ANALYSIS OF THE INFLUENCE OF PROMOTIONS AND PRICES ON INTEREST IN PURCHASING SATYA SANTOSHA PRODUCTS IN DENPASAR CITY

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Abstract: *This research was conducted to determine and analyze the influence of promotions and prices on purchasing interest. This research uses quantitative methods with the population used being people who consume chicken meat in Denpasar City aged 16 to 60 years. The number of samples used was 120 people. The sampling technique was carried out using the purposive sampling method. The results of the research that has been carried out find that the promotion variable has a significant effect on buying interest and the price variable has a significant effect on buying interest.*

Keywords: Effect, Promotion, Price, Buying Interest

Abstrak: **Penelitian ini dilakukan untuk mengetahui dan menganalisis pengaruh promosi dan harga terhadap minat beli. Penelitian ini menggunakan metode kuantitatif dengan populasi yang digunakan adalah masyarakat yang mengkonsumsi daging ayam di Kota Denpasar yang berusia 16 sampai dengan 60 tahun. Jumlah sampel yang digunakan sebanyak 120 orang. Teknik pengambilan sampel yang dilakukan dengan metode purposive sampling. Hasil penelitian yang telah dilakukan ditemukan bahwa variabel promosi berpengaruh signifikan terhadap minat beli dan variabel harga berpengaruh signifikan terhadap minat beli.**

Kata kunci: Pengaruh, Promosi, Harga, Minat Beli

INTRODUCTION

During the pandemic period until now the Covid-19 pandemic has ended, many new businesses have emerged. One of the things that was widely needed among the Balinese people at that time was basic necessities. According to Rumbrawer et al., (2023) during the Covid-19 pandemic, people prioritized basic needs such as food and health equipment rather than buying other needs that were considered less important or not primary needs. One of the basic needs, for example, is chicken meat to meet people's protein needs in the midst of the pandemic so that they are not easily infected by viruses. This can be seen from the large number of new businesses in the same field, which can trigger a lot of competition in the market. In this very tight competition, new and busy businesses must continue to develop over time, starting from innovation, trends and the value of the products they will offer, compared to other competitors. Livestock business has an important role in the welfare of the country's economy.
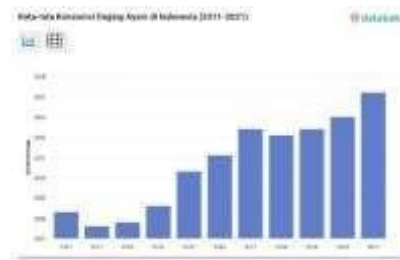
Figure 1. Average Chicken Meat Consumption in Indonesia (2011-2021)
Source: (Cindy Mutiara Annur, 2022)

Chicken meat is a source of protein that is good for the body to consume. This animal protein is very commonly processed in various kinds of Indonesian and foreign foods. According to a report by the Central Statistics Agency (BPS), quoted via Databoks, in 2021 the average consumption of chicken meat in Indonesia will reach 0.14 kilograms (kg) per capita per week. The percentage increase that occurred was 7.69% compared to 2020 and was the highest record in the last decade as seen in Figure 1.1. The trend of chicken meat consumption per capita in Indonesia tends to increase during the period from 2011 to the latest data found, namely 2021.
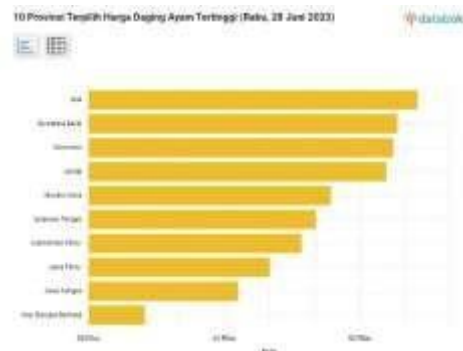
Figure 2. Provinces Selected for Highest Chicken Meat Prices 2023
Source: (Agus Dwi Darmawan, 2022)

The National Strategic Food Price Information Center quoted via Databoks noted that the average price of chicken meat (per kg) in modern markets reached IDR 45,260 (per kg) as of June 2023. In modern markets, Bali is the most expensive in Indonesia with a selling price of IDR ,52,750 (per kg). One of the factors for the high price of chicken meat in the province of Bali could be due to the increase in demand for middle and upper class people before each day of Hindu religious ceremonies in the province of Bali. Apart from that, inflation can also affect the increase in the price of chicken meat.

