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Analysis of the Influence of Price and Promotion on Consumer Interest

(Case Study in CV. ABCD in Surabaya City)

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Abstract : This study aims to determine the influence of price and promotion. Against Consumer Interest At CV. ABCD In Activities Business Embroidery . Problems faced moment This is promotions carried out by CV. Adhitama as producer service work art embroidery not enough well known to customers individual and company . Meanwhile company competitors move in the same field with intense do promotion and publication through print media Good insert newspapers , tabloids and through electronic media . This is evidenced by the results of the t-test using SPSS software, where the calculated t-value for the price variable (31.988) exceeds the t-table value (2.03011), and the calculated t-value for the promotion variable (38.815) also surpasses the t-table value. Simultaneously, the price and promotion variables are proven to have a significant influence on consumer interest. This is demonstrated by the F-test result, where the calculated F-value of 3252.406 is greater than the F-table value of 2.5. Furthermore, the correlation coefficient (R) is 0.998, and the coefficient of determination (R^2) is 0.995. These results imply that 99.5% of the variation in consumer interest at CV. ABCD in the embroidery business is explained by the influence of price and promotion, while the remaining 0.5% is attributed to other variables not examined in this study. Moreover, the analysis reveals that the price variable has the most dominant influence on consumer interest. This is supported by the standardized regression coefficient (Standardized Coefficients Beta) value of 0.515, which is higher than that of the other variables.

Keywords: Consumer Interest, Embroidery Business, Price, Promotion, SPSS Analysis.

1. INTRODUCTION

Background of the problem

With development economy Global competition , supported by modern technology, will have a positive impact on companies operating in the industrial sector, selling goods and services. Under these circumstances, it's possible for these companies to compete by producing similar products. Companies should be aware of this competition and be more innovative and creative in their pursuit of excellence. Especially in the embroidery business, many embroidery companies are shifting from traditional (manual) technology to CNC (automatic) technology.

Price is the only one element mix marketing that produces income , elements other reflect cost.Definition price in a way wide is amount the value exchanged by consumers For get benefit ownership or use something product or services . Price is also one of the element mix the easiest marketing customized , price can changed with fast , at the same time . In choosing price end This company the must consider factors additional which includes impact from activity marketing other policies determination price company , determination shared prices profit and risk , and impact price to other parties .

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Promotion as one of the element mix marketing hold role important as means For communicating and conveying information from company to interested parties (stakeholders). outside company especially to party consumers . With existence activity promotion expected knowledge and awareness parties outside to the company and its products will formed and perceived with strong .

Problems faced moment This is promotions carried out by CV. Adhitama as producer service work art embroidery not enough well known to customers individual and company . Meanwhile company competitors move in the same field with intense do promotion and publication through print media Good insert newspapers , tabloids and through electronic media . This has a huge impact to lack of enthusiasts For use service embroidery and results the decline in sales volume of CV. Adhitama and losing compete with competitors .

Understanding publicity is one of the tool important and targeted promotions For build opinion public in frame maintain , enhance and protect image company and its products. (Rosady Ruslan 2000:147). Customer interest become very important Again Because loyal customers will give benefits for company . Loyal customers will buy product from something company in a way repetitive . Repeat purchases made consumer usually Already become habits , or Because consumer Already become a member of product The benefits that can be obtained from interest customer is company can reduce cost marketing , costs transactions , consumer turnover costs , and costs failure .

Furthermore company can increase sale cross that will enlarge company market share and interest as well as can encourage more word of mouth positive with assumptions that loyal customers also mean those who feel satisfied . Based on description and explanation on so writer interested For stage study about The Influence of Price and Promotion On Consumer Interest at CV. Adhitama in Activities Embroidery Business .

2. LITERATURE REVIEW .

Theoretical Basis

1. Price

Pricing plays a pivotal role in ensuring the sustainability and success of both profit-oriented and non-profit organizations. It is the sole component of the marketing mix that directly generates revenue for an organization. However, pricing decisions are not easy. On the one hand, high prices can increase short-term profits, but on the other hand, they can be difficult for consumers to afford. In some cases, excessively high prices can be protested by consumer organizations and even invite government intervention to reduce them. Furthermore, high profit

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margins tend to attract competitors to the same industry. Conversely, setting prices at excessively low levels may lead to a substantial increase in market share. However, the resulting contribution margin and net profit tend to be minimal, potentially insufficient to sustain organizational growth or support future expansion.

