

THE INFLUENCE OF PRICE, PROMOTION, AND LOCATION ON CUSTOMER PURCHASE INTEREST IN PT. SIANTAR TOP TBK. PRODUCTS (CASE STUDY OF HADI SURYA WHOLESALE VISITORS' DISTRIBUTOR PT. SIANTAR TOP TBK.)

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Abstract

Consumer buying interest is a desire that arises from within a person who acts as a consumer (user of goods/services) based on previous experiences they have had. The experience gained from consuming something then encourages consumers to make repeat purchases. Apart from that, consumer buying interest is also influenced by many things including price, promotions and where the product is located or location. This research aims to conduct an analysis of the influence of price, promotion and location variables on consumer buying interest in products from PT. Siantar Top Tbk sold at Hadi Surya Grosir. The method used is quantitative with multiple linear regression. The research results showed that from the 60 research samples who were consumers at Hadi Surya Grosir, the price, promotion and location variables had a significant effect on consumer buying interest both partially with test results of 0.42 on the price variable, 0.2 on the promotion variable and 0.000 on the location variable. The overall results are less than 0.05 so it is stated that each variable has a significant effect. Meanwhile, simultaneously price, promotion and location have a significant effect with F-test results of $0.000 < 0.05$.

Keywords: consumer buying interest, location, price, promotions

Introduction

Humans instinctively have desires and thought patterns that differ from one individual to another. Each individual has their own preferences and views on various things, including determining buying interest. Purchase interest itself is the desire of each individual that arises from the results of previous experiences (Sevliyani and Zurida, 2023). This desire arises and ultimately forms an interest in repurchasing based on trust in a product or service. Purchase interest from individuals as consumers arises due to various factors, including price (pricing), promotions carried out by companies as producers and location viewed from various angles.

The price position or price determination process is a factor that can directly generate profits for the company (Muid and Souisa, 2023). This relates to the nominal amount of money that can be obtained at the price set by the company for a product. Even though in reality other aspects such as other marketing mixes also contribute to increasing company profits, the price aspect is something that will have a direct impact on the company's earnings and profits. Price itself is defined as the amount of money used or spent by someone to be able to buy and/or use the desired product or service (Sari, Pantiyasa, and Suwintari, 2023). In other words, price is the amount of money someone as a consumer spends when they want to buy a product or use a service from another person (producer).

Promotion is defined as a form of offer aimed at buyers, retailers and wholesalers in the short term to get an immediate response as a form of request to buy from them as consumers (Akbar, Ningrum, and Alparisin, 2020). Promotion is quite effective in disseminating product information as a medium to attract consumer buying interest (Sahabuddin et.al, 2022). Through promotions, product information will be more easily accessed and disseminated to the general public and it will be easier to reach the expected target market. According to Taslim and Pramuditha (2021) promotion is an activity that must be carried out continuously and dynamically. This means that promotional activities cannot only be carried out once or several times using the same method, but must continue to innovate according to consumer needs and developments.

Apart from price and promotion, the location where the product is located also needs to be considered to increase consumer buying interest. The more strategic the location where the product is, the higher the consumer's interest in buying the product. According to Nangaro, Lumanauw, and Trang (2023) location is the

location where the shop or provider of goods/services is located. Location can determine business/company development related to distance and travel time, environment and others.

Based on several explanations, it can be said that not only price and promotion influence how high/low consumer interest is in buying a product, but also the affordability of the location where the product is located. Likewise, the results of research conducted by Ismiatun, Budiarmo, and Prihatin (2022) stated that purchasing decisions made by consumers are not only influenced by determining the selling price, location, promotion and quality of the products offered but are also influenced by the characteristics of the consumer himself.

The variations underlying consumer buying interest are also closely related to consumer behavior, where consumer behavior is the process of how someone as a consumer determines whether or not to buy an item/service (Wulandari and Mulyanto, 2024, p. 1). Each consumer has their own perspective before finally deciding to buy goods/services. It could be that consumers only consider quality without considering price, it could be the opposite (Kholik et.al, 2020, p. 2). Therefore, companies as producers must analyze various sides and factors to increase consumer buying interest.