One of the businesses operating in the livestock sector related to broiler meat that utilizes technology to facilitate promotional activities is Satya Santosha. Satya Santosha was founded in 2019 with the background that starting during the Covid-19 pandemic, many people in Denpasar City ended up being laid off and turned to trying to build their own businesses in the food and beverage sector or become resellers of staple products for family consumption. However, since the end of 2021, Satya Santosha has stopped operating due to problems related to the rapid changes in the basic price of chicken meat on the market and declining sales. So it is hoped that this research will become a reference for the Satya Santosha Group to be able to operate again with innovation and new ideas in the future.

There are various aspects that a company must pay attention to in order to be able to compete amidst intense business competition. One aspect is promotion. According to Kotler and Keller in Sihombing et al., (2021) states that promotions are a collection of incentive tools, most of which are short term, designed to stimulate faster purchases of products or services by consumers or traders.

Apart from the promotional aspect, there is a price aspect that a company needs to pay attention to. According to Gitosudarmo in Nainggolan & Heryenzus (2018), price is the amount of money needed to get a number of goods and certain services or a combination of the two.

Purchase interest is customer behavior that appears as a response to objects that indicate the customer's desire to make a purchase (Kotler and Keller in Sihombing et.al 2021). According to Wahyoedi et al., (2021), buying interest is a tendency for consumers to have curiosity and interest in a product or service but have not yet entered the stage of making a purchasing decision.

Seeing the problem phenomenon that occurred, researchers conducted research related to promotions and prices so that later these two variables could see their influence on purchasing interest in Satya Santosha products.

LITERATURE REVIEW

Theoritical Foundation

This study is based on theories related to marketing strategy. According to Kotler in Mashuri (2019), marketing strategy is a marketing mindset that will be used to achieve marketing goals, where there is a detailed strategy regarding the target market, positioning, marketing mix and marketing budget. According to Kotler in Mashuri (2019) marketing is a social and managerial process where individuals and groups obtain their needs by creating product offerings that have their own value. The essence of marketing activities is to develop a product, distribution, communication, pricing and service.

Promotion

According to Kotler and Armstrong in Yusuf & Sunarsi (2020) Promotion is the activity of communicating product advantages and persuading customers to buy the product. According to Zeithaml and Berry in Azizah & Prasetya (2023), they argue that appropriate promotions are carried out to influence consumers' purchasing intentions. Promotions are carried out to inform, persuade and remind consumers in the hope that they will be interested in buying the products offered. The more consumers watch product shows and hear promotions, the more consumers will remember the product and the more interested they will be in buying it. Promotional activities are activities to promote goods directly to attract potential buyers to the products being promoted (Yusuf & Sunarsi, 2020). According to Nainggolan & Heryenzus (2018) promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality. Companies with good product quality will not be able to market their products well if they do not have a good promotional strategy (Winoto in Soegeng Wahyoedi et al., 2021). Amalia and Harrie in Sihombing et al., (2021) put forward six promotional indicators: (1) Attracting consumers to buy products, (2) Encouraging consumers to make repeat purchases, (3) Having advantages over competitors, (4) Easy information, (5) Use of attractive advertising on products, (6) The ability of advertising to reach the target market.

Price

According to Wahyoedi et al., (2021) price is a value that is labeled on goods and services that are used as a reference and can be measured with a certain amount of money. Price is the amount of money that consumers exchange for the benefits of owning or using a product or service (Kotler and Armstrong in Yusuf & Sunarsi, 2020). Gitosudarmo in Nainggolan & Heryenzus (2018) states that price is the amount of money needed to get a number of goods and certain services or a combination of both. According to Razak in Anggie et al., (2018) price is the amount of money sacrificed for a product or service to gain benefits from owning or using a product or service. Meanwhile, according to Tjiptono in Wahyoedi et al., (2021) states that price is a monetary measure or as a means of exchange for goods and services that can be paid for so that there is an exchange of ownership rights or utilization of certain goods and services. Muharam and Soliha in Sihombing et al., (2021) put forward three indicators that characterize a price: (1) Price according to the offer given, (2) Prices are in accordance with product benefits, (3) Adjusted to market dynamics.

