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THE INFLUENCE OF PRODUCT INNOVATION AND PRICE PROMOTION ON CONSUMER PURCHASE INTEREST IN BANANA ROLLS MSMES IN CIREBON CITY

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Abstract:
This study aims to analyze the influence of product innovation and price promotions on consumer purchasing interest in Banana Rolls Micro, Small, and Medium Enterprises (MSMEs) in Cirebon City. This study uses a quantitative research type with a survey approach. The quantitative method was chosen because it allows researchers to test predetermined hypotheses through numerical data collection and statistical analysis. Data were collected from 93 Banana Rolls consumer respondents through a questionnaire. Data analysis was conducted using multiple linear regression after undergoing validity, reliability, and classical assumption tests (normality, linearity, multicollinearity, and autocorrelation). The results show that product innovation and price promotions, both partially and simultaneously, have a positive and significant effect on consumer purchasing interest. Product innovation contributes more to increasing purchasing interest than price promotions. These findings underscore the importance of an integrated marketing strategy that prioritizes creative product development and attractive price offers to increase competitiveness and consumer loyalty in the culinary MSME sector.

Keywords: Product Innovation, Price Promotion, Consumer Purchase Interest, MSMEs, Banana Rolls.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy, playing a vital role in job creation and equitable economic development (Beno et al., 2022). The MSME sector, particularly in the culinary sector, faces increasingly fierce competition, requiring businesses to be adaptive and innovative in attracting consumers. This phenomenon is particularly relevant for the Banana Rolls MSME in Cirebon City, a culinary business specializing in homemade banana rolls with a variety of flavors and toppings. Despite Banana Rolls' unique product and significant market potential, sales data show fluctuations with a downward trend in recent months. Table 1 presents Banana Rolls sales data from November 2024 to April 2025:

Table 1. Banana Roll Sales Data from November to April 2024 – 2025

Month	Amount
November	1.780.000
December	1.530.000
January	1.390.000
February	1.050.000
March	895.000
April	630.000

Source: Banana Rolls Sales Data (2025)

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The data in Table 1 clearly shows a significant downward trend in sales from November 2024 to April 2025. This decline indicates a potential low consumer purchasing interest in Cirebon City, which is a major concern for the sustainability of the Banana Rolls business. To address this situation, Banana Rolls needs to be more agile and responsive in understanding consumer needs to increase the chances of sales success and achieve targets. One strategic approach to attracting consumer purchasing interest is through effective product introduction and continuous innovation, both in designing new products and modifying existing ones to remain relevant in the market (Sugiono, 2013).

Consumer purchasing interest is central to marketing success, and businesses must compete to stimulate this interest. Before making a purchase, consumers generally search for information, evaluate the product based on that information, compare it with alternatives, and finally make a purchasing decision (Sugiono, 2013). Therefore, measuring purchasing interest is crucial to identifying the factors that influence it.

One of the main factors suspected of influencing consumer purchasing interest is product innovation. Consumers tend to compare products they intend to purchase with those of competitors. Innovation is expected to attract consumer interest more effectively through product innovation (Sugiono, 2013). Innovation has been recognized as a dominant factor in maintaining global competitiveness, driving organizational growth, and ensuring business continuity in a dynamic economy (Husti & Mahyarni, 2019). Creating product innovation enables companies to occupy a strategic market position, extend product life cycles, withstand competitive attacks, and meet market (consumer) desires, thereby consistently attracting attention and providing customer satisfaction (Sugiono, 2013).

