

THE ROLE OF MARKETING STRATEGY ON PRICING AND ITS IMPACT ON PURCHASING INTEREST

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ARTICLE INFO

Article History:

received: 06/08/2024

revised: 16/08/2024

accepted: 01/09/2024

Keywords:

Marketing strategy; pricing;
service quality; purchase
interest.

DOI:

10.32509/mirshus.v4i2.92

ABSTRACT

This research aims to analyze and statistically test the role of marketing strategy on pricing and its impact on purchasing interest. This research was conducted at Cafe Covare Graha PPI using a survey method and analyzed using the Partial Least Square Structural Equation Modeling method. The total sample was 196 respondents who were chosen randomly. The analysis results show that; 1) Marketing strategy significantly influences pricing, 2) Marketing strategy does not have a significant influence on service quality, 3) Marketing strategies do not have a significant influence on consumer buying interest, 4) Pricing has a significant influence on purchase interest. Competitive prices that align with the value perceived by consumers can significantly increase purchasing interest. 5) Service quality does not have a significant influence on purchasing interest, 6) Marketing strategy has a significant effect on purchasing interest through pricing. Good pricing can bridge the influence of marketing strategy on consumer buying interest. 7) Marketing strategy does not significantly affect buying interest through service quality. This indicates that service quality is not a strong mediating factor in the relationship between marketing strategy and purchase intention.

INTRODUCTION

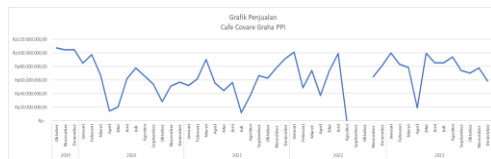
The coffee shop business never seems to die and continues growing. In the beginning, the coffee shop was a place to enjoy specialty coffee, but when the community developed, and increased interest, now the coffee shop business proliferated and mushroomed and became a place for people and their relatives to gather, a place to work, or even just as a place to drink coffee. to take photos. Based on

Toffin's independent research in 2019, the number of coffee shops in Indonesia reached more than 2,950 outlets, an increase of almost three times compared to 2016. The Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI) quoted via mnews.co.id estimates that in 2023 The number of coffee shops in Indonesia has reached 10 thousand shops with revenues reaching IDR 80 trillion.

One of the coffee shops that caught the writer's attention is Cafe Covare. Cafe Covare is a coffee shop owned by PT Perusahaan Dagang Indonesia (PT PPI) which started operating in 2019 and is located at Graha PPI Jl. Abdul Muis No. 8 Central Jakarta. Cafe Covare provides a variety of coffee shop-style menus, including coffee drinks, non-coffee drinks, pasta, pastries, cakes, and working space, as well as private meeting rooms with a seating capacity of 6 - 15 people. Cafe Covare is located in a strategic area, the location is near to the Presidential Palace, where there are many office buildings, so Cafe Covare is often used as a place for business meetings.

As the coffee shop business develops, competition becomes increasingly fierce, so they must have their characteristics to attract consumers' buying interest and retain their customers.

Figure 1. Café Covare Sales Trend
2019 - 2023



Source: processed data, 2024.

Based on the sales trend of Café Covare from 2019 to 2023, it has fluctuated and tends to decline. Meanwhile, fluctuations in turnover in 2020 - 2022 were caused by the Covid-19 pandemic so cafe operations were relatively limited, then in September - October 2022 the cafe did not operate due to an internal transition in the cafe management structure, however, in November 2022 the cafe was operational again but the cafe's turnover It cannot be said to be in a stable condition. They need to evaluate the strategy marketing they have been doing, the price, and the quality of services on Covare Cafe which can influence consumer buying interest. Currently, more competitors in the surrounding area such as Kopi Nako and Aroem Restaurant & Ballroom are also options for visitors who want to do business meetings or drink coffee and hang out with friends.

