

THE EFFECT OF PRICE, SERVICE, PROMOTION, AND LOCATION ON THE INTEREST OF GROOMING CAT IN PET SHOP PANGKALPINANG

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Abstract: *This study aims to analyze the effect of price, service, promotion, and location on interest in cat grooming in the Nagasatwa Pet Shop Pangkal Pinang. The population in this study were consumers who had groomed at the Nagasatwa Pet Shop in Pangkalpinang. The sample was determined using a qualitative method through a descriptive approach as many as 352 respondents. Researchers used interviews, direct observation, and supporting documents needed to collect data during the study. The data analysis technique used is multiple linear regression analysis model, coefficient of determination test (R^2), F test (simultaneous), and t test (partial). Based on this study, it was found that the variables of price, service, promotion, and location had a significant effect on the interest in grooming cats in the Nagasatwa Pet Shop Pangkalpinang. It can be seen from the results of the F test calculation that F count (11.928) > from F table (5.32) while the significance.*

Keywords: Price, Service, Promotion, Location, Cats Grooming, Pet Shop

1. Introduction

The current era of globalization makes consumers more critical in determining the purchase of goods and services. This also has an impact on the business sector or business in competitive competition as a provider of goods and services. In addition, the same products are increasingly available in the market, thus making consumers selective in choosing the products to be used. Business actors are required to be more creative and innovative in order to win the existing business competition. Business actors are also required to be able to read customer behavior and desires, so that customer satisfaction can be achieved. Business actors must be able to compete in terms of price and quality of service provided to customers. To meet the needs that can be satisfied and felt by customers for the services provided (Hendriyati & Santoso, 2021). In addition, promotions and strategic locations are also very important to increase the number of customers which has an impact on increasing the income of a provider of goods and services. The main purpose of promotion is to inform, influence and persuade and remind target customers about the company and its marketing mix (Sari, 2018). So that this goal can be achieved through efforts to maintain and increase company profits by increasing product sales (Atmoko, 2018).

Along with the times, the lifestyle of today's society has begun to develop with the presence of pets in the house. Cats are one of the most popular pets in the world (Driscoll, CA, 2009). This favorite animal can be used as a friend and many even consider it like their own family. The presence of pets that live side by side with the community certainly has positive benefits if cleanliness and health are maintained. Quality service plays an important role in shaping customer

satisfaction, but it is also closely related to creating profits for the company(Putri, WN, Levyda, L., & Hardiyanto, 2021).

The cleanliness and health of pets must be the main concern for animal owners. When the owner has decided to keep a pet, then all matters relating to the needs, cleanliness, and health of the animal must be the responsibility that must be fulfilled by the owner. When the cleanliness and health of the animal is maintained, the animal will feel comfortable and prosperous. This also has a positive impact on owners to create comfort and happiness with their animals. In general, these animal lovers come from busy circles who do not have time to bathe and clean their favorite animals. Therefore, the Pet Shop is the right place to entrust the cleanliness of their animals.(Hariansyah, 2020).

Pet Shop is a place or shop that provides goods to meet the needs of pets or pets, and others there are pet hotels, namely places to leave pets, pet clinics for animal health checks and pet grooming or pet salons for animal care.(Wijayanti Mamik, 2015). The increasing love for pets has caused a great need for a place that can actually accommodate and provide various tools, materials and services related to the care and maintenance of pets.(Rebecca, 2012).

As a business actor providing goods and services needed by pet owners, they must have advantages that are the customer's choice. Nagasatwa Pet Shop is a business actor that provides various goods for pets and service providers. Grooming is one of the services provided by the Nagasatwa Pet Shop. Grooming contains the word Groom which, according to the English-Indonesian dictionary, means to take care of, to care for, to be neat or to maintain. Grooming itself literally means self-appearance, while grooming as a whole is caring for, maintaining the appearance and indirectly maintaining the health of pets. Grooming is also called a salon for pets.

