



## **THE INFLUENCE OF MARKETING MIX ON CONSUMER BUYING INTEREST IN FOREST HONEY OF KAPUAS HULU**

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### **Abstract**

This research was conducted on Kapuas Hulu Forest Honey customers from Jakarta, Pontianak, and Kapuas Hulu to find out and analyze the influence of the marketing mix on their buying interest. The number of samples used was 200. Product, price, location, and promotion were independent variables in this study, and buying interest was a dependent variable. For regression analysis, SPSS 26 is used. The Likert scale was used to measure variables and data analysis was carried out using Multiple Linear Regression Analysis. The results of the analysis show that one product has a positive and significant influence on customer desire to buy Kapuas Hulu Forest Honey; price has a positive and significant influence on customer desire to buy Kapuas Hulu Forest Honey; location has a positive and significant influence on customer desire to buy Kapuas Hulu Forest Honey; and promotion has a positive and significant influence on customer desire to buy Kapuas Hulu Forest Honey.

**Keywords:** Marketing mix, buying interest

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### **INTRODUCTION**

Honey has an important role in health along with the development of the times and the awareness of modern society. Honey, a natural product made by honey bees, is excellent for human consumption because it contains essential nutrients. Honey is not only used as food, but also as a medicine, relieving fatigue and fatigue, and also as a skin care (Junus, 2017).

With the emergence of various micro, small, medium, and large scale honey bee businesses, competition in the market has emerged as a result of the current high demand for honey. Honey improves community nutrition, creates jobs, and improves the general welfare of the community. Honey companies have used various strategies to compete in the market, such as offering different types of brands, prices, packaging, and flavor variants to customers. In order for the product to be accepted by customers, business entities can guess consumer desires from market research. Companies can determine the specifications of the product's feasibility level by finding out what the market wants. Figure 1.1 shows BPS (2021) records on the progress of the Indonesian honey industry from 2016 to 2020. Here are the Trends of the Honey Industry in Indonesia:

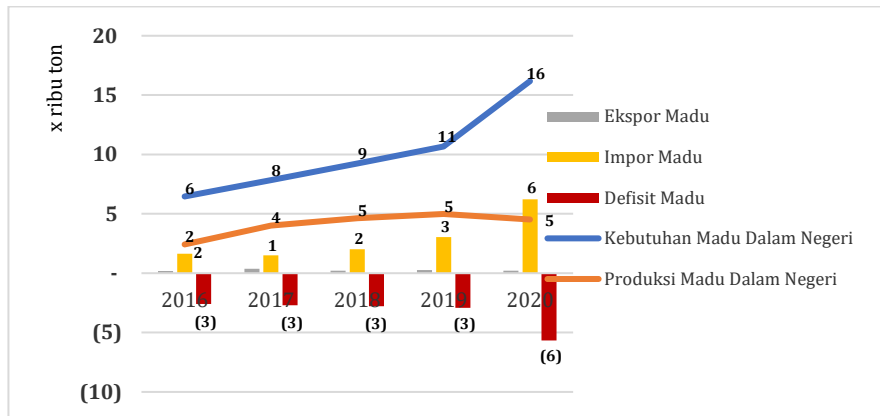


Figure 1. Trends of the Honey Industry in Indonesia, 2016-2020

Source: Central Statistics Agency (2021)

Trends in the honey industry in Indonesia show that the demand for domestic honey from 2016-2020 is always increasing, where the number of domestic honey needs in 2020 reached 16,176 tons per year. The increase also illustrates that the honey industry in Indonesia has a wide and very prospective market share. So that currently there are quite a lot of honey farmers and entrepreneurs competing in the Indonesian honey market with various brands, variants, and packaging.

