

ANALYSIS OF THE INFLUENCE OF PRICE REASONABILITY ON INTEREST IN PURCHASING SHU SHU PRODUCTS

Stenly Hadi¹, Rendy Sarudin²

¹Bunda Mulia University, Tangerang, Indonesia

²Bunda Mulia University, Tangerang, Indonesia
Stenly192@gmail.com

Abstract - Restaurant development in Indonesia is still believed to be one of the most profitable businesses in Indonesia and has very good prospects. Objective in This study is to determine and analyze the reasonableness of price affects on buying interest in Shu Shu products. defines price reasonableness as consumer perception of the price of a product that is considered in accordance with the benefits obtained. Stating that the price match with the benefits received by consumers is an important factor in determining purchasing decisions. purchase decision. Price fairness is one of the most important considerations for consumers to make purchasing decisions. for consumers to make purchasing decisions. quantitative approach. Shu Shu is located in Aeon Mall, South Tangerang. This place is a tavern with a Japanese-style concept that serves various types of drinks. In this study, the questionnaire is a data collection method that will be given to respondents on a Likert scale. In the process of testing and analyzing research data, the authors used the help of SPSS 25 software. The results showed that Price Fairness of 0.983 was positive and the significant value on the Product Interest variable of 0.000 < 0.05 was smaller than 0.05. This means that Price Fairness has a partially significant positive effect on Product Interest.

Keywords: Price Fairness, Interest purchase

INTRODUCTION

The beverage industry is currently experiencing rapid growth, driven by increasing public awareness of lifestyles and drink consumption trends with a variety of drinks such as drinks made from coffee, drinks made from tea, drinks added with boba toppings and various other drinks. Demand for various beverage products, including drinking containers, is increasing. These products not only function as containers but also become part of your lifestyle and personal identity. One brand that is quite popular in this industry is Shu Shu, which offers various beverage products. In this fierce competition, setting the right price is a key factor in product success. ShuShu, which is located at Aeon Mall BSD, is an example of a culinary business that is trying to utilize effective pricing strategies to attract consumer buying interest. In this context, price fairness is a very crucial variable.

Price fairness can be defined as consumers' perceptions regarding the suitability of the price of a product or service with the quality, benefits and experience received. Consumers tend to compare the price offered with a price they consider reasonable based on internal and external references, as well as previous experience. Consumer buying interest is the main indicator that reflects the desire and tendency to buy a product or service. This buying interest is influenced by various factors, including product quality, customer service, atmosphere of the place, and reasonableness of price. In the cafe and restaurant industry, where competition is fierce, a deep understanding of how price fairness influences consumer purchasing intentions can provide a significant competitive advantage. Aeon Mall BSD, as one of the leading shopping centers in the Tangerang area, provides various culinary choices for its visitors. ShuShu's presence in this location provides an opportunity to attract a broad and diverse market segment.

However, to be able to compete effectively, ShuShu must be able to set prices that are not only competitive but also considered reasonable by consumers. This research aims to examine the influence of price fairness on consumer buying interest at ShuShu Aeon Mall BSD, with the hope of providing useful insights for developing more effective marketing and pricing strategies.

METHODS

This research uses quantitative methods with the research subjects being shu shu visitors. The aim is to analyze the influence of price fairness on interest in buying shu shu products. Primary data was collected through a questionnaire distributed to 100 respondents. Data analysis includes Descriptive Statistics Tests for respondent characteristics, Validity and Reliability Tests for the quality of research instruments, Normality Tests for data distribution, Heteroscedasticity Tests for inequality of variance, T Tests for the significance of the relationship between variables, Coefficient of Determination Tests to measure the explanation of the independent variable to the dependent, and Simple Linear Regression Test to analyze the influence of tourism components on interest in purchasing shu shu products. The results of the analysis were processed using.

Table 1. Statistic Descriptive Mean

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Kewajaran Harga	100	68.00	94.00	8663.00	86.6300	7.81433
Minat Produk	100	68.00	95.00	8712.00	87.1200	7.92041
Valid N (listwise)	100					

Source: Author's SPSS data processing, 2024

Table 2. Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.993	2.183		.913	.364
	Price Fairness	.983	.025	.969	39.153	.000

a. Dependent Variable: Product Interest

Source: Author's SPSS data processing, 2024

Table 3. Partial Regression Test (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.993	2.183		.913	.364
	Price Fairness	.983	.025	.969	39.153	.000

a. Dependent Variable: Product Interest

Source: Author's SPSS data processing, 2024

Table 4. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.611	.	1.62114

Predictors: Price Fairness

Source: Author's SPSS data processing, 2024

X to Y Hypothesis Test Results The result of t^{count} for the Price Fairness variable is 0.983, which has a positive value, and the significance value of the Product Interest variable is 0.000, which is smaller than 0.05. This shows that Price Fairness has partially positive and significant results on Product Interest. That is, if Price Fairness in ShuShu increases, Product Interest will also tend to grow, and conversely, if Price Fairness in ShuShu decreases, then Product Interest will also tend to decrease.

5.1.2 Validity and Reliability Test Results From the research results from the results of the validity test, it can be observed that each item in the price fairness variable has a calculated r value that is large from r^{table} (0.145). This indicates that of the 20 items tested, all of them are valid and can be used as a variable measuring tool. Likewise, each item in the product interest variable also has a calculated r value greater than r^{table} (0.145). This means that of the 20 tested, all of them are valid and can be relied upon as a variable measuring tool.

The results of the reliability test for the price fairness variable show a large Cronbach's Alpha value of 0.913, which in most cases limits the value to 0.60. It displays all statements in that variable considered reliable. This finding is supported by the results of the reliability test which shows that all Cronbach's Alpha values were greater than 0.60. Likewise, the results of the reliability test for the product interest variable show a Cronbach's Alpha value of 0.917, which exceeds the limit value of 0.60. This indicates how all the statements in this variable are considered reliable. This finding is also supported by the results of the reliability test which shows that all Cronbach's Alpha values are 0.60.

CONCLUSION

Some suggestions that can be made for future research are:

The author suggests expanding the target market. Based on the research results, Shu Shu can consider expanding the target market to other consumer segments who may have different perceptions of price fairness. A deeper demographic analysis can help identify potential market segments.

2. Suggestions from the author Price Improvements and Adjustments Based on research results which show that price fairness has a significant effect on purchasing interest, it is recommended that Shu Shu management carry out regular evaluations of pricing strategies. Prices must be adjusted to product quality and competitors in the market so that they remain competitive and considered reasonable by consumers.

REFERENCES

- Abdul Latief (2018). Analisis Pengaruh Produk, Harga, Lokasi dan Promosi terhadap Minat Beli Konsumen pada Warung Wedang Jahe (Studi Kasus Warung Sido Mampir di Kota Langsa). *Jurnal Manajemen Keuangan*, VOL.7, NO.1.
- Adelia, S., & Japariato, E. (2020). Pengaruh Tampilan Web dan Harga Terhadap Minat Beli dengan Kepercayaan Sebagai Intervening Variable Pada ECommerce Shopee. *Manajemen Pemasaran*, 35-43.
- Albari, Safitri. (2018). The Influence of Product Price on Consumers Purchasing Decisions Review of Integrative Business and Economics Research, Vol 7, Issue 2 pp 328 -337
- Arif Fakhruddin (2019). Pengaruh Kewajaran Harga dan Citra Perusahaan Terhadap Keputusan Pembelian Ulang Pada Penumpang Maskapai Citilink Indonesia. *Jurnal Manajemen Bisnis*, Vol 10. No.1