In simple terms, price can be defined as a portion of monetary value and/or non-monetary considerations that embody certain utilities or benefits required to acquire a product (Fandy Tjiptono 2012: 315). Products are anything (goods, services, people, places, ideas and organizations) that can be offered to satisfy consumer needs and desires. Utility can be defined as an attribute or factor that possesses the capacity to satisfy specific needs and desires. Broadly, utility is classified into five main types, namely:

a) Form utility: The value created by transforming raw materials into finished products, making them more useful to consumers.
b) Place utility: The value generated when a product is made available at a convenient or accessible location for consumers.
c) Time utility: The value created by ensuring that a product is available at the right time when it is needed.
d) Information utility: The value derived from information or promotion that helps consumers understand the benefits and usage of a product.
e) Possession utility: The value that arises when ownership of a product is transferred to the consumer, allowing them to use it.

2. Pricing Objectives

Pricing objectives can effectively support a demand-oriented marketing strategy when a company assumes that lower prices will increase the number of users, usage frequency, or repeat purchases of a particular product or category. This approach is particularly relevant during the early stages of the product life cycle, where attracting new customers is a key objective. Lower pricing can minimize the perceived risk associated with trying a new product and enhance its perceived value compared to existing alternatives. One example of successful pricing is Southwest Airlines' success in setting low prices for its short-haul flights, thus attracting many people to switch from bus transportation or driving to flying. Southwest Airlines' success seems to have inspired a number of "no-frills" (low-cost carriers) in Indonesia to implement a similar strategy.

Price can be defined as the seller's assessment of value, reflecting the product's utility and quality, the image created through advertising and promotion, its availability through distribution channels, and the accompanying services provided with the product (Kartajaya, 2002: 481).

Price can be defined as the amount of money that a customer must pay to obtain a product. According to Buchari Alma (2004:169), price represents the value of a product expressed in monetary terms. When customer do evaluation and assessment to price from something product then it is greatly influenced by behavior customer That itself . (Voss and Giroud 2000)). While behavior customer According to Kotler (2000), It is influenced by four main factors, namely cultural, social, personal, and psychological aspects. Cultural factors relate to values, norms, and traditions that shape consumer behavior. Social factors include influences from family, reference groups, and social status. Personal factors encompass characteristics such as age, occupation, and economic conditions. Meanwhile, psychological factors involve elements such as motivation, perception, and beliefs that affect decision-making. With thus evaluation to price something product it is said cheap , expensive or normal only , from every individual no the same , because depends perception individual . Customer in evaluate price something product , not only from nominal value in terms of absolute but through perception on price .

Other factors that influence perception to fairness something price is reference the price that the customer gets from experience yourself and information from outside , for example advertising and other people's experiences (Pepadri, 2002). With adopting a service - oriented business strategy , then will increase cost company in form personnel , training , design , service , supervision quality services and others . Usually For close cost this company will increase cost to customer become more tall or expensive. According to the Weber–Fechner law, buyers tend to evaluate price differences by comparing the offered price with a reference or previously known price. This implies that consumers perceive price changes not in absolute terms, but relative to their prior knowledge or expectations. Alma (2000:169) stated that that : price is mark something declared goods with money.

a) Statisfaction -Based Pricing
b) Relationship pricing
c) Price bundling

According to Lovelock and Patterson (Tjiptono, 2002:193), the general objective of pricing is to support the overall marketing mix strategy. Every decision regarding pricing strategy must be based on a thorough understanding of the specific objectives the company wishes to achieve. There are three categories of specific objectives for service pricing:

a) Maximize request (if its capacity No limited) in frame reach level certain minimum income .
b) Set price in accordance with difference ability pay various market segments that are the marketing targets organization .
c) Offering methods payment (including facility credit) that can increase possibility buy .

There is four type objective determination price , namely : (Tjiptono , 2004, p152-153)

a) Profit - oriented objectives . Assumptions This state that every company always choose the price that can be produce highest profit .
b) Volume -oriented goals . Usual known with the term volume pricing objectives.
c) Image -oriented goals . Corporate image can formed through the determination strategy price .
d) Stabilization Goals . Consumers are very sensitive to price .
e) Other purposes . Prices are fixed . with objective prevent entry competitors .

According to Lupioyadidan Hamdani (2006, p100) there are influencing factors prices , including as following :

a) Elasticity request . With elasticity this , can known connection between price with request .
b) Structure costs . Generally there are two types costs incurred in structure cost that is cost fixed and variable costs .
c) Competition . Companies must observe competitors in order to be able to determine the right price .
d) Positioning in services offered .
e) The target you want achieved company .
f) Cycle life service .
g) Source power used .
h) Condition economy .