Kapuas Hulu Forest Honey is one of the producers of forest honey produced by a type of giant bee *Apis dorsata* which is spread in the Kapuas Hulu forest area, West Kalimantan. In an effort to protect and elevate this commodity to a wider market, since 1995 the Kapuas Hulu Regency Government together with several NGOs in Kapuas Hulu have continued to foster Kapuas Hulu Forest Honey Farmers (commonly called Petikung) in the form of farmer groups (Petikung Group, commonly known as Periau) and cooperatives. Until now, there have been 4 primary cooperatives consisting of 829 Petikung in 37 Periau with 95,142 Tikung (honey beehives) so that an average of 75 tons of Kapuas Hulu Forest Honey is a healthy and quality food every year (Pranandhita, *et al*, 2020).

The phenomenon that occurs in Kapuas Hulu Forest Honey is the lack of customer satisfaction with the consistency of honey availability at outlets. In order for the selling price of its honey products to be competitive with competitors, Kapuas Hulu Forest Honey chooses land transportation mode (motorcycles) for outlets around Putussibau (Kapuas City, Hulu Regency) and Pontianak (West Kalimantan Provincial City), while for shipping from Putussibau to Pontianak, it usually uses river transportation modes (boats) and general delivery package services for deliveries from Pontianak to Bogor/Jakarta. The average time it takes for distribution from Putussibau (factory) to outlet (outside Putussibau) is about 3-10 days.

Based on the observation results, the management of Kapuas Hulu Forest Honey is still not aggressive in carrying out promotions. From the results of sales observations, it can be seen in the table that the number of customers is still low in the number of Kapuas Hulu Forest Honey customers. Buyers of Kapuas Hulu Forest Honey products tend to be old customers who are familiar with Kapuas Hulu Forest Honey products or new customers who get information from existing customers.

This ineffective Kapuas Hulu Forest Honey promotion activity will result in a decrease in consumer buying interest which can also be a trigger for low product sales levels. In order for its honey products to continue to be in demand by consumers and be able to compete in the market, Kapuas Hulu Forest Honey needs to develop a more massive and effective promotional strategy.

In addition to the marketing mix that has not been optimally carried out by the management of Kapuas Hulu Forest Honey, this study also pays attention to the research gap in previous similar studies, especially related to the influence of four variables of the marketing mix (product, price, place, and promotion) on buying interest. The results of the research on buying interest products conducted by Christine and Budiawan (2017); Lutfiah, Widayanti, and Winarno (2021); Azizi and Saputri (2018), Fernando and Salim (2019); Dhiba and Maduwinarti (2014); and Rahmawanti, Handayani, and Setyowati (2021) stated that products have an effect on consumers' buying interest; which means that the better the product offered by consumers, the more their buying interest will increase. However, the results of the study are not in accordance with the findings of Muasyaroh (2014) which shows that products have no effect on consumer buying interest.

Based on the above background and supported by the existence of research gaps, as well as the expected benefits, the author is interested in conducting a research entitled "**The Effect of Marketing Mix on the Buying Interest of Kapuas Hulu Forest Honey Consumers**".

## **LITERATURE REVIEW**

### **Marketing**

According to Christine and Budiawan (2017), marketing is a social process in which one individual and group gets what they need and want by creating, offering, and freely exchanging valuable products and services with other parties. Lutfiah, Widayanti, and Winarno (2021) stated that marketing is a social process in which there are individuals and groups who get what they need and want by creating, offering, and freely exchanging valuable products with other parties.

### **Marketing Mix**

As articulated by Christine and Budiawan (2017), the marketing mix consists of a set of strategic tools used by organizations to consistently achieve their marketing goals within a defined target market. These elements of the marketing mix can be utilized optimally when arranged according to the specific circumstances and contexts faced by the company. Meanwhile, as noted by Irawan et al (2015), the marketing mix essentially represents "a set of controlled marketing tools that companies use to elicit the desired response from the target market." The marketing mix includes a set of instruments referred to as the 4P framework, which includes products, prices, venues (distribution channels), and promotions

## **Product**

According to Irawan *et al* (2015), a product is everything that can be offered to the market to satisfy a desire or need. The products marketed include physical goods, services, experiences, events, people, places, properties, organizations and ideas. According to Fernando and Salim (2019), a product is anything that is offered to the market to be noticed, obtained, used, or consumed so that it can meet its wants or needs. Products include physical objects, services, people, places, organizations and ideas.

