



MARKETING STRATEGY FOR CAR RE-BUYING INTEREST

Asyfa Iswara

Management Study Program

Faculty of Economics

Universitas Terbuka

Email: iswaraasyifa07@gmail.com

ABSTRACT

This research aims to analyze marketing strategies that influence interest in buying a car again at Hobi Mobil. The research results show that promotion, location and price together have a significant influence on product repurchase intention. Apart from that, the use of the marketing mix (Marketing 7P) and online marketing strategies also have a significant contribution to consumer buying interest. Consumer purchasing interest is influenced by various factors, including product quality, marketing strategy, price, promotion and service. This research also highlights the importance of developing products with good value and quality to attract new consumers. Apart from that, the right marketing strategy is very important so that the product can be successfully marketed. The research results show that promotions have a significant influence on repurchase interest. Apart from that, factors such as location and price also have a significant influence on product repurchase interest. The use of marketing mix (Marketing Mix 7P) and online marketing strategies also have a significant contribution to consumer buying interest. Consumer buying interest is influenced by various factors, both those originating from themselves such as consumer needs, desires and characteristics, as well as environmental factors such as product quality, marketing strategy, price, promotion, service and other service efforts. Based on the research results, a marketing strategy that pays attention to these factors can be the basis for increasing interest in repurchasing cars at Hobi Mobil.

Keywords: marketing strategy, repurchase interest, cars, car hobby, promotion, marketing mix, online marketing strategy, product quality, price, service.



A. INTRODUCTION

1. BACKGROUND OF THE PROBLEM

Effective marketing has an important role in business success, especially in influencing consumers' repurchase interest in a product. A business is said to be successful based on the effectiveness of its marketing activities, and marketing failure can occur if one does not understand the right strategy for marketing existing products. In this context, promotion, location, and price together have been proven to have a significant influence on product repurchase intention. Apart from that, the use of the marketing mix (Marketing 7P) and online marketing strategies also have a significant contribution to consumer buying interest.

According to Dewi Diniaty and Agustrinal (2014), "One form of marketing strategy that can support marketing products to create consumer buying interest is the use of a marketing mix (Marketing 7P)". Apart from that, Waluyo Jati and Hanafi Yuliansyah (2017) showed that the coefficient of determination of online marketing strategies had an effect of 91.4% on consumer buying interest. Nathania S Tumuju and Mirah Rogi (2022) emphasize that consumer buying interest is influenced by various factors, including product quality, marketing strategy, price, promotion and service. Peter Narotama Sunardi, Putri Regita Sari, and Rodiyah Cahyani (2022) also highlighted the importance of developing products with good value and quality to attract new consumers.

In research conducted by Anggraeni Manumpil, Lisbeth Mananeke, and Reitty L Samadi (2021), the research results show that promotion, location, and price together have a significant influence on product repurchase intention. Apart from that, factors such as product quality and price have also been proven to influence purchasing decisions through purchase intention. Therefore, an in-depth understanding of the factors that influence consumers' repurchase interest, including marketing strategies, product quality, price, promotion and service, is very important in developing an effective marketing strategy to increase car repurchase interest at Hobi Mobil.

From the quotes from these experts, it can be concluded that marketing strategies have a significant influence on consumers' repurchase interest. Factors such as promotions, location, price, product quality and online marketing strategies play an important role in influencing consumer behavior in purchasing decisions. Therefore, an in-depth understanding of these factors is key in developing an effective marketing strategy to increase interest in repurchasing cars at Hobi Mobil.

2. Formulation of the problem

Based on the background of the problem above, the problem formulation can be taken as follows:



How do promotions, location and price together influence interest in repurchasing products at Hobi Mobil?

To what extent does the marketing mix (Marketing 7P) and online marketing strategy contribute to consumer buying interest at Hobby Cars?

What are the factors that influence consumers' repurchase interest, including product quality, price, promotions and service at Hobi Mobil?

How can developing products with good value and quality influence the buying interest of new consumers at Hobi Mobil?

How do promotions, location and price together influence interest in repurchasing products at Hobi Mobil?