The current research was conducted to analyze the influence of price, promotion and location on consumer buying interest in PT. Siantar Top Tbk products sold at Hadi Surya Grosir Ponorogo. Selection of products from PT. Siantar Top Tbk is based on the diversity of products sold and fairly broad segmentation. Meanwhile, researchers chose Hadi Surya Grosir because from several aspects, this place of business has several advantages, such as a location that is easy to reach and near the main road, a sales model that allows consumers to buy individually (retail) or large-scale purchases for middlemen. Supported by the existence of mini markets (self-service) and warehouses in separate buildings, making it easier for consumers to carry out transactions in their respective segments and still feel comfortable.

Methods

The current research uses a quantitative approach with multiple linear regression analysis to determine whether each independent variable has a significant effect on the dependent variable. Quantitative research is a type of research that uses data in the form of numbers (Sugiyono, to be used as a measuring tool and processed in data processing. The data used in this research includes primary data and secondary data. Where primary data is data that is obtained/collected directly by researchers. This data is obtained directly from original sources (respondents) chosen for several considerations. Primary data can be collected using several methods such as interviews, observation or data collection using questionnaires (Laila et.al, 2022).

The data collection process in this research was the distribution of questionnaires which were distributed to consumers from Hadi Surya Grosir randomly with a sample size of 60 people. Apart from primary data, the current research also uses secondary data sources. Secondary data is data obtained through intermediary media (not direct data). Secondary data can come from various sources including books, articles, journals and websites that can be accessed from the internet (Ariyaningsih, Andrianto and Prastyanti, 2023). Secondary data in the current research uses sources from books, journals and information from the internet related to the research location.

The data analysis carried out was multiple linear regression using the SPSS application program. The stages start from preparing the research instrument (questionnaire) that will be used in data collection. Next, the data processing that has been collected is carried out using the help of Excel and SPSS computer applications and continues with preparing a discussion of the results and conclusions. Initial data from the results of filling out the questionnaire will be tested for suitability using validity and reliability tests. Data is declared valid when each statement item shows a significant value of less than 0.05 (<0.05) and is declared feasible (reliable) when the Cronbach's Alpha value is greater than 60% (0.6).

The results of the instrument feasibility test (validity and reliability) can be seen in the table below as follows:

Table 1 Instrument Validity Test Results

Variable	Statement Items	Sig. Value	Decision
Price (X1)	Item 1	0.000	Valid
	Item 2	0.000	Valid
	Item 3	0.000	Valid
	Item 4	0.000	Valid
	Item 5	0.000	Valid
	Item 6	0.000	Valid
	Item 7	0.000	Valid
Promotion (X2)	Item 1	0.000	Valid
	Item 2	0.000	Valid
	Item 3	0.000	Valid

Variable	Statement Items	Sig. Value	Decision
	Item 4	0.000	Valid
	Item 5	0.000	Valid
	Item 6	0.000	Valid
	Item 7	0.000	Valid
	Item 8	0.000	Valid
	Item 9	0.003	Valid
Location (X3)	Item 1	0.000	Valid
	Item 2	0.000	Valid
	Item 3	0.000	Valid
	Item 4	0.000	Valid
	Item 5	0.000	Valid
Purchase Interest (Y)	Item 1	0.000	Valid
	Item 2	0.000	Valid
	Item 3	0.000	Valid
	Item 4	0.000	Valid
	Item 5	0.000	Valid
	Item 6	0.000	Valid
	Item 7	0.000	Valid

Source: Data Processing Result, 2025.

Table 2 Instrument Reliability Test Results

Variabel	Nilai Cronbach's Alpha	Limit	Decision
Price (X1)	0.85	0.6	Reliabel
Promotion (X2)	0.75	0.6	Reliabel
Location (X3)	0.62	0.6	Reliabel
Minat Beli (Y)	0.81	0.6	Reliabel

Source: Data Processing Result, 2025.