## **Price**

Irawan *et al* (2015) define price as a sum of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service. According to Fernando and Salim (2019), price is the perception of the amount billed for a product or service, more broadly the sum of all the value provided by customers to benefit from owning or using a product or service.

## **Place**

According to Irawan *et al* (2015), the location shows various activities carried out by the company to make products obtainable and available to target consumers. Meanwhile, Fernando and Salim (2019) define a place as a company's activities that make products available to target customers.

## **Promotion**

According to Irawan *et al* (2015), the location shows various activities carried out by the company to make products obtainable and available to target consumers. Meanwhile, Fernando and Salim (2019) define a place as a company's activities that make products available to target customers.

## **Buying Interest**

Mulyandi and Sani (2020) revealed that buying interest is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this interpretation process is a choice that is presented cognitively as a behavioral desire. According to Piri, Mananeke, and Ogi (2021), consumer buying interest is the stage where consumers form their choice between several brands that are members of the choice device, then finally make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations.

### **The Influence of Products on Buying Interest**

Lee and Shin (2014) stated that if a product offered is attractive, then consumers' buying interest in a product will increase so that it can affect the buying interest in the product. Quality products are very prioritized by consumers in deciding on a product, every consumer certainly wants a good product quality or balanced with the costs incurred to get the product (Onggusti and Alfonso, 2015). If the product quality of a product does not meet consumer expectations, it will affect buying interest. The higher or better the quality of a product, the consumer buying interest in the product will also increase (Chong, Ch'ng, Liu, and Li, 2017).

### **The Effect of Price on Buying Interest**

Seng and Husin (2015) stated that price plays an important role as a stimulus in the purchase of a customer's product. A low price is not always a guarantee that the customer will buy the product, on the other hand, the price that matches the purchasing power and the segment is the best price. Rita Komaladewi and Indika (2017) stated that the impact that is often felt by customers in price can be divided into two in consumption activities, namely 1) Economic impact, where price for customers is associated with purchasing power because it is a cost for customers. The higher the price, the less product they can acquire or buy. 2) Psychological impact, it can be explained that high prices reflect the high quality of a product and low prices reflect low quality

### **The Influence of Location on Buying Interest**

Visitnitikija, Chinnaso and Asmaporn (2016) stated that location is closely related to buying interest because location reflects real conditions that can affect whether consumers are willing to buy in a place/location. Conditions such as easy access to the location to be visited, strategic locations and comfortable places are now increasingly sought after by consumers in their needs to buy the goods they want (Žripk, Torjanek, and Sokolnik, 2015). Location is a consideration when its existence is in accordance with the expectations of consumers who take part in their decision to buy in a place that they think is suitable (Al-Nahdi, Ghazzawi, and Bakar, 2015).

### **The Effect of Promotion on Buying Interest**

Zhang, Deng, and Xu (2017) said that promotion will bring and direct consumers to buy products that have been designed by manufacturers to meet consumer needs and provide a level of purchase decision. Promotion is a form of marketing communication or marketing activity that seeks to spread the influence of information or persuade, reminding the target market for the company and its products to try to buy and be loyal to the products offered by the company (Xu, Tao, and Ji, 2015).

If a promotion offered is attractive, then consumer buying interest in a product will increase so that it can affect the buying interest in the product (Hultén and Vanyushyn, 2014).

