUCTION

Consumer satisfaction is also an important element that really needs to be considered in preparing the marketing concept. Good marketing management requires maximum customer satisfaction results as a result of a good marketing process. Consumer satisfaction is not only measured by how the quality of the product is produced, but also by how the marketing strategies are implemented.

Increasingly tight competition causes companies to try to attract people to become corporate consumers. Economic aspects are also an important factor for consumers and potential consumers who will save in a company that can provide services, promotions and optimal benefits from the products offered by the company, besides that consumers also feel safe and comfortable in saving at the company. And with the large number of companies currently established, there are several reasons for consideration of interest in becoming a consumer in a company of choice.

Interest in becoming a consumer grows because of a motive based on the attributes according to their wants and needs in using a service. Based on this, an analysis of how the process of interest from within the consumer is very important.

According to Kotler (2002: 83) the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve consumer satisfaction.

For example, the impression of the consumer that we expect about the product or service produced is clear and stands out. The appearance of the products and services produced. Price variable, namely the amount of money that must be paid by consumers to obtain the product. For example, the price is affordable and is in accordance with the products and services obtained by consumers. Place variable, namely the strategic location determination so that customers are not disappointed to get or fast service according to consumer desires. (Manahan P. Tambubolon, 2004: p. 134).

The definition of promotion according to Swastha (2000: 222), promotion is seen as a one-way flow of information or persuasion that is made to influence a person or organization to actions that create exchanges in marketing.

Therefore, in conducting promotions there are several factors that must be considered to support these activities. In order for promotional activities to run smoothly, it is necessary to have clear objectives for the promotional activities that the company will undertake. Promotion is also related to influencing consumer behavior, so promotional activities are very important in increasing consumers. Because with promotion, consumers can find out about the nature and characteristics of the products offered by the company. The organization conducts marketing communications through a promotional mix. Companies are required to be able to offer products according to the needs and desires of consumers. By utilizing the products offered, the organization is expected to grab the attention of potential consumers. So an organization is not just introducing its products, but also contains elements of persuasion. The existence of promotion, the company hopes to increase sales according to the targets that have been set. For this reason, it is necessary to have a marketing strategy, namely by implementing the right promotional mix so that the company's goals can be achieved.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Marketing Management

Kotler and Keller in their book "Marketing Management" the twelfth edition of the first volume (2007: 6), defining marketing management are:

"Marketing management as the art and science of selecting target markets and acquiring, retaining and growing customers by creating, delivering and communicating superior customer value". According to Kotler and Armstrong (2014: 30), "Marketing management as the art and science of choosing target markets and building profitable relationship with them". Marketing management as the art and science of selecting target markets and building profitable relationships with that target market.

The definition of marketing management according to Lupiyo Adi (2006: 6) marketing management is an analysis, planning, implementation and control of programs that have been planned in conjunction with the desired exchanges against intended consumers to gain personal or shared benefits.

Meanwhile, according to Ben M. Eniy (2007: 130) marketing management is a process to increase the efficiency and effectiveness of marketing activities carried out by individuals or companies. According to Buchori and Djaslim (2010: 5) marketing management is the process of planning and implementing the conception, pricing, service and distribution of

ideas, goods and services, to produce exchanges that satisfy individuals and meet organizational goals.

## Service

Service according to the Big Indonesian Dictionary (KBBI) is an effort to help prepare or take care of what other people need. According to Suparlan (2000: 35), service is an effort to provide assistance or assistance to others, both material and non-material so that that person can solve his own problems. Moenir (2005: 47) continued, explaining that service is a process of meeting needs directly through other people's activities.

Service is any action or activity that a party can offer to another party, which is basically intangible and does not result in any ownership. (Kotler in Laksana, 2008).

According to Gronroos in Ratminto and Atik (2005: 2) service is an activity or a series of activities that are invisible (intangible) which occurs as a result of interactions between consumers and employees or other things provided by service providers. which is intended to solve consumer or customer problems. Meanwhile, Gronroos in Tjiptono (2005) states that service is a process consisting of a series of intangible activities that usually (but not always) occur in interactions between customers and employees, services and resources, physical or goods, and service provider systems, which are provided as a solution to customer problems.

To measure the quality of service according to Parasuraman, et.al quoted by Lupiyoadi (2001: 148) explains as follows:

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

## Promotion

Promotional activities are part of the company's marketing mix, which provides information to the public or consumers about the products or services the company offers. According to Saladin (2003) promotion is one of the elements in the company's marketing mix that is used to inform, remind, and persuade consumers about the company's products.