3. Promotion

Promotion is something communication information purposeful sellers and buyers For change attitude and behavior in demand buyers who were previously No know So know so that So buy and stay remember product the (Saladin , 2003 : 171) .

Meanwhile, the definition of promotion according to Alma (2004: 179) is: Promotion can be defined as a form of communication that aims to inform, explain, and persuade potential consumers about goods and services. Its primary objectives are to attract attention, educate, remind, and convince consumers to engage with or purchase the product. candidate consumer.Promotion means activities that communicate superiority products and persuade customer target For buy it Tjiptono (2002 : 219).

Based on understanding above , can withdrawn conclusion that the company really needs promotion For market products that have been produced , where in matter This promotion as tool help For define products , for appeal buyers and for continue information in the process of taking decision buyer with existence promotion . The company hopes For profit with increase product volume from price certain .

4. Forms Promotion

Forms promotion according to Kotler and Amstrong (2004:600-601)

a) Installation advertisement
b) Personal Selling
c) Promotion Sale
d) Public relations
e) Marketing Direct

5. Characteristics of Promotion Sale

a) Communication (Communicative)
b) Stimulation (Incentive)
c) Invitation Invitation (Invitation)

6. Interest Consumer

Interest can understood For show the motive force that causes somebody give attention to people, objects or activities certain . Interests describe reasons Why somebody more interested to objects , people or activity certain compared to with others. Interest can be defined as a tendency or inclination that encourages an individual to decide whether to engage in a particular activity or to choose alternative activities. (Crow and Crow, 1976).

Opinion says that interest will indicated by actionas following , Tanunihardjo & Santoso (1988), :

a) The person will try get complete information
b) The person will adapt self with existing conditions
c) The person will try notice .

Interest can is because or consequence from something experience . Therefore That interest relate with drives , motives and responses man according to Crow and Crow (1972). Furthermore, Crow and Crow stated There are 3 factors that influence interest , namely ;

a) Push factors or desire from inner *urges*
b) Social *motive* factors
c) Emotional factors (*emotional motive*)

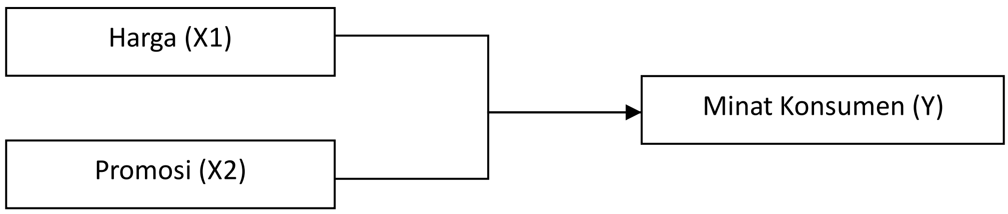
Interest is one of the aspect psychologically who have influence Enough big to behavior and interests are also source motivation that will direct somebody in do what they do. Purchase interest is part from component behavior in attitude consume. According to Kinnear and Taylor, purchase intention is a component of consumer behavior within the context of consumption attitudes, reflecting a respondent's tendency or willingness to act prior to the actual implementation of a purchase decision (Umar Husein, 2002)

Interest in having nature and character special as following :

a) Interest is personal in nature (individual), meaning that it varies from one person to another.
b) Interest arises as a result of selective or discriminatory processes in responding to stimuli.
c) Interest is closely related to motivation, both influencing and being influenced by it.
d) Interest is not innate or brought from birth; rather, it is learned and can change over time depending on needs, experiences, and trends.

7. Framework Conceptual

In determining framework conceptual so formed :



Source : processed data writer

8. Hypothesis

Hypothesis can it is said as estimation temporary about connection between variables to be tested the truth .

a) Allegedly That prices and promotions in a way partial influential to interest Consumers at CV. Adhitama in Activities Embroidery Business .
b) Allegedly That prices and promotions simultaneously influence to interest Consumers at CV. Adhitama in Activities Embroidery Business .

c) Allegedly That between prices and promotions have influence dominant to interest Consumers at CV. Adhitama in Activities Embroidery Business .

d) The research model or framework is designed to clarify the essence of prior research findings and the theoretical foundations employed in the study, including the relationships among the influencing variables (Dewi, Rina, Zuhro, Diana, et al., 2024:142–160; Istanti, Enny, et al., 2024:150). A research design, on the other hand, constitutes a systematic plan for identifying the resources and data required to address the research questions (Soemantri, Asep Iwa, 2020:5). Furthermore, organizational standards regarding expected outputs are established to support company development (Istanti, Enny, 2021:560). Effective time management skills also play a crucial role in facilitating the implementation of work activities and planned tasks (Dewi, Rina, et al., 2020:14). In the data collection process, researchers gather raw data as primary sources. The survey method is employed as a primary data collection technique through the use of structured written questions (Kumala Dewi, Indri, et al., 2022:29).