Purchase Intention

According to Kotler and Keller in Nainggolan & Heryenzus (2018) purchasing interest is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase. The decision to buy is influenced by the value of the product being evaluated. According to Soegeng Wahyoedi et al., (2021) purchasing interest is a tendency towards consumer attitudes that have curiosity and interest in a product or service but have not yet entered the stage of making a purchasing decision. Purchase interest tends to be influenced by consumer behavior, knowledge, or the amount of positive information received. Kotler and Keller in Wahyoedi et al., (2021) state that purchasing interest is consumer behavior or actions before making a purchase decision on a product or service and how likely it is to make consumers switch to another brand or product. On the other hand, according to Satria and Sidharta in Sihombing et al., (2021) define buying interest as customer behavior that appears in response to objects that indicate the customer's desire to make a purchase. Purchase interest is a consumer's tendency to buy a brand or take actions related to purchasing which is measured by the level of consumer likelihood of making a purchase (Assael in Pertiwi & Fahmi, 2022). Widyaningrum in Sihombing et al., (2021) explains that buying interest can be identified through three indicators as follows: (1) A person's tendency to buy a product, (2) A person's tendency to reference a product, (3) Interest behavior with main preferences on the product.

Previous Research

The first research was conducted by Yusuf & Sunarsi (2020) with the research title "The Effect Of Promotion And Price On Purchase Decisions". This research aims to determine the effect of promotion and price on purchasing decisions at PT. Total Creation. The method used is explanatory research with a sample of 96 consumers. The analysis technique uses statistical analysis with regression, correlation, determination and hypothesis testing. The results of this research have a significant effect of promotion on purchasing decisions of 41.1%, hypothesis testing obtained a significance of 0.000 <0.05. Price has a significant effect on purchasing decisions by 42.4%, hypothesis testing obtained a significance of 0.000 < 0.05. Promotion and price simultaneously have a significant effect on purchasing decisions by 51.9%, hypothesis testing obtained a significance of 0.000<0.05. The relevance of this research to the research to be conducted is the similarity of variables, namely promotion and price.

Further research related to this research is research conducted by Nainggolan & Heryenzus (2018) with the research title "Analysis of Factors that Influence Consumer Buying Interest in Buying a House in Batam City". This research aims to find out whether the factors Product Quality, Price, Location, Promotion influence purchasing interest in buying a house in the city of Batam. This research uses multiple linear regression analysis methods with SPSS Version 20. The population used is the people of Batam City. Meanwhile, the sample used was 399 people using the proportional sampling method. The results show that the influence of product quality on consumer buying interest has a significant effect. The influence of price on consumer buying interest has a significant effect. The partial influence of location on consumer buying interest has a significant effect. The partial effect of promotion on purchase intention has a significant effect. And there is a significant influence of product quality, price, location, promotion simultaneously on consumer buying interest in buying a house in Batam City. The relevance of this research to the research to be conducted is the similarity of variables, namely promotion, price and purchase interest.

Further research related to this research is research conducted by Azizah & Prasetya (2023) with the research title "Price Promotion Trust And Product Quality Factors In Affecting Interest In Buying In Online Stores". This research aims to determine the impact of celebgrams. The population of this study were economics students at Wijaya Kusuma University, Surabaya. The sample was determined using the target sampling method, which was characterized by having bought clothes in an online shop. The sample consisted of 100 respondents. The analysis method uses multiple regression analysis and hypothesis testing uses the t test. The results show that price has a positive effect on purchase intentions in online stores, but not in a large amount. promotions have a positive and significant effect on buying interest in online stores. Trust has a large positive influence on purchase intentions in online stores. Product quality has a large positive influence on purchase intentions in online stores. The relevance of this research to the research to be conducted is the similarity of variables, namely promotion, price and purchase interest.

Other research related to this research is research conducted by Soegeng Wahyoedi et al. (2021) with the research title "The Role Of Brand Image As Mediating Variable In The Influence Of Price And

Promotion On Buying Interest (Study Case On Hyundai Electric Car)". This research aims to find out how someone buys an electric car. Sampling used non-probability sampling and purposive sampling with the criteria of the general public living in Jabodetabek who already own a car and can buy a car. Data analysis in this research uses a Structural Equation Modeling (SEM) approach based on Partial Least Square. This research found that price, promotion and brand image have a significant and positive effect on purchase intention. Brand image mediates the relationship between price and promotion on purchase intention significantly and positively. The relevance of this research to the research to be conducted is the similarity of variables, namely promotion, price and purchase interest.

