

# THE INFLUENCE OF FASHION PRODUCT MARKETING STRATEGIES ON CONSUMER BUYING INTEREST IN GURLS CLUB IN BANDUNG CITY

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## Abstract

Club is a business operating in the fashion sector. According to the researcher, researchers found that there was a problem with consumer buying interest. This problem was thought to be because the design and hion product marketing strategies on consumer purchasing interest at the Gurls Club in Bandung City. The method applied in this research is a quantitative approach. Primary data was collected through non-participant observation, structured interviews and distributing questionnaires given to Gurlscolor of the product did not match consumer trends or tastes and the product quality and price were always compared with competitors. The aim of this research is to understand the impact of fas Club Bandung City consumers with a total of 98 respondents using the Slovin formula, while secondary data was through literature and internet studies. To analyze the data, reliability and validity tests, simple linear regression analysis, level of certainty of the coefficient of determination, Spearman level relationships, and hypothesis testing were used. Data collected from research shows that there is a positive correlation between Marketing Strategy and Consumer Buying Interest at the Gurls Club in Bandung City, and also shows that marketing strategy has a contribution or influence. Marketing strategy on consumer buying interest at the Gurls Club in Bandung City is around 75% influenced by marketing strategy, while the remaining 25% is influenced by other factors such as service quality. The obstacles faced by the Gurls Club are in its implementation, namely the designs and colors available are only intended for teenagers and adults and the lack of promotion carried out by the Gurls Club. Suggestions that researchers can convey are adding neutral and pastel product colors so that market segmentation can be used for all groups and adding promotional media.

**Keywords:** *Marketing strategy, Consumer buying interes*

## 1. Introduction

Creation consists of historical past, method of the hassle, targets of the research/network provider/essential literature overview that describes the significant or the cause to do these activities, and relevancy to bibliographical insurance. kingdom your purpose really in the first few paragraphs of the manuscript. If the reader can't effortlessly recognize what you hoped to accomplish in writing your manuscript for submission, it is probably to be rejected. The development of the fashion industry is starting to increase in demand public. Based on article Kompasiana (2019) The fashion industry is the most profitable industry in Indonesia, because it is involved in the ever-increasing growth of the fashion industry. The fashion industry is not only a basic need but can also help the growth of this sector. For example, according to data CNBC Indonesia (2019), fashion design will take a share of around 18.01% or Rp. 116 trillion, from an industry that continues to grow and color in the fashion industry has a significant impact on potential buyers when they choose to buy a product.

According to Sadikin Gani, a fashion observer from Indonesia, currently there is increasing interest from the younger generation in establishing their own brands. Consumers also show

enthusiasm. The strong attitude towards local products is increasing, along with increasing awareness to support the purchase of high-quality local products rather than well-known but unoriginal foreign products. Seeing the great opportunity for the national fashion industry, the Ministry of Industry and the government are trying to increase the competitiveness of the fashion industry to help. The growth of this industry in Indonesia has been threatened by imported products. Some of the efforts made include encouraging more new entrepreneurial activities, improving fashion industry vocational education which is certified by the Indonesian National Work Competency Standards (SKKNI), and improving the quality of fashion industry vocational education, production and promotional activity facilities, human resource skills development, and increasing branding of domestic products or fashion. City Bandung is a city that is growing rapidly in fashion. Compared to other cities, Bandung City has Factory Outlets and Distribution Stores, which shows the fairly rapid development of the fashion industry. Clothing textile products requires creativity in fashion design, diversity of raw materials, and attractive product characteristics. The city of Bandung has a creative fashion industry as a city icon that has successfully developed fashion industry.

Quoted from Italian Fashion School (2022) Fashion in Indonesia is now experiencing quite rapid development and follows the flow of modernization. In order for companies to develop, they need to understand consumer behavior in order to arouse consumer buying interest so they can compete with other brands. This development makes people selective in finding their lifestyle. With fashion, it will become a trend center in society and help improve a person's appearance to make it more attractive. Product. Fashion is also a type of product that can be used in the long term.

Quoted from jagad.id Fashion is a way of dressing that is popular or a trend in the eyes of the public in a particular culture. Every year, fashion trends, especially among teenagers, experience slight changes because they are always developing up to date. This encourages many fashion designers to compete to create the latest fashion trends that are acceptable to society. Today's teenagers tend to always follow trends that are popular in society. This is because they generally don't want to be behind the times, especially in fashion trends. Teenagers view that dressing is a form of self-expression and self-actualization because clothing is a means of communication in society, from these clothes society assesses a person's personality from what he wears or more specifically, what he wears is his identity.