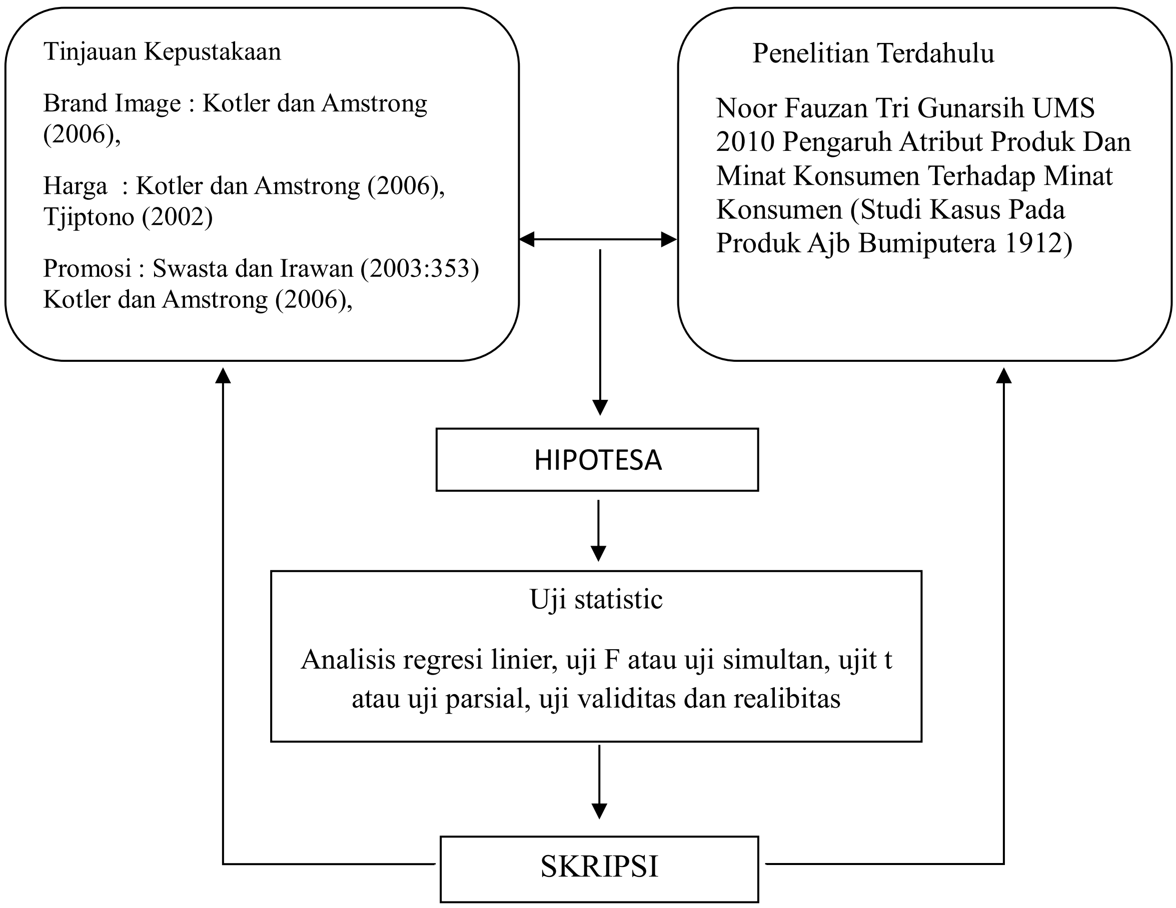
3. RESEARCH METHODS

Approach Study

Approach research on research This that is use approach quantitative . In research This there are two variables that is independent and dependent variables independent or free (X) is variables that become estimator , whereas variables dependent or bound (Y) namely estimated variables its value . As for the definition second variables the that is :

1. Variables Independent
2. Variables Dependent

Thinking Process Framework



Picture of the Thinking Process Framework

Identification Variables

For make things easier understanding to research this , then will identified variables from variables Variables Free Price style (X_1) and Promotion (X_2). For the dependent variable in the form of Consumer Interest (Y).

