

The Effect Of Price Perception, Service Quality And Promotion On Consumer Buying Interest In UMKM Es Teh One Wachid Manyar Gresik

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Article Info

Keyword:

Price Perception, Service Quality, Promotion, Consumer Buying Interest.

ABSTRACT

This study aims to determine the effect of price perception, service quality and promotion on consumer purchasing interest. This study also aims to test the regression equation both partially, simultaneously and the most dominant among price perception, service quality and promotion on consumer purchasing interest. The analysis techniques used are validity test, reliability test, classical assumption test, coefficient of determination, multiple linear regression, partial test (t test) and simultaneous test (f test). This study uses a descriptive quantitative research type, with a population of 2,800 people or respondents using the slovin formula in taking a sample of 97 people or respondents of UMKM Es Teh One Wachid actors. The results of the study state that price perception has a positive and significant effect on consumer purchasing interest. Service quality has a positive and significant effect on consumer purchasing interest. Promotion has a positive and significant effect on consumer purchasing interest. The promotion variable is the most dominant variable influencing consumer purchasing interest in UMKM Es Teh One Wachid Manyar Gresik.

INTRODUCTION

Businesses are currently growing rapidly and collaborating worldwide. All business actors must strive to always put consumers first and respond more quickly to changes that may occur. Currently, consumers are more interested in drinks made on site than packaged drinks produced by factories. (Yulia N et al., 2024). Consumer interest in iced tea today is not only driven by the desire for cold drinks, but also reflects changes in modern lifestyles. The biggest attraction of iced tea is that it is convenient, fast, and available in a variety of flavors. Iced tea has succeeded in capturing the hearts of consumers because of its very affordable price. The emergence of so many iced tea brands is a promising market potential. With increasingly tight competition, iced tea UMKM must be able to attract consumer buying interest. This competition encourages business actors to continue to innovate, develop unique, quality products, and develop effective marketing strategies to attract consumers. Perception of price, service quality, and promotion are often the most important considerations for consumers before deciding to buy a product.

Price perception is one of the important considerations in the purchase intention process, and most consumers evaluate the value of the combination of price and quality in their purchase intention (Yusufananda, 2020). Service quality also plays an important role in attracting consumer purchasing interest. Service quality is the level of service quality measurement related to price developments (Yudira et al., 2022). Promotion is a form of marketing communication which is a process of disseminating information, influencing, persuading, or reminding the target market of a company or product to be willing to buy, accept, and persist in the marketing activities offered by the company concerned (Susetyarsi et al., 2021).

The development of a business is greatly influenced by consumer purchasing interest. Purchasing interest is a behavior of a consumer or potential consumer to take a certain action when purchasing a product or service offered, and can be caused by internal or external motivation or influence (Enggriani et al., 2022). The success of a culinary business depends on the ability to satisfy customers. It is undeniable that business actors understand that customer satisfaction is very important. Therefore, after customers feel satisfied, there will be a sense of buying interest in the products sold. Customers are more likely to make repeat purchases if they are satisfied with the drinks and services. Business growth can be considered successful by building relationships with customers will affect increased sales.

Based on this background, this study is entitled *The Influence of Price Perception, Service Quality and Promotion on Consumer Purchase Interest at UMKM Es Teh One Wachid Manyar Gresik.*

Research Objectives

To find out the price perception variable that influences consumer purchasing interest. To find out the service quality variable that influences consumer purchasing interest. To find out the promotion variable that influences consumer purchasing interest. To find out the price perception variable, service quality and promotion that have the most dominant influence on consumer purchasing interest.

Benefits Of Research

This research is expected that all stages of research and the research results obtained can broaden insight and at the same time gain knowledge in terms of management in general in consumer behavior.

Literature Review

Price Perception

Price perception is consumers seeing whether or not the price perception seen by consumers is fair regarding how much profit the seller currently and previously obtained from a product (Maimunah, 2020). Price perception is a view of price, about how consumers view price perceptions with high and low prices, which have a strong influence on consumer purchasing interest and purchase satisfaction. Price perception indicators (Kotler and Armstrong, 2021) include: Competitiveness, Price affordability, Price match with benefits, Price match with quality.