One of the marketing strategies carried out by the company is by distributing the marketing mix. Not only product, price, place, and promotion strategies, but marketing strategies are starting to transform into real activities using social media technology. The goal is that the products produced meet consumer needs in a particular market segment. To attract consumer interest in products that have been launched, marketing promotional activities are carried out through websites and social media such as Facebook, Twitter, Youtube, TikTok, and Instagram as communication channels because they have a tremendous impact on informing about a product (Marwan 2023).

(Chaffey and Chadwick 2019) highlights the paradigm shift from traditional marketing to digital marketing, which includes using social media as an important element. According to him, social media provides a broad platform for companies to interact with potential customers and expand their marketing reach. Then (Dwivedi et al. 2021) emphasized the importance of integrating various marketing communication channels, including social media, to achieve continuity and consistency in consumer messages. Social media plays an important role in bringing together integrated marketing communications.

(Marwan 2023) findings show that marketing strategy has a positive effect on consumer buying interest, the better the marketing strategy carried out using social media as a promotional medium, the more it will increase consumer buying interest; Promotional strategies influence celebrity endorsement. This indicates that; the role of social media as a transformation of marketing strategy requires a touch of the role of celebrity endorsement in forming public opinion about the benefits and goodness of the products being promoted, and marketing strategies have a positive effect on purchase intention through celebrity endorsements. This shows that; The role of celebrities as public figures or celebrities in influencing brand personality is the right choice because it is considered to be able to influence the

growth of market share. The personality of a public figure or artist will be attached to a particular brand product. Public figures or artists act as endorsers or spokespersons for particular brand products for the public. Apart from that, artists can also be used as the right tool to represent the targeted market segment.

Apart from that, the consumer also considers prices as they purchase a product or service. the higher the selling price of a product or service, the lower the consumer's buying interest in that business. (Tania, Hermawan, and Izzuddin 2022) state that one of the marketing strategies that business owners can use to provide prices to consumers is by setting prices cheaper than other competitors. This is reinforced by research results which show that there is an influence of price on buying interest. The statement above is also supported by previous research conducted by (Sianturi and Simanjuntak (2021) where pricing strategies had a positive and significant influence on increasing land sales volume.

Kotler in (Supratman et al. 2022) states that quality must start from consumer needs and end with consumer perceptions. Consumer perception of service quality is a consumer's overall assessment of the superiority of a service. The research results of (Euisnawati, Dewi, and Ningrum 2022) show that marketing strategy and service quality significantly affect consumer satisfaction. If the marketing strategy and quality of service provided can attract people's attention so that they feel interested and satisfied, then the number of consumers will increase continuously.

Service quality indicators include service to consumers, tangibles, or something visible to the service provider, as well as confidence in the guarantees provided by the service provider (Bahar and Sjharuddin 2015). Service quality is an important part that companies must carry out because it influences new customers or maintains customer loyalty (Aptaguna and Pitaloka 2016).

Consumer buying interest is the evaluation after comparing the feelings to

their expectations (Ramadhani and Hayati 2023). Purchase interest is also related to consumers' plans to buy certain products, as good as the number of products needed in a certain period (Prasetio and Situmeang 2021).

(Jati 2017) research findings show that online marketing strategies influence consumer buying interest, the marketing strategy used is online sales via e-commerce or promotion via social media.

(Mudfarikah and Dwijayanti 2021) research findings show that the service quality variable has significantly affected repurchase interest at Hakui Coffee Shop, Tulungagung City. Respondents agreed that service quality includes friendliness, cleanliness, and responsiveness. The Hakui Coffee Shop has set service standards so that consumers are interested in visiting again. Meanwhile, the price variable has a significant effect on repurchase interest at the Hakui Coffee Shop, Tulungagung City, the Hakui Coffee Shop has implemented price indicators: 1. Product price is in line with expectations, 2. Product price is in line with product quality, 3. Product Price difference with competitors. Respondents agreed that the prices at the Hakui Coffee Shop align with expectations, quality, and standards in the market.

