

## The Influence Of Food And Beverage Product Marketing On Consumer Purchasing Interest (Case Study Of Eight-Mart & Canteen In Serang City)

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**Abstract.** Marketing cannot be separated from the term marketing mix, which includes place, product, price and promotion. Eight Mart & Canteen is one of the Minimarkets & Canteens that implements this marketing mix strategy with the aim of attracting consumer buying interest so that these consumers can accelerate and improve the development of Minimarkets & Canteens and ultimately increase income turnover. This type of research is field research research ), which is quantitative correlational in nature, because it attempts to find out whether or not there is a causal relationship between the influence of the independent variable and the dependent variable. Data collection techniques in this research used interviews, distributing questionnaires and documentation. The interview technique used was unstructured interviews conducted with employees and managers of Eight Mart & Canteen. The questionnaire was distributed to 67 respondents using a Likert scale measurement. Meanwhile, documentation is used to complete research data to make it easier to study in depth. Documentation in the form of collecting brochures and menu lists at Eight Mart & Canteen. The research results show that the t test calculation shows that the t count is greater than the t table ( $2.597 > 2.000$ ) so that the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted. With the alternative hypothesis accepted, it can be said that the marketing variable (X) has a significant effect on consumer buying interest (Y). The marketing regression coefficient value (X) is 0.431. This shows that the regression coefficient is positive.

**Keywords:** Marketing, Consumers, mix, Eight Mart, Strategy

### INTRODUCTION

Nowadays, Indonesia has a variety of products on offer to meet economic needs. Various products are created and offered according to the needs of society in general, from primary needs to secondary needs. People are able to create unique and attractive products to compete with other products. These products are marketed in various ways in order to attract consumers to buy the products they offer. People have many needs, desires and requirements, all of which require fulfillment. They need food, clothing, knowledge, service, honor, and a million other needs. Humans as social creatures cannot meet their own needs individually. He needs the help of other individuals in an effort to fulfill all his life needs. Humans join with other humans both formally and informally. They communicate with each other to meet their needs, this is where transactions or exchange of goods and services occur.

Various economic activities run in order to achieve one goal, namely creating comprehensive prosperity, full of tension and simplicity, but still productive and innovative for every Muslim and non-Muslim individual. Consumption to fulfill (needs) and obtaining pleasure is not prohibited in Islam as long as it does not involve things that are not good or can cause harm.

Marketing has an important role in society because marketing concerns various aspects of life, including the economic and social fields. Because marketing activities involve the flow of products from producers to consumers, marketing creates important jobs for society. Marketing is a very important element in creating a product. If the marketing carried out is interesting and unique, it can increase consumer buying interest. Consumers today are smarter in choosing a product on offer. If the marketing carried out is very interesting, consumers will come to try it and even subscribe to the place they find interesting.

No matter how big a business is, if the business being run is growing and running well then a marketing strategy is needed to grow it. The problem of the size of a business is only an aspect of the business scale that determines the size of its turnover and organizational structure. However, marketing is still needed in running and developing a business. Consumers are users of goods and services available in society and are one of the elements that really determines the success of a business, whether small or large, in order to achieve a desired goal. Without consumers, it is certain that transactions will not occur and it is certain that a business will go bankrupt.

Serang Raya University is a private campus located in Banten province. Serang Raya University has a spacious building structure and rooms for lectures for students and lecturers, and has a shopping shop inside called eight mart and canteen. eight Marts and canteens combine basic necessities and books for students, students and the general public to make it easier to find books while shopping. In line with the development of store operations, the company is interested in further exploring and understanding the various needs of consumer behavior in shopping. In order to accommodate this goal.

