

**THE ROLE OF MARKETING COMMUNICATION AND INNOVATION ON
CONSUMER PURCHASE INTENTION
(Case Study at Restaurant X in Bandung City)
R. Adjeng Mariana**

Abstract

With the development of technology and information today, many of the business sectors apply technology and media as a tool to carry out marketing activities, especially as a means of communicating products or services so that they can be accepted by consumers. The importance of product innovation is the key to business success where currently many competitors are emerging by offering a variety of products that are claimed to compete with other businesses. This study aims to examine the effect of marketing communication and product innovation on consumer buying interest at Restaurant X in Bandung. The population in this study were 134 consumers who visited the X restaurant for 3 days. The sample in this study was 100 respondents who were selected using the Slovin formula. Multiple linear regression analysis approach with the help of SPSS software version 23 is used in this study. The results show that the variables of marketing communication and product innovation can simultaneously affect consumer buying interest in restaurant X, and can be categorized as good. This study emphasizes that more and more competitors are emerging, the organization must review the communication delivered through digital media so that consumers can find out information about the products offered. Then this research also emphasizes the importance of innovation for business sustainability.

Keyword: Marketing communication, product innovation, consumer buying interest.

INTRODUCTION

Companies that are able to compete in the market are companies that can provide quality products or services. Companies are required to continue to make improvements, especially in the quality of their services (Rita, P & Oliveira, 2019). The emergence of competitors in various industries has resulted in higher competition, especially in the culinary industry sector in the city of Bandung. The role of innovation and marketing communication is one of the important keys so that businesses can be competitive in a very intense competition (Castillo, M & Garcia, 2020). According to Berger, J (2014) Marketing communication has gained increasing recognition, especially in today's digital era. For business organizations that are not sensitive to the environment, it is certain that their business will be left behind and may not last long (Baber, A & Thurasani, 2016). According to Utomo, T (2010) sometimes competition is not always viewed negatively, but it also provides opportunities. The food and restaurant industry is currently facing a number of challenges such as the emergence of competitors by offering innovative products. Business people will continue to compete in an effort to attract consumers' attention in order to generate consumer buying interest (Daengs, G.S, 2019). This buying interest can be used to analyze consumer behavior before consumers make a purchase. Before making a purchase, in general, consumers will look for information related to products or services (Nuriman, I &

Ruswanti, 2020). Therefore, business organizations must be intense in providing communication to consumers through communication through the selected media.

The number of competitors that have sprung up is one of the considerations for consumers to choose the right place to visit. According to Al-Farisi, S & Saroh (2020) one of the factors thought to be able to influence consumer buying interest is product innovation. Consumers tend to compare the products to be purchased before making a purchase decision. Currently, product innovation has attracted significant attention to increase competitive advantage (Mpandare, M, 2020). Innovation has become the dominant factor in maintaining the most important business competitiveness (Mulyana, & Sutapa, 2020). An innovation created by the organization must be well communicated through the selected media so that consumers can receive it well. The creation of an innovation is not easy to do, but it must go through marketing research and a good plan in order to occupy a strategic position in the market (Wan, T & Chen, Y, 2018). The food industry is one of the industries that is currently a trend, especially in the city of Bandung. Recently, more and more innovations and trends have developed in creating interesting ideas for the concept and atmosphere offered, especially in regional specialty restaurants in Bandung. Rumah Makan X, which is located in Ahmad Yani Padasuka, is one of the companies engaged in the culinary field in the form of a semi-restaurant in the city of Bandung, which must maintain quality and communicate its products appropriately. According to the Central Statistics Agency (bps) 2020, it shows the number of food industry categories, especially the category of Resto, Restaurant, Café, and Bar 2021, especially in the city of Bandung which can be shown in table 1.1 as follows.

Table 1 Category of food industry

Category	Total
Restaurant	396
Restaurant	372
cafe	14
Bar	13

Source: <https://jabar.bps.go.id>, 2021

It can be seen from the table above that the culinary business is considered the most suitable place and is considered to have a high potential for buying interest, especially suitable for all groups. In this case, Rumah Makan X which is engaged in regional specialties located in the middle of the city of Bandung is a restaurant that is quite well known, especially in the Bandung area which has prices that are very suitable for all people's pockets, especially in the pockets of students and offer various kinds of menus, rarely found in other food stalls. This is done by the company in addition to being an attraction and differentiation as well, to provide a sense of satisfaction according to consumer expectations, and is expected to attract more consumers. But apart from this, in 2021 there will be a decline in visitor interest. This can be seen in Figure 1 obtained from the interview data.