Pets need human assistance to do grooming so that their bodies become cleaner and more attractive. Grooming can be done by the owner of the cat himself, but if the owner is busy, grooming can be done at a special animal salon, clinic or animal hospital that has grooming services (Asyari, 2006). Grooming stages can start from cleaning the ears, cutting nails, trimming the fur, bathing, drying the fur, applying powder and perfume, as well as carrying out treatments to control lice, fungi, and other skin diseases. Grooming is actually a simple thing but can provide considerable benefits. Grooming can minimize the spread of diseases that are transmitted from cats to humans(Dallas, 2006).

Grooming not only makes your pet look beautiful, but also aims to remove parasites that are lodged in the hair, make hair not sticky and smelly, and to maintain healthy skin. The end result of grooming not only makes the cat more beautiful and clean, but can make the cat healthy because by grooming, fleas, fleas, and other ectoparasites can be removed.

The situation of intense competition in the Pet Shop business in the Pangkalpinang area has made it difficult for business actors to increase the number of customers. In the market, there have been many Pet Shop service products with various advantages and added value offered by competitors, making it difficult for business actors to seize competitor's market share. Business actors must be able to create a higher advantage compared to competitors. This is done in an effort to provide satisfaction to customers. Service quality has a close relationship with customer loyalty. Quality provides an impetus to customers to establish a strong relationship with the company(Tjiptono, 2012).

The size of the cat and the grooming package chosen will determine the cost of grooming. The cost of grooming a small cat with a regular grooming package is Rp. 50.000,-. The cost of

grooming a small cat with a flea or fungus grooming package is Rp. 65.000,-. While the cost of grooming a small cat with a complete grooming package is Rp. 80,000,-. The cost of grooming a medium-sized cat with a regular grooming package is Rp. 60,000,-. The cost of grooming a medium-sized cat with a flea or fungus grooming package is Rp. 75.000,-. While the cost of grooming a medium size cat with a complete grooming package is Rp. 90.000,-. The cost of grooming a large cat with a regular grooming package is Rp. 70,000,-. The cost of grooming a large cat with a flea or fungus grooming package is Rp. 85.000,-. While the cost of grooming a large cat with a complete grooming package is Rp. 100.000,-. The cost of grooming a jumbo size cat with a regular grooming package is Rp. 90.000,-. The cost of grooming a jumbo size cat with a flea or fungus grooming package is Rp. 105.000,-. While the cost of grooming a jumbo cat with a complete grooming package is Rp. 120,000,-.

From the data above, it can be seen that the price of grooming services offered varies depending on the size of the cat and the grooming package chosen. That way customers can choose and make choices according to their needs. The smaller the size of the cat with the chosen grooming package, which is regular grooming, the lower the grooming cost, but the larger the cat size with a complete grooming package, the higher the grooming cost.

In promoting grooming services, Nagasatwa Pet Shop does not yet have certain promotional standards. So far, promotions have been carried out only through social media such as WhatsApp, Facebook, and Instagram. Promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold (Kotler & Keller, 2009). In the Nagasatwa Pet Shop service, it provides a free pick-up service to the customer's house. In addition, it also provides free grooming once every 5 times after grooming to customers.

Improving the quality of services provided to customers is possible to reduce service failures and provide satisfaction. If this can be realized then the customer will always consume and behave positively towards the service. Such an attitude indicates the customer's decision. Many things can affect the progress of the Pet Shop business, one of which is how the Pet Shop can attract customers and retain them by providing the best quality service so that customers are satisfied with the services provided.

Success in the field of selling goods or services also lies in the strategic location where the goods or services themselves are provided. According to (Maoludyo & Aprianingsih, 2015) revealed that there are four main factors that influence the choice of location, among others: transportation network (distance to main roads), availability of environmental infrastructure (availability of schools, hospitals, and markets), community environment (safe, disaster-free environment), and the attributes of the place itself. . In addition, price plays a high role in the product. According to (Kotler & Armstrong, 2008) Price is the amount of money that is sacrificed for an item or service, or the value from consumers that is exchanged for benefits or ownership or use of the product or service.

Based on the description above, it is necessary and important to conduct research on the effect of price, service, promotion, and location on cat grooming interest in Nagasatwa Pet Shop Pangkalpinang.