Quoted from akurat.co Business competition in the fashion sector is very tight, business actors compete by offering products for sale and using various approaches to attract consumers to buy them. Many business entrepreneurs try to offer the latest clothing models using quality materials and extraordinary designs created by the business owner or the characteristics of the shop.

Designing strategies for things that can fulfill desires and attract consumers is very important. The importance of marketing causes marketers to continue trying to use appropriate marketing strategies for the company in order to meet market needs and achieve company goals. Therefore, this also has an impact on increasing sustainable competitive advantage so that it is hoped that it can fulfill customer desires. Marketing functions to provide information about products and increase sales. Marketing is a company that carries out comprehensive and planned activities to meet market demand through various efforts. The main goal is to maximize profits by creating a sales strategy. Marketing for all business people is a very important activity because it influences survival, profitability and growth. Marketing is also the process by which businesses create value for consumers and build strong relationships with consumers in order to capture value from consumers. Products will be easy to sell if marketers understand consumer needs by developing products, distributing and promoting these products effectively so that they will attract consumers.

According to (Brier & Lia Dwi Jayanti, 2020) Marketing management is the art and science of selecting target markets that retain and grow consumers by delivering, creating and communicating superior customer value. Marketing management is a series of procedures for planning, analyzing, implementing, supervising and controlling marketing activities with the aim of achieving company targets efficiently and effectively and functions as a tool for planning, analyzing, implementing and controlling a program within the company that has been designed to build, develop and maintain an exchange so that it can provide profits, then the main goal of a business will be achieved with these profits.

According to (Sudaryono, 2016:50) There are marketing functions as follows:

1. Alternate characteristic  
With the exchange function, shoppers can buy the products they need from producers, by exchanging cash for a product or replacing products for merchandise (bartering) and shoppers can use the products themselves or for resale. alternate is one way to get a product.
2. Physical distribution function  
physical distribution of a product may be completed by using storing the product, lifting the product from the manufacturer to purchasers who need it through lifting it with the aid of land, water or air. The reason of product garage is to make certain that the best of the product is maintained and to hold resources in order that there's no shortage while needed.
3. Intermediary function  
To convey merchandise from the hands of manufacturers to the arms of clients, this can be achieved thru intermediaries who hyperlink change sports with bodily distribution. intermediary characteristic sports encompass danger discount, financing, facts seek and product standardization and classification.

Another goal of marketing is to make sellers know and understand consumers so that the products sold are in accordance with consumer needs and desires and sell automatically. Along with development, people's desires also grow. On the other hand, manufacturers have special steps and promotions to stimulate people's desire for products that will be promoted as satisfying people's desires for recommended products.

According to (Munarika Nia, 2018) Strategy is the company's mission that must be established, organizational targets which are set via considering inner and outside forces, the components of regulations and strategies need to be developed to attain the goals and make sure their implementation accurately, so that the main dreams and targets of the company will be carried out. Strategy is a comprehensive approach related to implementing ideas, preparing plans and implementing them to achieve goals and objectives in accordance with opportunities. Apart from that, strategy is also a work plan that effectively maximizes strengths by linking targets, utilizing resources and organizational goals to achieve goals.

Strategic objectives are strategies in an elaboration of the mission statement, developed with greater specificity regarding how the company will carry out its mission. Goals can be managerial or policy-oriented and stated in a way that allows for evaluation of future achievement of the goals.

According to (Prihato Sugi, 2020) There are 7 strategic objectives, namely as follows:

1. Gives direction to the company what it will achieve in the long term.
2. Helping companies adapt or adjust to each company.
3. Optimizing company performance.
4. Implement and evaluate agreed strategies in an efficient and effective manner.
5. Building new strategies to adapt to changes in the external environment.
6. Review the weaknesses and strengths and pay attention to the company's business opportunities and threats.
7. Innovate products and services so that consumers are satisfied.

At this time, business actors are expected to have a marketing strategy that is able to attract new consumers by creating a product that suits consumer desires, distributing the product easily, setting attractive prices and promoting it effectively. Marketing strategies are useful so that a company is able to determine the economic value of both the price of goods and services. In addition, a company carries out a marketing strategy in the hope of developing the company in the target market. A marketing strategy that is carried out correctly will determine the success of product marketing with the hope that the number of product sales will increase and be ready to face competition

A marketing strategy is a comprehensive, unified and integrated plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve a company's marketing goals.