Based on the table above, it can be concluded that all statement items from the variables price (X1), promotion (X2), location (X3) and purchase interest (Y) are valid because they have a significant value of less than 0.05 (< 0.05). And declared reliable with a Cronbach's Alpha test value greater than 60% (0.6).

Result and Discussion

This research was conducted on 60 consumers from Hadi Surya Grosir who had previously purchased products from PT. Siantar Top Tbk with different purchasing frequencies. Of the 60 total samples, they can be classified based on gender, age range and how long they know about PT products. Siantar Top Tbk with detailed data as follows:

Table 3 Description of Respondents Based on Gender

No	Gender	Amount	Percentage
1	Male	14	23.3%
2	Female	46	76.7%
Jumlah		60	100%

Source: Data Processing Result, 2025.

According to the data above, it can be seen that the majority of customers who buy products from PT. Siantar Top Tbk in Hadi Surya Grosir is female with a percentage of 76.7% (46 people). Meanwhile, the remaining 14 people (23.3%) were male visitors. If depicted in a diagram you will see the portion of each respondent based on gender as follows:

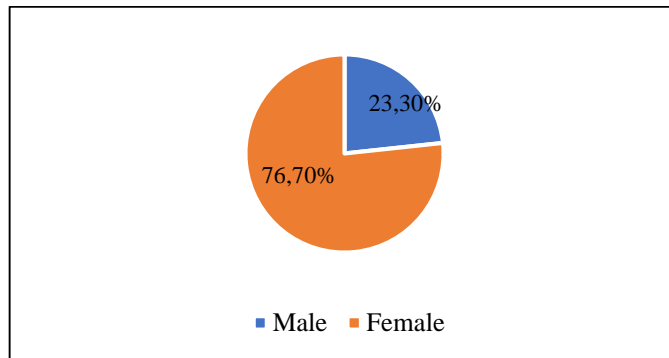


Figure 1
Description of Respondents by Gender

Table 4 Description of Respondents Based on Age Range

No	Age Range	Amount	Percentage
1	17 – 30 Years Old	16	26.7%
2	31 – 40 Years Old	13	21.7%
3	41 – 60 Years Old	31	51.6%
Jumlah		60	100%

Source: Data Processing Result, 2025.

According to the data above, it can be seen that the majority of customers who buy products from PT. Siantar Top Tbk at Hadi Surya Grosir are customers with an age range of 41 – 60 years with a percentage of 51.5% (31 people), the second highest is the age range of 17 – 30 years with 16 people (26.7%) and the remaining 13 people (21.7%) are customers with an age range of 31-40 years. If depicted in a diagram you will see the portion of each respondent based on the age range as follows:

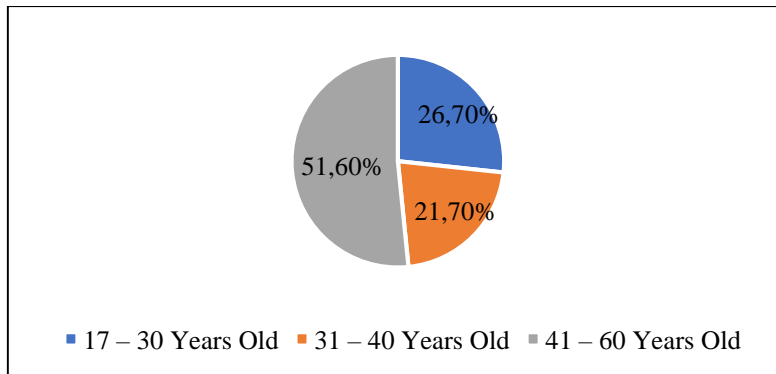


Figure 2
Description of Respondents by Age Range

Table 5 Instrument Validity Test Results

No	How Long Long Know the Product	Amount	Percentage
1	More than 1 Year (> 1 Year)	33	55%
2	Less than 1 Year (< 1 Year)	27	45%
Jumlah		60	100%

Source: Data Processing Result, 2025.