Service Quality

According to Liliani (2020), Service quality helps consumers to feel comfortable and build good relationships with consumers. Service quality is determined by what customers actually receive and how the service is delivered to customers. Basically, good service quality affects customer satisfaction and leads to more frequent repeat purchases. Service quality indicators (Kloter and Keller, 2024) include: Physical evidence and conditions, Responsiveness, Assurance and certainty, Empathy.

Promotion

Promotion is a part of a marketing plan that presents information and benefits of the products it sells through the approach of products sold with products produced as often as possible (Hermawan, 2022). Promotion is carried out to arouse consumer interest and encourage purchases. Promotion indicators (Nazmi, 2021) include: Product samples, Special prices, Special advertising items, Displays and demonstrations at the point of purchase.

Consumer Buying Interest

According to Syamnarila et al., (2022) Purchase interest is a behavior of a consumer or potential consumer taking real action to buy a product or service offered and may be caused by internal or external motivation or influence. This consumer willingness to buy causes increased sales and profits for the company due to increased consumer purchasing activity. Indicators of consumer purchase interest

(Darmawan, 2020) include: Transactional interest, Referential interest, Preferential interest, Explorative interest.

RESEARCH METHODS

This study uses quantitative methods by utilizing primary and secondary data sources. Primary data were obtained through distributing questionnaires to customers of Es Teh One Wachid Manyar Gresik. While secondary data comes from data collection that supports primary data, both researchers and others. The analysis techniques used are validity test, reliability test, classical assumption test, coefficient of determination, multiple linear regression, partial test (t test) and simultaneous test (f test).

The population in this study were consumers who purchased at UMKM Es Teh One Wachid in October 2024, totaling 2,800 consumers. For sampling, using the probability sampling technique in the simple random sampling technique with the Slovin formula with an error rate of 5%, which resulted in a sample size of 97 people.

RESULTS AND DISCUSSION

Instrument Test

Validity Test

The validity test analysis in this research data is to measure the validity of the questionnaire. The significant test is done by analogizing the calculated r value with the r table.

Table 1
Validity Test Results

Variable	Items in the Questionnaire	<i>r_{count}</i>	<i>r_{table}</i>	Information
Price Perception (X1)	X1.1	0,424	0,199	Valid
	X1.2	0,356		
	X1.3	0,542		
	X1.4	0,407		
Service Quality (X2)	X2.1	0,523	0,199	Valid
	X2.2	0,411		
	X2.3	0,394		
	X2.4	0,446		
Promotion (X3)	X3.1	0,467	0,199	Valid
	X3.2	0,448		
	X3.3	0,430		
	X3.4	0,413		
Consumer Buying Interest (Y)	Y1	0,411	0,199	Valid
	Y2	0,433		
	Y3	0,557		
	Y4	0,414		

Source: Data processed by the author (2025)

For the amount of data $(n-2) = (97-2) = 95$ with a significance level of 0.05, the critical r is 0.199. The results of the validity test data show that the variables of Price Perception, Service Quality and Promotion on Consumer Purchase Interest in the table above show that all questions have a correlation value higher or greater than the specified *r_{table}*, which is 0.199, so the results are declared valid.

Reliability Test

Reliability testing was carried out using the Cronbach's Alpha method, as follows :

Table 2
Reliability Test Results

No	Variable	Cronbac's Alpha	Criteria	Information
1	Price Perception (X1)	0,450	0,60	Reliable
2	Service Quality (X2)	0,355	0,60	Reliable
3	Promotion (X3)	0,394	0,60	Reliable
4	Consumer Buying Interest (Y)	0,278	0,60	Reliable

Source: Data processed by the author 2025

Based on table 2 above, it shows that each variable gets a Cronbach's Alpha value greater than 0.60 with a significant level of $\alpha = 5\%$, namely X1 Price Perception $0.450 > 0.60$ Cronbach's Alpha value X2 Service Quality $0.355 > 0.60$. Cronbach's Alpha value X3 promotion $0.394 > 0.60$. And the Cronbach's Alpha value Y Consumer buying interest $0.278 > 0.60$. So it is concluded that the measuring instrument used in this study is Reliable, because the Cronbach's Alpha value of each variable is greater than 0.60.