Marketing strategy is a series of business activities aimed at promoting the goods and services offered to consumers.

According to (Wijaya, 2017) in the marketing strategy there is STP (Segmenting, Targeting and Positioning):

1. Market segmentation means that each consumer in the market has different needs, desires, means, places and attitudes related to purchasing. Through market segmentation, companies divide the market into smaller segments to be able to serve consumers more effectively and efficiently with products and services tailored to the specific needs of each consumer segment.
  - A. Segmenting purchaser Markets

There are numerous main variables in client marketplace segmentation, namely:

    1. Geographic Segmentation

Geographic segmentation includes countries, regions, nations, districts and cities. organizations can decide to operate in numerous geographic regions or perform in all regions while considering geographic variations in desires and desires
    2. Demographic Segmentation

Geographic segmentation divides the marketplace into smaller groups along with age, lifestyles cycle, earnings, career, gender, religion, ethnicity, schooling and generation.
    3. Behavioral Segmentation

This segmentation divides customers into various segments based on behavior, expertise and use of goods or reaction to items
  - B. Segmenting business Markets

customers and marketer makes use of some of the equal factors to discover nearby markets. clients can section primarily based on consumer markets (customer markets), for marketer also makes use of several additional variables, inclusive of shopping technique, working characteristics, private traits and situational factors.
  - C. Segmenting global market

form of segmentation of consumers who've comparable needs and buying behavior despite the fact that they may be in one-of-a-kind international locations
2. goal market is evaluating the splendor of every section in the marketplace and deciding on one or extra of them to go into. The goal marketplace is a group of buyers with similar desires or traits that the organisation wants to serve.
  - A. Undifferentiated advertising and marketing

via using this approach, the organisation chooses to ignore differences between market segments and presents one offering to meet the wishes of the complete market. This approach prioritizes consumer desires over some thing else.
  - B. Differentiated marketing

This method is utilized by agencies to target various market segments and create separate offers for each marketplace segment. The business enterprise wants to increase better income and a more potent position in each marketplace phase via supplying a variety of products,
  - C. Concetrated (niche) marketing

This strategy is only to market the product to the most potential group of buyers who only focus on marketing it to one or several groups of buyers. The company strives to offer the best products to its target market by concentrating on certain demographics.
  - D. Micromarketing

In this strategy, the company obtains products that are suitable for certain locations (local marketing) and certain individuals (individual marketing).
3. Positioning includes activities to formulate product placement in competition and determine a detailed marketing mix. There are stages or determination of market position, namely as follows:
  - a) Determining positioning based on attributes, the company positions by highlighting product attributes that are superior to its competitors, such as size, length of existence and so on.
  - b) Positioning according to benefits, the product is positioned as a market leader with certain benefits.



- c) Determining positioning according to use or application, this set of use or application values is used as an element that is highlighted compared to its competitors.  
Positioning by user, positioning the product as the best for a number of user groups.
- d) Positioning according to competitors, the product as a whole displays its brand name in its entirety and is positioned better than competitors.
- e) Positioning according to product category, the product is positioned as a leader in a product category
- f) Price or quality positioning, the product is positioned as offering the best value.

Buy hobby is the desire or urge to obtain and very own items or offerings. buy hobby arises after someone obtains ok facts about the product they're interested in. (Japariato & Adelia, 2020). client shopping for interest is a consumer behavior wherein consumers have a choice to select, use and devour or maybe want a product being offered. purchase hobby arises whilst a person has acquired sufficient data approximately the preferred product. To understand customer shopping for hobby, corporations must take note of numerous essential things, consisting of the consumer's tendency to shop for a product, the consumer's tendency to advocate the product to others, and pick out merchandise to satisfy their needs and find out statistics about products which can be of interest to a brand. (Ferdiana Fasha et al., 2022).

According to (Afrianty, 2020) It is stated that buying interest can be identified through the following indicators:

- a. Transactional interest is someone's tendency to buy products that they have got ate up.
- b. hobby is someone's tendency to propose merchandise to other humans in order that other human beings should buy them based on their non-public experience.
- c. Preferential hobby is hobby that shows the behavior of a person who has a primary choice for the product. those alternatives can handiest be changed if some thing takes place to them.
- d. Exploratory hobby, specifically this hobby, describes the conduct of a person who's constantly looking for information approximately the product they may be interested by and searching out records to support the wonderful houses of the product.