**Framework**

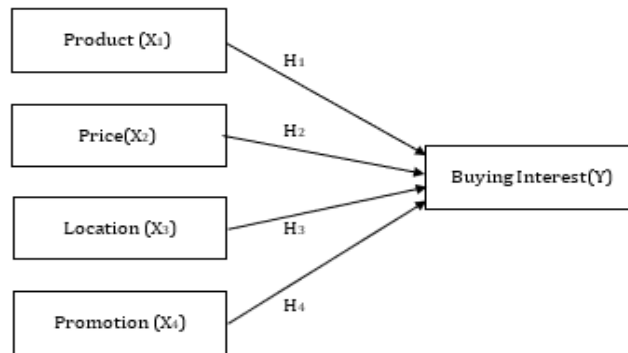


Figure 2. Research Framework  
 Source: Processed by myself (2024)

**Hypothesis**

The hypothesis in this study is:

1. Products have a significant effect on buying interest
2. Price has a significant effect on buying interest
3. Location has a significant effect on buying interest
4. Promotion has a significant effect on buying interest

**METHOD**

According to Arikunto (2017), quantitative research methods are related to data collection techniques, sampling designs, and the development of data collection tools that produce numerical results. This study uses a causal research strategy. Sugiyono (2017) defines causal research as an examination of causal relationships in which one variable (independent) affects another variable (dependent).

Operationalization of variables is needed to determine the types and indicators of the variables related to this study. In addition, the operationalization of variables aims to determine the measurement scale of each variable, so that hypothesis testing using tools can be carried out properly.

Table 1. Operationalization of Variables

Variable	Dimension	Indicator	Number of Statements
Product (X <sub>1</sub> )  Source: Kotler & Keller	1. Product Diversity	1. Completeness of Product Variations 2. Product Diversity	2
	2. Product Quality	3. Material Quality 4. Guaranteed Product Cleanliness	2
	3. Product Design	5. Design Attractiveness 6. Product Uniqueness	2
	4. Product Size	7. Product Size Variations	2

Variable	Dimension	Indicator	Number of Statements
(2016:82)		8. Product Size Suitability	
Price (X <sub>2</sub> )  Source: Kotler & Amstrong (2016:78)	1. Price Affordability	1. Consumer Affordable Prices 2. Prices According to Income	2
	2. Price Match with Product Quality	3. Prices According to Quality 4. Prices According to Shape Size	2
	3. Price Match with Benefits	5. Prices According to Benefits 6. Prices According to Customer Expectations	2
	4. Price Competitiveness	7. Competitive Product Prices 8. Cheaper Product Prices	2
Location (X <sub>3</sub> )  Source: Hurriyati (2015:56)	1. Access	1. Easily Accessible Location 2. Easily Found Location	2
	2. Visibility	3. Visible Location 4. Easily Found Location	2
	3. Traffic	5. Strategic Location 6. Locations Not Congested	2
Promotion (X <sub>4</sub> )  Source: Kotler & Amstrong (2016:429)	1. Advertising	1. Social Media 2. Print Media	2
	2. Personal Selling	3. Product Presentation 4. Trade Shows	2
	3. Sales Promotion	5. Discounts 6. Bonus Prizes	2
	4. Direct Marketing	7. Stands or Kiosks 8. Catalogues	
	5. Public Relations	9. Exhibition Events 10. Providing Sponsorship Funds	2
Buying Interest (Y)  Source: Hasan (2018:131)	1. Transactional Interest	1. Purchase Confidence 2. Repeat Purchases	2
	2. Referential Interest	3. Referring Products 4. Inviting Relatives to Buy	2
	3. Preferential Interest	5. Top Choice Products 6. Have a Positive Impression of the Product	2
	4. Explorative Interest	7. Try to Find Product Information 8. Want to Get the Product	2

Population. The investigation includes all clients of Kapuas Hulu Forest Honey. ), the sample size needed for this study is as follows:

Sample =  $n \times 5$  Information:  $n =$  indicator and  $5 =$  observed variable

Sample =  $40 \times 5 = 200$  responses

Based on these calculations, the number of samples used in this study amounted to 200 respondents. The following is an illustration of the study conditions:

1. The sample taken in this study must have purchased Kapuas Hulu Forest Honey products with a minimum of 1 purchase.
2. The age of the respondents is at least 18-50 years old, because at that age a person is considered an adult and is still a productive age in making decisions to buy a product.