2. Literature Review

Management is a process of cooperation between two or more people in order to achieve predetermined goals consisting of the planning, organizing, directing, and controlling

processes.(Gaol, 2014). Management is a process consisting of a series of activities: planning, organizing, mobilizing and controlling/supervising which is carried out to determine and achieve the goals that have been set through the use of human resources and other resources.(Sedarmayanti, 2014). So it can be said that management is an art in achieving a goal, so cooperation with other people is needed and how to order others so that other people want to work together.

1) Marketing Management

According to the opinion of(Suparyanto & Rosad, 2015)Marketing management is a science that studies the planning, implementation, and control of products (goods and services), pricing, distribution implementation, promotional activities, carried out by certain people, with certain processes, which are supported by physical evidence to create exchanges to meet needs. or customer desires, so as to achieve company goals. Meanwhile, according to the American Marketing Association (AMA), marketing is an activity and process of creating, communicating, delivering, and offering value exchange to customers, clients, partners, and society at large.(Malau, 2017).

Marketing is a concept that involves a mental attitude, a way of thinking that guides you to do something that does not always sell things but also sells ideas, careers, places (tourism, homes, industrial locations), laws, services (transportation, flights, haircuts). , health), entertainment (shows, competitions), and non-profit activities such as social and religious foundations(Morissan, 2015). From some of these understandings, it can be summarized that marketing services are the spearhead of the company. In a world of increasingly fierce competition, companies are required to survive and thrive. Therefore, a marketer is required to understand the main problems in their field and develop strategies in order to achieve company goals.

2) Service Marketing

(Kotler & Keller, 2009)defines service as any action or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.(Christopher & K, 2005)argues that service is an action or performance offered by one party to another. Although the process may be related to a physical product, its performance is essentially intangible and does not usually result in ownership of the factors of production. From the above opinion it can be concluded that services have intangible characteristics but can meet consumer needs, do not result in the transfer of rights or ownership, and require interaction between service providers and service users to produce customer satisfaction. Basically, services are economic activities whose results are not in the form of physical products or construction, which are generally produced and consumed simultaneously and provide added value such as convenience, entertainment, pleasure, or consumer health.

3) Price

The activity of buying and selling goods or services between producers and consumers will always be related to prices. Producers can determine the price of the products they sell to make a profit, while consumers need a product for their needs and generally consumers buy products that match their purchasing power. This shows that price plays a high role in the product. According to(Kotler & Armstrong, 2008)Price is the amount of money that is sacrificed for an item or service, or the value from consumers that is exchanged for benefits or ownership or use of the product or service. Price is the value of money charged for a product or service, or the amount of value that customers exchange to obtain utility from consuming a product or service.(Kotler P. , 2012). So it

can be said that price is broadly the amount of value exchanged by consumers for the benefits of ownership or use of a product or service.

4) Service

According to (Kotler & Armstrong, 2008) service or service is any action or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be linked to a physical product. Nonetheless, a growing number of manufacturers, distributors, and retailers are providing value-added services, or excellent customer service, to differentiate themselves. According to (Buchari, 2018) A service is something that can be defined separately as intangible, offered to satisfy a need. Services can be produced by using tangible objects or not.

Service quality indicators according to (Parasuraman, 2014) states 5 indicators of service quality, namely:

- a. Tangibles: provision of physical service facilities, equipment and appearance of service staff
- b. Reliability: the ability to reliably and correctly fulfill commitments to consumers
- c. Responsiveness: willingness to help customers and the ability to provide prompt service
- d. Assurance: knowledge and discipline of staff, and their ability to have customers depend on, and be assured
- e. Empathy: the ability to give attention and care to customers.

In principle, service quality focuses on efforts to meet customer needs and desires, as well as the determination to balance consumer expectations (Kotler P. , 2012). According to (Zeithaml & Bitner, 2013), service quality can be concluded as a benefit that can be felt by consumers and is intangible. According to (Tjiptono F. , 2014) Service quality has a close relationship with customer loyalty. Quality provides an impetus to customers to establish a strong relationship with the company. In the long term, this kind of bond allows the company to understand customer expectations and needs so that the company can maximize a pleasant customer experience and minimize a less pleasant customer experience. From the above understanding, it can be concluded that service quality is the level of excess or superiority felt by customers against the services received.