Definition Operational

Variables used in study This is that is variables free or independent that is influencing variables variables dependent . D alam study This variables independent are brand image, price and promotion . Variables dependent or bound that is influenced variables variables free in study This variables dependent is interest consumer

Variables independent (in dependent variable)

1. Price (X 1)
2. Promotion (X 2)

   Promotion means activities that communicate superiority products and persuade customer target For buy it . Indicator promotion is as following :

a) Communication
b) Incentive
c) Invitation Invitation

Variables dependent variable

Consumer Interest which is variables bound (Y) is an Interest as situation Where consumer behave positive to product or manufacturer (provider) services) and accompanied by pattern purchase consistent repetition with indicators :

1. Do purchase in a way repeating .
2. Buy other products from same manufacturer .
3. Recommend to others .
4. Show immunity (not affected) by power pull product competitors .

Data Types and Sources

Type of data used in study is :

1. **Primary Data**

   Data types primary, namely collected and used in a way direct from questionnaire respondents like results questionnaire respondents .

2. **Secondary Data**

   Secondary data types namely the data obtained from outside many companies the relationship with problems that will investigated like journal study previous .

Population and Sample

The population refers to the total number of units of analysis whose characteristics are to be examined or estimated. In this study, the population consists of customers at CV. Adhitama engaged in embroidery business activities.

Customer Visit Data Table.

Visiting Month	**Total Customer**
November 2014	35
December 2014	40
January 2015	37
February 2015	30
Total	142
Average Per Month	35

Source: CV. Adhitama , 2014 - 2015

The sampling technique using purposive sampling is do election sample with based on characteristic features certain . According to Sugiyono (2008:81) sample is part from characteristics possessed by the population The sample for study This using the average number of customers per month that is as many as 35 people.

Analysis Tools / Methods

Quantitative analysis that is method analysis with use statistics , which will used as proof and testing hypothesis Where used steps as following :

Multiple linear regression analysis , analysis regression This aim For make estimation or prediction mark variables free (X) based on mark variables bound (Y) certain , analysis this is also used For know influence brand image, price and promotion variables to interest consumers .

$Y = a + bX_1 + bX_2 + e$

Information :

a = Constant

b = Slope or Regression Coefficient of Independent Variable

X_1 = Price Variable

X_2 = Promotion Variable

Y = Consumer Interest Variable

e = Interfering Variable

Hypothesis testing.

F test

For know influence or significance in a way simultaneous in regression testing will used F_{test} with steps as following :

1. **Formulate hypothesis statistics**

$H_0 : \beta_{1,\ldots}\ \beta_9 = 0$ (no there is influence prices and promotions in a way partial to *interest consumer* At CV. ABCD In Activities Embroidery Business).

H_1 : minimum one , $\beta_1 \neq 0$ (there is influence prices and promotions in a way partial to *interest consumer* At CV. ABCD In Activities Embroidery Business).

Where I = 1,2,3.

2. **Formula F_{count} :**

$$F_{hit} = \frac{(R^2 / k)}{(1 - R^2)}$$

$(n - k - 1)$

Description : R^2 = coefficient quadratic regression

k = number variables independent

n = number sample

1. Determine size level 95% confidence or with level error α0.05.
2. Criteria testing

If $F_{counts} \leq F_{table}$, then H_0 accepted

If $F_{counts} > F_{table}$, then H_1 accepted

t-test

t- test is used For test influence significant on the variable *su* (Y) in partial .

1. **Formulate a hypothesis statistics**

$H_0 : b = 0$ (There is no influence prices and promotions in a way partial to interest consumer Cigarettes at CV. Adhitama in Activities Embroidery Business).

$H_1 : b \neq 0$ (there is influence prices and promotions in a way partial to Interest in CV. ABCD in Activities Embroidery Business).

2. **Formula t_{count} :**

$$t_{hit} = \frac{b_k}{Sb_k}$$

Description : b_k = weight regression variables b_1, b_2, b_3

Sb_k = standard deviation variables b_1, b_2, b_3

3. **Determine size level 95% confidence level with a error α0.05.**

Criteria testing

H_0 accepted If $t_{count} \leq t_{table}$

H_0 rejected If $t_{count} > t_{tadbel}$

4. RESEARCH RESULTS AND DISCUSSION

Data and Description of Research Results

To ensure the appropriateness of the research instrument, validity and reliability tests were conducted. The results of these tests indicated that the instrument was suitable for use in this study. Furthermore, at the conclusion of the research, the validity and reliability of the data obtained from the instrument were reassessed to confirm their consistency and accuracy.