- Respondents came from the DKI Jakarta, Pontianak, and Kapuas Hulu areas, and were willing to be respondents to fill out the questionnaire.

### Data Collection Procedure

The data collection procedure in this study uses questionnaires or *questionnaires*. Arikunto (2017) explained that a questionnaire is a number of written questions used to obtain information from respondents in the sense of reports about their personalities, or things they know. The measurement scale used in this study is the Likert Scale. According to Sugiyono (2017), the Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena

Table 2. Likert Scale

Answer	Code	Score
Strongly Agree	SS	5
Agree	S	4
Neutral	N	3
Disagree	TS	2
Strongly disagree	STS	1

Source: Sugiyono (2017)

The research methods used are Validity Test, Reality Test, Normality Test, Multiple Regression Test, Hypothesis Test and Determination Coefficient Test.

## ANALYSIS AND DISCUSSION

### Research Data Validity Testing

Validity tests are used to test questions or statements on questionnaires that are distributed valid or invalid. The calculation is by comparing the calculation with the table with a significant level (error) of 0.05% or (5%). If the value of the rcount is greater than the rtable (rcount > rtable), then the item of the statement is said to be valid.

Table 3. Validity Test Result

No.	Variable	Item	r-value	r-table	Note
1	Product (X <sub>1</sub> )	X1.1	0,831	0,138	Valid
2		X1.2	0,873	0,138	Valid
3		X1.3	0,877	0,138	Valid
4		X1.4	0,781	0,138	Valid
5		X1.5	0,884	0,138	Valid
6		X1.6	0,644	0,138	Valid
7		X1.7	0,771	0,138	Valid
8		X1.8	0,750	0,138	Valid
9	Price (X <sub>2</sub> )	X2.1	0,662	0,138	Valid
10		X2.2	0,864	0,138	Valid
11		X2.3	0,947	0,138	Valid
12		X2.4	0,866	0,138	Valid
13		X2.5	0,961	0,138	Valid



No.	Variable	Item	r-value	r-table	Note
14		X2.6	0,926	0,138	Valid
15		X2.7	0,913	0,138	Valid
16		X2.8	0,944	0,138	Valid
17	Location (X <sub>3</sub> )	X3.1	0,853	0,138	Valid
18		X3.2	0,776	0,138	Valid
19		X3.3	0,752	0,138	Valid
20		X3.4	0,808	0,138	Valid
21		X3.5	0,858	0,138	Valid
22		X3.6	0,841	0,138	Valid
23	Promotion (X <sub>4</sub> )	X4.1	0,691	0,138	Valid
24		X4.2	0,703	0,138	Valid
25		X4.3	0,804	0,138	Valid
26		X4.4	0,776	0,138	Valid
27		X4.5	0,633	0,138	Valid
28		X4.6	0,675	0,138	Valid
29		X4.7	0,719	0,138	Valid
30		X4.8	0,682	0,138	Valid
31		X4.9	0,366	0,138	Valid
32		X4.10	0,333	0,138	Valid
33	Buying Interest (Y)	Y1	0,745	0,138	Valid
34		Y2	0,728	0,138	Valid
35		Y3	0,696	0,138	Valid
36		Y4	0,618	0,138	Valid
37		Y5	0,651	0,138	Valid
38		Y6	0,664	0,138	Valid
39		Y7	0,492	0,138	Valid
40		Y8	0,506	0,138	Valid

Source: Data processed with SPSS 26 (2022)

Table 3 above shows that all statements on the independent variables (product, price, location, promotion) and bound variables (buying interest) in this study get a calculation value greater than the table (0.138). Thus, it can also be said that all statements on the independent variable and the bound variable can be used as a valid measuring tool to detect small differences in the attributes they measure.