5) Promotion

Promotion is marketing communication with the aim of encouraging demand, while marketing communication is a marketing activity that seeks to inform and influence potential consumers so that they can accept, buy and have loyalty to the products or services produced by the company concerned. (Private & Irawan, 2008). Promotion (promotion) is an effort or effort to advance or improve; for example to increase trade or advance the business sector. Promotion comes from the word promote in English which is defined as to develop or improve. This understanding when associated with the field of sales means as a tool to increase sales turnover. According to (Kotler P. , 1992), promotion includes all marketing mix tools whose main role is to hold more persuasive communication.

6) Location

Location determines achievement, is an expression that is quite appropriate for all types of activities, as well as for business activities in the goods and services sector. According to (Buchari A. , 2003) argues that location is where the company operates or where the company carries out activities to produce goods and services that are economically important.

Success in the field of selling goods or services lies in the strategic location where the goods or services themselves are provided. According to (Maoludyo & Aprianingsih, 2015) revealed that there are four main factors that influence the choice of location, among others: transportation network (distance to main roads), availability of environmental infrastructure (availability of schools, hospitals, and markets), community environment (safe, disaster-free environment), and the attributes of the place itself. .

According to (Kotler & Keller, 2009) one of the keys to success is location, location starts with choosing a community. This decision is highly dependent on the potential for economic growth and stability, competition, political climate, and so on. According to (Tjiptono F., 2015) Physical site selection requires careful consideration of the following factors:

- a. Access, which is a location that is easily accessible by public transportation
- b. Visibility is a location or place that can be seen clearly from normal viewing distances.
- c. Traffic, involves two main considerations, namely: many people passing by can provide a great opportunity for impulse buying, namely buying decisions that often occur spontaneously or without planning, traffic congestion or congestion can also be an obstacle.
- d. A spacious parking area is comfortable and safe for both two-wheeled and four-wheeled vehicles.
- e. Expansion, namely the availability of a large enough space if there is an expansion in the future.
- f. Environment, namely the surrounding area that supports the services offered.
- g. Competition, namely the location of competitors. For example, in determining the location of a business, it is necessary to consider whether there are other businesses on the same road/area.
- h. Government regulations that contain provisions for measuring the location of certain businesses.

3. Research Methodology

This research is a type of academic research that uses quantitative research methods with survey methods. Survey research is research conducted on large or small populations but the data studied are sample data taken from the population to find relative occurrences, distributions, and relationships between sociological and psychological variables. (Sugiyono, 2014).

In this study, the author uses a survey which is a method of collecting data in the form of primary data obtained directly from the original source using a questionnaire. In this method, it is necessary to have contact between the researcher and the research subject or respondent to obtain the required data. The type of research used is causal because it examines the relationship between variables. The design of this research, the writer uses descriptive research and quantitative analysis which is supported by statistical analysis of causal relationships. The model in question is the relationship between the independent variables (exogenous), namely: price (X1), service (X2), promotion (X3), and location (X4) with the dependent variable (endogenous) namely interest in cat grooming (Y). The relationship model uses multiple linear regression model.

This study tested the hypothesis by referring to the relationship between two variables, namely independent and dependent. This research design is designed to explain the effect of the independent variable on the dependent variable. Hypothesis testing is carried out in this study by

referring to the relationship between several variables that have been previously formulated. So it can be explained further that based on the conceptual model the variables included in this study are as follows:

- a. Independent variables (independent), namely price (X1), service (X2), promotion (X3), and location (X4);
- b. The dependent variable (bound), namely interest in cat grooming (Y).

1) Population and Research Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions, so that the population is the entire subject of the study.(Sugiyono, 2014). While the sample is part of the population or part or representative of the population being studied(Arikunto, 2003).

In this study, the population is all customers or clients who groom cats at Nagasatwa Pet Shop Pangkalpinang. The sampling technique in this study used a non-probability sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as sample members.(Sugiyono, 2008). The sampling technique in this study, the researchers also used incidental sampling techniques. Incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally or incidentally meets a researcher can be used as a sample, if it is deemed that the coincidental person is a suitable source of data. The total population of grooming clients at Nagasatwa Pet Shop in 2021 is 2881 people, so that the total respondents who were taken for the questionnaire data were 352 people. The location of the research conducted by the author is at Nagasatwa Pet Shop Pangkalpinang.

