



Promotion of the MyBluebird application and price will interest consumers in using mybluebird transportation facilities.

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ABSTRACT

This study aims to determine the effect of Mybluebird application promotion and price on consumer interest in PT Bluebird Group Pekanbaru. The methods used in this research are descriptive and quantitative statistics with explanatory research models. The sample in this study amounted to 100 respondents who were determined using Accidental Sampling and a questionnaire as a data collection instrument. From the data analysis which includes validity test, reliability test, linear regression analysis, hypothesis testing, and determination coefficient test, the results show that promotion has a significant effect on consumer interest at t count (8.917) > t table (1.661), the price has a significant effect on consumer interest at t count (7.948) > t table (1.661) and the results of the F test promotion and price on consumer interest show a value of 50.5%, meaning that promotion and price simultaneously have a significant effect on consumer interest in Mybluebird application services at PT Blue Bird Group Pekanbaru.

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1. INTRODUCTION

In the midst of an era that continues to develop, consumers expect convenience when purchasing a product. In order to keep their consumers, each company competes to get competitive strength to seize the target market. Technology as a company tool to raise competitive strength and help interaction with target consumers. Technology that is developing more and more advanced now causes the presence of various business models that are increasingly changing. One of them is the transportation service company PT Blue Bird Tbk providing MyBlueBird or a form of online transportation service which has used modern tools in the form of cashless payments and various features that can be ordered through easy rid (Maharani, 2018). In Pekanbaru City itself, the taxi transportation service business has 4 main pillars, namely Puskopau, Kopsi Taksi, Riau Taksi and Blue Bird. However, differences appear in terms of technological advances and facilities used. PT Puskopau, Kopsi and Riau Taksi rely more on conventional taxis by waiting for passengers, picking up directly on orders via telephone, while Blue Bird taxis have the advantage of the MyBlueBird application and cooperation with GO-JEK which can be accessed in any province in Indonesia that has a BlueBird Pool fleet range. PT Blue Bird Pool Pekanbaru is one of the Blue Bird operating branches located on Jl. Soekarno Hatta Kav. 26 and began

operating on September 01, 2012 with a vision of "Becoming a quality and sustainable transportation service company that guarantees continuous prosperity for all existing stakeholders" and the mission "Achieving customer satisfaction and building and maintaining the first position as a market leader in each category that is engaged (Aulia, 2022)

This study aims to investigate the impact of MyBluebird application promotion and price factors on consumer interest in choosing MyBluebird as a means of transportation in Bluebird taxi services in Pekanbaru. In order to achieve these objectives, this study will conduct a separate analysis of the effect of MyBluebird application promotion and the effect of the application's price on consumer interest. In addition, this study will also combine the two factors to analyze the joint impact of application promotion and price on consumer interest in using Bluebird taxi services. Through this approach, a more comprehensive understanding of the factors that influence consumer interest and their choice of MyBluebird in the context of transportation in Pekanbaru is expected.

The benefits of this research are expected to be able to make a valuable contribution in the development of marketing management science related to the promotion of the MyBluebird application and price factors on consumer interest in choosing MyBluebird as a means of transportation in Bluebird taxi services in Pekanbaru. This research is expected to provide deep insight and knowledge that is useful for developing marketing strategies that are more effective and targeted.

The theoretical study in this study discusses promotion as an important element in the marketing mix. Promotion is defined as a way to communicate the benefits of a product or service to consumers with the aim of increasing sales and influencing purchasing decisions (Nursyamsi, 2022). This definition is in line with the view of Kotler (2005) which states that promotion is a series of activities carried out by companies to inform and persuade potential customers to make purchases.

The marketing mix, according to Kotler and Armstrong (2012), consists of four main dimensions. First, advertising as a form of non-personal communication to influence the target market. Second, publicity, which focuses on the company and product image through good relations with the public. Third, sales promotion which uses short-term incentives to encourage purchases. Finally, direct selling which interacts directly with consumers through various media, such as the telephone, to create a more personalized relationship (Juliet, 2020).

