

# The Influence of Price and Advertising on Interest in Buying Slimming Herbal Medicine in Young Women in Setu District, Bekasi - West Java

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## Abstract

This study aims to further explore the effects of price and advertising on young women's interest in purchasing herbal slimming products, especially in Setu District, Bekasi, West Java. The study population was her 100 respondents from herbal slimming consumers in Setu District, Bekasi, West Java. In this study, proportional random sampling was used as the sampling method. Proportional sampling uses a number of representatives from each group of the population equal to the number of affected members in each of those groups to determine the study sample members. Instrument tests, classical assumption tests, regression, coefficient of determination, and hypothesis tests are used to analyze the data used. The results showed that the price of interest in purchasing slimming herbs had a significant impact. It means that it can affect your willingness. Advertising also has a significant impact on interest in purchasing traditional herbal medicines. This means that advertisements placed by manufacturers of traditional herbal products can attract young people in the Setu district of Bekasi, West Java.

**Keywords :** Slimming Herbal Medicine, Youth, West Java.

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## INTRODUCTION

In today's increasingly intense business competition, all businesses must constantly compete to attract consumers (Dharmanto et al, 2019). Entrepreneurs as producers must compete with each other to discover factors that may influence consumer decisions in product selection and to develop appropriate marketing strategies to dominate existing markets. No. The marketing strategy developed in this case takes the form of a marketing mix that includes pricing and advertising. All businesses need to set the right price to successfully market their products and services (Untari, 2019).

From a company's point of view, price is a factor that directly affects a company's profits. This is because the price level set by the company affects the sales volume of the product (Untari 2019). On the other hand, from the consumer's perspective, price is used as a measure of the perceived profit value of goods and services, ultimately influencing purchasing decisions (Juanda and Untari, 2022). Additionally, marketing communications play a very important role for marketers. A commonly used concept for conveying messages is the so-called promotional mix, which also

includes advertising. A good advertisement should be designed to arouse consumer interest. The more a product is advertised, the higher the consumer's decision to purchase it can be expected. On the other hand, consumers may make a decision to purchase a product if the product is poorly promoted (syarief et al, 2021).

One of the products with high competition is slimming herbal products (Untari et al, 2017). Appearance is something that is often a special concern for themselves and their social environment. No exception for women, men too. For female students especially, appearance in order to look perfect in social circles and the opposite sex is a priority, as well as existence, social identity and image that they want to display in the public sphere, because according to Abraham Maslow self-esteem is one of the five human needs (Untari dan Satria, 2021). All means are taken to have a lean physical posture. Based on this thought, diet is one way that is effective and efficient. In addition to dietary behavior, in the era of sophisticated and instant technology, various kinds of slimming drugs are circulating.

In recent technological developments, advertising is one of the marketing arenas used by producers to attract consumers (Untari, 2020). Advertisements are packaged very creatively

and as attractively as possible either through words or even images that are displayed in the packaging so that consumers are interested. This is where the media plays its role as symbols or signs that can be used to influence consumers, so nowadays many people are found buying goods not based on their usefulness value. But because of the passion and logic that advertising plays with. Advertising in this era takes an important role in influencing one's thoughts and lifestyle. Thus, it is important to examine more deeply The Influence of Price and Advertising on Interest in Buying Slimming Herbal Medicine in Young Women, especially in Setu District, Bekasi – West Java.

## RESEARCH METHODS

Respondents who participated in this study are typically 100 consuming herbal slimming users in Setu District, Bekasi, West Java. The type of study used is associative and the aim is to partially or jointly determine the effect of the independent variable on the dependent variable. In this study, proportional random sampling was used as the sampling method. Proportional sampling uses as many representatives of each department/group in the population as there are subject members in each of those groups to determine the members of the study sample. Instrument tests, classical assumption tests, regression, coefficient of determination, and hypothesis tests are used to analyze the data used.

## RESEARCH RESULTS AND DISCUSSION

A plausibility test must be run for each plausibility test question item. You can compare the *r*-value results with the *r*-table. where  $df = n-2$  and 5% sig. The results show that the *r* table value is 0.2072. According to this, if the result of the validity check of the questionnaire shows a large arithmetic value compared to the table value *r*, it can be described that the questionnaire is valid.

Confidence tests can be run simultaneously for all questions. It is reliable if the alpha value is  $> 0.60$ . Processing the data resulted in a Cronbach alpha value of 0.827. This means greater than 0.6. Therefore, we can conclude that the statements in this questionnaire are reliable as Cronbach's alpha value is above 0.600.

The normality test used in this study used his one sample of Kolmogorovskmirnov test and his Asymp.Sig value. (two-sided) is 0.848. Asymp.Sig value. (Two-sided) The values obtained are  $> 0.05$  to 0.084. This means that the residuals in this study are normally distributed. In the next step a multicollinearity test is performed. The multicollinearity test aims to determine whether there are deviations from the traditional assumption of multicollinearity. This test is also performed in SPSS 20 by looking at the variance influence factor (VIF) values in the coefficient table.

Based on the results of the multicollinearity test performed, we know the tolerance for each independent variable used is

0.1 (0.804). The resulting VIF value is less than 5, or 1.244. From this we can conclude that each independent variable used has no symptoms of multicollinearity. The next step in traditional hypothesis testing is to perform a heteroskedasticity test. The purpose of the heteroscedasticity test is to find out whether there is an inequality of variance from the residuals of one observation to another in the regression model. Based on the performed heteroskedasticity test and the significant results of the two variables in the coefficients table, we find that the significant value for the price variable is  $0.051 > 0.05$  and the significant value for the advertising variable is  $0.726 > 0.05$ . From this, we can conclude that the two variables used in this study do not have symptoms of heteroscedasticity.

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## CONCLUSION

The price of interest in buying slimming herbs has a significant effect. This means that the price that has been set by the Herbal Slimming product is able to influence the buying interest of teenagers in Setu District, Bekasi - West Java. Advertising also has a significant effect on buying interest in traditional herbal medicine. This means that advertisements that have been displayed by producers of traditional herbal products are able to attract teenagers in Setu District, Bekasi - West Java.

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