Classical Assumption Test

Normality Test

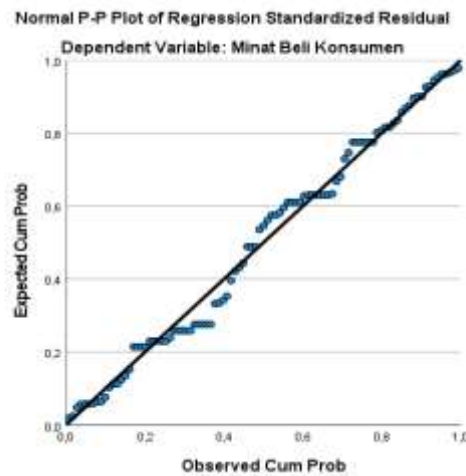
This Normality Test uses the Kolmogorov-Smirnov Goodness of Fit Test to determine whether data is normally distributed or not.

Table 3
Data Normality Test Output Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N	97		
Normal Parameters ^{a,b}	Mean	0	
	Std. Deviation	1	
Most Extreme Differences	Absolute	0,122	
	Positive	0,110	
	Negative	-0,122	
Kolmogorov-Smirnov Z	1,197		
Asymp. Sig. (2-tailed)	0,114		
Monte Carlo Sig. (2-tailed)	Sig.	0,102 ^c	
	99% Confidence Interval	Lower Bound	0,094
		Upper Bound	0,109

Source: SPSS 27 Data Output

Based on the submission output in the table, it can be seen from the sig. value (2-tailed) showing a result of 0.114 which is greater than 0.005, so it is normally distributed. The results of the normal probability plot graph analysis are as follows :



Picture 1 Normal Probability Plot

Source: SPSS 27 output data

Multicollinearity Test

Multicollinearity Test is a test used to test whether or not there is a correlation between independent variables. If the possibility of multicollinearity in the model is if the tolerance value is >0.10 and $VIF < 10$ then there will be no multicollinearity and vice versa.

**Table 4
 Multicollinearity Test Output Results**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Perception	0,992	1,008
	Service Quality	0,967	1,034
	Promotion	0,973	1,028

Source: SPSS 27 Data Output

The results of data processing in the table above, obtained the Tolerance Value of Price Perception (X1) $0.992 > 0.10$ and $VIF 1.008 < 10$. Service Quality (X2) $0.967 > 0.10$ and $VIF 1.034 < 10$. Then Promotion (X3) $0.973 > 0.10$ and $VIF 1.028 < 10$. So it can be seen that the regression model in this study does not show multicollinearity, the regression model is suitable for use.

Heteroscedasticity Test

This Heteroscedasticity Test is used to test whether there is inequality of variance from the residual of one observation to another in the regression model. To see whether or not there is a symptom of heteroscedasticity between independent variables, it can be seen from the following scatterplot :

Picture 2 Scatterplot of Heteroscedasticity Test Results

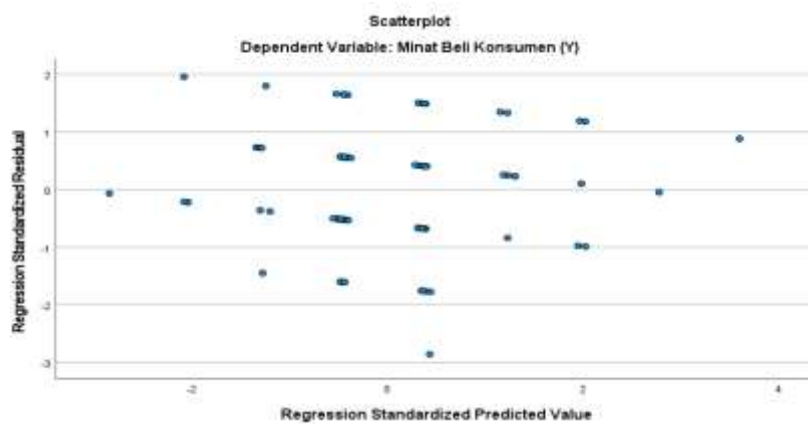
Source : SPSS 27 Output Data

Hypothesis Testing

Multiple Linear Regression Test Analysis

Based on the SPSS version 27 for Windows test, the results of the multiple linear regression test can be seen in the following table:

