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The Influence of Promotion Mix and Interest Rates on Customer Interest at the Mega Auto Finance Office in Mamuju Regency

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Abstract

This research aims to find ways to implement the promotional approach carried out through PT. Mega Auto Finance Mamuju Branch to increase its profit per unit. This research uses a mix method. Researchers took a sample size of 30 people from consumers who had made transactions at PT Mega Auto Finance, Mamuju Regency. The sampling technique uses incidental sampling. Data collection techniques use observation. The results of the research show that the variables consisting of promotion auto finance in Mamuju Regency.

Keywords: Promotion Mix, Customer Interest, Finance

Introduction

According to research by Rifai et al. (2022) The development of the business world is increasingly developing rapidly, the impact of greatly increasing business competition is clearly visible. This competition is impossible, especially in this field of work which already exists. Companies will make various efforts in all fields to successfully develop in the face of increasingly fierce competition. In the current era of globalization, competition does not only exist locally, but also globally (Wijayanti, 2021; Aulia et al., 2021). Countries with large populations have different levels of society (Windi & Mursid, 2021). Medium and small communities are the most dominant cities in the country with the largest population. Every business wants to get maximum profits... because every company has its own strategy to get profits for their company (Sono et al., 2023). This will give rise to competition between companies

According to the advertising concept, a company is said to be successful if the company can meet buyers' needs well, in this case the company enters the world of competition. various efforts will be implemented in promoting their products through promotional sports such as advertising, increasing income, personal sales, public relations, direct advertising so that consumers can know, understand and sympathize with the proposed product (Wargama et al., 2023). company to convey the advantages of its products so that it can direct potential buyers. Therefore, advertising leaders have a special strategy in promoting an item so that it has a domino impact and is a good way to increase revenue volume (Azizah et al., 2020)

Each agency will continue to compete to win market share. Marketers today have the ability to direct buyers to purchase goods produced using these agents. This requires proper control and human resources for the agency. Management in an institution must be supported by using employees who are competent in their fields so that they can determine the direction in which the institution's dreams must be realized, and are able to determine the institution's guidelines with goals. to be used to achieve institutional targets (Satria & Priyadi, 2020; Bachri, 2023). In improving the monetary welfare of vulnerable groups to serve Indonesia. Financial companies that offer capital loans or credit. One of the financing companies, especially PT Mega Auto Finance.

The company PT Mega Auto Finance is a financing company that has made great progress in providing consumers' needs to own quality new or used motorbikes that customers trust. Spread throughout Indonesia, PT Mega Auto Finance helps realize the dream of getting a motorbike by paying on credit and can be used for used motorbikes that are guaranteed quality.

West Sulawesi Province, especially Mamuju Regency, is an area that is growing very rapidly, this is marked by the emergence of many businesses, both small, medium and large companies. With the proliferation of corporations being built, the conflict is becoming increasingly intense. If the advertising approach used by the company is able to market its products, then this will have a big impact on the dreams the company wants to achieve. Every entrepreneur who wants to handle a commercial company must have the best responsibility experience (Vildayanti, 2020). Promotions carried out at PT. Mega Auto Finance Mamuju Branch until now private sales, direct income, advertising.

Tight competition for financing offices in the Mamuju district area. Every business entity will of course always try to maintain the continuity of its business, and PT is no different. Mega Auto Finance Mamuju Branch, the advertising and marketing branch which plays an important role in this business must be able to recognize the client's reaction in making an offer through the business in terms of product quality, price, promotion or service, due to the fact that all these documents will result in a decision client. With the above background, it would be the author's attention to find a way to implement the promotional approach carried out through PT. Mega Auto Finance Mamuju Branch to increase its profit per unit.

Methods

This research was carried out at the Mega Auto Finance Office in Mamuju Regency, which is one of the companies operating in the financing sector on Jl.KS Tubun, Rimuku, Mamuju District, Mamuju Regency. This research uses a mix method. Researchers took a sample size of 30 people from consumers who had made transactions at PT Mega Auto Finance, Mamuju Regency. The sampling technique uses incidental sampling. Data collection techniques use observation.

Results and Discussion

Testing Research Instruments

Validity test

This test is carried out comparing the rcount and rtable numbers. If the rcount is greater than the rtable it is said to be valid, whereas if the rcount is smaller than the rtable it is said to be invalid. rcount is searched using the SPSS version 23.0 program rtable is searched by looking at the r table. Based on the table (df) = N-2, where the number of N (samples) is 30, the rtable value is 0.278. validity test results in research.