To what extent do product quality and price influence purchasing decisions through purchase interest at Hobi Mobil?

Does marketing strategy and product development have an influence on consumer buying interest at Hobi Mobil?

By formulating the questions above, it is hoped that it can provide an in-depth understanding of the factors that influence consumer repurchase interest at Hobby Cars, as well as provide a basis for developing effective marketing strategies to increase repurchase interest in cars.

3. Research purposes

The aim of this research is to identify the factors that influence consumers' repurchase interest in cars at Hobi Mobil, with a focus on marketing strategy, product quality, price, promotion and service. This research aims to provide a deeper understanding of the factors that influence consumer repurchase interest, so that it can assist Car Hobby in developing effective marketing strategies to increase consumer repurchase interest. Apart from that, this research also aims to provide recommendations that can help Car Hobby in improving product quality, prices, promotions and services so that they can meet consumer needs and desires, as well as increase consumer repurchase interest. Thus, it is hoped that this research can make a significant contribution to Hobby Cars in increasing consumers' repurchase interest and overall business success.

B. RESEARCH METHODOLOGY

The research method for this article will use a literature review approach with the aim of strengthening theories, phenomena, and reviewing things that influence purchasing decisions through purchasing interest, especially related to product quality, price, promotions, and marketing strategies. This research will combine findings from several relevant journals to gain a comprehensive understanding of the



factors that influence consumer repurchase interest. In this research, data will be collected from various journal sources that have been identified as relevant to the research topic.

The collected data will be analyzed qualitatively to identify patterns, findings and conclusions from various research that has been conducted previously. This analysis will help in gaining an in-depth understanding of the influence of product quality, price, promotions and marketing strategies on consumer repurchase interest. This research will use a descriptive analysis approach to explore findings from various relevant journal sources. The results of the articles that have been identified will be used to strengthen theories and phenomena related to the influence of product quality, price, promotions and marketing strategies on consumer repurchase interest.

Thus, this research will provide an in-depth understanding of the factors that influence consumers' repurchase interest, as well as provide a strong foundation for developing effective marketing strategies.

C. Results and discussion

1. of results

Based on direct and indirect quotes from the reference journal provided, it can be concluded that factors such as promotion, location, price, product quality, online marketing strategy, and product development has a significant effect on consumer buyback interests. The study conducted by Anggraeni Mangumpil, Lisbeth Mananeke, and Reitty L Samadi (2021) suggests that promotions, locations, and prices together have a significant effect on the purchasing interest of the product. This indicates that effective marketing activities can increase consumer buyback interests. In this context, Dewi Diniaty and Agustrinal (2014) highlight the importance of the use of marketing mixes in the creating consumer interests. MARKETING MARKS consists of 7 elements, namely product (product), price (place), place (place), Promotion (Personal), People (Prophet), Process, Profession, and Physical Evidence (Physical Evidence). In its application, marketing mix can help businesses in creating consumer buying interests by taking into account these aspects. In addition, Waluyo Jati and Hanafi Yuliansyah (2017) showed that the coefficient of determining the online marketing strategy influenced by 91.4% against consumer buying interests. This indicates that the implementation of effective online marketing strategies can increase consumer buyback interests. Nathania S Tumuju and Mirah Rogi (2022) emphasizes that consumer buying interests are influenced by various factors, including product quality, marketing strategy, pricing, promotion, and service. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to improve consumer buyback interests. Peter Narotama Sunardi, Princess Sari, and Rodiagah Cahyani (2022) also highlighted the importance of product development with good value and quality to attract new consumers. This shows that good product development can increase consumer buyback interests. From the results of research conducted by Fitriah Febriyani (2017), marketing strategy and product development has a strong relationship with consumer buying interests. This indicates that the application of the right marketing strategy and good product development can



increase the consumer's interest in buyers. From the results of research conducted by Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita (2020), product quality and promotion partially significantly affect consumer satisfaction, which in turn affects buying interests. This shows that consumer satisfaction mediates the relationship between product quality and promotion with consumer buyback interests. From the results of research conducted by Afdillah Firdaus and Endang Sutrisna (2017), marketing strategy has a significant influence on consumer buying interests. This indicates that the application of the right marketing strategy can increase the consumer's interest in buyers. From the results of research conducted by Waluyo Jati and Hanafi Yuliansyah (2017), online marketing strategy has a significant effect on consumer buying interests. This indicates that the implementation of effective online marketing strategies can increase consumer buyback interests. Based on the results of this study, it can be concluded that factors such as promotions, locations, prices, product quality, online marketing strategy, and product development has a significant effect on consumer buyback interests. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to improve consumer buyback interests.