The Other findings, such as those made by (Taan 2021), show that price significantly affected buying interest. Ease of use and price simultaneously influence purchasing interest. The most dominant influence is the price variable. The cheaper the price, the higher the online buying interest of consumers from the Faculty of Economics, Gorontalo State University, to shop at Shopee. However, what is meant by cheap price is good quality. If the offered prices are high, consumer interest in buying online from students at the Faculty of Economics, Gorontalo State University will decrease.

Based on research conducted by (Salsyabila, Pradipta, and Kusnanto 2021) showing that there is a simultaneous influence of promotions and service quality on buying interest in the Shopee marketplace in a positive and significant way, it can be concluded that there are advantages to

promotions in the Shopee marketplace that attract consumers, by the data from respondents. gave a strongly agreed response to the indicators of a good company image. Then, the quality of service in the Shopee marketplace has the advantage of attracting consumers, as can be seen from the respondents who gave very agreeable responses to the indicator of the desire to help for consumer convenience and provide responsive service.

Other research conducted by (Tanjung et al. 2022), shows that it is empirically proven that quality products and product services influence consumer satisfaction and repurchase interest. The quality of service at Starbucks Indonesia is quite good, but a few things must be improved, such as the employee's ability to handle customers.

Harper W. Boyd in (Semaun and Darwis 2020) states that the pricing strategy commonly used in marketing is Skimming Price setting high prices aimed at potential customer segments that are not price sensitive, penetration Price is setting relatively low prices to attract new customers as quickly as possible and control a large market share before competitors fill it. The results of their research show that skimming pricing has a positive and significant effect on purchasing interest.

Pricing in a company consists of several forms of price adjustments, according to Lingga Purnama in (Saragih 2015), including the following: a) Discounts and discounts, b) Promotional pricing, and c) Discriminatory pricing. The findings in his research showed that inappropriate pricing strategies resulted in PT. Nutricia Indonesia Sejahtera Medan decreased from 2011 to 2015. The increase in product selling prices at the company has reduced sales volume significantly. The higher the selling price set by the company, the sales volume will decrease by a large amount.

(Prabowo, Keke, and Istidjab 2021) research findings show that marketing strategies with service quality positively impact consumer purchasing decisions, so if marketing strategies with service quality are

improved it will increase consumer purchasing decisions and vice versa. Implementation of standard quality in product appearance and performance is a core part of the company's strategy to get the desired targets, starting from market leaders to continue to develop.

This research aims to analyze empirically with logical thinking and supported by statistical test results of the variables involved, both direct and indirect influences and the resulting impacts which are framed in a research model equation so that it can help stakeholders to improve and develop their business

THEORETICAL BASIS

Marketing Strategy

According to (Galuh and Siregar 2023), a marketing strategy is a plan that outlines the company's expectations from various marketing activities or programs regarding product demand in certain target markets. Companies can use two or more marketing programs simultaneously because each type of program such as advertising, sales promotion, personal selling, customer service, or product development has a different influence on demand.

According to Kotler & Keller in (Febrianti and Saputri 2022), social media is an important component of digital marketing. Social media is a way to share text, images, audio, and video information or vice versa. Then the definition of social media marketing according to (Hasan 2014) is a practice that facilitates dialogue and sharing content between companies, influencers, prospects, and customers, using online platforms including blogs, professional and social networks, video and photo sharing, wikis, forums, and website technology to utilize brand or company lovers to promote themselves through various social media. According to (Abu-Rumman and Alhadid 2014), social media marketing indicators are online communities, interaction, shared content, accessibility, and credibility.

Pricing

Price is the value consumers provide in exchange for the benefits of owning or using a product or service. This value can be determined by bargaining between buyers and sellers or set by the seller at one price that applies to all buyers (Kotler and Keller 2016).

According to (Tjiptono 2015), Price indicators consist of a) Price affordability, consumers can reach the price set by the company. b) Matching price with product quality, price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they feel there is a difference in quality from the pricing. c) Matching price with benefits, consumers decide to buy a product if the perceived benefits are greater or equal to what they have spent to get it.