Further research related to this research is research conducted by Sihombing et al. (2021) with the research title "Influence Of Interest, Price, Product Quality, Promotion, And Brand Image, On Purchasing Decisions In Traveloka App". This research aims to test and analyze the influence of interest, price, product quality, promotion and brand image on purchasing decisions. The method used in this research is Structural Equation Modeling (SEM) using the SmartPLS application. The population in this study consisted of Traveloka application users totaling 137 respondents. The research used purposive sampling with 104 respondents. The results of this research show that interest has a positive and significant influence on the purchasing decisions of Traveloka application users, while the variables price, product quality, promotion and brand image do not have a significant influence on the purchasing decisions of Traveloka application users. The relevance of this research to the research to be conducted is the similarity of variables, namely promotion, price and purchase interest.

The latest research related to this research is research conducted by Harisno & Herby (2018) with the title "The Analysis of Factors Affecting the Buying Interest of E-Commerce Customers". This research aims to analyze the factors that influence the purchasing interest of e-commerce customers who live in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas in Indonesia. The method used in this research is the SEM method. The sample of this research was 200 random respondents. The results of this research show that the factors ease of use, promotions/advertising, and price have a significant effect on purchasing interest. Meanwhile, enjoyment, shopping experience, and trust have no effect on buying interest.

Relationship Between Variables and Hypothesis

The Effect of Promotion on Purchase Intention

Previous research conducted by Nainggolan & Heryenzus (2018) stated that partial promotions had a significant effect on purchasing interest. This is also supported by research by Azizah & Prasetya (2023) which states that promotions have a significant effect on purchase intentions in online stores. Other research conducted by Soegeng Wahyoedi et al. (2021) also stated that promotions have a significant effect on purchasing interest. Based on this description, the hypothesis proposed in this research is as follows:

H1: Promotion has a significant effect on Purchase Interest.

The Influence of Price on Purchase Intention

Previous research conducted by Azizah & Prasetya (2023) stated that price has a significant effect on purchase intentions in online stores. The results of this research are also supported by research conducted by Soegeng Wahyoedi et al. (2021) which states that price has a significant effect on interested in buying. Other research conducted by Nainggolan & Heryenzus (2018) states that price influences purchasing interest in purchasing a product. Based on this description, the hypothesis proposed in this research is as follows:

H2: Price has a significant effect on Purchase Intention.
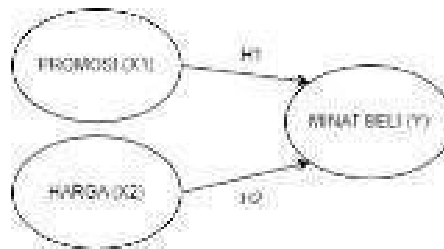
Conceptual Framework

Figure 2.1 Conceptual Framework

RESEARCH METHODOLOGY

The type of research carried out is research that uses a quantitative approach, the population of this research is people who consume chicken meat and live in Denpasar City. The sample from this research was 120 respondents using a purposive sampling method with sampling criteria, namely people who have a lifestyle or habit of consuming chicken meat and live in Denpasar City with ages ranging from 16 to 60 years. The scale used in this research is a 5 point Likert scale, namely (1) Strongly Disagree, (2) Disagree, (3) Somewhat Agree, (4) Agree (5) Strongly Agree. According to Sugiyono (2019:146) the Likert scale is used to measure attitudes, opinions and perceptions of people or groups regarding social phenomena.

Table 1. Table of Variables and Operational Definitions

Variable	Variable & Operational Definition	Indicator	Item	Source
Promotion	Promotion is the activity of communicating product advantages and persuading customers to buy the product (Kotler and Armstrong in Yusuf & Sunarsi 2020).	1. Attract consumers to buy products, 2. Encourage consumers to make repeat purchases, 3. Have advantages over competitors, 4. Easy Information, 5. Use of attractive advertising on products, 6. Advertising ability to reach the target market.	1. Satya Santosha promotional offers can attract my attention. 2. The free shipping promo with a minimum purchase of 5kg of chicken meat increased my interest in buying the products offered. 3. Free requests for order delivery times make it easier for me to receive orders. 4. Information on product offers from Satya Santosha is easy to get. 5. Advertising Satya Santosha information via social media increases my buying interest 6. Promotions carried out through social media by publicizing the products offered make me interested in buying the products offered.	Amalia and Harrie in Sihombing et al., (2021)