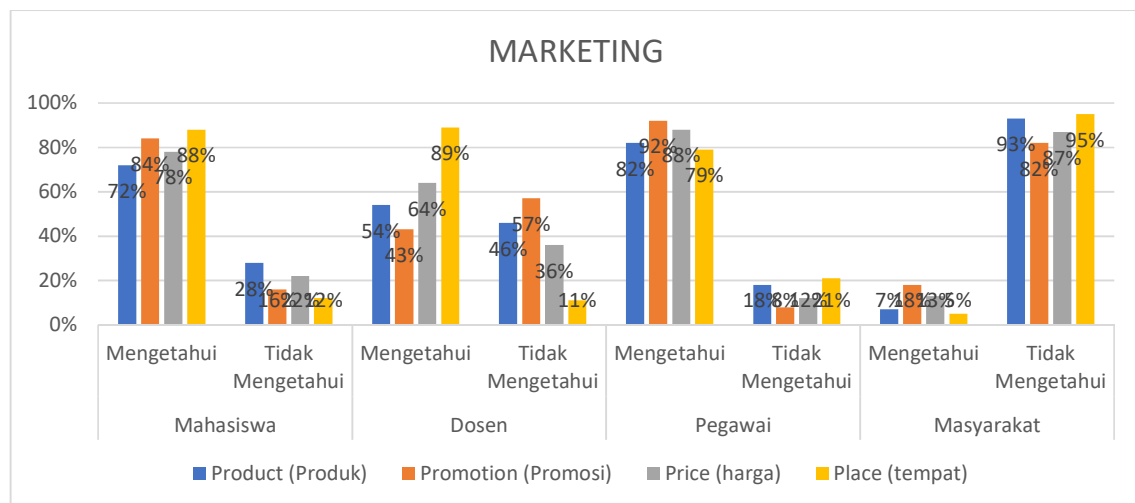


Figure 1 Results of Marketing Pre-survey eight Serang Raya University mart and canteen

Market orientation eight marts and canteens are generally used by students, lecturers, workers at Serang Raya University, and people living around the campus. In accordance with the data in Figure 1, marketing eight Most large marts and canteens are carried out internally even though the surrounding community is aware of marketing eight mart and canteen with the smallest percentage value.

Research by Rini Istutiana (2015) shows that the marketing strategy for minimarkets & canteens in attracting consumers in terms of Islamic business ethics greatly increases the income of restaurant businesses, the Halal brand is the main basis for implementing it. Research conducted by Nailul Kharomah (2016), this research discusses the strategies implemented by Multi Mart. The strategy implemented by Multi Mart covers everything, namely price, product, place and promotion strategies. The dominant strategy in attracting buyers' interest is the price strategy.

Research conducted by Sevy Harmi Prasanthi (2017), this research is related to the prices that traders manipulate by offering credit, tempo and social gathering payment systems. The payment system is implemented in accordance with analysis according to the principles of general and Islamic marketing strategies. In this research, the researcher discusses the marketing strategies of basic food traders.

Based on the research presented above, it can be seen that the research that will be carried out by researchers has a different focus, if in the three studies above it discusses marketing strategies, whereas in this study the focus of the research is only on marketing the product and related to the subject being researched it focuses on one classification. Minimarkets & Canteens only, namely Eight Mart Minimarket & Canteen & Serang City Canteen.

## STUDY OF LITERATURE

### *Marketing*

Marketing comes from the word market. In simple terms, a market can be understood as a place where a group of sellers and buyers meet to carry out transaction activities to exchange goods. The market is a place where consumers with their needs and desires are willing and able to engage in exchange to fulfill those needs and desires.

American Marketing The Association (AMA) defines marketing as the process of planning and implementing plans for pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Meanwhile, Philip Kotler defines marketing as a social and managerial process carried out by a person or group to obtain what they need and want through creating, offering and exchanging valuable products with others.

William J. Stanton believes that marketing is a total system of business activities designed to plan, set prices and distribute goods and services that meet the needs of current and potential customers.

### *Purchase Interest*

Purchasing interest according to Howard and Sheth is something that is related to consumers' plans to buy a particular product and how many units of the product are needed in a certain period. Assael stated that purchase intention is a consumer's tendency to buy a brand or take action related to a purchase as measured by the level of probability that the consumer makes a purchase.

According to Kotler and Keller, consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. Factors that influence consumer buying interest are related to feelings and emotions. If someone feels interested in buying, dissatisfaction usually eliminates interest. Based on the explanation above, it can be understood that consumer buying interest is focusing attention on something which is accompanied by feelings of pleasure towards an item, then this interest gives rise to a desire so that a convincing feeling arises that the item has benefits so that they want to own the item by paying or buying it.