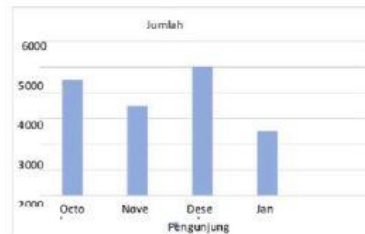


Figure 1. Interests of visitors to Restaurant X

In connection with the above description, this study was proposed to determine the role of marketing communication and product innovation on consumer buying interest in the city of Bandung. This research relates to the success of the company's management in reaching its customers. As for the formulation of the problem in this study, (1) Can the marketing communication carried out by restaurant X affect consumer buying interest? (2) Can product innovation by Restaurant X affect consumer buying interest? (3) Can marketing communication and product innovation affect consumer buying interest?

Study of Theory and Hypotheses

Marketing Communication

Promotion is an effort to notify or offer products or services with the aim of attracting potential consumers to make purchases. According to Duffet, R (2017) Marketing communication is a tool used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell. According to Batra, R & Keller (2016) Promotion is a kind of communication that provides explanations that convince potential consumers about goods and services. The purpose of promotion is to get attention, educate, remind, and convince potential consumers (Fawzeza, B & Sofiyah, 2019). Marketing communication is one of the effective marketing strategies of the marketing mix. To market a product, a marketer must develop an effective communication program aimed at consumers to communicate existing information and designed to produce consumer actions that lead to corporate profits (Uripi, C & Asari, M, 2016). Promotions are designed as attractively as possible to reach the wider community through various media, this is intended so that companies can communicate with consumers (Soedarsono, D & Mohamad, B, 2020). Promotional objectives are simply divided into three types, namely, (1) providing information to customers about new products or features, (2) reminding customers about the brand or identity, (3) influencing customers to make a purchase. Research by Musyaffa, Q & Dunan, (2019) states that good marketing communication can affect consumer buying interest.

H1. Marketing communication affects purchasing decisions

Product Innovation

According to Castillo, (2020) innovation is the success of developing new ideas. Innovation is a product or service perceived by consumers as a new product or service. In simple terms, innovation can be interpreted as a breakthrough related to new products. However, Kotler and Keller (2017) add that innovation is not only limited to the development of new products or services. Innovation also includes new business thinking and new processes. Innovation is a choice in creating new ideas or ideas to face competition (Hannigan, T & Seidel, 2018). Innovation is also seen as one of the efforts that can be made by a company or organization in order to maintain its business performance (Keskin, D & Wever, R, 2020). In other words, innovation is a modification or updating of existing products for the better. Innovation is also the process of realizing a new idea by making it or producing it real so that it can be accepted by consumers. Afriyanti, T & Rahmidani, R (2019) research states that the innovation of a product can affect consumer buying interest.

H2. Product innovation has an effect on consumer buying interest.

Consumer Buying Interest

Consumer buying interest is a psychological attraction that exists in the individual's mind, which has an impact on taking action (Nuriman, I & Ruswanti, 2020). According to Al Farisi & Saroh (2020) buying interest can be identified through three indicators: (1) transactional intentions, namely a person's tendency to buy a product; (2) referential intent, namely the tendency of a person to refer products to others; and (3) preferential intentions, namely interests that describe the behavior of someone who has a primary preference for a product. These preferences can only be changed if something happens to the preferred product. According to Afriyanti & Rahmidani (2019), purchase intention is a tendency to buy a brand or take actions related to purchases as measured by the level of possibility of consumers conducting research. Buying interest is the behavior of consumers who are happy with an item or product so that they can have the item or product by making a purchase. The research of Maulana, Y & Alisha, A (2020) states that marketing communication and product innovation can affect consumer buying interest.

H3. Marketing communication and product innovation affect consumer buying interest

Research Conceptual Framework

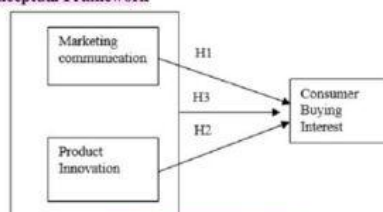


Figure 2. Conceptual framework

Hypothesis Development

- H1. Marketing communication affects consumer buying interest
- H2. Customer satisfaction affects purchasing decisions
- H3. Marketing communication and customer satisfaction affect purchasing decisions.