Price	Price is a value that is labeled on goods and services which is used as a reference and can be measured with a certain amount of money (Soegeng Wahyoedi et al., 2021). Price is the amount of money that consumers exchange for the benefits of owning or using a product or service (Kotler and Armstrong in Yusuf & Sunarsi, 2020)	1. Price according to the offer given, 2. The price is in accordance with the benefits of the product, 3. Adapted to market dynamics.	1. The price of the product sold is in line with my expectations. 2. The price of the product offered is in accordance with the perceived benefits. 3. Satya Santosha product prices are competitive with other competitors.	Muharam and Soliha in Sihombing et al., (2021)
Purchase Intention	Purchase intention is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase. The decision to buy is influenced by the value of the product being evaluated (Kotler and Keller in Nainggolan & Heryenzus 2018).	1. A person's tendency to buy a product, 2. A person's tendency to reference a product. 3. Interest behavior with primary preference on product.	1. I am interested in buying Satya Santosha products 2. I would recommend Satya Santosha to others. 3. I am interested in finding information about Satya Santosha.	Widyaningrum in Sihombing et al., (2021)

Source: Data Processed, (2023)

Data Analysis Method

In this research, the data analysis method related to validity testing is seen through the results of the 2-tailed Sig value <0.05, meaning the data is valid. The reliability test uses a Cronbach's Alpha value >0.70. Normality test uses the Kolmogorov-Smirnov method. The multicollinearity test is seen through the results of the VIF <10 and Tolerance >0.1, so it is stated that there is no multicollinearity. The heteroscedasticity test is seen through the results of the residual absolute value >0.05. Hypothesis testing using multiple linear regression analysis, F test, t test and correlation coefficient (R) and determination (R2) tests with the analysis tool used is SPSS.

DATA ANALYSIS AND DISCUSSION

Data Analysis

Characteristics of Respondents Based on Gender, Age, Occupation

There were 120 respondents who took part in filling out this questionnaire. Female respondents had a larger percentage, namely 59.2%, compared to male respondents who had a percentage of 40.8%. This shows that this research was dominated by female respondents. Female respondents tend to be more concerned about environmental conditions and their health.

In this research, it is known that the respondent profile that dominates in this research is the first, respondents aged 22 years with a percentage of 14.2%, next there are respondents aged 19 years with 10% and the third is respondents aged 27 years with a percentage of 8.3 %. In this study, it was also discovered that the profile of the respondents in this study ranged from 19 to 46 years of age. The age limit of 16 to 60 years is considered sufficient for making wise decisions.

In this research, it is known that as many as 28.3% of respondents have jobs as students, then in second position 25% of respondents have jobs as private employees, in third position there are 23.3% of respondents who have jobs as entrepreneurs, then there are 16.7% of respondents who have jobs as entrepreneurs. other jobs and 6.7% of respondents have jobs as civil servants. These results show that the majority of respondents are students because they are more active in using social media in their daily activities compared to their parents.

Validity Test

Table 2. Validty Test Results

Validitas				
Variabel	**Pernyataan**	**Korelasi Pearson**	**Nilai Sig (2-Tailed)**	**Kesimpulan**
Promotion	X1.1	0.740	0.000	*Valid*
	X1.2	0.763	0.000	*Valid*
	X1.3	0.712	0.000	*Valid*
	X1.4	0.739	0.000	*Valid*
	X1.5	0.772	0.000	*Valid*
	X1.6	0.746	0.000	*Valid*
Price	X2.1	0.812	0.000	*Valid*
	X2.2	0.835	0.000	*Valid*
	X2.3	0.729	0.000	*Valid*
Purchase Intention	Y.1	0.744	0.000	*Valid*
	Y.2	0.805	0.000	*Valid*
	Y.3	0.839	0.000	*Valid*

Source: Data Processed, (2023)

Based on the results of the validity test in Table 4.4, it is known that the indicators of the promotion, price and purchase interest variables have a significance value of <0.05, so it can be concluded that the statements in the research questionnaire are valid.

Reliability Test

Table 3. Reliability Test Results

Reliabilitas		
Variable	***Cronbach's Alpha***	**Kesimpulan**
Promotion (X1)	0,837	*Reliable*
Price (X2)	0,704	*Reliable*
Purchase Intention (Y)	0,713	*Reliable*

The Cronbach's Alpha reliability test result for the Promotion variable was 0.837, then the Price variable had a result of 0.704 and finally the Purchase Interest variable had a Cronbach's Alpha result of 0.713. The Cronbach's Alpha results from Table 3 show that all variables have coefficient values >0.70 (ri>0.70) so it can be said that the indicators in this study are reliable.