Consumer purchasing interest can be measured using various dimensions. In general, these dimensions relate to four main dimensions, namely:

a. Transactional Interest

Transactional interest is the consumer's tendency to always buy products (goods or services) produced by the company, this is based on high trust in the company.

b. Referential Interest

Referential interest is the tendency of consumers to refer their products to other people. This interest arises after consumers have experience and information about the product.

c. Preferential Interest

Preferential interest is an interest that describes the behavior of consumers who have primary preferences for these products. These preferences can only be changed if something happens to the preferred product.

d. Exploratory Interest

Exploratory interest is an interest that describes the behavior of consumers who are always looking for information about the products they are interested in and looking for information to support the positive properties of the product.

Swastha and Irawan (2022) state that the factors that influence buying interest are related to emotional feelings, if someone feels happy and satisfied in buying goods or services then this will strengthen buying interest, failure usually eliminates interest. No purchase occurs if consumers are never aware of their needs and desires. Problem recognition *occurs* when consumers see a significant difference between what they have and what *they* need.

Based on their recognition of the problem, consumers then search for or gather as much information as possible about the product they want. There are two sources of information used when assessing physical needs, namely individual perceptions of physical appearance and external sources of information such as the perceptions of other consumers. Next, the information that has been obtained is combined with information that was previously held. All input in the form of information brings the consumer to the stage where he evaluates each option and gets the best decision that is satisfying from his own

perspective. The final stage is the stage where consumers decide to buy or not buy the product.

Business buyers gain a lot of influence when they make purchasing decisions. Some marketers assume that the most important influence is economic. They argue that buyers will favor suppliers who offer the lowest prices, or the best products, or who provide more service. This view encourages business marketers to focus on offerings that have the greatest economic benefit to buyers. Other marketers argue that buyers respond to personal factors such as liking, consideration, or risk aversion. Business buyers typically react to both economic and personal factors. Where there is horizontal similarity in supplier offerings, the business buyer has little basis for making a rational choice. They can meet the purchasing requirements of any supplier, buyers will place more weight in the personal treatment they receive. If competing offers differ greatly, business providers take more into account their choices and pay more attention to economic factors.

## **RESEARCH METHODS**

This research emphasizes calculating statistical data in the form of certain numbers using quantitative correlation methods which aim to discover whether there is an influence between two or more variables. The research that researchers will carry out is quantitative correlation research which will look for whether or not there is a causal relationship between the influence of product marketing on consumer buying interest at Eight Mart & Kantin, namely whether consumer buying interest at Eight Mart & Kantindi is caused by the influence of food product marketing. and drinks served by the Eight Mart & Canteen manager.

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. So, the population that researchers used as research subjects were all regular customers at Eight Mart & Kantin. So the total population in this study is 6000 customers.

The sample is part of the number and characteristics of the population. If the population is large, it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from

that population. Based on the results of the Slovin formula, a sample size of 67 was obtained from the number of customers at Eight Mart & Kantin.

The instruments used to measure variables in this research are validity tests and reliability tests. The Classical Assumption Test consists of the Normality Test, Multicollinearity Test, Heteroscedasticity Test. Hypothesis testing used in this research was carried out using the linear regression method. Correlation analysis aims to measure the strength of the linear association (relationship) between two variables, coefficient of determination ( $R^2$ ), Hypothesis Testing: t test and f test

## **RESULTS AND DISCUSSION**

### **Validity test**

Based on the results of distributing a questionnaire to 67 Eight Mart & Canteen consumers with 20 questions, of which 10 questions were questions related to marketing and the other 10 questions were questions related to consumer buying interest. A question can be said to be valid if the value of  $r_{count} > r_{table}$ . The results show that each question from each marketing variable indicator is said to be valid because  $r_{count} > r_{table}$ . Likewise with the consumer buying interest variable, each question is valid because  $r_{count} > r_{table}$ .

### **Reliability Test**

Based on the results of distributing questionnaires to 67 Eight Mart & Kantindi consumers above, it shows that each question from each indicator of the food product marketing variable and the consumer buying interest variable is said to be reliable. An indicator or question is said to be reliable if it has an Alpha value Cronbach  $> 0.6$ . Reliability testing is needed to determine the extent to which the measurement results used remain consistent. Based on the results of the disclosure It can be seen from the questionnaire that each question indicator has an Alpha value Cronbach  $> 0.6$ , then all indicators in the question are reliable.