Service Quality

According to (Kotler and Keller 2016) quality is a product or service that brings satisfaction to a need.

There are five indicators of service quality According to Fitzsimmons in (Mukarom and Laksana 2015): 1) Reliability is characterized by providing appropriate and correct service quality. 2) Tangibles are characterized by adequate provision of other resources. 3) Responsiveness is characterized by the desire to serve consumers quickly. 4) Assurance which is characterized by the level of attention to ethics and morals in providing quality service. 5) Empathy, is characterized by willingness to know consumers' wants and needs.

Purchase Intention

Kotler & Keller in (Rahma, Nur Hijannah, and Sulthan Thaha Saifuddin Jambi 2023) state that consumer buying interest is a customer behavior where they want to choose, use, consume, or even offer products.

Purchase interest can be identified through the following indicators (Tobing, Hoesin, and Subagja 2022): 1) Transactional interest, a person's tendency to buy a product, 2) Referential interest, a person's tendency to refer products to others. 3) Preferential

interest, namely interest that describes the behavior of someone who has a primary preference for the product. These preferences can only be changed if something happens to the preferred product. 4) Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in.

RESEARCH METHODOLOGY

The research design used in this research is quantitative analysis based on statistical information. A research approach that answers research problems requires careful measurement of the variables of the object under study to produce conclusions that can be generalized regardless of the context of time, place, and situation.

According to Sugiyono in (Afriana, Rahmaniar, and Shaleh 2022), quantitative research is a research method based on the philosophy of positivism. This method is used to research certain populations or samples, data collection uses research instruments, and quantitative data analysis with the aim of testing predetermined hypotheses.

Population & Sample

The population in this research is visitors to Cafe Covare Graha PPI with a total number of visitors in 2023 of 383 people/month. The research sample was determined using the Slovin formula to obtain a sample size of 196 respondents.

Data analysis technique

This research uses the Structural Equation Model-Partial Least Square (SEM-PLS) because SEM-PLS provides a conceptually interesting way of testing a theory. Structural Equation Model-Partial Least Square is a multiple variable statistical technique (multivariate statistics) that is capable of latent variables analyzing indicator variables, and measurement errors directly. With SEM, researchers can find the relationship between latent variables and indicator variables, the relationship between one latent variable and another latent

variable, and also determine the magnitude of measurement error. Besides unidirectional causal relationships, SEM also makes it possible to analyze bidirectional relationships that often appear in social and behavioral sciences (Hair et al. 2022).

RESULTS AND DISCUSSION

Inner model analysis is used to find the relationships between constructs hypothesized in the research. Thus, the inner model analysis is an analysis of the research hypothesis. The inner model test results can be seen in the following table:

Table I. Inner Model Test Results

Path	Koefisien	T-statistik	P-value	Keterangan
H1. Strategi Pemasaran -> Penetapan Harga	0.17	1.97	0.02	Diterima
H2. Strategi Pemasaran -> Kualitas Pelayanan	0.06	0.66	0.26	Ditolak
H3. Strategi Pemasaran -> Minat Beli	-0.03	0.89	0.19	Ditolak
H4. Penetapan Harga -> Minat Beli	0.88	26.99	0.00	Diterima
H5. Kualitas Pelayanan -> Minat Beli	0.03	0.57	0.28	Ditolak
H6. Strategi Pemasaran -> Penetapan Harga -> Minat Beli	0.15	1.96	0.03	Diterima
H7. Strategi Pemasaran -> Kualitas Pelayanan -> Minat Beli	0,00	0.24	0.40	Ditolak

Source: output SmartPLS

1. The Influence of Marketing Strategy on Pricing at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 1 is 0.02, where this value is smaller than 0.05, which is also supported by the results of the t statistic which has a value of 1.97, where the value is greater than 1.96, so it can be concluded that marketing strategy has a significant effect on price setting with a path coefficient obtained of 0.17, meaning that the better the marketing strategy carried out, the better the price setting will be or in line with consumer expectations. Thus, hypothesis 1 is accepted. The statement item with the highest value in the overall model image is the

SM2 item worth 0.93 with the statement "I will purchase after seeing the advertisement or promotion of products from brands that are active in online communities or social media", this shows the importance of the role of social media as a forum for carrying out promotions or conveying information related to products being traded.