4. Results

In this study, the variables used were four independent variables and one dependent variable. The four independent variables are price (X1), service (X2), promotion (X3), and location (X4) while the dependent variable is cat grooming interest (Y). The research data presented started with the independent variables, then continued with the dependent variables. The process of calculating the score that has been validated is carried out using SPSS 26 software. This is intended to avoid errors in calculating the score so that the research can be justified scientifically.

Validity Test Results
Table 1. Price Variable Validity Test (X1)

Statement	Correlation Coefficient (r count)	Limit Value (critical r)	Status
1	0.573	0.300	Valid
2	0.439	0.300	Valid
3	0.545	0.300	Valid
4	0.482	0.300	Valid
5	0.589	0.300	Valid
6	0.592	0.300	Valid

Based on the table data above, it can be seen that the correlation coefficient value for testing the validity of the product quality instrument (X1) obtained on average is greater than 0.300 (critical r). This shows that all product quality instruments are valid.

Table 2
Service Variable Validity Test (X2)

Statement	Correlation Coefficient (r count)	Limit Value (critical r)	Status
1	0.693	0.300	Valid
2	0.532	0.300	Valid
3	0.647	0.300	Valid
4	0.588	0.300	Valid
5	0.595	0.300	Valid
6	0.632	0.300	Valid

Based on the table data above, it can be seen that the correlation coefficient value for testing the validity of the product quality instrument (X1) obtained on average is greater than 0.300 (critical r). This shows that all product quality instruments are valid.

Table 3.
Promotional Variable Validity Test (X3)

Statement	Correlation Coefficient (r count)	Limit Value (critical r)	Status
1	0.423	0.300	Valid
2	0.545	0.300	Valid
3	0.549	0.300	Valid
4	0.628	0.300	Valid
5	0.565	0.300	Valid
6	0.612	0.300	Valid

Based on the table data above, it can be seen that the correlation coefficient value for testing the validity of the product quality instrument (X1) obtained on average is greater than 0.300 (critical r). This shows that all product quality instruments are valid.

Table 4
Location Variable Validity Test (X4)

Statement	Correlation Coefficient (r count)	Limit Value (critical r)	Status
1	0.677	0.300	Valid
2	0.589	0.300	Valid
3	0.534	0.300	Valid
4	0.568	0.300	Valid
5	0.475	0.300	Valid
6	0.521	0.300	Valid

Based on the table data above, it can be seen that the correlation coefficient value for testing the validity of the product quality instrument (X1) obtained on average is greater than 0.300 (critical r). This shows that all product quality instruments are valid.

1) Reliability Test Results

Output result construct/variable is said to be reliable if it gives a Cronbach Alpha value > 0.70. SPSS data shows that all questions/indicators Cronbach's alpha value is more than 0.7, meaning that the reliability is sufficient (acceptable and quite good). So the questionnaire data is consistent or stable from time to time, so that the questionnaire is declared reliable and can be continued for further research. The following table of data processing results for reliability testing:

Table 5
Reliability Test

Variable	Value of r Calculate	Value (alpha cronbach)	Status
Price	0.898	0.60	Reliable
Service	0.873	0.60	Reliable
Promotion	0.845	0.60	Reliable
Location	0.781	0.60	Reliable

From the table data above, it can be seen that the average value of r count > 0.70 or r count is close to 1, this shows that all instruments of each variable are reliable, meaning that the instruments used are consistent in providing an assessment of the object under study.