**Table 5
 Multiple Linear Regression Test Results**



Model	UnstandardizedCoefficients		StandardizedCoefficients
	B	Std. Error	Beta
1 (Constant)	8.446	1.301	
Price Perception (X1)	0.241	0.077	0.300
Service Quality (X2)	0.408	0.108	0.357
Promotion (X3)	0.781	0.036	0.910

Source: SPSS 27 Data

Based on the SPSS output results in the table above, the regression coefficients of each variable are obtained, namely the multiple linear regression equation as follows:

$$Y = 8,446 + 0,241 X1 + 0,408 X2 + 0,781 X3 + e$$

Based on the results of SPSS data output and interviews, it was found that price perception, service quality and promotion are the most simultaneous variables on consumer purchasing interest.

Coefficient of Determination Test / R Square (R²)

Determination Coefficient Test (R Square), this is intended to determine the population or total percentage of variance in the dependent variable explained by the independent variable.

Table 6
Results of Determination Coefficient

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,623 ^a	0,389	0,369	0,326

Source: SPSS 27 output data

Based on the table above, the output results show that in the Adjusted R Square column, the total percentage of variation in the dependent variable explained by the independent variables (price perception variables, service quality and promotion) on the dependent variable (consumer purchasing interest variable) is 0.369 or 36.9%.

Uji t (Parsial)

The t-test (Partial) aims to determine whether the variables of price perception (X1), service quality (X2) and promotion (X3) individually/partially influence the consumer purchasing interest variable (Y).

Table 7
t-Test Output Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.446	1.301		6.490	0.000
Price Perception (X1)	0.241	0.077	0.300	3.118	0.002
Service Quality (X2)	0.408	0.108	0.357	3.786	0.000
Promotion (X3)	0.781	0.036	0.910	2.784	0.000

Source: Data processed by SPSS 27

To read the t table, it can be seen in the t distribution, namely by using the t table formula = (n-k-1) where $\alpha = 5\%$: $2 = 0.025$ (Two-sided test) with degrees of freedom $df = n-k-1$ or $97 - 3 - 1 = 93$.

So the result of the t table is 1.985. Based on the table above, it can be seen that the variables Price perception (X1) and Service quality (X2), as well as promotion (X3) individually have an influence on Consumer buying interest (Y).

Uji f (Simultan)

Table 8
Results Of F-Test Output

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,298	3	2,099	19,712	,000 ^b
	Residual	9,905	93	,107		
	Total	16,204	96			

Source: SPSS 27 Output Data

Determining F table to find out F table can be seen in the F distribution table for probability 0.05. With the following formula:

$$df_1 = 4 - 1 = 3$$

$$df_2 = 97 - 3 = 94$$

Then the results obtained for F_{table} are 2.70.

The level of significance uses $\alpha = 5\%$ (or 0.05). This means that the research variable is said to be significant if the sig value < 0.05 .

Based on the output of the f-test results in the table above, it can be explained that the F_{count} value of $19.712 > F_{table}$ 2.70 with a significant value of 0.000. So H_0 is rejected and H_1 is accepted. This shows that there is a positive and significant influence of the variables Price Perception (X1), Service Quality (X2) and Promotion (X3) together or simultaneously on Consumer Purchase Interest (Y).

CONCLUSION

Based on the results of the research and testing that have been carried out to prove the truth of the hypothesis in this study, several things can be concluded, namely: Price perception has a positive and significant effect on consumer purchasing interest. This shows that the price perception variable is able to increase and influence consumer purchasing interest. Service quality has a positive and significant effect on consumer purchasing interest. This shows that the service quality variable is able to increase and influence consumer purchasing interest. Promotion has a positive and significant effect on consumer purchasing interest. This shows that the promotion variable is able to increase and influence consumer purchasing interest. The variable that has the most dominant influence value on consumer purchasing interest is the Promotion variable.

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