Table 1. Validity Test

Variable	Statement	r count	r table	Description
Promotion (X1)	Statement 1	0,565	0,361	Valid
	Statement 2	0,758	0,361	Valid
	Statement 3	0,671	0,361	Valid
	Statement 4	0,586	0,361	Valid
Interest Rate (X2)	Statement 1	0,364	0,361	Valid
	Statement 2	0,637	0,361	Valid
	Statement 3	0,646	0,361	Valid
	Statement 4	0,528	0,361	Valid

Customer interests (Y)	Statement 1	0,689	0,361	Valid
	Statement 2	0,577	0,361	Valid
	Statement 3	0,701	0,361	Valid
	Statement 4	0,565	0,361	Valid

Data Source: SPSS Processing Results. 23.

Based on the output of table 17, the variable r count number is known Promotion of statement 1 with a value of 0.565, statement 2 with a value of 0.758, statement 3 with a value of 0.671, and statement 4 with a value of 0.586.

The interest rate for statement 1 is 0.364, statement 2 is 0.637, statement 3 is 0.646 and statement 4 is 0.528.

Customer interest is statement 1 with a value of 0.689, statement 2 with a value of 0.577, statement 3 with a value of 0.701, and statement 4 with a value of 0.565, where each statement variable is valid because the calculated r value is > r table.

Reliability Test

The reliability test in a research questionnaire is said to be reliable or feasible if Cronbach's alpha is greater than 0.06. The results of the reliability test carried out on this research instrument are as follows :

Table 2: Reliability Test

Variable	***Crobach's alpha***	**Description**
Promotion (X1)	0,529	Reliable
Interest rate (X2)	0,131	Reliable
Customer interests (Y)	0,409	Reliable

Data Source: Primary Processed 2022

Cronbach's alpha of each variable is greater than 0.06. it is stated that all variable statements in this research are reliable to be used as measuring instruments or it is said that the research instruments in their measuring function do not give rise to double meaning.

Multiple Linear Regression Test

used to determine whether there is an influence of promotions (X1), interest rates (X2), on customer interest (Y).

Y = a+b1 X1+b2 X2+e

Results of Multiple Linear Regression Analysis

The results of multiple linear regression analysis in this research were used to determine the relationship between the two variables, so that the research results were obtained from the results of respondents' responses which were divided into two independent variables including promotions and interest rates, as well as one dependent variable, namely customer interest in the office business. Maga auto finance in Mamuju Regency can be seen in the table below as follows:

Table 3. Multiple linear regression test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.869	2.984		.626	.536
	Promotion	.586	.140	.605	4.193	.000
	Interest rate	.267	.170	.227	1.576	.127
Dependent Variable: Keputusan pembelian						

Based on the statistical analysis data of the Unstandardized Coefficients column section B in table 19 above, it can be seen that the constant value or a = 1.869 and the regression coefficient b1 = 0.586 b2 = 0.267 so that a multiple linear regression equation can be created between the promotion variable (x1), term interest (x2), as well as customer interest (Y) in the maga auto finance office business in Mamuju Regency

Y = a+b1 X1+b2 X2 +e

Y = 1,869 + 0,586 +0,267 + e

From the multiple linear regression equation above, it can be explained as follows:

Constant

The constant value in the multiple linear regression equation is 1.869, which shows that if there is no influence from all independent variables (X_1 X_2 = 0) then customer interest in PT Mega Auto Finance in Mamuju Regency is 1.869.

Promotion

Promotion factors have a positive effect on customer interest with a regression coefficient of 0.586, which means that if consumers' liking for promotions at PT Maga Auto Finance offices in Mamuju Regency increases by 1 unit, then customer interest will increase by 0.586%.

Interest Rate

The interest rate variable has a positive effect on customer interest with a regression coefficient of 0.267, which means that if the interest rate feeling towards customer interest at the PT Maga Auto Finance office in Mamuju Regency increases by 1 unit, then customer interest will increase 0.267%.

Partial Significance Testing (t Test)

Testing partial significance in this research is used to see the influence of individual independent variables on the dependent variable. Partial significance testing is carried out using the t test by comparing the significance value (Sig.) from the output of the t test with $\alpha = 0.05$ provided that if the significance value (Sig.) < $\alpha = 0.05$ then it means that the individual independent variables have significant influence on the dependent variable, if the significance value (Sig.) > $\alpha = 0.05$ then it means that the independent variables individually do not have a significant influence on the dependent variable.