### Reliability Test

Table 4. Reliability Test Result

Variabel	Cronbach's Alpha	Critical Value	Notes
Product	0,921	0,70	Reliable
Price	0,961	0,70	Reliable
Lokasi	0,898	0,70	Reliable
Promotion	0,827	0,70	Reliable
Buying Interest	0,782	0,70	Reliable

Source: Data processed with SPSS 26 (2022)

Table 4, shows that all the variables tested in this study have a Cronbach's Alpha value greater than 0.70. So that all statements in the questionnaire used to explain the variables of Product, Price,

Location, Promotion, and Buying Interest in this study can be declared reliable or reliable as a tool to measure variables.

### Normality Test

Table 5. *One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		200
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	3,35398327
Most Extreme Differences	Absolute	0,053
	Positive	0,026
	Negative	-0,053
Test Statistic		0,053
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
  - d. This is a lower bound of the true significance.
- Source: Data processed with SPSS 26 (2024)

Based on Table 5, it can be seen that *the value of Asymp. Sig. (2-tailed)* of  $0.200 > 0.05$ , then it can be stated that the data from the population of this study is distributed normally and can be carried out to the next stage of analysis

Table 6. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Product	0,745	1,342
Price	0,766	1,305
Lokasi	0,728	1,374
Promotion	0,561	1,782

- a. Dependent Variable: Buying Interest
- Source: Data processed with SPSS 26 (2024)

Based on Table 6 above, it can be seen that all independent variables have a *Tolerance value* above 0.10 and a VIF of less than 10. Thus, the independent variables in this study did not show symptoms of multicollinearity in the regression model, or it could also be said that each independent variable used in this study was independent of each other.

### Heteroscedasticity Test

Tabel 7 . Hasil Uji Glejser

Model	Coefficients <sup>a</sup>			
	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
				Sig.

1	(Constant)	3,692	0,851		4,339	0,000
	Product	-0,037	0,019	-0,160	-1,959	0,052
	Price	-0,007	0,015	-0,036	-0,447	0,655
	Lokasi	0,025	0,034	0,059	0,720	0,473
	Promotion	-0,010	0,026	-0,036	-0,388	0,698

a. Dependent Variable: AbsRes

Source: Data processed with SPSS 26 (2024)

Based on Table 7, the regression between the independent variable and its residual absolute shows that the coefficient of each independent variable has a significance level greater than 0.05, or does not have a heteroscedasticity problem.

Table 8. Multiple Linear Regression Test Results

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,248	1,350		8,334	0,000
	Product	0,102	0,030	0,188	3,423	0,001
	Price	0,110	0,025	0,241	4,460	0,000
	Lokasi	0,274	0,055	0,277	4,993	0,000
	Promotion	0,205	0,042	0,307	4,868	0,000

a. Dependent Variable: Buying Interest

Source: Data processed with SPSS 26 (2024)

Based on Table 8 above, the Multiple Linear Regression Equation can be obtained in this study, as follows:  **$Y = 11.248 + 0.102X_1 + 0.110X_2 + 0.274X_3 + 0.205X_4$**

1. The value of the constant (a) of 11.248 means that if each independent variable has a value of 0 or no independent influence, then the buy interest will be equal to 11.248;
2. The value of the product regression coefficient (X1) is 0.102, meaning that for every 1% increase in the product variable (X1), there will be an increase in buying interest by 10.2% assuming the other variables are fixed;
3. The value of the price regression coefficient (X2) is 0.110, meaning that for every 1% increase in the Price variable (X2), there will be an increase in buying interest by 11% assuming the other variables are fixed;
4. The value of the Location regression coefficient (X3) is 0.274, meaning that for every 1% increase in the Location variable (X3), there will be an increase in buying interest by 27.4% assuming the other variables are fixed;
5. The value of the Promotion regression coefficient (X4) is 0.205, meaning that for every 1% increase in the Promotion variable (X4), there will be a 20.5% increase in buying interest assuming the other variables are fixed.