According to (Tjiptono, 2008) states that price is the only element of the marketing mix that provides income or revenue for the company. According to (Kotler and Keller, 2009), price is the amount of money paid for goods or services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services in (Purnomo, 2016). Kotler (2008) identifies several key dimensions that characterize price in the marketing context, namely; First, price affordability is an important element where consumers can access and purchase products according to the price set by the company. Diverse products within a brand generally have a variety of prices, from the cheapest to the most expensive, which leads to high levels of purchase by consumers when prices are well regulated. Second, the suitability of price to product quality is an essential consideration for consumers. Price is often used as an indicator of quality, and consumers tend to choose higher prices as a sign of better quality compared to cheaper options. Third, price competitiveness plays a significant role in consumer decisions. Price comparison between the product and other options is an important factor that influences purchase preferences. Finally, the balance between price and product benefits is an important consideration. The price given should be in line with the benefits presented by the product, and ideally, products with higher benefits are priced higher. All these dimensions together form a complex foundation for successful pricing in an effort to meet consumer needs and expectations.

Interest is described as a situation where consumers have not taken an action, which can be used as a basis for predicting that behavior or action. Interest is a behavior that arises in response to an object that shows the customer's desire to make a purchase (Kotler, P. & Keller, 2010). According to, the dimensions of buying interest are explained by several components (Schiffman and Kanuk, 2008), namely: 1). Interested in finding information about the product, consumers who are aroused by their needs will be encouraged to seek more information. There are two levels of stimulation or stimulant of consumer needs, namely a lighter level of information seeking or strengthening of attention and an active level of seeking information, namely by looking for reading material, asking friends, or visiting stores to learn about certain products. 2). Considering buying, consumers study competing brands and brand features. Evaluate the choices and start considering buying the product. 3). Interested in trying, Consumers learn about competing brands and brand features, consumers will look for certain benefits from product solutions and evaluate these products. This evaluation is considered a process by which consumers are considered to judge a product very consciously and rationally, resulting in an interest in trying. 4). Want to know the product, consumers have a desire to know the product. Consumers will view the product as a set of attributes with different abilities to provide benefits that are used to satisfy needs. 5). Want to own a product, consumers pay great attention to the attributes that provide the benefits they are looking for. And finally consumers will take an attitude (decision, preference) towards the product through attribute evaluation and form an intention to buy or own the preferred product.

2. RESEARCH METHOD

The type of research used in this research is explanatory research. This explanatory research tests a hypothesis between one variable and another variable that has an effect on each other. Population and sample (Sugiyono, 2015) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in 2022 is 80,125 consumers. The population in this study is the people who are in Pekanbaru, according to (Sugiyono, 2017), the sample is part of the number and characteristics possessed by the population. The validity of the sample lies in its properties and characteristics that are close to the population or not not in size or number. The type of sampling technique used is purposive sampling. According to Sugiyono (2017), Accidental Sampling is a data collection technique by determining the sample by chance. To determine the minimum sample size in this study using a sample with the Slovin formula as follows. Teknik pengumpulan data menunjang penelitian maka diperlukan pengumpulan data, teori, informasi yang sesuai, jelas dan mendukung untuk memberikan gambaran mengenai masalah yang sebenarnya. Oleh karena itu penulis menggunakan teknik pengumpulan data dengan cara kuesioner (angket) dan teknik analisis data dan pengujian hipotesis menggunakan SPSS (Statistical Product and Service Solutions) versi 26.

The t test is conducted to determine the effect of the independent variable on the multiple regression equation partially. If $\text{sig} < 0.05$, $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected, and H_a is accepted. This means that there is a partial influence between the independent variable on the dependent variable. - If $\text{sig} > 0.05$, $t_{\text{count}} < t_{\text{table}}$, then H_0 is accepted, and H_a is rejected. This means that there is no partial influence between the independent variable and the dependent variable.

The F test is used to determine whether the independent variables, namely X_1 and X_2 , simultaneously affect the dependent variable, namely variable Y . If $F_{\text{count}} < F_{\text{table}}$, H_0 is accepted, meaning that the independent variables together have no effect on the dependent variable. Conversely, if $F_{\text{count}} > F_{\text{table}}$ then H_a is accepted. This

means that the independent variables together have an effect on the dependent variable (Sugiyono, 2015).

3. RESULTS AND DISCUSSIONS

The results of research conducted on promotional variables on consumer interest show that the promotion variable has a t value of 8.917 greater than the t table, namely 1.661 with a significance of 0.000 less than 0.05. This proves that promotion and consumer interest have a significant effect so that the first hypothesis in this study can be accepted, namely that there is a significant effect of promotional variables on consumer interest at PT Blue Bird Group Pekanbaru. This reaffirms the Advertising Exposure theory. This theory explains that if consumers are exposed to advertisements, certain feelings and attitudes towards the brand will be created which will then move consumers to buy / use the product (Aaker & Myers, 1996). This is in accordance with the results of Maharani's research (2018) that any increase in promotional exposure to the MyBluebird application received by the audience will be able to increase consumer interest in using.