According to the data above, it can be seen that the majority of customers who buy products from PT. Siantar Top Tbk at Hadi Surya Grosir are customers who are already familiar with PT. Siantar Top Tbk products more than 1 year with a percentage of 55% (33 people). Meanwhile, the remaining 27 people (45%) were those who had known the product for less than 1 year. If depicted in a diagram you will see the portion of each respondent based on how long they have known the product as follows:

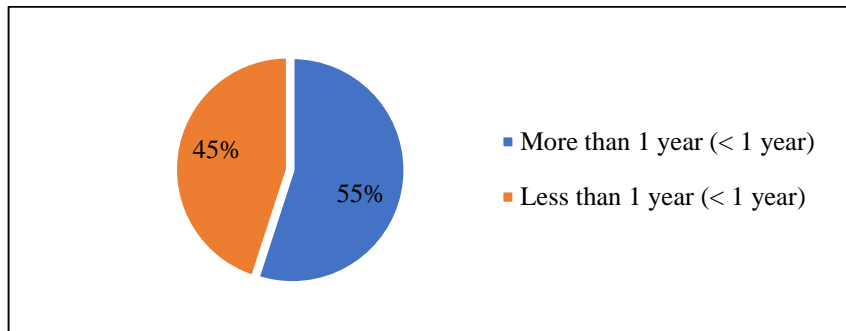


Figure 3
Respondent description based on length of acquaintance with the product

The results of the regression test for each independent and dependent variable consisting of price (X1), promotion (X2), location (X3) and consumer buying interest (Y) obtained the following results:

Table 6 Multiple Linear Regression Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-5.277	5.888		-0.896	0.374
Price (X1)	0.185	0.089	0.207	2.077	0.042
Promotion (X2)	0.201	0.084	0.237	2.388	0.020
Location (X3)	1.014	0.158	0.638	6.404	0.000

Source: Data Processing Result, 2025.

Based on the results of the regression test above, it is known that all broad variables consisting of price (X1), promotion (X2) and location (X3) have a significant effect on consumer buying interest as the dependent variable (Y). This is indicated by a significant value for each variable that is smaller than 0.05 (<0.05). The price variable (X1) has a significant value of 0.42; the promotion variable (X2) has a significant value of 0.02, while the third variable, namely location (X3), has a significant value of 0.000. The results of the regression test or also known as the t-test show the relationship between the independent variable and the dependent variable separately (partially). In other words, the price variable separately influences consumer buying interest in PT Siantar Top Tbk products sold by Hadi Surya Grosir, as well as promotional and location variables.

The simultaneous influence of all independent variables is shown by the results of the f test (F-test) with the criterion that the significant value must be less than 0.05. The results of the current research F test are as follows:

Table 7 F-Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	184.411	3	61.470	15.653	0.000
Residual	219.922	56	3.927		
Total	404.333	59			

Source: Data Processing Result, 2025.

The results of the F-test in the current research also show a significant value of less than 0.05, namely 0.000 ($0.000 < 0.05$). This it can be concluded that partially or simultaneously consumer buying interest is influenced by price, promotion and location.

The Influence of Price on Consumer Purchase Interest

According to the results of data processing in this research, it is stated that product prices have a significant influence on consumer buying interest in PT. Siantar Top Tbk products sold by Hadi Surya Grosir. This is proven by the significant value of 0.45 which is smaller than the significant value of 0.05 ($0.045 < 0.05$). These results are supported by research conducted by Sari, Pantiyasa and Suwita (2023) which states that price has a separate influence on consumer buying interest at Marcure Bali Legian. Another study conducted by Nagaro and Trang (2023) also stated the same results. That the price variable simultaneously or partially has a significant effect on consumer buying interest.

In theory, price is the main factor in determining consumers' purchasing decisions and interest in products and services. However, generally the relationship between price and buying interest is inversely proportional. Where when prices rise, buying interest will decrease. However, the results of the current research show that the constant of the price variable is positive, which means that if the price increases, buying interest will also increase. This is contrary to what the theory should be. However, things like this are common and can happen because each consumer has different preferences regarding the decisions they will make. As stated by Kholik et al. (2020, p.2) that each consumer has their own perspective before finally deciding to buy goods/services. It could be that consumers only consider quality without considering price, it could be the opposite.