Table 9 Partial t Test Results

Coefficients <sup>a</sup>				
Model	Unstandardized	Standardized	t	Sig.

		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	11,248	1,350		8,334	0,000
	Product	0,102	0,030	0,188	3,423	0,001
	Price	0,110	0,025	0,241	4,460	0,000
	Lokasi	0,274	0,055	0,277	4,993	0,000
	Promotion	0,205	0,042	0,307	4,868	0,000

a. Dependent Variable: Buying Interest

Source : Data processed with SPSS 26 (2024)

To find out the magnitude of the influence of each independent variable (product, price, location, and promotion) on the dependent variable (buying interest), it can be seen from the calculated t-value and the significance of each variable.

1. The results of the partial t test on the product variable on the purchase interest variable showed that the calculated t value was  $3.423 >$  the t table was 1.972 and had a significance value of 0.001 which was smaller than 0.05. So it can be stated that  $H_0$  is rejected and  $H_a$  is accepted, which means that the product variable partially has a positive and significant effect on the buying interest variable.
2. The results of the partial t test on the price variable against the purchase interest variable showed that the calculated t value was  $4,460 >$  the t table 1,972 and had a significance value of 0.000 which was smaller than 0.05. So it can be stated that  $H_0$  is rejected and  $H_a$  is accepted, which means that the price variable partially has a positive and significant effect on the buy interest variable.
3. The results of the partial t-test on the location variable against the buying interest variable showed a calculated t-value of  $4.993 >$  the t-table of 1.972 and had a significance value of 0.000 which was smaller than 0.05. So it can be stated that  $H_0$  is rejected and  $H_a$  is accepted, which means that the location variable partially has a positive and significant effect on the buying interest variable.
4. The results of the partial t test on the promotion variable to the purchase interest variable showed that the calculated t value was  $4.868 >$  the t table 1.972 and had a significance value of 0.000 which was less than 0.05. So it can be stated that  $H_0$  is rejected and  $H_a$  is accepted, which means that the promotion variable partially has a positive and significant effect on the buying interest variable.

Table 10. Simultaneous F Test Results

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2890,928	4	722,732	62,956	,000 <sup>b</sup>
	Residual	2238,592	195	11,480		
	Total	5129,520	199			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Promotions, Prices, Products, Location

Source: Data processed with SPSS 26 (2024)

Based on Table 10, it shows that the calculated F value is 62.956 which is greater than the F table 2.418 and the significance value is 0.000 which is smaller than the value of  $(\alpha)$  0.05. So it can be

stated that  $H_0$  is rejected and  $H_a$  is accepted, which means that the variables of product, price, location, and promotion, together (simultaneously) have a positive and significant effect on the variable of buying interest.

Table 11. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,751 <sup>a</sup>	0,564	0,555	3,388

a. Predictors: (Constant), Promotions, Prices, Products, Location

Source: Data processed with SPSS 26 (2024)

Based on Table 11, it shows that the results of this study obtained an  $R^2$  value of 0.564, which means that the independent variables (product, price, location, and promotion) in this study are strong enough to be able to explain the dependent variable (buy interest), with the model variation reaching 56.4%. The rest, 43.6%, was explained by other variables outside the model that were not included in this study.

## CONCLUSION

Based on the results of the analysis and discussion of the data and information in this study, conclusions can be drawn, as follows:

1. The product has a positive and significant influence on the buying interest of Kapuas Hulu Forest Honey consumers, which shows that the better the product offered, the higher the buying interest.
2. Price has a positive and significant influence on the buying interest of Kapuas Hulu Forest Honey consumers, which shows that the better the price offered, the higher the buying interest.
3. Location has a positive and significant influence on the buying interest of Kapuas Hulu Forest Honey consumers, which shows that the better and more strategic the sales location, the higher the buying interest.
4. Promotions have a positive and significant influence on the buying interest of Kapuas Hulu Forest Honey consumers, which shows that the better the promotion is carried out, the higher the buying interest.

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