The results of research conducted on the price variable on consumer interest show that the price variable has a calculated t value of 7.948 greater than the t table, namely 1.661 with a significance of 0.000 less than 0.05. This proves that price and consumer interest have a significant effect so that the second hypothesis in this study can be accepted, namely that there is a significant effect on the price variable of the Mybluebird application service on consumer interest in PT Blue Bird Group Pekanbaru.

From the test results simultaneously obtained Fhitung of 49.571 greater than Ftabel, namely 3.09 with a significance value of 0.000 smaller than 0.05. This proves that promotion and price have a significant effect on consumer interest. So that the third hypothesis in this study can be accepted, namely that there is a significant effect of promotion and price variables on consumer interest in Mybluebird application services at PT Blue Bird Group Pekanbaru. This is in accordance with the results of research by Nursyamsi (2022) that promotion and price have an effect on consumer interest.

Hypothesis testing results

Table 1. Hypothesis testing results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,153	2,614		6,179	,000
	Promotion	,733	,082	,669	8,917	,000

a. Dependent Variable: Consumer Interest

The significance value of promotion is 0.000 <0.05 with a t-count of 8.917 > t-table 1.661. With this it can be interpreted that the hypothesis stating that promotion has an effect on consumer interest in PT Bluebird Pool Pekanbaru products can be accepted.

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,124	3,433		3,531	,001
	Price	,854	,107	,626	7,948	,000

a. Dependent Variable: Consumer Interest

The significant value of the price is $0.000 < 0.05$ with a t-count of $7.948 > t\text{-table } 1.661$. With this, it can be interpreted that the hypothesis stating that price affects consumer interest in PT Bluebird Pekanbaru products can be accepted.

Multiple Linear Regression

		Coefficients ^a			t	Sig.
Model		Unstandardized	Standardized			
		Coefficients	Coefficients	Beta		
		B	Std. Error			
1	(Constant)	9,620	3,157		3,047	,003
	Promotion	,497	,105	,453	4,719	,000
	Price	,440	,131	,323	3,360	,001

a. Dependent Variable: Consumer Interest

Based on the table above, the regression equation formed in this regression test is:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 9,620 + 0,497X_1 + 0,440X_2$$

So that the results of the equation model can be interpreted as follows. the constant value of 9.620 means that if promotion and price are assumed to be zero (0) then consumer interest is 9.620. The regression coefficient value of the promotion variable is positive, namely 0.497, this means that every increase in promotion by 1 unit will increase consumer interest by 0.497. The regression coefficient value of the price variable is positive, namely 0.440, this means that every increase in price by 1 unit, it will increase consumer interest by 0.440.

Simultaneous test (F test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1123,513	2	561,756	49,571	,000 ^b
	Residual	1099,237	97	11,332		
	Total	2222,750	99			

a. Variabel Dependen (Dependent Variable): Consumer Interest

b. Predictors: (Constant), Price, Promotion

To calculate Ftable in this study, you can use the following formula:

$$df_1 = k$$

$$df_2 = n - k - 1$$

$$df_1 = 2$$

$$df_2 = 100 - 2 - 1$$

$$df_2 = 97$$

Description:

n = number of respondents

k = number of independent variables

With a significance level of 0.05, the F-table in this study is 3.09.

Based on the results of the F test above, it is found that Fhitung is $49.571 > F\text{table } 3.09$ and sig $0.000 < 0.050$. So, it can be stated that H_0 is rejected, and H_a is accepted,

meaning that Promotion (X1) and Price (X2) simultaneously have a significant effect on Consumer Interest (Y).

4. CONCLUSION

The research findings show that in the promotion and pricing variables, the Mybluebird application service promoted by PT Blue Bird Group in Pekanbaru received a positive assessment from consumers, indicating the success of promotional efforts that were well received by them. The same applies to pricing through applications that are considered good and affordable by consumers. Consumer interest in Mybluebird products is also quite good. Further analysis results show that both promotion and price have a significant effect on consumer interest, both individually and collectively. This emphasizes the important role of promotion and price in shaping consumer interest in the Mybluebird application service provided by PT Blue Bird Group in Pekanbaru. For future research, it is recommended to conduct a more in-depth analysis of specific factors in promotion and price to design more effective strategies. Studies on user experience, conversion rates, and competition in the market will also help improve Mybluebird's competitiveness in the growing transportation industry..

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