Validity Test

This study utilized a questionnaire as the primary instrument for data collection. To assess the validity of the questionnaire, the researcher employed the Corrected Item-Total Correlation based on the Pearson correlation approach. The criteria for validity testing indicate that an item is considered valid if it has a positive correlation coefficient with a value of 0.30 or higher, signifying a strong construct. Conversely, if the correlation value—such as for the Promotion variable—is below 0.30, the item is deemed invalid and should be revised or removed. Validity can also be evaluated by comparing the calculated r-value with the r-table value, where an item is considered valid if its correlation coefficient exceeds the r-table value.

Based on the results presented in the table, the Corrected Item-Total Correlation values for each item in the Price variable show calculated r-values greater than 0.30. Therefore, all statement items for the Price variable are considered valid and suitable for use in this research.

Price Variable Validity Test Results

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
X1.1	7,0000	3,647	.371	.159	.498
X1.2	6.6857	3,281	.458	.213	.364
X1.3	6.8286	3,558	.334	.120	.557

Source: Appendix 3, Data processed from SPSS calculations

The table below shows that the validity value or *Corrected Item-total Correlation* for each Promotion variable has a calculated R value greater than 0.3. Thus, each statement item from the Research variable in each question item is declared valid and can then be used in research.

Promotion Variable Validity Test Results Table

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
X2.1	5.5429	4,491	.795	.634	.682
X2.2	5.3714	4,711	.658	.477	.823
X2.3	5.9429	5,232	.661	.492	.815

Source: Appendix 3, Data processed from SPSS calculations

The table below shows that the validity value or *Corrected Item-total Correlation* for each Consumer Interest variable has a calculated R value greater than 0.3. Thus, each statement item from the Research variable in each question item is declared valid and can then be used in research.

Table of Validity Test Results for Consumer Interest Variables

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	8.9143	6,963	.579	.355	.760
Y2	9.4571	7,197	.657	.446	.718
Y3	9.3714	6,829	.648	.445	.721
Y4	9.4571	8,314	.554	.327	.770

Source: Appendix 3, Data processed from SPSS calculations

Testing Data Reliability

In this study, the researcher employed the alpha coefficient, commonly known as Cronbach's alpha, to assess the reliability or internal consistency of the measurement instrument. An instrument is considered reliable if the alpha coefficient exceeds 0.6. Based on the results presented in the table, the alpha coefficient values for each variable indicate satisfactory internal consistency, as all values are greater than 0.6. Therefore, the measurement items for each variable are deemed reliable and suitable for use in subsequent analysis.

Reliability Test Results Table

Variables	Alpha	Information
Price	0.768	Reliable
Promotion	0.839	Reliable
Consumer Interest	0.794	Reliable

Source: Appendix 3, Data processed from SPSS calculations

Multiple Linear Regression Analysis Model

The results of the multiple regression analysis used to examine the effect of Price and Promotion on Consumer Interest at CV. ABCD in embroidery business activities are presented in the following table.

Calculation Results Table Multiple Linear Regression and Correlation

Model	Unstandardized Coefficients		R	R Square
	B	Std.Error		
Constant	-.074	.045	0.998	0.995
Price	.515	.016		
Promotion	.503	.013		

Source : Appendix 3, primary data processed

Equality multiple linear regression generated after calculation is :

$$\mathbf{Y = -\ 0.074 + 0.515\ X\ 1 + 0.503\ X\ 2 + e}$$

The constant value (a) is −0.074. This constant indicates that if the independent variables, namely Price and Promotion, are equal to zero, then the dependent variable, Consumer Interest, has a value of −0.074. The regression equation implies that if Price (X_1) increases by one unit, Consumer Interest (Y) will increase by 0.515 units, assuming that other variables remain constant. Similarly, if Promotion (X_2) increases by one unit, Consumer Interest (Y) will increase by 0.503 units, under the assumption that other variables are held constant.

The correlation coefficient (R) of 0.998 indicates a very strong relationship between the independent variables, namely Price and Promotion, and Consumer Interest. This is reflected in the R value exceeding 50%, reaching 99.8%, which signifies a strong and close association. Furthermore, the coefficient of determination (R^2) of 0.995 implies that 99.5% of the variation in Consumer Interest can be explained by the Price and Promotion variables, while the remaining 0.5% is influenced by other variables not examined in this study.

Testing Hypothesis

Testing Hypothesis First

The first hypothesis proposes that there is a partial effect of the independent variables, namely Price and Promotion, on Consumer Interest. This hypothesis is tested using the t-test.