RESEARCH METHODS

This type of research is explanatory research which intends to explain the relationship between one variable and another. In this study, the research distributed online questionnaire questionnaires by distributing links that lead to a page that displays several questions to visitors to restaurant X in the city of Bandung. The population in this study were consumers who were at restaurant X as many as 134 people for 3 consecutive days. Then the sample was selected using the Slovin formula so that 100 samples were selected incidentally which were considered to have a match. The methods used in this study were observation, interviews, and questionnaires using a Likert scale of 1 to 4. While secondary data were collected from several journal publications and textbooks. Analysis of the data used is multiple linear regression analysis with a series of instruments.

RESULTS AND DISCUSSION

Based on the results of the study obtained the average score of respondents' responses as follows:

Table 2. Criteria for the average score of respondents' responses

No	Average value	Criteria
1	1,00 – 1,80	Very Not Good
2	1,81 – 2,60	Not good
3	2,61 – 3,40	Pretty good
4	3,41 – 4,20	Good
5	4,21 – 5,00	Very good

Source: Processed data (2021)

Data from the responses of 90 respondents obtained show that the results are as follows:

Table 3 Profile of Respondents

Profil Responden		Percentage
Gender	Man	65%
	Woman	35%
Age	<20	15%
	20 - 30 year	55%
	> 30 year	30%
Education	High school	22%
	Diploma	12%
	S1	52%
	S2	8%
	Other	6%
Income	<500 ribu	3%
Gender	500-1,5 Juta	8%
	1,5 - 2 Juta	63%
Age	2,5 - 3 Juta	15%
	>3Juta	11%

Source: Processed data (2021)

Based on the table above, it is found that there are more males than females, which is 65%. Based on the age of the respondent, there are more ages in the range of 20 to 30 with an acquisition of 55%, this shows that this age is the age with the most consumption. As for education, the average respondent is in the Stratra 1 level with 52% gain, and based on income, the most respondents are in the range of 1.5 to 2 million with 52% gain.



Validity test.

Test the validity of each variable seen in. Table 4, which shows that each statement is valid.

Table 4 Validity test

Variable	Question	R. Count	R. table	Information
Marketing Communication	X1.1	0.554	0.3	Valid
	X1.2	0.383		
	X1.3	0.497		
	X1.4	0.648		
	X1.5	0.409		
Product Innovation	X2.1	0.442	0.3	Valid
	X2.2	0.460		
	X2.3	0.481		
	X2.4	0.651		
Consumer Buying Interest	Y.1	0.485	0.3	Valid
	Y.2	0.692		
	Y.3	0.741		
	Y.4	0.587		

Source: Processed data (2021)

Table 3 Reliability test

The reliability test on each variable shows that the statement items are reliable

Variable	Cronbach Alpha (>0,70)	Information
Marketing Communication	0,736	Reliable
Customer satisfaction	0,873	Reliable
Consumer Buying Interest	0,845	Reliable

Source: Processed data (2021)

Normality test

Based on the results of the SPSS output, it can be seen that the results of the normality test of the data presented in table 5 below show that the probability value (sig) obtained by the residual variable is > 0.05 which indicates that the data used has a normal distribution. In other words, the assumption of data normality is met.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.06319290
Most Extreme Differences	Absolute	.044
	Positive	.033
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.058 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed data (2021)

Multicollinearity Test

Based on the results of the SPSS output, it can be seen that the tolerance value obtained by the two independent variables is 0.839 > 0.1 and the Variance Inflation Factor (VIF) is less than 10. This shows that there is no strong correlation between the independent variables, so that the assumption of data multicollinearity is met.

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF ^b
1	Marketing Communication Product Innovation	.839	1.818
		.839	1.354

a. Dependent Variable: Consumer Buying Interest

Source: Processed data (2021)

Multiple Linear Regression Test

Based on the results of data processing using SPSS, the following results were obtained:

Table 8. Multiple Linear Regression Equations

Model	Coefficients ^a					Correlations		
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Zero-order	Partial	Part
1 (Constant)	2.114	1.616		1.091	.278			
Marketing Communication	.620	.120	.541	8.567	.014	.487	.222	.154
Product Innovation	.461	.166	.436	6.934	.000	.629	.422	.315

a. Dependent Variable: Consumer Buying Interest
Source: Processed data (2021)