### **Multiple Linear Regression Test**

In this research, the data analysis technique used is simple linear regression analysis, this method is used to see the influence of the independent variable (marketing of food and beverage products) which consists of product, price, place and promotion indicators on the

dependent variable (Consumer Purchase Interest) which consists of from indicators of introduction, information process, assessment, purchase, and post-purchase evaluation. The following are the results of a simple linear regression analysis between the marketing of food and beverage products and consumer purchasing interest

Table 1 Multiple Linear Regression Test

Model	Unstandardized Coefficients	t count	Significant
	B		
Constant	22,957	3,693	0,000
Marketing	0.431	2,597	0.012

Based on the table above, it can be concluded that the regression equation is as follows:

$$Y = a + bX + e$$

$$Y = 22.957 + 0.431X + e$$

Information :

1. The constant value is 22.957. This number is a constant number which means that if there is no marketing (X) then the consistent value of consumer buying interest (Y) is 22,957.
2. *coefficient* value (X) is 0.431. This figure means that for every 1% increase in marketing level (X), consumer buying interest (Y) will increase by 0.431. The regression coefficient is positive, so it can be said that the direction of influence of marketing variables (X) and consumer buying interest (y) is positive

## Discussion

### a. Quantitative Analysis

Based on the results of the research above, in this research the questionnaire distributed has been tested with a validity test and reliability test first to determine whether the questionnaire that will be distributed is appropriate or not. Testing of the validity and reliability of the questionnaire was carried out with 67 people from the existing research



sample. The validity test in this research used the product correlation method moment and test its reliability using *alpha cronbach*.

*Reliability* tests were processed using the SPSS version 20 program. The questionnaire on marketing variables and consumer buying interest had a total of 20 questions which were declared valid and reliable.

Based on the results of data analysis using the t test above, it can be understood that there is a positive influence of marketing of food and beverage products on consumer buying interest at Eight Mart & Canteen, Serang City. Based on these facts, it can be concluded that marketing of food and beverage products is an inseparable factor in consumer purchasing interest, because the size of the marketing value of food and beverage products will influence the rise and fall of consumer purchasing interest.

#### **b. Qualitative Analysis**

Based on the results of the quantitative analysis above, it proves that there is a positive and significant influence between the marketing of food and beverage products on consumer buying interest. Therefore, to strengthen these results, researchers carried out direct observations at Eight Mart & Kantin and conducted interviews with the management, employees and consumers of Eight Mart & Kantin. The results of the researcher's interview with Fahmi, the manager of Eight Mart & Canteen, said that marketing is an action to advance a business so that the business can progress and be successful.

He revealed that Eight Mart & Canteen implemented 4Ps (Place, Product, Promotion and Price). However, the implementation of the 4Ps is not implemented jointly, but gradually one by one.

The Place aspect was deliberately chosen in the campus area because it is an educational city and of course there are many consumers there. Meanwhile, from a consumer perspective, Eight Mart & Canteen provides a place that is comfortable, clean and not cramped. Apart from that, parking is also available in the front area of Eight Mart & Canteen.

The products served are not much different from existing Minimarkets & Canteens, however, the Eight Mart & Canteen management tries to ensure that the taste and quality of the food is maintained. Types of food sold include chicken packages, catfish pecel, special fried rice, soto fried rice, liver fried rice, chicken fried rice, meatball fried rice, egg fried rice, chicken soup, chicken soup, meat soup, fried noodles, noodles boiled, noodle martabak and

egg rolls. Meanwhile, the types of drinks sold are juice (apple, dragon fruit, avocado, mango, carrot, orange, nano-nano, orange milk, melon, watermelon, tomato), lemon tea, iced tea, tea+milk, cappuccino, coffee and fruit soup. The type of food that sells best is chicken and fried rice packages. Meanwhile, the types of drinks are iced tea and various juices.

Promotion was carried out via Duta and Ramayana radio. However, what has the most influence is word-of-mouth marketing. Marketing in this way greatly influences consumer buying interest.

Meanwhile, in terms of Price, a price was once set at ten thousand (Rp. 10,000), but over time the price was adjusted to the price on the sales market. 78 The food menu at Eight Mart & Canteen with the highest price is special fried rice, namely Rp. 13,000.00 while the cheapest are boiled noodles, fried noodles and chicken soup, namely IDR 7,000.00. Juice drinks cost an average of IDR 8,000.00 and iced tea is the cheapest, namely IDR 3,000.00. Mr. Fahmi revealed that marketing of food and beverage products greatly influences consumer buying interest. This is proven by the increase in turnover and consumer development which is increasing every day.