Classic Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test)

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		*120*
Normal Parameters[a,b]	*Mean*	*.0000000*
	Std. Deviation	*1.10987590*
Most Extreme Differences	*Absolute*	*.070*
	Positive	*.070*
	Negative	*-.058*
Test Statistic		*.070*
Asymp. Sig. (2-tailed)		*.200[c,d]*

Source: Data Processed, (2023)

The normality test results in Table 4 show that the Sig. (2-tailed) is 0.200, which means the significance value is > 0.05, so it can be concluded that the data is normally distributed.

Table 5. Multicollinearity Test Results

Multicollinearity		
Variable	**Nilai *Tolerance***	**Nilai VIF**
Promotion (X₁)	0,514	1,944
Price (X₂)	0,514	1,944

Source: Data Processed, (2023)

Based on Table 5, it is known that the VIF value is < 10 and Tolerance is > 0.1, so it can be concluded that multicollinearity does not occur.

Table 6. Heteroscedasticity Test Results

Heteroskedastisitas	
Variabel	*Sig*
Promotion (X₁)	0,844
Harga (X₂)	0,388

Source: Data Processed, (2023)

Based on Table 6, it is known that the significance value between the independent variable and the absolute residual is > 0.05, so it can be concluded that heteroscedasticity does not occur.

Hypothesis Testing
Multiple Linear Regression Analysis Test

Table 7. Multiple Linear Regression Analysis Test Results

Variable	Unstandardized Coefficients B
(Constant)	3.102
Promotion	0.213
Price	0.351
a. Dependent Variable : Minat Beli	

Source: Data Processed, (2023)

The variables used in this research are two independent variables (X1 and X2) and the dependent variable (Y). Based on Table 7, it can be concluded that the results of calculating the multiple linear regression equation in this study are:

Y = 3.102 + 0.213X1 + 0.351X2

From these results it can be explained that the constant value can be interpreted as meaning that the Y value has a positive value of 3.102. This means that if Promotion and Price are 0, then the value of Purchase Interest is 3.102. A positive Y value means that the user has an interest in purchasing Satya Santosha products.

Based on the regression model, it is known that the Promotion variable has a coefficient value of 0.213. If the Promotion variable has a fixed value then for every one unit increase the value of the purchase interest variable is 0.213 to 3.315. From these results it can be concluded that if the Promotion variable (X1) increases then the Buying Interest variable will increase (Y) also increases.

Based on the regression model, it is known that the Price variable has a coefficient value of 0.351. If the price variable has a fixed value, then for every one unit increase the value of the purchasing interest variable is 0.351 to 3.453. From these results it can be concluded that if the Price variable (X2) increases then the Buying Price variable (Y) also increases.

Based on the regression model, it was found that from the two independent variables studied, Price (X2) was the most influential variable and had the highest coefficient value compared to the Promotion variable on Purchase Interest.

F Test
Table 8. F Test Results

Model	df	F	Sig
Regression	2	70,203	0,000[b]
Residual	117		

Source: Data Processed, (2023)

The results in Table 8 show that the significance value of the F test is 0.000. The F test decision making criteria is if the significance value is <0.05, which means it has an effect. It can be concluded that the hypothesis can be accepted and all independent variables have a simultaneous and significant effect on the dependent variable.

T Test

Table 9. T Test Results

Variabel	t	Sig.
Promosi (X_1)	4.870	0.000
Harga (X_2)	4.354	0.000
Dependen Variable : Purchase Intention		

Source: Data Processed, (2023)

Based on Table 9, it is known that the promotion variable and price variable have a t test significance value of <0.05 so it can be concluded as follows:

1. Promotions have a significant effect on purchasing interest.

2. Price has a significant effect on buying interest.

Correlation Coefficient (R) and Determination (R2) Test

Table 10. Correlation Coefficient (R) and Determination (R2) Test Results

Model	*R*	*R^2*	*Adjusted R Square*
	0,739ᵃ	0,545	0,538

Source: Data Processed, (2023)

Based on Table 10, it is known that the R value is 0.739, which means there is a relationship between the independent and dependent variables. The coefficient of determination (R2) is 0.545, which means that 54.5% of the variables in this study influence the purchase interest variable and the remaining 45.5% is influenced by other variables that were not studied.