H¹: Marketing Strategy Influences Pricing at Cafe Covare Graha PPI

2. The Influence of Marketing Strategy on Service Quality at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 2 is 0.26, is greater than 0.05. The t-statistical value is 0.66, which is smaller than 1.96. It concluded that marketing strategy has no significant effect on service quality. Thus, hypothesis 2 is rejected. This shows that the marketing strategy in this research is related to social media and does not affect the quality of service provided by Cafe Covare Graha PPI. H²: Marketing Strategy Has No Effect on Service Quality at Cafe Covare Graha PPI

3. The Influence of Marketing Strategy on Purchase Interest at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 3 is 0.19, is greater than 0.05. The t-statistical value is 0.89, which is smaller than 1.96. It concluded that marketing strategy does not significantly affect purchasing interest. Thus, hypothesis 3 is rejected. This shows that marketing strategies by social media do not influence buying interest because Cafe Covare Graha PPI customers' buying interest arises from product quality and affordable product prices.

H³: Marketing Strategy Has No Effect on Purchase Interest at Cafe Covare Graha PPI

4. The Influence of Pricing on Purchase Interest at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 4 is 0.00, which is smaller than 0.05 and is also supported by the t-statistic value of 26.99, which is much greater than 1.96, so It can be concluded that pricing has a significant

effect on buying interest with the path coefficient value obtained is 0.88, meaning that the better the product price is set, the greater the consumer's buying interest. Thus hypothesis 4 is accepted. The value of the statement item on the pricing variable with the greatest value in the overall model image is PH1 of 0.92 with the statement "product prices at Cafe Covare Graha PPI are affordable". It shows that the buying intentions from consumers arise because the product prices at Cafe Covare Graha PPI are more affordable than other cafes in the area.

H⁴: Pricing Influences Purchase Interest at Cafe Covare Graha PPI

5. The Influence of Service Quality on Purchase Interest at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 5 is 0.28 which is greater than 0.05, with a t-statistic value of 0.57 which is smaller than 1.96, so it can be concluded that service quality has no significant effect on interest. buy. Thus hypothesis 5 is rejected. It means, the quality of services by Cafe Covare Graha PPI staff's does not affect the purchase interest. The value of the statement item with the lowest value in the overall model image is the KP2 statement of 0.81 which contains the statement "Overall, I am satisfied with the reliability of the quality of service provided by Cafe Covare Graha PPI". This shows that it is important for Cafe Covare Graha PPI to improve the quality of its service.

H⁵: Service quality has no influence on purchase interest at Café Covare Graha PPI

6. The Influence of Marketing Strategy on Purchase Interest Through Pricing at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 6 is 0.03, which is smaller than 0.05. The t-statistic value is 1.96, which is the same as the t-statistic measurement value of 1.96, so it can be concluded that the strategy of marketing has a significant effect on buying interest through pricing with a path coefficient value of 0.15, meaning that the better the marketing strategy is supported by good

product pricing, the better consumer buying interest will be. Without good product prices, a marketing strategy will not have a real impact on purchasing interest. The path coefficient value of 0.15 was obtained from the result of multiplying the path coefficient value in the overall model image, namely Hypothesis 1, the marketing strategy variable to the pricing variable, which is worth 0.173, multiplied by Hypothesis 4, namely the pricing variable to the purchase interest variable, which is worth 0.879. Thus hypothesis 6 is accepted.