Table of t-Test Calculation Results

Model		t_{count}	Sign	Information
1	Constant	-1,643	0.110	
	Price (X_1)	31,988	0.000	Ho Rejected
	Promotion (X_2)	38,815	0.000	Ho Rejected

Source : Appendix 3, processed data

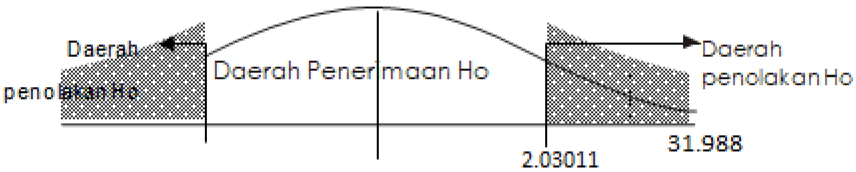
The degrees of freedom (df) are calculated as (n − k − 1) = 35 − 2 − 1 = 32. At a significance level of 5% (0.05), the corresponding t-table value is 2.03011. The explanation for each variable is as follows:

1. Price Variable (X_1)

The calculated t-value in this study is 31.988, with a significance level of 0.000, which is greater than the t-table value of 2.03011. This result indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, implying that the Price variable has a statistically significant effect on Consumer Interest.

Image of the Ho Rejection Region in the t-Test (2-tail)

Price Variable (X_1)

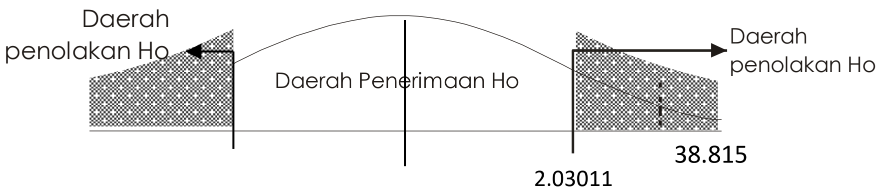


2. Promotion Variable (X_2)

The calculated t-value for this variable is 38.815, with a significance level of 0.000, which exceeds the t-table value of 2.03011. This result indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, implying that the Promotion variable has a statistically significant effect on Consumer Interest.

Image of the Ho Rejection Region in the t-Test (2-tail)

Promotion Variable (X_2)



Testing Second Hypothesis

The second hypothesis is that there is a significant influence between the Price and Promotion variables. simultaneously on the Consumer Interest variable. The second hypothesis test This is done by using the F test with the following decision-making basis:

H_0 : $F_{count} > F_{table}$, This indicates that the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_a) is accepted. Consequently, it can be concluded that there is a significant relationship between variables X1 and X2 on variable Y.

Ha : $F_{count} < F_{table}$, This indicates that the null hypothesis (H_0) is accepted, while the alternative hypothesis (H_a) is rejected. Consequently, it can be concluded that there is no significant effect of variables X1 and X2 on variable Y.

Simultaneous Test Calculation Results Table (F Test)

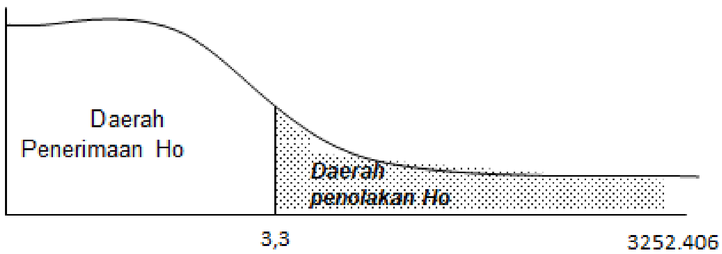
Model	Change Statistics			
	df	**Mean Square**	**F**	**Sign.**
Regression	2	12,887	3252.406	0.000
Residual	32	.004		
Total	34			
F table : 2.5				

Source: Appendix 3, processed primary data

The regression analysis yields a calculated F-value of 3252.406, which exceeds the F-table value of 2.5, with a numerator degree of freedom (df) of 2 and a denominator df of 32. This result indicates that the calculated F is greater than the critical value, leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a) at a significance level of 0.000. Therefore, it can be concluded that the Price and Promotion variables simultaneously have a statistically significant effect on Consumer Interest.

Image of the Ho Rejection Region in the F Test

Third Hypothesis Testing



Next, to test the third hypothesis, we need to see which independent variables have the most dominant influence on the dependent variable. From Table 5.3 above, it can be seen that all independent variables partially influence the dependent variable (Consumer Interest). Therefore, of all the independent variables that have an influence, Price (X1) has a value of coefficient standardized regression (β) Standardized *of Coefficients Beta* of 0.515 is greater than the coefficient of determination value for other variables.