Based on information from Eris, the cashier from Eight Mart & Canteen, he revealed that a Minimarket & Canteen will progress if it implements marketing well. When marketing is implemented well, it will influence a consumer's buying interest. In other words, Eight Mart & Canteen implements marketing, in this case the 4Ps (Place, Product, Price and Promotion), although not all of them are implemented simultaneously, which can then influence interest in buying as evidenced by the large number of consumers every day. Especially when it comes to lunch time.

Based on information from LM, one of the consumers from Eight Mart & Canteen, marketing of food and beverage products influences consumer buying interest but is not very significant. For example, consumers have an interest in buying food and beverage products based on the taste and quality of a restaurant's cooking. If you look at the effect, it will attract consumer interest, which means it will increase the number of consumers at Eight Mart & Canteen.

Based on information from NB, marketing greatly influences consumer buying interest. Especially if Minimarkets & Canteens increasingly improve their marketing methods, for example using low prices, strategic locations, promotions via social media and selecting different food and drink products. So consumers will be more interested and curious to buy

food and beverage products from Eight Mart & Canteen. The consequences that arise when it is done well will result in a lot of consumers and increased income. Meanwhile, according to RH, the marketing implemented at Eight Mart & Canteen is good enough, causing an increase in consumer buying interest at Eight Mart & Canteen. According to him, marketing has a big influence on consumer buying interest. The effect is to increase turnover or income and also increase the number of consumers every day.

research results above, it can be understood that the marketing of food and beverage products carried out by Eight Mart & Canteen has gone quite well when seen from the implementation of the four marketing mixes. However, as time goes by, word-of-mouth marketing is what influences consumers the most to buy food and beverage products at Eight Mart & Canteen.

Based on the explanation above, it can be concluded that the marketing of food and beverage products influences a consumer's buying interest. The better the marketing implementation, the higher the consumer's buying interest. The influence of marketing on consumer buying interest at Eight Mart & Canteen is:

1) Good Name

Eight Mart & Kantin will be increasingly known by the local community and also consumers, which of course will create a good name for Eight Mart & Kantin.

2) Increase in the number of consumers

The better the quality of the food and the marketing implementation, the more it will influence consumers to subscribe which then spreads to other consumers to become consumers of Eight Mart & Kantin. So this results in a lot of consumers.

3) Increase in Turnover/Income

If there are more and more consumers at Eight Mart & Canteen, their income will also increase every day. The large number of consumers has resulted in Eight Mart & Canteen's turnover increasing.

## CONCLUSION

Based on the results of research regarding "The Influence of Marketing of Food and Beverage Products on Consumer Purchase Interest in Eight Mart & Canteen, Serang City" the researcher drew the conclusion that in calculating the t test, the t count was greater than the t table ( $2,597 > 2,000$ ) so that the null hypothesis ( $H_0$ ) rejected, and the alternative hypothesis ( $H_a$ ) is accepted. So that the alternative hypothesis is accepted, it can be said that the marketing variable (X) has a significant effect on consumer buying interest (Y). The marketing regression coefficient value (X) is 0.431. This shows that the regression coefficient is positive, meaning that the higher the marketing mix applied, the more consumers' buying interest at Eight Mart & Kantin will increase. The independent variable (marketing) has a real influence on the dependent variable (consumer buying interest), which means that the marketing implemented by Eight Mart & Kantin has a significant influence on consumer buying interest. The more marketing that is implemented, the higher consumer buying interest will be.

Suggestions that can be given regarding this research are that Eight Mart & Canteen should try to maintain the marketing that has been implemented previously and improve this marketing so that the business can develop better. Eight Mart & Canteen is expected to provide optimal marketing to consumers, such as paying attention to consumers, understanding what consumers need and providing more adequate facilities for consumers who come to Eight Mart & Canteen. A consumer's buying interest can be influenced by good marketing implementation, because the better the marketing implementation, the higher the consumer's buying interest. When consumers make purchases, consumers must be more careful in purchasing and properly evaluate food and beverage products so that they can determine that the food and beverage products are worth buying.

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