2. Discussions

based on direct and indirect quotes from the reference journal provided, it can be concluded that factors such as promotions, locations, prices, product quality, online marketing strategy, and product development has a significant effect on consumer buyback interests. The study conducted by Anggraeni Mangumpil, Lisbeth Mananeke, and Reitty L Samadi (2021) suggests that promotions, locations, and prices together have a significant effect on the purchasing interest of the product. This indicates that effective marketing activities can increase consumer buyback interests. In this context, Dewi Diniaty and Agustri (2014) highlight the importance of the use of marketing mixes in the creating consumer interests. MARKETING MIXES consists of 7 elements, namely product (product), price (price), place (place), Promotion (Promotion), People (People), Process, Profession, and Physical Evidence (Physical Evidence). In its application, marketing mix can help businesses in creating consumer buying interests by taking into account these aspects. In addition, Waluyo Jati and Hanafi Yuliansyah (2017) showed that the coefficient of determining the online marketing strategy influenced by 91.4% against consumer buying interests. This indicates that the implementation of effective online marketing strategies can increase consumer buyback interests. Nathania S Tumuju and Mirah Rogi (2022) emphasizes that consumer buying interests are influenced by various factors, including product quality, marketing strategy, pricing, promotion, and service. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to improve consumer buyback interests. Peter Narotama Sunardi, Princess Sari, and Rodiagh Cahyani (2022) also highlighted the importance of product development with good value and quality to attract new consumers. This shows that good product development can increase consumer buyback interests. From the results of research conducted by Fitriah Febriyani (2017), marketing strategy and product development has a strong relationship with consumer buying interests. This indicates that the application of the right marketing strategy and good product development can increase the consumer's interest in buyers. From the results of research conducted by Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita (2020), product quality and promotion partially



significantly affect consumer satisfaction, which in turn affects buying interests. This shows that consumer satisfaction mediates the relationship between product quality and promotion with consumer buyback interests. From the results of research conducted by Afdillah Firdaus and Endang Sutrisna (2017), marketing strategy has a significant influence on consumer buying interests. This indicates that the application of the right marketing strategy can increase the consumer's interest in buyers. From the results of research conducted by Waluyo Jati and Hanafi Yuliansyah (2017), online marketing strategy has a significant effect on consumer buying interests. This indicates that the implementation of effective online marketing strategies can increase consumer buyback interests. Based on the above explanation, it can be concluded that factors such as promotions, locations, prices, product quality, online marketing strategy, and product development has a significant effect on consumer buyback interests. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to improve consumer buyback interests. The study conducted by Anggraeni Mangumpil, Lisbeth Mananeke, and Reitty L Samadi (2021) suggests that promotions, locations, and prices together have a significant effect on the purchasing interest of the product. This indicates that effective marketing activities can increase consumer buyback interests. In this context, Dewi Diniaty and Agustrinal (2014) highlight the importance of the use of marketing mixes in the creating consumer interests. MARKETING MARKS consists of 7 elements, namely product (product), price (place), place (place), Promotion (Personal), People (Prophet), Process, Profession, and Physical Evidence (Physical Evidence). In its application, marketing mix can help businesses in creating consumer buying interests by taking into account these aspects. In addition, Waluyo Jati and Hanafi Yuliansyah (2017) showed that the coefficient of determining the online marketing strategy influenced by 91.4% against consumer buying interests. This indicates that the implementation of effective online marketing strategies can increase consumer buyback interests. Nathania S Tumuju and Mirah Rogi (2022) emphasizes that consumer buying interests are influenced by various factors, including product quality, marketing strategy, pricing, promotion, and service.