H⁶: Marketing Strategy Influences Purchase Interest Through Pricing at Cafe Covare Graha PPI

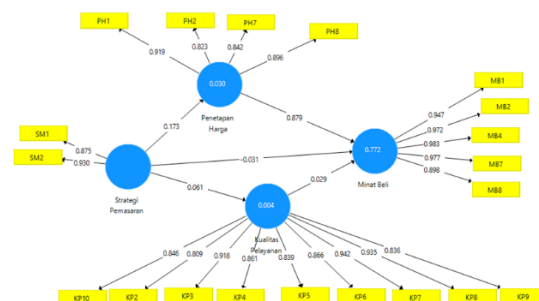
7. The Influence of Marketing Strategy on Purchase Interest Through Service Quality at Cafe Covare Graha PPI

Based on Table 1, the p-value in hypothesis 7 is 0.40, which is greater than 0.05, and the t-statistic value is 0.24, which is smaller than 1.96, so it can be concluded that the marketing strategy does not have a significant effect on purchasing interest through service quality. Therefore, hypothesis 7 is rejected.

H⁷: Marketing Strategy Has No Effect on Purchase Interest Through Service Quality at Cafe Covare Graha PPI

To see the relationship between the outer model and the inner model as a whole, you can see the following picture:

Figure 2. Overall model



Source: output SmartPLS

Based on the results, the variable that strongly affected buying interest is pricing.

Pricing plays an important role in bridging marketing strategy to purchasing interest. Without good prices, marketing strategies will not impact consumer buying interest at Cafe Covare Graha PPI.

1. The Influence of Marketing Strategy on Pricing at Cafe Covare Graha PPI

According to marketing theory, marketing strategy includes the marketing mix (4P: Product, Price, Place, Promotion). Pricing is one of the critical elements in the marketing mix which is influenced by the overall marketing strategy. The results of this research show that marketing strategy has a significant effect on price setting. The better the marketing strategy, the better the pricing strategy will be.

The results of this research are consistent with the theory that a good marketing strategy can determine effective pricing. Previous research by Kotler and Armstrong (2018) also supports that pricing influenced by a comprehensive marketing strategy can increase competitiveness and attract consumers.

The majority of respondents were men (87.8%), most of whom were in the age range 28-38 years (81.1%) and had a bachelor's degree (94.9%). This demographic group tends to have stable incomes and may be more sensitive to marketing strategies that present pricing as part of the product's value. This information can be used as leverage to marketing strategy to set a competitive price to attract this market segment, which generally appreciates the value and quality in proportion to the price offered. This can also support previous research which states that marketing strategy has a significant effect on price setting.

2. The Influence of Marketing Strategy on Service Quality at Cafe Covare Graha PPI

The research results indicate that marketing strategy does not significantly affect service quality. This can be explained by the theory that service quality is more influenced by operational management and

employee training than a marketing strategy. Findings research by Zeithaml, Bitner, and Gremler in (Kilameri, Segawa, and Namuli 2024) shows that service quality is often influenced by internal factors such as company culture, service standards, and employee skills, not just external marketing strategies.

Even though marketing strategy does not significantly affect service quality, the research results show that most respondents were male in the age range of 28-38 years and highly educated. This segment may have high expectations for consistent and professional service quality. However, because service quality is more influenced by internal factors such as operational management and employee training, to meet customer expectations they need to focus on efforts to improve service quality by doing staff training and development

3. The Influence of Marketing Strategy on Purchase Interest at Cafe Covare Graha PPI

The research results indicate that marketing strategy does not significantly affect purchasing interest. The theory of consumer behavior by Schiffman and Kanuk in (Hanaysha 2018) states that although marketing strategy is important, other factors such as consumer experience, product quality, and word-of-mouth recommendations can have a greater influence on purchase intention. This research aligns with previous studies that show that marketing not supported by the quality of products or services is often not enough to encourage purchasing interest (Nugroho and Irena 2017).

Marketing strategy does not have a significant effect on purchasing interest, it is because most respondents are regular customers (76.5%), and they are more influenced by personal experience, product quality, and recommendations than the marketing strategy itself. This group likely already has loyalty to the cafe and needs more than just promotions to influence their purchase decisions.