From the output table above, the value of a is 2.114, 1 is 0.620 and 2 is 0.461. Thus, the multiple linear regression equation that will be formed is as follows:

$$Y = 2.114 + 0.620X_1 + 0.461X_2$$

From the results of the multiple linear regression equation above, each variable can be interpreted as follows:

- The constant of 2.114 indicates that when the two independent variables are zero (0) and there is no change, the repurchase decision is predicted to be worth 2.114 times.
- The X₁ variable, namely marketing communication, has a regression coefficient value of 0.620, indicating that when marketing communication is improved, it is predicted that it will increase consumer purchasing decisions by 0.620 times.
- Variable X₂, namely customer satisfaction, has a regression coefficient of 0.461, indicating that when customer satisfaction increases, it is predicted that it will increase repurchase decisions by 0.461 times.

Hypothesis test

Table 9. Hypothesis Test

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1612.666	3	806.333	102.929	.000 ^b
Residual	759.886	97	7.834		
Total	2372.552	99			

a. Dependent Variable: Consumer Buying Interest
b. Predictors: (Constant), Product Innovation, Marketing Communication
Source: Processed data (2021)

Based on the calculation results above, it can be seen that the F-count value obtained is 102.929. This value will be compared with the F-table value in the F distribution table. With $\alpha=0.05$, $df_1=3$ and $df_2=97$, the F-table value is 3.090. From the values above, it can be seen that the value of Fcount (102.929) > Ftable (3.090), in accordance with the criteria for testing the hypothesis that H₀ is rejected and H₁ is accepted. This means that simultaneously the two independent variables consisting of marketing communication and product innovation have a significant effect on consumer buying interest in restaurants. If presented in the figure, the F-count and F-table values.

Partial Hypothesis Testing

Table 10. Test the hypothesis partially

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.114	1.618		1.091	.278
Marketing Communication	.620	.072	.541	8.567	.014
Product Innovation	.461	.066	.438	6.934	.000

a. Dependent Variable: Consumer Buying Interest

Based on the table above, it is known that the t-count value obtained by marketing communication (X1) is 8.567. This value will be compared with the t-table value in the t-distribution table. With $\alpha=0.05$, $df=n-k-1=100-2-1=97$, the t-table value for the two-party test is ± 1.985 . From the values above, it can be seen that the t-count value obtained is 8.567, which is outside the t-table value (-1.985 and 1.985).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.114	1.618		1.091	.278
Marketing Communication	.620	.072	.541	8.567	.014
Product Innovation	.461	.066	.438	6.934	.000

a. Dependent Variable: Consumer Buying Interest

Based on the table above, it is known that the t-count value obtained by customer satisfaction (X2) is 6.934. This value will be compared with the t-table value in the t-distribution table. With $\alpha=0.05$, $df=n-k-1=100-2-1=97$, the t-table value for the two-party test is ± 1.985 . From the values above, it can be seen that the t-count value obtained is 6.934, which is outside the t-table value (-1.985 and 1.985).

CONCLUSION

Based on the results of research and discussion, it can be concluded as follows:

1. Marketing communication has an influence of 62% on repurchase decisions while the remaining 38% is influenced by other variables not examined in this study.
2. The given product innovation has an influence of 46.1% on repurchase decisions while the remaining 53.9% is influenced by other variables not examined by this study.
3. In this study, it was found that the relationship between Marketing Communication and product innovation on repurchase interest was 0.839. Based on the interpretation of the correlation coefficient, the correlation value of 0.839 is included in the category of a very strong relationship, is in the class interval between 0.80 - 1.000. Based on the test results, it can be seen that F count (102.929) > (3.090) F table which means Ho is rejected and H1 is accepted, which means that promotion and customer satisfaction have a positive influence on repurchase decisions.

SUGGESTION

Marketing communication conducted by Restaurant X can be said to be quite good, but on the other hand, the indicators on the quality indicators of message delivery in advertising on social media promotions that are offered are still expensive and the

quality of ad delivery is also still lacking, the solution for the advertisements that are made must make the reader interested and ad serving must also be frequent, for example in a week at least 2-3 times, so that readers and customers also remember the advertisements that promote products, the more they are interested in the advertisements delivered and innovations make customers interested in buying products again. As for further research that is not discussed in this study, the authors suggest to examine the quality of online services. Because nowadays there are many restaurants that have integrated their business in a digital direction that can be accessed by consumers through delivery applications.

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