In step with (Priansa, 2017) There are ranges of customer buying interest that may be understood thru the AIDA version as follows:

- 1) Interest (attention)  
This degree is the preliminary level in assessing a service or product in line with the needs of capability consumers. aside from that, capability purchasers additionally take a look at the products or offerings presented.
- 2) Interested (interest)  
At this level, ability purchasers begin to be interested in shopping for the services or products being presented, once you have extra specific statistics approximately the service or product being supplied.
- 3) Preference (desire)  
This level capability clients start to suppose and discuss the services or products being presented, due to the fact the preference and choice to shop for begins to get up. potential clients are beginning to be interested by shopping for and trying the goods or offerings provided.
- 4) Action (movement)  
At this level, capacity purchasers have a excessive degree of self assurance in buying or the use of the product or service being supplied.

According to (Rashin, 2022) There are factors that influence buying interest, namely as follows:

- 1) Hobby in locating facts approximately products  
consumers who're interested by their wishes will inspire them to are seeking greater facts. There are two stages of client desires, namely a lighter search for facts and an lively level of in search of data via seeking out studying fabric, asking pals and visiting stores to study certain merchandise.
- 2) Thinking about to buy

Thru facts accumulating, customers find out about competing manufacturers. evaluate the options and begin considering buying the product.

- 3) Fascinated to attempt  
After customers try to fulfill their need to find out about competing manufacturers, clients will look for sure benefits from product solutions and carry out opinions of these products, because of this clients are considered to assess a product very consciously and rationally, resulting in an interest in trying it.
- 4) Need to realize the product  
After having an hobby in attempting a product, customers may have a preference to understand about the product.
- 5) Need to have a product  
Consumers can pay terrific attention to attributes that provide the benefits they're seeking out and in the end consumers will make choices approximately products via the aim to buy or personal the product they like.

A company that uses a good strategy in marketing its products will increase its competitiveness in the market and be able to survive amidst intense competition. With a good strategy, a product will become more attractive to buy, because consumers will be persuaded and influenced to buy a product. It is the duty of a company to produce a new product or input that is in accordance with consumer desires in order to maintain its existence in the competition in the business world. The best way to find out consumer tastes for a product is to conduct market research, with research a company can find out its products and services. what consumers want. Marketing strategy is closely related or related to consumer buying interest, where a company with a good marketing strategy will really attract consumer interest in buying and consuming products.

Gurls Club is a business operating in the fashion sector, founded in 2020 by Andi Melinia Putri. Gurls Club has 3 stores in Bandung City, Bandung City, West Java. The Gurls Club brand was founded in 2020 by starting to release t-shirts. The Gurls Club product range has increased over time so that it continues to develop into a brand that supports the variety of women's clothing needs in Indonesia. Every woman has the power to surpass herself. Gurls Club has a vision, namely to become a women's fashion brand that is part of the daily lives of teenagers and young adult women in Indonesia, with a focus on products that are comfortable, high quality, but still affordable. And with a mission to create comfortable and trendy products for women who want to show their character and identity in a fun way.

Gurls Club has always been a brand that prioritizes enjoyment in living the day. Gurls Club is also an entity that supports women to realize their passions and pursue their dreams. Gurls Club will continue to innovate in expanding product categories so that they are worthy of competing with competitors. Competition or new competitors that emerge can be a motivation to further improve the marketing strategy for the Gurls Club brand in creating products to increase sales, as well as looking for other opportunities that do not yet exist from competitors, thus creating new innovations that can make consumers interested in the products offered by Gurls Club and achieve its goal of making a profit. Examples of Gurls Club products are Tshirts, Crop tops, Long sleeves, Cardigans, One set knits, Hats, Shirts, Totebags, Backpacks, Short pants, Cargo pants, Laptop sleeves and Card holders.