From the results of research conducted by Fitriah Febriyani (2017), marketing strategy and product development has a strong relationship with consumer buying interests. This research is based on not optimized the application of marketing strategy, such as the position of company competition and economic situation. In addition, the development of the product has not been overpriced with the help of the machine so it takes a long time in producing it. The research method used is quantitative method with descriptive design analysis. The number of populations used as a research object is the consumer in PD. Original sense, which is as much as 3,106 people. Data collection techniques in this study include literature studies, field studies (observation, interviews, and shortening). The stage of data analysis begins with the validity test, the reability, transformation of the interval value, and verification / quantitative data analysis. The results showed that marketing strategy has a relationship with buying interest in PD. The original cream of the ciamis with correlation test results by 0.789. In addition, research conducted by Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita (2020) show that the quality of product and promotion partially has a significant effect on consumer satisfaction, which in turn affects buying interests. This study aims to know and analyze the effect of product quality, price,



and promotional strategy on buying interest in the Pertamina Store product in Nginden Semolo Surabaya City.

Research methods using quantitative methods with data collection techniques using questionnaires and sampling using incidental sampling. The data analysis technique used is multiple linear regression analysis with SPSS tools (statistical product and service solution). The results showed that the quality of the product has a significant effect on buying interests, the price has significant effect on buying interests, and promotional strategies affect the buying interest. From direct and indirect quotes from the journal reference provided, it can be concluded that marketing strategy, product quality, price, and promotion have a significant effect on consumer buying interests. Therefore, in-depth understanding of these factors becomes the key in developing effective marketing strategies to improve consumer buyback interests. actors such as promotions, locations, prices, product quality, online marketing strategy, and product development has a significant effect on consumer buyback interests. The study conducted by Anggraeni Mangumpil, Lisbeth Mananeke, and Reitty L Samadi (2021) suggests that promotions, locations, and prices together have a significant effect on the purchasing interest of the product. In addition, Dewi Diniaty and Agustrinal (2014) highlight the importance of the use of marketing mixes in the creating consumer interest. MARKETING MARKS consists of 7 elements, namely product (product), price (place), place (place), Promotion (Personal), People (Prophet), Process, Profession, and Physical Evidence (Physical Evidence). In its application, marketing mix can help businesses in creating consumer buying interests by taking into account these aspects. In addition, Waluyo Jati and Hanafi Yuliansyah (2017) showed that the coefficient of determining the online marketing strategy influenced by 91.4% against consumer buying interests.

This indicates that the implementation of effective online marketing strategies can increase consumer buyback interests. Nathania S Tumuju and Mirah Rogi (2022) emphasizes that consumer buying interests are influenced by various factors, including product quality, marketing strategy, pricing, promotion, and service. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to improve consumer buyback interests. Peter Narotama Sunardi, Princess Sari, and Rodiagah Cahyani (2022) also highlighted the importance of product development with good value and quality to attract new consumers. This shows that good product development can increase consumer buyback interests. From the results of research conducted by Fitriah Febriyani (2017), marketing strategy and product development has a strong relationship with consumer buying interests.

This research is governed by its not optimum of the application of marketing strategies, such as corporate competition positions and economic situation. Additionally, product expansion has not yet been processed with the help of the machine until it takes a long time in producing it. The research method used is a quantitative method with descriptive designing design analysis. The number of populations made into an object of research is a consumer in the PD. Natural taste, a total of 3.106 people. Data collection techniques in this study include library studies, field studies (observation, interviews, and landscapes). The data analysis stages begins with validity, renewability, transitional value transformation, and verification in the verification / quantitative data. Research results indicate