The Influence of Promotions on Consumer Purchase Interest

The influence of promotions on consumer buying interest in this research was stated to have a significant influence. This can be seen from the results of the significant t-test and f-test which are less than 0.05; namely 0.2 and 0.000. In other words, promotion has a significant influence on consumer buying interest in PT. Siantar Top Tbk products sold at Hadi Surya Grosir separately or together with other accompanying variables (price and location). The results of this research are supported by research conducted by Sari, Pantiyas and Suswintari (2023) who concluded in their research that the promotional variable has an influence on consumer buying interest with a positive value of 0.546 with a significance of $0.000 < 0.05$. Likewise, research conducted by Sanjani and Riyanto (2023) stated that consumer purchase intentions for Mixue products are not influenced by the quality of the Mixue product itself but are significantly influenced by product promotion.

In theory, promotion is an activity carried out to introduce products to the general public with specific and general segmentation who have the potential to become consumers. It is even hoped that it will become loyal consumers who make repeat purchases and recommendations to people around them. Therefore, promotions are basically used to significantly increase consumer buying interest in products. This is proven in research conducted currently. This is also in line with the opinion expressed by Suryati et al. (2022) that promotion is one of the company's languages in inviting and providing information about the company's products to consumers. It is hoped that the promotional activities carried out by the company will be the reason for consumers' buying interest in the products offered. Apart from that, promotional activities must be carried out continuously and dynamically. This means that promotional activities cannot only be carried out once or several times using the same method, but must continue to innovate according to consumer needs and developments (Taslim and Pramuditha, 2021).

The Influence of Location on Consumer Purchase Interest

The influence of location on consumer buying interest from the results of the current research is stated to be significant with a directly proportional (positive) relationship shown with a significant value of 0.000 ($0.000 < 0.005$) and a constant of 1.014. This means that when product location becomes more strategic in terms of various aspects such as affordability, easy to find/clearly visible from the main road, good and adequate parking locations are available and so on, consumers' buying interest in the products being sold will be higher. The results of this research are in accordance with previous research conducted by Tania, Hemawan and Izzudin (2022) which stated that the location variable partially influences consumer buying interest with a significant value of $0.014 < 0.05$; and also significantly influences consumer buying interest simultaneously with a significance of $0.007 < 0.05$.

The same results were also shown in Taslim and Pramuditha's (2021) research that location partially or simultaneously significantly influences consumer buying interest. The more affordable the location where the product is sold, the higher consumer interest will be. Hadi Surya Grosir, which is the object of the current research, has a quite strategic location. Its location is on the side of a big road, you don't have to enter a small alley and the location of the buildings are not close to each other, making Hadi Surya Grosir easy to find from various directions. Information that has been registered online on Google Maps is also a plus in making it easier for potential consumers to find the location of the building.

Conclusion

Based on the data processing and results previously presented, it can be concluded that price, promotion and location have a significant influence on interest in purchasing PT. Siantar Top Tbk products is sold at Hadi Surya Grosir both partially and simultaneously. It is proven from the results of the t-test with a significant value of 0.42 ($0.42 < 0.05$) for the price variable; 0.02 ($0.02 < 0.05$) for promotion variables and location variables 0.000 ($0.000 < 0.05$). Meanwhile, the simultaneous influence can be seen from the F-test results with a significant value of 0.000 ($0.000 < 0.05$).

The prices set at Hadi Surya Grosir are quite affordable and in line with market prices. Apart from that, Hadi Surya Grosir also has the advantage of a sales system that not only accepts wholesale or wholesale purchases but also retail purchases. In terms of promotion, Hadi Surya Grosir has many supplier partners from

large companies such as PT. Siantar Top Tbk and others make the promotion process occur naturally through sales from various product brands. Meanwhile, in terms of location, Hadi Surya Grosir has a strategic location with the support of a large parking area and good segmentation of consumer needs.

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