Based on the results of the initial survey to consumers who know the Gurls Club brand, researchers found problems related to buying interest in Gurls Club brand, can be seen from the following indicators:

#### **Initial survey data on buying interest**

No	Pernyataan	Ya	Tidak
1.	Berminat membeli produk Gurls Club karena <i>content</i> yang di buat	77,1%	22,9%
2.	Bersedia merekomendasikan produk Gurls Club kepada orang lain	62,9%	37,1%
3.	Memilih produk Gurls Club untuk memenuhi kebutuhan	48,6%	51,4%
4.	Selalu mencari tahu informasi mengenai produk yang diminati pada brand Gurls Club	28,6%	71,4%

Based on the table above, it can be seen that preferential interest reaches 51.4% of consumers who do not choose Gurls Club products to fulfill their needs because consumers feel that the color and design of Gurls Club products do not match their preferences and do not match consumer trends or tastes.

Gurls Club sales data  
(January to September 2023)



Based on the graph above, it can be seen that sales experienced significant increases and decreases, there was a decrease in sales from April to May by 827 items or 21%, which was caused by:

1. Targeting, because the target market is not for all groups but only for teenagers, most of the colors are too bright so it is difficult to match with other colors in clothing as well as limitations in the target market because some people may be reluctant or uncomfortable wearing colors that are too bright.
2. Positioning, because of the price and quality factors that Gurls Club has, consumers can get it from competitors in the fashion product business which have relatively affordable price differences with quality that is not too different.

#### Thinking Framework

The frame of mind follows (Sugiyono, 2019) "a conceptual model that explains how a theory relates to various elements that have been determined to be important problems". So, the framework of thought functions as the basis for a symptom that is the object of the problem. In quantitative research, a foundation is needed so that the research carried out is more focused. This framework of thought was prepared based on analysis of research literature, namely as follows:

According to (Sairo, 2018) said that "Marketing strategy is a marketing mindset used to achieve marketing goals. Target market, positioning, marketing mix and the amount of expenditure spent on marketing are all discussed in detail in the marketing strategy." Marketing strategy has planning in strategic analysis, namely STP analysis which can be used to overcome the ever-changing competitive environment.

According to Tan (2017:56), defines that buying interest is the behavior of consumers who have the desire to buy a product or service as part of the decision-making process before it is carried out.

Buying interest also has an impact on sales because the increasing consumer buying interest in a product means that sales will be higher and the product will be more developed and varied. Consumers who have a high purchase interest in a product will be more likely to buy it. Conversely, if consumers are not interested in buying the product then consumers will not be interested.

Consumer psychological factors include perceptions, beliefs and stances that determine the process of consumer buying interest by identifying input information about the product and then evaluating it to determine consumer buying interest.

In this research, the thinking framework can describe the marketing strategy in increasing consumer buying interest in Gurls Club Kota Bandung, so the thinking framework is compiled as follows:



### Research Hypothesis

According to Sugiyono (2019:99) A hypothesis is a temporary answer to the formulation of a research problem and the results of empirical facts obtained through data collection. Hypothesis is also the researcher's initial guess regarding the phenomenon of the research object and its truth will be tested empirically. The theory used will produce hypotheses but it is not always easy to differentiate between the two. This research was conducted to determine the influence of fashion product marketing on consumer buying interest.

Based on the framework above, the research hypothesis formulated by the researcher is "The Influence of Fashion Product Marketing Strategy on Consumer Purchase Interest at the Gurls Club in Bandung City".

## 2. Method

According to Sugiyono (2018:2), "Research methods are a scientific approach to collecting data with specific uses and objectives. In this research, quantitative methods were used. A studies variable is an characteristic, man or woman or fee of a person, item, agency or pastime that has sure variations that the researcher chooses to observe which will draw conclusions. unbiased variables are variables that have an effect on or are the purpose of modifications or emergence of the based (structured) variable. The unbiased variable used on this studies is marketing strategy (X). in the meantime, the structured or certain variable is a variable this is motivated or turns into a consequence, due to the life of the unbiased variable. The structured variable used in this studies is Consumer Purchase Interest (Y).

According to Sugiyono (2018:13), "The quantitative method is a research approach that is based on positivism (concrete data), where the research data is in the form of numbers that will be measured and analyzed using statistics as a tool for calculations and testing, to determine the relationship between the problems being studied to produce a conclusion". Statistics collection strategies are methods used to accumulate additional information and statistics for studies at the hassle this is the object of studies. The facts collection strategies used in this research are number one and secondary. Primary data is a data source that can provide data directly without using intermediaries, such as activities or events that are directly observed by researchers. Primary data collection techniques were carried out using non-participant observation, interviews and questionnaires with customers, which were the main data collection methods given to the Gurls Club in Bandung City. Apart from that, in preparing this research, secondary data was also used, namely research data sources that did not directly provide data for data collection through library studies such as literature, journals and books. This is done to support the convenience of researchers in carrying out the research process in order to gain knowledge to explain more broadly and make the research process itself easier and to be able to solve problems in the research. Researchers also review the results of previous research which has relevant topics which are carried out as a reference for researchers in conducting research. As well as research using the internet to collect and retrieve data related to research including sources or *link*.