2) Classic assumption test

a. Data Normality Test Results

Based on the normal plot graph display, it can be seen that the graph gives a normal distribution pattern. The dots (plot) spread around the diagonal line and their distribution follows the direction of the diagonal line. It can be concluded that the regression model is feasible to use because it meets the assumption of normality.

b. Multicollinearity Test Results

The results of the calculation of the tolerance value show that there is no independent variable that has a tolerance value < 0.10, which means that there is no correlation between the independent variables. Likewise with the results of the calculation of the VIF value, from the two independent variables tested there is no VIF value more than 10, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

c. Heteroscedasticity Test Results

The results of the scatter plot graph used show that the points spread randomly and are spread above and below the number 0 on the y axis, and do not have a clear pattern or do not form a pattern. For this reason, it can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to be used as a predictive tool.

d. Multiple Linear Regression Equation

Multiple linear regression analysis was used to determine the effect of the independent variables on the dependent variable either partially (t test) or jointly or simultaneously (F test). In this study, to determine the effect of price (X1), service (X2), promotion (X3), and location (X4)

variables on the dependent variable, namely cat grooming interest (Y), the linear equation is described as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + 1$$

Information :

- X1 : Price (independent variable)
X2 : Service (independent variable)
X3 : Promotion (independent variable)
X4 : Location (independent variable)
Y : Interest Groomingcat (dependent variable)
a : Constant
B1-4 : Regression coefficient
□ : Error factor

The results obtained after the data was processed by researchers using SPSS 26 are presented in the table below:

Table 6
Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.165	.374		8,458	.000
	Price (X1)	.292	.136	.260	2.145	.000
	Service (X2)	.166	.136	.157	1,220	.033
	Promotion (X3)	.007	.118	.007	.061	.022
	Location (X4)	.057	.071	.055	.799	.052

a. Dependent Variable: Cat Grooming Interest (Y)

Source: Processed Primary Data, 2022

Based on the data in Table 6 where the results of the regression analysis obtained regression equation 1 as follows:

$$Y = 3.165 + 0.292 (X_1) + 0.166 (X_2) + 0.007 (X_3) + 0.057 (X_4) + e$$

The results of multiple regression analysis can be explained that the constant 3.165 means that the price (X1), service (X2), promotion (X3), and location (X4) variables have a positive relationship with an increase in *groomingcat*. The constant value of increasing cat grooming shows that the increasing price, service, promotion, and location will have a positive effect on increasing cat grooming in Nagasatwa petshop Pangkalpinang. 1 = 0.292 means the price variable will affect the increase in cat grooming by 0.292 or has a positive effect, which means that if the price variable increases by 1 unit, it will increase cat grooming by 0.292 units at Nagasatwa petshop Pangkalpinang. 2 = 0.166 means that the service variable affects cat grooming by 0.166 or has a positive effect, which means that if the service increases by 1 unit, it will increase cat grooming by 0.166 at Nagasatwa petshop Pangkalpinang. 3 = 0.007 means that

the promotion variable affects cat grooming by 0,007 or has a positive effect, which means that if the promotion increases by 1 unit, then cat grooming will increase by 0.007 units at Nagasatwa petshop Pangkalpinang. $4 = 0,057$ means that the location variable affects cat grooming by 0,057 or has a positive effect, which means that if the location increases by 1 unit, then cat grooming will increase by 0,057 units at Nagasatwa petshop Pangkalpinang.

3) Coefficient of Determination Test Results

The coefficient of determination is a quantity that shows the amount of variation in the dependent variable that can be explained by the independent variable. In other words, the coefficient of determination is used to measure how far the independent variables explain the dependent variable. The coefficient of determination (R^2) shows an Adjusted R Square of 0.525 or 52.5%, which means that cat grooming variations can be explained by price, service, promotion, and location. The remaining 0.475 or 47.5% can be explained by other variables outside the study such as: quality, consumer attitudes, lifestyle, and others.

4) Hypothesis Test Results

a. F Uji test

To test the effect of independent variables jointly tested using the F test. If the calculated F value $< F$ table H_0 is accepted and H_1 is rejected and if the calculated F value is $> F$ table, then H_0 is rejected and H_1 is accepted. The results of simultaneous regression calculations are obtained as follows:

Table 7
Results of simultaneous regression analysis

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3.225	4	.806	11,928	.010b
	Residual	91.151	218	.418		
	Total	94,377	222			
a. Dependent Variable: Grooming Interest (Y)						
b. Predictors: (Constant), Location (X4), Promotion (X3), Service (X2), Price (X1)						

