THE EFFECT OF SPECIAL PRICE GIVING ON THE LAMPUNG POST DAILY NEWSPAPER ON COLLEGE STUDENTS' BUYING INTEREST IN BANDAR LAMPUNG

(A Study Case at students of IBI Darmajaya)

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ABSTRACT

The effort of marketing strategies are meant to maintain the compnay life, so it is necessary to determine the right marketing strategies in order that the market segment of the Lampung Post daily newspaper (SKH Lampung Post) can be maintained or increased. The Lampung Post needs to determine the right marketing strategies to maintain the market segment.

The formulation of the problem in the research is whether the special price on the Lampung Post has an effect on the buying interest of the students of IBI Darmajaya Bandar Lampung. The research is aimed at measuring how much the special price on the Lampung Post affect the buying interest of the students of IBI Darmajaya Bandar Lampung. The method used in the research is descriptive and the type of the research is associative. The population is all students of IBI Darmajaya as 2167 students, then the sample is taken as 96 respondents.

The result of regression equation obtained is $Y = 0,218 + 1,380X$ which means that *special price* variable (X) has a positive effect on the buying interest with regression coefficient as 1.380 meaning that if the *special price* variable increase 1, so the *buying interest* will increase as 1.380. there is a positive and significant effect of *special price* on the Lampung Post (X) on *buying interest* of the students od IBI Darmajaya because $t_{count} > t_{table}$ $((7,998) > t_{table}$ $(1,662)$ nilai sig $0,000 < α\ 0,05$.

KEY WORDS : Price strategy, buying interest

1.   INTRODUCTION

1.1. Background of the Problem

The advancement of newspaper in Indonesia is so rapid, all people need news or information to read, even in 1999 Indonesia made a great change signed with reformation, while in this era the people demand transparency from the government. Press in this case takes an important part and gains profit, because all Indonesian people have the rights to make a press enterprise.

 The determination of special price gives advantages for the Lampung Post in competing with other daily newspapers.

The goal of special price giving to the college Students is to increase the sales. The total printing is the measure or the quantity of sold newspapers.

Interest is the tendency to do something and it comes out after an attention phase. Interest is the follow-up of the attention which is the trigger for desire to arise to do certain activities (Ferdinand, 2002:129). The indicator of buying interest consists of transactional interests that are the interests which describe a person's attitude to buy a product. Referential interest is an interest which describes a person's attitude that tends to refer certain products to another.

Preferential interest is an interest thst descrivbes a person's attitude which show primary preferences to the purchased products, while explorative interest is an interest which describes a person's attitude to search information on desired products and search supporting positive traits. Based om the esplanation above, this research is entitled,: **"The effect of special price giving on the Lampung Post daily newspaper on buying interest of the Students of IBI Darmajaya Bandar Lampung**

1.2. Limitation of the Problem
The problems in the research are limited on the determination of special price on the Lampung Post measured from customers' attention, desire and buying interest which are known from transactional interest, referential interest, preferential interest, and explorative interest of the students of IBI Darmajaya.

1.3. Objectives
The objective of the research is to know how much special price giving on the Lampung Post daily newspaper on the buying interest of the students of Darmajaya Bandar Lampung

2. LITERATURE REVIEW

2.1 Definition of Marketing

According to Mowen and Minor (2002:8), marketing is a human activity intended to satisfy needs and desire through barter. From the concept above, it can be concluded that marketing is an overall system of business activities intended to plan, determine prices, promote and distribute goods and service that meet the needs, for either existing buyers or potential buyers.

2.2 Definition of Marketing Management

According to Philip Kotler (2005:262), marketing management is a process of planning and selecting, determining prices, promoting and distributing ideas, goods and service to make a barter to satisfy individual goals and organizational goals.

2.3 Definition of Consument

According to Mowen and Minor (2002:6), consumen is a call for someone or a group of people who use products, goods or service, produced by someone else or other people or other enterprises. In addition, Assael in Mowen and Minor (2002:8), says consumen is all people who buy or use another way toconsume products or make use of service produced by producent..

2.4 Definition of Buying Interest

According to Effendy (2001:87), buying interest is the usage or purchase which is the follow up of attention as a trigger to make the desire arise.

3. RESEARCH METHOD

The method design in the research uses a descriptive method. It is a research done to a big population or a small population; however, the data is the data taken from the sample from the population, so it will be found relative event distribution and relationship among the variables (Sugiyono, 2005:7).

Descriptive method is a method used to examine status of a group of people, an object, a condition, a thinking system, or a case at the present time (Sugiyono, 2005:10). This research is an associative research aimed at knowing the relationship or effects of two or more variables (Sugiyono, 2005:10).

The sampling technique used is *non random sampling* technique, which means the sample takem fits the certain criteria, so each member of the population does not any similar oppurtunity (Sugiyono, 2005:77). The criteria are::

1. The students have ever bought the Lampung Post.
2. The students of IBI Darmajaya in the academic year of 2008/2009

Data Collecting Technique

There are some techniques used to collect the data::

1. Documentation
   It is used to obtain data on promotion media, customers, products and others.

2. Questionnaire
   It is a primary technique used to collect data in the research. The data collecting from independent variable is done using questionnaire with *likert* scale, the questionnaire is used to sort brand image

and costumer's request,so it provides five alternative answers with respective scores as follows:

- Strongly Agree (SS) answer scored 5

- Agree (S) scored 4

- Neutral (N) scored 3

- Disagree (TS) scored 2

- Strongly Disagree (STS) scored 1

4. RESULT AND DISCUSSION

Result of Validity Test and Instrument Reliability

Result of Instrument Validity Test

The validity test is given to 30 respondents using product moment correlation. The testing criteria for this test is if $r_{count} > r_{tablel}$, is valid and if $count_g < r_{table}$, so it is invalid..

Instrument Reliability Test

The questionnaire reliability test uses alpha Pada pengujian realibilitas chronbach formula. If *alpha chronbach score* > r $_{tabel}$ it means it is reliable.

In the research the result of the test from the first phase to the final phase indicates that all data for special price variable (X) and buying interest have met the validity and instrument reliability requirements. While the normality test result shows that both variables are normally distributed.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the result of data analysis and hypothetical test, it can be concluded that ::

1. The result of normality and homogeneity tests shows that specific price variable (X) and buying interest (Y) are distributed normally with homogeneous variants.

2. The regression eqwuation dained is Y=0,218+1,380X meaning that special price variable (X) has a positive effect on buying interest with regression coefficient as 1,380 which means that if the special price variable increases one point, so the buying interest will increase as 1.380.

3. The number of special price effects on buying interest is 40,5% while the rest is 50,5% influenced by other factors which are not examined (R^2=0,405)

4. The result of t_{test} obtains the value of t_{count} as 7,998, maning that because $t_{hitung} > t_{tabel}$ ((7,998)>t_{table} (1,662) so it means there is a positive and significant effect of special price (X) on the Lampung Post (X) on buying interest of the students of IBI Darmajaya.

5.2 Suggestion

Based on the conclusion, it can be suggested that:

1. The Lampung Post cam develop marketing strategiy especially in determining price because it is proved that the special price can attract the students' aattention to buy the Lampung Post.

2. The enterprise should maximaize the promotion to support the special price giving to the students so that there wil be more students who will know about the special price giving.

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