Populace is a generalization vicinity which includes gadgets or subjects with positive characteristics and features that are carried out through researchers to observe and then draw conclusions. The population in this research are customers of the Gurls club brand in Bandung city.



the full populace is 3,974 clients. The sample is a part of the traits and numbers of the population. Samples were obtained the use of a easy random sampling method, specifically a chance sampling technique that meets certain specific criteria. figuring out the quantity of samples makes use of the Slovin system, which is as follows:

$$n = \frac{N}{1+N (It is)^2}$$

Information:

n = Sample

N = Population

e = Estimated Error Rate

Based on this formula, the sample number of Gurls Club consumers is obtained as follows:

$$\begin{aligned} n &= \frac{3974}{1 + 3974 (0,1)^2} \\ &= \frac{3974}{1+3974 (0,01)} \\ &= \frac{3974}{1 + 3974 (0,01)} \\ &= \frac{3974}{40.74} \\ &= 97.54 \text{ rounded to } 98 \end{aligned}$$

In this research, the percentage used is 10% as the sampling error limit, so that based on this formula the total calculation from a population of 3,974 consumers means that the sample in this research is (n) 98 people.

The Likert scale is used to measure the perceptions, opinions and attitudes of a person or group of people towards social phenomena. In research, these social phenomena have been specifically identified by researchers, hereinafter referred to as research variables. There are two forms of questions on the Likert scale, namely the positive question form to measure the positive scale with a score of 5, 4, 3, 2, and 1 and the negative question form to measure the negative scale with a score of 1, 2, 3, 4, and 5.

### 3. Result and Discussion

#### 3.1. Validity test

##### 3.1.1. Test the Validity of Variable

Validity is the dedication between the statistics that happens within the studies item and the data that can be mentioned by the researcher. therefore, valid information is facts this is "not special" between the records mentioned by the researcher and the information that certainly takes place at the studies object.

based totally at the effects of facts processing, the results received have been that from the 8 assertion objects concerning marketing method variables, all assertion objects received a calculated r fee extra (>) than the desk r price, then the device gadgets had been declared valid, so that all those statements can be covered in subsequent facts analysis. due to the fact it is relevant to the studies.

### 3.1.2. Variable Y Validity Test

Based on the results of data processing, the results obtained were that from the 8 statement items regarding the consumer buying interest variable, all statement items obtained a calculated r value greater ( $>$ ) than the table r value, then the instrument items were declared valid, so that all these statements could be included in the data analysis next because it is relevant to the research.

### 3.2. Reliability Test

Reliability shows that an device is truthful enough to be used as a facts series device due to the fact the device is right. a terrific instrument will not tend to direct respondents to pick out certain solutions based totally at the results of records processing within the desk above, it is concluded that all query items from variable

### 3.3. Simple Linear Regression

Simple linear regression is used to determine the connection among two variables, particularly variable x and variable y, where variable x is the independent (loose) variable, particularly advertising and variable y is the structured (bound) variable, particularly purchaser purchase interest.

$$Y = 896 + 0.962$$

Based on the equation above, it can be concluded that the Marketing Strategy variable has a direction of 896, meaning that if there is an increase of one unit in the Marketing Strategy variable, there will be an increase in consumer buying interest of 962 units.

### 3.4. Coefficient Correlation Rank Spearman

Based on the research results, it was found that the correlation coefficient between marketing strategy and consumer buying interest was 0.750, indicating a significant and strong relationship between the two. This shows that if marketing strategies increase, consumer buying interest also tends to increase. Conversely, if marketing strategies decline, consumer buying interest will likely decrease.

### 3.5. Hypothesis testing

Hypothesis testing is used to find out whether there is an influence between variable X (Marketing) and variable Y (Buying Interest), so the hypotheses that must be tested are  $1 > 0$  and  $1 < 0$ .

