



# The Influence of Prices and Promotions on Interest in Buying Electric Bikes in Telering Jatiwangi, Jatiwangi District, Majalengka District

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Telering Jatiwangi Majalengka located at Jl. Ahmad Yani No.48 Sutawangi, Jatiwangi District, Majalengka Regency, West Java, has been since December 2012. The establishment of Telering Jatiwangi aims not only to meet consumer needs but also to maximize profits. To achieve these objectives, it is essential to market product at affordable prices and implement effective promotional strategies to attract costumers to purchase Electric Bicycles at Telering Jatiwangi. The purpose of this study is to examine the effects of price and promotion on the interest in buying Electric Bicycles at Telering Jatiwangi, Jatiwangi District, Majalengka Regency. The research employs a quantitative approach with both descriptive and verifiable analysis. The findings reveal that the multiple correlation coefficient (simultaneous) is 0.844, indicating a very strong relationship between price, promotion and buying interest. Furthermore, the analysis shows that price and promotion exert a positive and significant influence on buying interest, with an F value of  $98.738 > 3.11$  and a significance value of  $< 0.05$ , which is  $0.000 < 0.05$ . This suggests that as price and promotion improve, so does the buying interest at Telering Jatiwangi, Majalengka Regency. Overall, it can be concluded that the variable of price and promotion can be effectively combined to measure buying interest.

**Keywords:** Price; Promotions and Buying interest

*Telering Jatiwangi Majalengka yang beralamat di Jl. Ahmad Yani No.48 Sutawangi Kecamatan Jatiwangi Kabupaten Majalengka, Jawa Barat yang berdiri sejak Desember 2012 sampai sekarang. Telering Jatiwangi pada dasarnya didirikan selain memenuhi kebutuhan konsumen yaitu untuk mencari laba semaksimal mungkin. Agar semuanya dapat tercapai, maka dipandang perlu memasarkan produknya dengan harga terjangkau dan promosi yang maksimal sehingga pelanggan berminat untuk membeli Sepeda Listrik di Telering Jatiwangi. Tujuan penelitian ini adalah untuk mengetahui apakah harga dan promosi mempengaruhi minat beli Sepeda Listrik di Telering Jatiwangi kecamatan Jatiwangi Kabupaten Majalengka. Pada penelitian ini peneliti menggunakan metode penelitian kuantitatif dengan pendekatan Analisis Deskriptif dan Verifikatif. Hasil penelitian ini dapat diperoleh informasi bahwa koefisien korelasi berganda (simultan) adalah 0,844. Nilai tersebut menunjukkan bahwa hubungan antara harga dan promosi dengan minat beli adalah sangat kuat. Harga dan promosi berpengaruh positif dan signifikan terhadap minat beli memiliki nilai F sebesar  $98,738 > 3,11$  dan nilai signifikansinya  $< 0,05$  yaitu  $0,000 < 0,05$ . Artinya semakin baik antara harga dan promosi maka semakin tinggi minat beli pada Telering Jatiwangi Kabupaten Majalengka. Hal ini berarti secara simultan variabel harga dan promosi dapat digunakan bersama-sama menjadi alat ukur variabel minat beli.*

**Kata Kunci:** Harga; Promosi dan Minat Beli

## INTRODUCTION

Technological advancements are currently progressing at a rapid pace, leading to increasingly fierce competition in the industrial world. Technology aids humans in their daily routines, aiming to make work more manageable. According to Siemens and Tittenberger (2009: 8), technology is a means of realizing ideas through the design of equipment that simplifies life. Technology has evolved significantly since the dawn of humanity. To facilitate various activities, humans require transportation methods for their social engagements. Miro (2005: 23) defines transportation as the business of moving or transporting objects from one location to another, where these objects may become more useful for specific purposes. One efficient solution that meets human needs is the electric bicycle, also known as an e-bike or powerbike. Unlike electric motorbikes, which rely solely on an electric motor for propulsion, electric bicycles are equipped with pedals similar to traditional bicycles. This allows them to be propelled either by pedaling or by using the electric motor. Electric bicycles operate on rechargeable batteries that power the electric motor, helping to reduce fatigue while cycling. As a result, they have become increasingly popular among many people. There are several promotional techniques used by Telering Jatiwangi to increase sales of electric bicycles, namely using social media directly. Usually, the shop is quiet, the employees take turns broadcasting live via Facebook, Instagram, and TikTok every day. Apart from that, on social media, employees are also required to send broadcast messages to database consumers who have previously purchased cellphones or electric bicycles with material provided by the central admin. Don't forget, that employees are also

required to update the promotion status of electric bicycles every day so that they are visible. By relatives or family who need to buy an electric bicycle. Apart from promotions on social media, employees are also required to carry out direct promotions by canvassing door-to-door or distributing brochures to people's homes or agencies, while other employees who stay in the shop do flyers in front of the shop along with demonstrations or distribute brochures to vehicles passing the Telering Jatiwangi shop. If this promotional activity is successful, it will have an impact on consumer buying interest, which will result in a purchase that the attitude of interested consumers then take action related to purchasing through various stages and levels of possibility, up to the ability to be interested in buying a particular product or brand. With this in mind, research was conducted on "The Influence of Price and Promotion on Interest in Buying Electric Bicycles in Telering Jatiwangi, Majalengka Regency.

