

THE INFLUENCE OF LOCATION AND PROMOTION ON INTEREST IN VISITING UPTOWN BREW COFFEE SHOP GREENLAKE CITY TANGERANG

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Keyword :

Location, Promotion,
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Abstrak

This research aims to determine the influence of location and promotion on interest in visiting the Uptown Brew coffee shop, Greenlake City, Tangerang. This type of research is quantitative descriptive with multiple regression analysis methods. Accidental Sampling sampling technique. The population in the study were all visitors who came to Uptown Brew Coffee Shop, Greenlake City, Tangerang. Meanwhile, the sample consisted of 100 people. Partial research results show that location and promotion have a significant effect on visiting interest. A strategic location that is easy to find is the most important thing in opening a business. Promotions carried out by Uptown Brew Coffee Shop include promotions on social media and conventional word of mouth which can provide potential visitors with information and experiences.

INTRODUCTION

Location is a place where the area is strategic so that it can maximize profits. Location selection has a strategic function because it contributes to achieving a goal. Location greatly influences consumer buying interest. If the right location is chosen, the number of consumers will also increase, so that the relationship between location and consumer buying interest becomes very close (Mayasari et al., 2021). A location that is comfortable, safe, clean, busy and easy

to reach are some of the location criteria that are of interest to many consumers. Location is an area or place where a company can carry out or carry out activities. A location that is related to consumer buying interest, with a strategic location, easy to reach, near the main road will make it easier for consumers to recognize the shop so that consumer buying interest increases (Ratnaningtyas et al., 2022).

Promotion is a form of marketing communication, what is meant by marketing communication is marketing activities that seek to disseminate information, influence or persuade and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned (Habibie et al ., 2022). Promotion is one of the factors that determines whether a marketing program that has been created by the company will be successful and is also a form of marketing communication, therefore promotional media is very necessary for an event to be able to attract the interest of consumers so they can attend the event that will be or has been held. (Nurbaeti., & Brahmantyo, 2022).

Uptown Brew is a coffee shop located in Greenlake City Tangerang. This coffee shop is one that is frequently visited by local people, because of its strategic location and promotions on social media and recommendations from visitors who have come to introduce this coffee shop to family, friends and other people. The strategic location and promotions make Uptown Brew one of the coffee shops that visitors often visit.

RESEARCH METHOD

This kind of research uses numerous regression analysis techniques and is quantitatively descriptive. The method for gathering data involves distributing questionnaires utilizing the accidental sampling approach, in which the respondent just so happens to meet the researcher in person. All visitors to the Uptown Brew Coffee Shop in Greenlake City, Tangerang, comprised the study's population. 100 respondents make up the sample because, according to Sugiyono (2017), a good sample size for research is between 30 and 500 people.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

	Frequency	Percent
Gender		
Male	41	41%
Female	59	59%
Age		
< 18 year's	14	14%
18-30 year's	61	61%
> 30 year's	25	25%
Visit		
1 times	17	17%
1-5 times	46	46%
> 6 times	37	37%

Source: Data processed with SPSS (2022)

Table 1 shows that 59 female respondents (59% of the total) are frequent visitors to the Uptown Brew Coffee Shop. Age-wise, 61 persons (61%) frequently frequent the Uptown Brew Coffee Shop. Following that, 46 respondents (46%), who visited Uptown Brew Coffee Shop 1–5 times, did so.

Table 2. Validity Test

Variabel	Quisioner Item	r-count	r-table
Location	X1.1	0.713	0.197
	X1.2	0.722	0.197
	X1.3	0.700	0.197
	X1.4	0.701	0.197
	X1.5	0.734	0.197
Promotion	X2.1	0.644	0.197
	X2.2	0.606	0.197
	X2.3	0.625	0.197
	X2.4	0.609	0.197
	X2.5	0.611	0.197
Interest In Visiting	Y1	0.645	0.197
	Y2	0.619	0.197
	Y3	0.633	0.197
	Y4	0.647	0.197
	Y5	0.688	0.197

Source: Data processed with SPSS (2022)

All questionnaire questions regarding product quality, pricing, and satisfaction have calculated values greater than the r-table (0.197), as shown in Table 4. Therefore, it may be said that every question on every variable in the questionnaire is valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha
Location	0.722
Promotion	0.739
Interest in Visiting	0,747

Source: Data processed with SPSS (2022)

All of the variables in Table 3 above have Cronbach's alpha values greater than 0.60. Therefore, it may be said that all of the variables are trustworthy.