However, a pre-survey of 30 respondents regarding the Banana Rolls product innovation revealed challenges. Table 2 presents the results of the pre-survey:

Table 2. Banana Rolls Product Innovation Pre-Survey

No	Statement	Answer	
		Yes	No
1	Are the banana rolls offered something unprecedented in the market?	40%	60%
2	Is this banana roll business introducing a completely new product variant compared to previous products?	56,7%	43,3%
3	Is the new banana roll variant still in the same product category as the previous banana roll?	33,3%	66,7%
4	Has the banana roll packaging design been improved to make it more attractive?	30%	70%
5	Has there been a strategic change in how the banana rolls are positioned in the market (for example, from a regular snack to a premium food)?	60%	40%
6	Has the banana roll menu been simplified to focus on the best-selling variants?	63,3%	36,7%

Source: Researcher Pre-Survey (2025)

Table 2 shows that the majority of respondents (60%) felt that Banana Rolls was not truly new to the market, and only 30% saw significant improvements in packaging design. This indicates that innovations in product novelty and visual appeal are still less perceived by consumers. On the other hand, innovations were more focused on managerial and strategic aspects, such as changes to marketing strategy (60% of respondents) and menu simplification (63.3% of respondents). Overall, Banana Rolls' current innovations focus more on strategic adjustments and efficiency, but improvements need to be made to actual product updates and visual appeal to strengthen the perception of innovation in the eyes of consumers.

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In addition to product innovation, price promotions are also a common strategy to attract consumers and increase sales in the food industry. Price promotions are defined as price reductions for a given quantity or quantity increases for the same price, aimed at increasing value and creating an economic incentive to purchase (Huang et al., 2014). Short-term price promotions can generate significant additional sales, with the hope that new customers will become repeat customers. Therefore, it is important to understand the long-term effects of price promotions, including their influence on consumer purchase intention and repeat purchase behavior (Huang et al., 2014).

Previous research on price promotions on consumer purchase intention has shown varying results, with some showing positive, some negative, or no effect at all. The effects of price promotions in the foodservice industry may also differ due to the intangible and tangible characteristics of products. Therefore, foodservice managers must understand the impact of price promotions and the factors that influence them (Huang et al., 2014).

Based on the problem identification outlined, this study proposes a conceptual framework to analyze the relationship between product innovation, price promotions, and consumer purchase intention. Product innovation (X1) and price promotions (X2) are hypothesized as independent variables that influence consumer purchase intention (Y), the dependent variable.

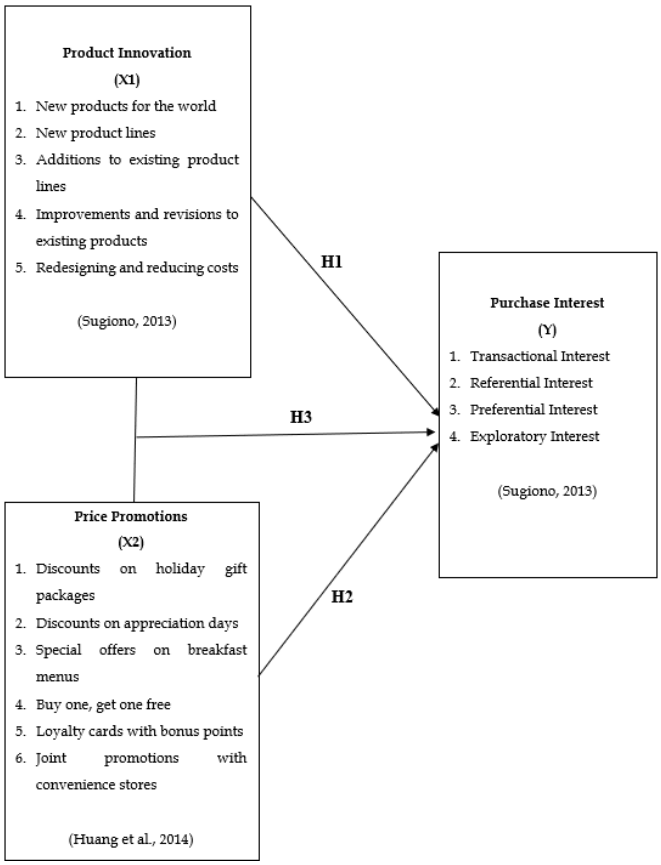

Figure 1. Research Framework

Based on the framework, the research hypotheses are formulated as follows:

- H1: Product innovation is suspected to have a positive and significant effect on consumer purchase intention for Cirebon Banana Rolls.