## METHODOLOGY

The research employs quantitative research methods with a descriptive and verification analysis approach. According to Sugiyono (2019:2), "research methods are essentially a scientific way to obtain data for specific purposes and uses." Thus, it is essential to select the appropriate research method to gather data for analysis in a study. The types of research methods utilized include descriptive and verification methods. The descriptive method aims to describe and explain the situation in Telering Jatiwangi, located in Jatiwangi District, Majalengka Regency, based on systematically collected data and facts. This data is then analyzed to reach conclusions. On the other hand, the verification method is employed to test hypotheses using statistical analysis. In this research, the researchers will conduct a survey, using tests and questionnaires as data collection instruments. The goal is to gather information from a number of respondents who represent a specific population and analyze the data accordingly. Based on purchasing data from 2021, the population consists of 500 individuals. The sample for the questionnaire measurements will consist of Telering Jatiwangi consumers. To determine the sample size (n), Sugiyono (2019:82) suggests using the Slovin formula. Consequently, the sample for this study will comprise 83 respondents, rounded up.

No	Age (Year)	Total	%
1	< 17	15	18,07
2	18 – 30	38	45,78
3	31 – 40	23	27,71
4	> 50	7	8,44
	<b>Total</b>	<b>83</b>	<b>100</b>

Source : Processed (2024)

The data presented in the table reveals the age distribution of the respondents surveyed. It consists of 15 individuals under 17 years old, accounting for 18.07% of the total participants. There are 38 respondents aged 18 to 30 years, making up 45.78%. Additionally, 23 individuals fall within the age range of 31 to 40 years, representing 27.71%. Lastly, 7 respondents are over 50 years old, which constitutes 8.44% of the total. These findings indicate that the majority of consumers surveyed at Telering Jatiwangi in Majalengka Regency are aged 18 to 30.

## RESULT AND DISCUSSION

The validity test conducted in this research included 17 statement items: 6 statements related to the price variable, 7 statements concerning the promotion variable, and 4 statements addressing the purchase interest variable. The criteria for assessing the validity of each statement were based on the condition that the calculated value (r count) must be greater than the critical value (r table) at a significance level of 0.05, with degrees of freedom (df) determined by the formula  $(n - 2)$  (Sugiyono, 2019, p. 172). The validity test was performed using the SPSS 26 program, and the results for each variable are detailed as follows:

**Table 2**  
**Price Variable Validity Test Results (X1)**

Number statement	r count	r table (dk) = n - 2	Information
1	0.550	0.2133	Valid
2	0.637	0.2133	Valid
3	0.567	0.2133	Valid
4	0.685	0.2133	Valid
5	0.631	0.2133	Valid
6	0.652	0.2133	Valid

Sumber: Output SPSS 26 (2024)

Based on the results of the validity test for the purchase interest variable (Y), it is evident that the calculated correlation coefficient (r) for the four statement items exceeds the critical value of r at a significance level of 0.05, with degrees of freedom (df) equal to n - 2, which is 0.2133. Therefore, we can conclude that all statement items are valid. Additionally, multiple correlation analysis is employed to assess the strength of the relationship between all independent variables (X) and the dependent variable (Y) simultaneously.

**Table 3**  
**Multiple Correlation Coefficient**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.844 <sup>a</sup>	0.712	0.704	1.50770
a. Predictors: (Constant), Promotion, Price				
b. Dependent Variable: Buying Interest				

Sumber : Output SPSS 26 (2024)

From Table 3 above, it can be seen that the multiple (simultaneous) correlation coefficient is 0.844. This value indicates a very strong relationship between price, promotion, and purchasing interest.

**Table 4**  
**Uji Simultan (Uji F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	448.900	2	224.450	98.738	.000 <sup>b</sup>
	Residual	181.854	80	2.273		
	Total	630.754	82			
a. Dependent Variable: Buying Interest						
b. Predictors: (Constant), Promotion, Price						

From Table 4, it can be observed that the significance value is 0.000, which is less than 0.05. The F value based on the table, with degrees of freedom  $df1 = k - 1 = 3 - 1 = 2$  and  $df2 = n - k = 83 - 3 = 80$ , is 3.11. The calculated F value is significantly higher than the table F value, specifically  $98.738 > 3.11$ . Therefore, we can conclude that the independent variables, which include price and promotion, have a significant effect on the dependent variable, purchasing interest. As a result, the hypothesis is accepted

## CONCLUSIONS AND SUGGESTIONS

Based on the research findings and data analysis conducted at Telering Jatiwangi in Majalengka Regency regarding the influence of prices and promotions on purchasing interest, the following conclusions can be drawn: Both prices and promotions have a positive and significant effect on buying interest, with an F value of 98.738, which is greater than 3.11, and a significance value of less than 0.05 ( $0.000 < 0.05$ ). This indicates that improved pricing and promotional strategies lead to a higher level of buying interest at Telering Jatiwangi. Therefore, it can be concluded that the price and promotion variables can effectively be used together as indicators of purchasing interest. Based on the respondents' feedback regarding the promotion variable, it appears that Telering Jatiwangi's sales promotions have the lowest evaluation. The author believes there is a differing perspective between employees and consumers, as most respondents are private sector workers. Consequently, when sales promotion activities are conducted, they may not be noticeable, particularly because many consumers are employed in manufacturing companies. To enhance purchasing interest in this digital era, employees should consider promoting their offerings on various social media platforms. This approach will allow target consumers to better understand the benefits and prices of the products available.

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