4. The Influence of Pricing on Purchase Interest at Cafe Covare Graha PPI

The results of this research show that price setting has a significant influence on buying interest. The more effective the pricing is, the more consumer buying interest will increase. Pricing significantly affects purchasing interest, showing the importance of price as a key factor in consumer purchasing decisions. Price has the greatest contribution to purchase interest.

According to price theory by (Gaberamos and Pasaribu 2022), competitive prices in line with consumers' perceived value can increase purchasing interest. This research supports the finding that prices that consumers consider reasonable can drive purchasing decisions (Levrini and Jeffman dos Santos 2021).

The majority of visitors are productive-age men that are highly educated, this group appreciates prices that are commensurate with the value they receive. They tend to look for competitive prices comparable to the quality offered so that effective pricing can directly increase their buying interest.

5. The Influence of Service Quality on Purchase Interest at Cafe Covare Graha PPI

Quality of services does not significantly affect purchase intentions contrary to several previous studies that show that good service quality can increase consumer loyalty and purchase interest (Akmal, Panjaitan, and Ginting 2023). However, in the context of Cafe Covare Graha PPI, other factors such as price and promotion may have a greater influence than service quality.

Most respondents are regular customers who frequently visit and prefer coffee (87.8%). This shows that although service quality is important, other factors such as price and product may be more decisive in increasing purchasing interest. Regular customers may be satisfied with the quality of existing service, so their main focus may be more on price and favorite menus.

6. The Influence of Marketing Strategy on Purchase Interest Through Pricing at Cafe Covare Graha PPI

The results of this research show that marketing strategy has a significant effect on purchasing interest through pricing. The better the marketing strategy is supported by effective pricing, the more consumers will buy. Without effective pricing support, marketing strategies have no impact on purchasing interest. Thus, pricing is an important part of the marketing strategy to increase consumer buying interest. This aligns with the theory that pricing is an important element that connects marketing strategy with consumer purchasing behavior.

Research by (Natasha and Subakti 2021) also shows that effective prices result from marketing strategy and can significantly influence consumer buying interest. Most respondents often visit cafes and are regular customers who appreciate prices commensurate with product value. Effective pricing is an important bridge between marketing strategy and purchasing interest because this demographic group values price matching with the quality they receive.

7. The Influence of Marketing Strategy on Purchase Interest Through Service Quality at Cafe Covare Graha PPI

The research results show that marketing strategy does not significantly affect purchasing interest through service quality. Relationship marketing theory states that while service quality is important for building long-term relationships, its impact may not be immediately felt on initial purchasing interest (Hidayat and Idrus 2023). Findings research by (Wirtz and Lovelock 2016) also shows that in several businesses, the price and the product can be the main determinants of purchase intention compared to service quality.

This is relevant to the demographic respondents who prioritize the price and product factors in their purchasing decisions. Although quality of services is important, marketing strategies that focus on price and

product may be more effective in attracting purchasing interest from demographic groups that are men working-age and highly educated.

CONCLUSION

Based on the research results, it can be concluded that marketing strategy influences pricing. Implementing a good marketing strategy can help determine the right product price, but marketing strategy does not influence the service quality, marketing efforts undertaken do not directly improve service quality. Marketing strategies do not influence consumer buying interest. Purchase interest is more influenced by factors other than the marketing strategy implemented, but pricing has a significant influence on purchase interest, competitive prices that align with the value perceived by consumers can increase purchasing interest. Service quality does influence purchasing interest. Even though service quality is important, in the context of this research, the price factor is more dominant in influencing purchasing decisions. Marketing strategy influences purchasing interest through pricing, good pricing can bridge the influence of marketing strategy on consumer buying interest. However, marketing strategy does not affect buying interest through service quality. This indicates that service quality is not a strong mediating factor in the relationship between marketing strategy and purchase intention.

The cafe's owner has to evaluate and adjust prices regularly to ensure product prices remain competitive and in line with consumer expectations. The quality of services needs to improve through employee training. Good service quality can increase customer satisfaction and build long-term loyalty.

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