According to Mozamil Zamahsari (2000: 45) promotion is communication that is persuasive, inviting, pressing, persuading and convincing consumers. Based on the above understanding, it explains consumers that new consumers will buy the product being offered which has advantages and uses that are not owned by competing products.

According to Buchari Alma (2007: 179) promotion is a type of communication that provides convincing explanations for potential consumers about goods and services. According to Swastha and Irawan (2002: 15) promotion is a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services to satisfy the needs of both existing and potential buyers.

Companies must consider two things when determining the optimal promotional mix (Madura, 2001: 176), namely:

1. Target market
2. Promotion budget

## Consumer Interest

According to Djali (2008: 121) that interest is basically the acceptance of a relationship between oneself and something outside oneself. Interest can be interpreted as feeling happy or unhappy in facing an object (Mohamad Surya, 2003: 100). This is as stated by Slameto (2003: 180) which states that interest is a feeling of preference and feeling of attachment to something or activity, without being asked.

According to Simamora (2002: 131) interest is something personal and related to attitude, individuals who are interested in an object will have the power or drive to carry out a series of behaviors to approach or get the object.

According to Howard (in Durianto and Liana, 2004: 44), buying interest is something related to the consumer's plan to buy a certain product and how many units of the product are needed in a certain period.

The stages of producers in determining purchase interest or determining consumer impulses in making purchases of products or services offered, we can see in the AIDA concept or model developed by Kotler (2012: 568), namely:

1. Attention
2. Interest
3. Desire
4. Action

### **Purchasing Decision Process**

According to Kotler (2000) To get to the purchase stage, there are steps in the purchasing process with the following stages:

1. The problem identification stage, which is when the buyer recognizes the need to buy an item or product.
2. Information search, namely the stage of consumers looking for information to obtain knowledge about the goods needed from sources that might be obtained.
3. Evaluate competitive brands, make final judgments and develop beliefs about the brand's position against its attributes.
4. Through this evaluation, consumers arrive at purchasing decisions from various brands through the attribute procedure.
5. After the purchase, consumers will experience satisfaction or dissatisfaction and then take action to get the attention of marketers.

### **METHODS**

The population in this study were consumers of S Plus Indonesia. According to Prof. Dr. Suharsimi Arikunto, the sample is a part or representative of the population under study (Arikunto, 2002: 109). Definition The sample is a part of the population to be studied and which is considered to describe the population (Soehartono, 2004: 57). So that the sample used in this study amounted to 145 S Plus Indonesian consumers.

The analysis technique used in this research is quantitative analysis techniques using statistics. The software used to support this research is the SPSS (Statistical Product and Service Solutions) program version 20. In SPSS, raw data that has been processed into numbers is inputted into SPSS, making it easier for the author to conduct this research.

### **RESULT AND DISCUSSION**

#### **Multiple Linear Regression Test**

To determine the value of the multiple linear regression equation as follows:  $Y = -14.252 + 0.580X_1 + 0.674X_2$

This can be explained as follows:

1. Constant Value  $a = -14,252$  means that if Service and Promotion is zero then Consumer Interest is negative at  $-14,252$ .
2. Service regression coefficient  $b_1 = 0.580$  means that if the value of service increases by one, the value of consumer interest will also increase by 0.580.

- Promotion regression coefficient  $b_2 = 0.674$  means that if Promotion increases by one, then the value of consumer interest will also increase by 0.674.

### **Anova test**

Based on the results of the analysis in the table above, namely the ANOVA test, the Fcount value is 120.404 while the Ftable ( $\alpha 0.05$ ) for  $n = 145$  is 2.67. So  $F_{count} > F_{table}$  ( $\alpha 0.05$ ) or  $120.404 > 2.67$ , with a significant level of 0.000 because  $0.000 < 0.05$ , it can be said that Service (X1) and Promotion (X2) together have an effect on Consumer Interest (Y).

### **Model Summary Test**

Based on the Model Summary table which produces an Adjusted R Square value of 0.624, this shows that 62.4% of the Service variable (X1) and the Promotion (X2) variable simultaneously (together) are related to the Consumer Interest variable (Y) and the remaining 37.6 % were related to other factors not examined in this study.

### **CONCLUSIONS**

The results showed that the quality of service and promotion had an effect on buying interest. This explains the importance of building good services and presenting attractive promotional programs.

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