Partial significance testing (t test) is also used to see which independent variable has the most dominant influence on the dependent variable, namely by looking at the significance value (Sig.) of the t test output results for each independent variable or looking at the regression coefficient number (b) from the results of the t test output for each independent variable, the condition is that the independent variable that has the smallest significance value (Sig.) or the independent variable that has the largest regression coefficient (b) is the independent variable that has the most dominant influence on dependent variable. The results of the calculation of the partial significant test (t test) can be seen in table 3 below

Table 3. Results of Partial Equation Analysis (t Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.869	2.984		.626	.536
	Promotion	.586	.140	.605	4.193	.000
	Interest rate	.267	.170	.227	1.576	.127
Dependent Variable: customer interest						

Based on the results of the statistical analysis of the Sig column coefficients in table 3 above, the partial testing of each variable can be explained as follows:

The results of the analysis for the promotion variable (X1), obtained a significance value (Sig = 0.000), by using a significant limit (α) = 0.05 it can be seen that the value is significant (Sig = 0.000 < α = 0.05), this means that Price has a significant influence on customer interest in the Maga Auto Finance office business in Mamuju Regency. The results of the analysis for the interest rate variable (X2), obtained a significance value (Sig, = 0.127), by using a significance limit (α) = 0.05 it can be seen that the significance value is (Sig, = 0.127 > 0.05), this means that interest rates do not have a significant influence on customer interest in the maga auto finance office business in Mamuju Regency. Furthermore, based on the results of the partial significance test (t test) in table 20 above, it can be seen that the independent variable which has the smallest significance value (Sig.) is pomosi, namely with a significance value (Sig, = 0.000). Thus, empirically the data supports the proposed hypothesis, so it can be concluded that promotion is the variable that has the most dominant influence on customer interest in the maga auto finance office business in Mamuju Regency.

Simultaneous significance testing (f test)

Simultaneous Significance Effect (F Test) Simultaneous significance testing in this research is used to see the influence of all independent variables together on the dependent variable. Simultaneous significance testing is carried out with the F test by comparing the significance value (sig) and the output results of the F test with < α = 0.05, which means that all independent variables together have a significant influence on the dependent variable, if the value is significant (sig). ≥ α = 0.05, which means that all independent variables together do not have a significant influence on the dependent variable. The results of the simultaneous significance test research (F test) can be seen in table 4 below:

Table 4. Partial significance test results (F test)

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	26.170	2	13.085	10.772	.000[b]
	Residual	32.797	27	1.215		
	Total	58.967	29			
Dependent Variable: customer interest						
Predictors: (Constant), promotions, interest rates						

Based on the results of the simultaneous significance test (F test) column sig. in table 21 above, it can be seen that the significance value (sig. = 0.000), by using the significance limit (α = 0.05), it can be seen that empirically the data supports the hypothesis proposed, so it can be concluded that promotions and interest rates have influence on customer interest in the maga auto finance office business in Mamuju Regency.

The results of this research show that promotions and interest rates have a significant effect on customer interest at the Maga Auto Finance office in Mamuju Regency. From the results of data analysis carried out in this research, it shows that the effect of promotions on customer interest in PT Mega Auto Finance (MAF), in the research results This promotion has received good marks from consumers as evidenced by the results of testing promotional variables which have a positive and significant effect. The results of the analysis for the promotion variable (X1), obtained a significant value of 0.000 and an error limit of 0.005 or 5% so that the value 0.000 > 0.05 and tcount = 4.193 > ttable = 2.048, thus giving the meaning that the promotion variable has a significant influence on customer interest in maga auto finance office business in Mamuju Regency

Therefore, the implications of the results of this research for science can be used as a reference for future researchers who conduct research on the same topic. Interest rates on customer interest. The results of the analysis for the interest rate variable (X2), obtained a significance value (Sig, = 0.127), by using a significance limit (α) = 0.05 it can be seen that the significance value is (Sig, = 0.127 > 0.05), this means that interest rates do not have a significant influence on customer interest in the maga auto finance office business in Mamuju Regency. Furthermore, based on the results of the partial significance test (t test), the independent variable which has the smallest significance value (Sig.) is pomosi, namely with a significance value (Sig, = 0.000). Thus, empirically the data supports the proposed hypothesis, so it can be concluded that promotion is the variable that has the most dominant influence on interest.

Conclusion

From the results of the data analysis and discussion described in the previous chapter, the following conclusions can be drawn: The variables consisting of promotion (X1) and interest rate (X2) equally influence customer interest (Y1) at the auto finance maga office in Mamuju Regency. The promotion variable is the variable that has the most dominant influence on customer interest in the maga auto finance office business in Mamuju Regency.

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