Discussion

The promotion variable has a significant effect on the purchase interest variable. This shows that based on the indicators the promotion variable has a significant influence on the purchase interest variable. The results of this research show that people aged 16 to 60 years are interested in buying if the company can attract consumers to buy the product, encourage consumers to make repeat purchases, has advantages over competitors, information is easy to obtain, uses attractive advertising on the product, and advertising's ability to reach the target market. The results of this research are similar to research conducted by Nainggolan & Heryenzus (2018) which states that promotions have a significant effect on purchasing interest. The results of this research are also strengthened by research from Soegeng Wahyoedi et al. (2021) who found that promotions have a significant effect on purchasing interest. This shows that the higher the level of promotion provided by the company, the higher the buying interest from consumers.

The price variable has a significant effect on the purchase interest variable. This shows that indicators based on the price variable have a significant influence on the purchase interest variable. The results of this research show that vulnerable people aged 16 to 60 years have an interest in buying if the price is in accordance with the offer given, the price is in accordance with the benefits of the product and the price is adjusted to market dynamics. The results of this research are similar to research conducted by Soegeng Wahyoedi et al. (2021) which states that price has a significant effect on buying interest. The results of this research are also strengthened by research from Harisno & Herby (2018) which found that price has a significant effect on buying interest. This shows that the more appropriate the price the company gives to consumers, the higher the consumer's buying interest.

Research Implications

Promotional variables have managerial implications. Before the research, it was known that the free shipping promotion with a minimum purchase of 5kg of chicken meat did not attract the interest of Satya Santosha consumers. After research, Satya Santosha should develop innovations based on

promotions that can influence consumers to buy Satya Santosha products, such as promotional innovations that influence consumer psychology, such as explaining the nutritional value contained in Satya Santosha chicken meat products so that consumers feel that it is important to consume chicken meat to health.

The price variable has managerial implications. Prior to the research, it was discovered that the price of the product being sold did not match the expectations of Satya Santosha consumers. After research, Satya Santosha should develop innovations based on product prices that are in line with Satya Santosha consumer expectations, such as price benchmark innovations that are at the average market price (not too expensive and not too cheap).

CONCLUSIONS AND SUGGESTIONS

Conclusions
Based on the results of research on the influence of promotions and prices on interest in purchasing Satya Santosha products in Denpasar City, the following conclusions can be drawn:
1. Promotions have a significant effect on purchasing interest.
2. Price has a significant effect on buying interest.

Based on the results of the regression model, it was found that of the two independent variables studied, price was the variable that had the most influence on purchasing interest because it had the highest coefficient value than the promotion variable.

Suggestions and Limitations
This research is expected to contribute to the promotion, price and purchase interest variables at Satya Santosha. Satya Santosha is advised to need to develop innovations based on promotions that can influence consumers to buy Satya Santosha products, such as promotional innovations that influence consumer psychology, such as explaining the nutritional value contained in Satya Santosha chicken meat products so that consumers feel that it it is important to consume chicken meat for health. . Apart from that, Satya Santosha can also develop innovations in the form of product prices that are in line with Satya Santosha consumers' expectations, such as price benchmark innovations that are at the average market price (not too expensive and not too cheap) so that they can increase people's buying interest.

Suggestions for similar companies are expected to consider factors such as promotions, price and purchasing interest. So it is hoped that this research can provide a new perspective on the livestock and chicken meat industry sector to develop innovations for similar businesses based on promotion and price factors to create buying interest among the community.

In further research, it is recommended to discuss other variables such as product quality and location variables on purchasing interest, such as research conducted by Nainggolan & Heryenzus (2018) so that this research can develop and have more benefits. Another suggestion is that it is hoped that in future research the number of samples from research can be increased and the characteristics of respondents expanded so that the research results can be in accordance with the reality in the field so that they can be more useful for the wider community.

The limitation of this research is that in taking the survey there were constraints on the researcher's staff and ability to cover respondents face to face so that the researcher could not know whether the respondent was serious or not in filling out the Google form. Another research limitation is that there are other independent variables that influence the dependent variable which is strongly supported by the results of the R^2 determination test value of 45.5%, so there is a need for further research development to examine the influence of other independent variables that have not been studied.

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