Test criteria:

- a. If themselves  $< a = 5\%$ , then the marketing strategy variable influences consumer buying interest and if themselves  $> a = 5\%$ , then the marketing strategy variable has no effect on consumer buying interest.
- b. If  $t_{count} > t_{table}$ , then marketing strategy variables influence consumer buying interest and if  $t_{count} < t_{table}$  then the marketing strategy variable has no effect on consumer buying interest.

Based on the research results, it shows that the sig value = 0.000  $< a = 0.05$  and value  $t_{count} = 16.953 > t_{table} = 1.985$ , then  $H_0$  is rejected and  $H_1$  is accepted so it can be said that the marketing strategy variable has a significant effect on consumer buying interest.

### 3.6. Coefficient of Determination

The determining coefficient or coefficient of willpower is a variety of for an index that is used to decide the significance of the affect of the unbiased variable (X) on the dependent variable (Y), so calculating the coefficient of determination is needed to find out how much the unbiased variable affects the increase/decrease inside the structured variable.

$$\begin{aligned}KD &= r^2 \times 100\% \\ &= 0,8662 \times 100\% \\ &= 0,750 \\ &= 75\%\end{aligned}$$

Based on the research results above, it can be seen that the correlation coefficient value R is 0.750, which means there is a correlation or relationship between marketing strategy and consumer buying interest. As for value adjusted R square which is the coefficient of determination is 0.747. In this way, it can be said that the contribution of the marketing strategy variable to consumer buying interest is 75% and the remaining 25% of the consumer buying interest variable is given by epsilon or other unidentified factors, namely service quality. From the output data above, the correlation or relationship between marketing strategy and consumer purchasing interest has an influence of 75%.

### 3.7. Obstacles and Efforts at the Bandung City Gurls Club

#### 3.7.1. Obstacles faced by the Bandung City Gurls Club

Be found obstacle faced by Gurls Club about influence Marketing strategies for consumer buying interest are as follows:

1. The designs and colors available on Gurls Club products are in accordance with consumer demand but are intended for the teenage segment, making it a challenge to maintain a balance between conforming to trends and maintaining brand identity.
2. Promotions are only carried out 3-5 times a day so the lack of more detailed information about the product can hinder consumer understanding and reduce the attractiveness of the product
3. More and more competing fashion brands have designs and colors that are similar or almost the same as Gurls Club.

#### 3.7.2. Efforts made by the Bandung City Gurls Club

Several efforts must be made by the Gurls Club in facing these obstacles. The obstacles to the Gurls Club are as follows:

1. Gurls Club carries out more in-depth market research regarding product design and color to understand current trends in order to adapt it to all groups as well as listen to consumer feedback and be responsive to changes in preferences so as to increase consumer buying interest at Gurls Club.
2. Gurls Club increases the budget for promotions by involving influencers who have influence among teenagers and adults and Gurls Club itself increases the number of posts on social

media such as Instagram and TikTok 5-15 times a day to maximize the reach of promotions so that product detail videos are more transparent with product quality. can achieve higher levels of interaction and increase consumer confidence.

3. Carry out new innovations and get out of your comfort zone regarding pastel colors without losing the Gurls Club characteristic.

#### 4. Conclusion

Based on the research results, it appears that there is a relationship between the marketing strategy variable and consumer buying interest of 75%, while 25% is the influence of external variables or outside the research that were not identified, such as service quality. The implementation of the Gurls Club fashion product marketing strategy has been going well, it can be seen from the Gurls Club products which always follow the latest trends with affordable prices so that they can meet lifestyle needs and make repeat purchases with feelings of comfort and pride when using Gurls Club products. The location of the Gurls Club is also in a strategic place so that it has affordable access. There are many variations in implementing consumer buying interest in Gurls Club products which make consumers interested in buying and willing to recommend Gurls Club products to others because the products offered are non-formal so they can attract consumers' attention more than competing products.

The obstacles faced by the Gurls Club are in its implementation, namely the designs and colors available are only intended for teenagers and adults and the lack of promotion carried out by the Gurls Club. Meanwhile, the efforts made include conducting more in-depth market research regarding product design and color to understand current trends so that they are adapted to all groups and increasing the budget for promotions by involving influencers who have influence among teenagers and the Gurls Club itself by increasing the number of posts on social media. to maximize the reach of promotions so that product detail videos are more transparent with product quality that can achieve higher levels of interaction and increase consumer trust.

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