Thus, the third hypothesis which states: It is suspected that there is a more dominant influence of Price on Consumer Interest has been proven by producing a greater Price compared to Promotion as an independent variable on Consumer Interest.

Through this process, employees are provided with training and development that are relevant to their job performance, enabling them to carry out their responsibilities optimally (Abdul Aziz Sholeh et al., 2024:82). Selection is an integral part of problem-solving efforts as well as a crucial stage in the decision-making process; therefore, accurate purchasing decisions are required (Kristiawati Indriana et al., 2019:28). Furthermore, the success of implementing policies or programs depends on the synergy between the government, industry, research institutions, and civil society, where strong commitment and collaboration among all stakeholders serve as key determinants (Gazali Salim et al., 2024:63). In the context of service quality measurement, the SERVQUAL model assesses the gap between customers' expectations and their perceptions of the services provided (Diana Zuhro et al., 2024:98). In an increasingly competitive business environment, credit marketing strategies play a significant role in attracting and retaining customers (Mahjudin et al., 2025:2659–2672). The research approach refers to the overall thought process used to broadly determine the aspects to be studied in order to achieve optimal results (Sutopo et al., 2021:83–92). Moreover, effective promotion is carried out by providing consumers with information regarding the quality of a company's products or services, thereby attracting their attention and encouraging their intention to use the offered services (Firdaus, Fikri, et al., 2021:76–82).

Discussion

Based on results analysis multiple linear regression that has been done , known that if mark variables free , namely the price and promotion are the same with zero so variables bound namely Consumer Interest, has the same value that is No down and not up. Constant value Price (XI) and Promotion (X2) regression has a value positive . This thing means If there is change increase Price (XI) and Promotion (X2) variables then Consumer Interest variables will experience increase or experience change in a way in one direction .

Based on the results of the F test (simultaneous test), the calculated F value is known to be more than big from Ftable . Based on the results , then concluded that Price and Promotion variables together influential on Consumer Interest at CV. Adhitama in Activities Embroidery Business . If company do improvement variables Price and Promotion variables together then Consumer Interest will also increased .

Based on the results of the t-test (partial test) carried out can known that size mark thitung Price and Promotion variables more big when compared to with ttable . Based on the results , then concluded that Price and Promotion variables partial influential on Consumer Interest at CV. Adhitama in Activities Embroidery Business .

Based on the analysis results regression that has been done to each and every variables independent (Price and Promotion) then known that Price variable has mark coefficient standardized regression ( ) βStandardized of Coefficients Beta the largest between to two variables said , then can concluded that Price variable has influence dominant on Consumer Interest at CV. Adhitama in Activities Embroidery Business .

5. CONCLUSION

1. This study demonstrates that there is a significant partial effect of both the Price and Promotion variables on Consumer Interest. This finding is supported by the results of the t-test conducted using SPSS, which show that the calculated t-value for Price is 31.988, exceeding the t-table value of 2.03011. Similarly, the Promotion variable also exhibits a significant effect, with a t-value of 38.815, which is likewise greater than the t-table value.
2. To examine the simultaneous effect, an F-test was employed. The results indicate that the Price and Promotion variables jointly exert a significant influence on Consumer Interest, as evidenced by the calculated F-value of 3252.406, which exceeds the F-table value of 2.5. Furthermore, the correlation coefficient (R) of 0.998 suggests a very strong relationship between the independent variables (Price and Promotion) and Consumer Interest, as it surpasses the 50% threshold, reaching 99.8%. Additionally, the coefficient of determination (R^2) of 0.995 implies that 99.5% of the variation in Consumer Interest can be explained by the Price and Promotion variables, while the remaining 0.5% is attributable to other variables not included in this study.
3. Furthermore, the results of this test indicate that the Price variable is the most dominant factor influencing Consumer Interest. This is evidenced by the standardized regression coefficient (β), where the Beta value of 0.515 exceeds the coefficients of the other variables, indicating its relatively stronger contribution.

Suggestion

1. From both variables researched free show that Prices and Promotions still apply Can developed in frame Increasing Consumer Interest in CV. Adhitama in Activities Embroidery Business .
2. Based on the data and the printed output results, it can be interpreted that consumer interest from F_{count} 3252.406 which means that optimizing Consumer Interest can increasing with optimize it variables related .
3. Price has a more dominant influence on consumer interest than promotion. Companies should pay attention to this variable so they can increasing and optimizing consumer interest at CV. Adhitama in activities Business Embroidery .

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