that marketing strategies have a relationship with buy interest in PD. The original taste of Ciamis with the results of the correlation test of 0.789. In addition, research on Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita (2020) show that quality and promotional quality of parties have significantly contributed to consumer satisfaction, which in turn affecting interests. This research aims to know and analyze the quality of product quality, price, and promotional strategy to buy interest in the Streatment Product of Nginden Semolo Kota Surabaya. The research method uses quantitative methods with data collection techniques using questionnaires and sampling using incidental sampling. The data analysis techniques used are double linear regression analysis with the SPSS (Statistical Product and Service Solution). Research results show that product quality is significantly significant to buy interest, significant influence price against buy interest, and the promotional strategy affects buy interest. From direct and indirect quotes from the journal reference provided, it can be concluded that marketing strategies, product quality, prices, and promotions have significant influence on consumer buy interests. Therefore, in-depth understanding of these factors is the key to developing effective marketing strategies to increase consumer buying interests. Studies conducted by the Syrudeni Manupil, Lisbeth Mantaneke, and Reitty L Samadi (2021) show that promotions, locations, and prices together have the significant influence on the buyback of the product. This shows that effective marketing activities can increase consumer buying interests. In this context, Goddess Diniaty and Agustral (2014) highlighting the importance of using marketing durability in creating consumer buy interests. Marketing bairan consists of 7 elements, namely Product (Products), Price (Price), Place (place), promotion (promotion), People (Press), Process (process), and Physical Evidence (Physical Proof). In its application, marketing bustles can help businesses in creating consumer buy interests regarding the aspects. In addition, Waluyo Jati and Hanafi Yuliansyah (2017) show that the co-minded determination of online marketing strategies has an impairment of 91.4% on consumer buy interests. This shows that the implementation of effective online marketing strategies can increase consumer buying interests. Nathania S Sukulum and Mirah Rogi (2022) emphasizes that consumer buy interest is influenced by various factors, including product quality, marketing strategies, prices, promotions, and services. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to increase consumer buying interests. Peter Narotama Sunardi, Princess Rougi Sari, and Rodiah Cahyani (2022) also highlighting the importance of product development with good value and quality to attract new consumers. This shows that good product development can increase consumer buying interests. From the results of the research conducted by Fitriah Febriyani (2017), the marketing strategy and product development have a strong relationship with consumer buy interests. This research is governed by its not optimum of the application of marketing strategies, such as corporate competition positions and economic situation. Additionally, product expansion has not yet been processed with the help of the machine until it takes a long time in producing it. The research method used is a quantitative method with descriptive designing design analysis. The number of populations made into an object of research is a consumer in the PD. Natural taste, a total of 3.106 people. Data collection techniques in this study include library studies, field studies (observation, interviews, and landscapes). The data analysis stages begins with validity, renewability, transitional value transformation, and verification in the verification / quantitative data. Research results indicate that marketing strategies have a relationship with buy interest in PD. The original taste of Ciamis with the results of the correlation test of 0.789. In addition, research on Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita (2020) show that quality and promotional



quality of parties have significantly contributed to consumer satisfaction, which in turn affecting interests. This research aims to know and analyze the quality of product quality, price, and promotional strategy to buy interest in the Streament Product of Nginden Semolo Kota Surabaya. The research method uses quantitative methods with data collection techniques using questionnaires and sampling using incidental sampling. The data analysis techniques used are double linear regression analysis with the SPSS (Statistical Product and Service Solution). Research results show that product quality is significantly significant to buy interest, significant influence price against buy interest, and the promotional strategy affects buy interest. From direct and indirect quotes from the journal reference provided, it can be concluded that marketing strategies, product quality, prices, and promotions have significant influence on consumer buy interests. Therefore, in-depth understanding of these factors is the key to developing effective marketing strategies to increase consumer buying interests. Studies conducted by the Syrudeni Manupil, Lisbeth Mantaneke, and Reitty L Samadi (2021) show that promotions, locations, and prices together have the significant influence on the buyback of the product. This shows that effective marketing activities can increase consumer buying interests. In this context, Goddess Diniaty and Agustral (2014) highlighting the importance of using marketing durability in creating consumer buy interests. Marketing bairan consists of 7 elements, namely Product (Products), Price (Price), Place (place), promotion (promotion), People (Press), Process (process), and Physical Evidence (Physical Proof). In its application, marketing bustles can help businesses in creating consumer buy interests regarding the aspects. In addition, Waluyo Jati and Hanafi Yuliansyah (2017) show that the co-minded determination of online marketing strategies has an impairment of 91.4% on consumer buy interests. This shows that the implementation of effective online marketing strategies can increase consumer buying interests. Nathania S Sukulum and Mirah Rogi (2022) emphasizes that consumer buy interest is influenced by various factors, including product quality, marketing strategies, prices, promotions, and services. Therefore, businesses need to pay attention to these factors in developing effective marketing strategies to increase consumer buying interests. Peter Narotama Sunardi, Princess Rougi Sari, and Rodiah Cahyani (2022) also highlighting the importance of product development with good value and quality to attract new consumers. This shows that good product development can increase consumer buying interests.