Source: Processed Primary Data, 2022

To test the effect of independent variables were jointly tested using the F test. The results of simultaneous regression calculations were obtained as follows: The results of statistical calculations showed the calculated F value = 11.928 and a significance value of 0.01, while the F table = 5.32. So F count (11.928) $>$ from F table (5.32) and by using a significance limit of 0.05. This means that the hypothesis which states that simultaneously the variables of price, service, promotion, and location have a joint effect on increasing cat grooming in Nagasatwa petshop Pangandaran.

b. t test

Hypotheses 1 and 2 in this study were tested for truth by using a partial test. The test is carried out by looking at the significance level (p-value), if the significance level resulting from

the calculation is below 0.05 then the hypothesis is accepted, otherwise if the significance level of the calculated result is greater than 0.05 then the hypothesis is rejected.

Table 8.
Partial regression analysis results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.165	.374		8,458	.000
	Price (X1)	.292	.136	.260	2.145	.033
	Service (X2)	.166	.136	.157	1,220	.022
	Promotion (X3)	.007	.118	.007	.061	.052
	Location (X4)	.057	.071	.055	.799	.025
a. Dependent Variable: Grooming Interest (Y)						

Source: Processed Primary Data, 2022

The effect of price on increasing cat grooming, the results of hypothesis testing (H1) have proven that there is an influence between price on increasing cat grooming. Through the results of the calculations that have been carried out, the t-count value is 2.145 with a significance level of 0.033, which means that the result (significance level) is smaller than 0.05, thus H0 is rejected and H1 is accepted. This test statistically proves that price has an effect on increasing cat grooming.

The effect of service on increasing cat grooming, the results of hypothesis testing (H1) have proven that there is an influence between services on increasing cat grooming. Through the results of the calculations that have been carried out, the t-count value is 1220 with a significance level of 0.022, which means the result (significance level) is smaller than 0.05, thus H0 is rejected and H1 is accepted. This test statistically proves that service has an effect on increasing cat grooming.

The effect of promotion on increasing cat grooming, the results of hypothesis testing (H1) have proven that there is an effect between promotion on increasing cat grooming. Through the results of the calculations that have been carried out, the t-count value is 0.061 with a significance level of 0.052, which means the result (significance level) is smaller than 0.05, thus H0 is rejected and H1 is accepted. This test statistically proves that promotion has an effect on increasing cat grooming.

The effect of location on increasing cat grooming, the results of hypothesis testing (H1) have proven that there is an influence between location on increasing cat grooming. Through the results of the calculations that have been carried out, the t-count value is 0.799 with a significance level of 0.025, which means the result (significance level) is smaller than 0.05, thus H0 is rejected and H1 is accepted. This test statistically proves that location has an effect on increasing cat grooming.

5. Discussion And Conclusion

Based on the results of testing and analysis conducted in the research on the effect of price, service, promotion, and location on interest in cat grooming at Nagasatwa Pet Shop Pangkalpinang, it can be concluded that price, service, promotion, and location have a positive and significant effect on cat grooming. Petshops can set prices according to the benefits that consumers get, which will later be able to influence customer decisions for cat grooming. Leading the market by implementing a pricing strategy will greatly affect this business. In a perfectly competitive market, a small difference in excellence in service will have a big impact on consumers' decisions to groom their cats. Petshop is also expected to be able to carry out promotions to increase the number of customers who groom cats.

6. Research Limitations

Based on the researcher's direct experience in the research process, there are limitations experienced and can be used as a factor for more attention for future researchers. This aims to improve the research, because this research itself certainly has shortcomings that need to be improved in future studies. The limitation in this research is that in the process of data collection, the information provided by respondents through questionnaires sometimes does not show the actual opinion of the respondents. This happens because of differences in thoughts, perceptions and different understandings, as well as other factors such as the honesty factor in filling out respondents' opinions in the questionnaire.

Suggestions for further studies are to conduct continuous research, this is to see and assess any changes in the behavior of respondents from time to time and it is hoped that there will be additional variables or other factors that influence cat grooming interest and which may also affect many things in this study. . In addition to this research, its scope is still limited to customers who groom cats at Nagasatwa Pet Shop Pangkalpinang. Therefore, it is still open to do research by taking samples from cat grooming customers who are in the Pet Shop or other areas.

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