Table 4. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.611a	.627	.606	1.94488

Source: Data processed with SPSS (2022)

Table 4 demonstrates that the modified R square value is 60.6%, indicating that location and promotion have an influence on 60.6% of Interest In Visiting. However, outside factors had an impact on 39.4% .

Table 7. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	2.998	.666		4.502	.003
Location	.367	.058	.591	6.328	.000
Promotion	.418	.061	.533	6.852	.000

Source: Data processed with SPSS (2022)

Table 7 shows that location and promotion have a significant value smaller than 0.05, so it can be concluded that location and promotion have a significant effect on visiting interest.

This research shows that the location of the Uptown Brew Coffee Shop strategy in Greenlake City, Tangerang has had a positive impact, namely the increase in the number of visitors who come to the coffee shop. A location that is easily accessible to potential visitors, both by private vehicle and public transportation, will increase interest in visiting. Greenlake City, Tangerang, which may be located close to the city center or a densely populated area, can attract more visitors. Greenlake City has an attractive environment with parks, lakes, or other facilities that make visitors feel comfortable. This could be an additional

attraction to visit the area and visit the Uptown Brew Coffee Shop. If the location is near businesses or other popular places, such as shopping centers, offices or universities, it will be easier to attract visitors who are traveling or looking for a place to hang out after activities around the area.

Research conducted by Ratnaningtyas, et al (2022) and Nurbaeti & Brahmantyo (2022) shows that locations that are easily accessible to many people are more likely to attract interest in visiting. Business premises that are near main roads, shopping centers, or residential areas are usually easier to reach for people who are on the move. Business premises located around villages, campuses, or places that are busy with potential customers such as students, office workers, or tourists can attract greater interest in visiting.

This research shows that social media owned by Uptown Brew Coffee Shop in Greenlake City, Tangerang, such as Instagram, Facebook, Twitter and TikTok can send chain messages that will be spread by other people continuously. This chain message is what is called viral marketing and can be used as a promotional medium. Viral marketing focuses on how to spread information about a product or service to many people in a chain, spreading to many target parties/consumers using the help of the internet as marketing technology. Apart from that, marketing from recommendations from visitors who have come to potential visitors is an initial use because of the impressions and experiences shared so that motivation, attitudes and even actions emerge from the audience, namely the decision to buy or visit the Uptown Brew Coffee Shop in Greenlake City, Tangerang.

Research conducted by Amrullah, et al (2023) and Mayasari, et al (2021) shows that by utilizing social media platforms such as Instagram, Facebook, Twitter and TikTok, business owners can share interesting photos of the menu, interior or atmosphere. can increase consumer awareness about the business location. When someone hears a positive recommendation about a business location from a friend or family member, it can provide a big incentive to try that place.

CONCLUSIONS AND RECOMMENDATIONS

The strategic location of the Uptown Brew Coffee Shop in Greenlake City, Tangerang is one of the factors that can influence consumers' buying interest in

coffee products for sale. A strategic location that is easy to find is the most important thing in opening a business. Promotions carried out by Uptown Brew Coffee Shop include promotions on social media and conventional word of mouth which can provide potential visitors with information and experiences that everything in the coffee shop has advantages both in terms of product, service and price. For the management of the Uptown Brew Coffee Shop in Greenlake City, Tangerang, it provides live music or standup comedy events which make the coffee shop visited by many visitors because it is an interesting event for millennials to enjoy interesting and unique events.

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