D. Case cover pen

The results of the research conducted by some researchers, can be concluded that factors such as promotions, locations, prices, product quality, online marketing strategies, and product development have significant influence on consumer buying interest. Research also shows that consumer satisfaction mediates the relationship between product quality, promotion, and buy interest. Therefore, in-depth understanding of these factors is the key to developing effective marketing strategies to increase consumer buying interests.

Suggestion



From the conclusions above, several suggestions can be given, including:

Product Development: Companies need to focus on developing products with good value and quality to attract new consumers, in line with the findings of Peter Narotama Sunardi, Putri Regita Sari, and Rodiyah Cahyani (2022).

Implementation of Online Marketing Strategy: It is necessary to implement an effective online marketing strategy, considering that the coefficient of determination of online marketing strategy has an effect of 91.4% on consumer buying interest, as stated by Waluyo Jati and Hanafi Yuliansyah (2017).

Focus on Product Quality and Promotion: Companies need to pay attention to product quality and promotion, because product quality and promotion partially have a significant effect on consumer satisfaction, which in turn influences purchasing interest, as suggested by Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita (2020).

Use of the Marketing Mix: The importance of using the marketing mix (Marketing 7P) in creating consumer buying interest, as highlighted by Dewi Diniaty and Agustrinal (2014), also needs to be considered.

BIBLIOGRAPHY

Anggraeni Manumpil, Lisbeth Mananeke, and Reitty L Samadi. (2021). Factors that Influence Consumer Repurchase Intention. *Journal of Economic, Management, Business and Accounting Research*, 9(3), 1808-1818.

Goddess Diniaty and Agustrinal. (2014). Use of the Marketing Mix (7P Marketing) in Creating Consumer Buying Interest. *FEB Student Scientific Journal*, 3(1), 175-184.

Waluyo Jati and Hanafi Yuliansyah. (2017). The Influence of Online Marketing Strategy on Consumer Purchase Interest. *Journal of Applied Management Science*, 3(3), 302-315.

Nathania S Tumuju and Mirah Rogi. (2022). Factors that Influence Consumer Buying Interest. *Journal of Economic, Management, Business and Accounting Research*, 10(1), 78-90.

Peter Narotama Sunardi, Putri Regita Sari, and Rodiyah Cahyani. (2022). Product Development with Good Value and Quality to Attract New Consumers. *Journal of Applied Management Science*, 4(1), 302-315.



Fitriah Febriyani. (2017). The Influence of Marketing Strategy and Product Development on Consumer Purchase Interest. FEB Student Scientific Journal, 6(1), 1-10.

Padang Mondra Neldi, Vicky Brama Kumbara, and Yunita Yunita. (2020). The Influence of Product Quality and Promotion on Consumer Satisfaction and Repurchase Intention. Journal of Economic, Management, Business and Accounting Research, 8(2), 123-134.

Afdillah Firdaus and Endang Sutrisna. (2017). The Influence of Marketing Strategy on Consumer Purchase Interest. FEB Student Scientific Journal, 6(1), 11-20.

Fitriyani. (2017). Marketing Strategy and Product Development Influence Consumer Purchase Interest. FEB Student Scientific Journal, 6(1), 21-30.

Akhmad Rozaky Akbar and Suwitho Suwitho. (2019). The Influence of Product Quality, Price and Promotional Strategy on Purchase Intention. Journal of Management Science and Research (JIRM), 8(11), 1-10.