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- H2: Price promotions are suspected to have a positive and significant effect on consumer purchase intention for Cirebon Banana Rolls.
- H3: Product innovation and price promotions are suspected to simultaneously have a positive and significant effect on consumer purchase intention for Cirebon Banana Rolls.

Based on the background explanation above, this study aims to analyze in-depth the influence of product innovation and price promotions on consumer purchase intention in Banana Rolls MSMEs in Cirebon City. The results of this study are expected to provide strategic recommendations that will benefit MSMEs in developing more effective and sustainable marketing strategies.

METHODS

This study employed a quantitative survey approach. The quantitative method was chosen because it allows researchers to test established hypotheses through numerical data collection and statistical analysis (Sugiono, 2013). This approach is systematic, planned, and structured, allowing for objective measurement of relationships between variables.

Population: The population in this study was residents in Cirebon City who had purchased Banana Rolls. Based on Banana Roll sales data for the last six months (November 2024 - April 2025), the population size was 1,348 consumers.

Sample: The sample size was determined using the Slovin formula with a 10% error tolerance.

$$n = \frac{N}{1 + N\,(e)^2}$$

Required:
n = Number of samples required
N = Population size (1,348)
e = Tolerance margin of error (0.10)

$$n = \frac{1348}{1+1348 \times (0.1)} = \frac{1348}{1+1348 \times 0.01)} = \frac{1348}{1+13.48} = \frac{1348}{14.48} = 93,09$$

Based on calculations, the sample size used was 93 respondents. The sampling technique used was purposive sampling, with the criteria being respondents aged 17-40 years old and residing in Cirebon who had purchased Banana Rolls products. The collected data were analyzed using IBM SPSS 25 software with the following steps:

- Validity Test: Measures the accuracy of the instrument in measuring the studied variables. A statement is considered valid if the calculated r value is greater than the calculated r value (df = N-2 = 91, r value = 0.2039 at a = 0.05).
- Reliability Test: Measures the consistency of the instrument. The instrument is considered reliable if the Cronbach's Alpha (a) value is greater than 0.50.
- Classical Assumption Test: Ensures the regression model meets the basic requirements.
- Normality Test: Tests whether the residual data is normally distributed using the Kolmogorov-Smirnov test or by observing the residual plot. Data are considered normal if the significance value is greater than 0.05.
- Linearity Test: Tests the linear relationship between variables using scatterplot analysis.

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- Multicollinearity Test: Tests for the presence or absence of a high correlation between independent variables. Multicollinearity is not present if the Tolerance value is > 0.1 and the VIF is < 10.
- Heteroscedasticity Test: Tests for equality of residual variances. Heteroscedasticity is not present if the points on the scatterplot are randomly distributed without a specific pattern.
- Autocorrelation Test: Tests for correlation between residuals over consecutive periods using a Run Test. Autocorrelation is not present if the significance value is > 0.05.

Multiple Linear Regression Analysis: Used to measure the effect of independent variables (product innovation and price promotions) on the dependent variable (consumer purchasing interest). The regression model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Description:
Y = Predicted Value (Brand Awareness)
α = Constant / Intercept
β1, B2, B3, B4 = Regression Coefficients
X1 = Independent Variable X1 (Product Innovation)
X2 = Independent Variable X2 (Price Promotion)
Y = Dependent Variable Y (Consumer Purchase Intention)

Coefficient of Determination (R2) Analysis: Measures the model's ability to explain the variance of the dependent variable by the independent variables. The R2 value ranges from 0 to 1.

Hypothesis Testing; T-Test (Partial): Tests the effect of each independent variable on the dependent variable. The hypothesis is accepted if the calculated t-value is greater than the calculated t-table or the significance value (p-value) is less than 0.05.

F-Test (Simultaneous): Tests the effect of all independent variables simultaneously on the dependent variable. The hypothesis is accepted if the calculated F-value is greater than the calculated F-table or the significance value (p-value) is less than 0.05.

RESULT AND DISCUSSION

This section presents the results of data analysis obtained from a survey of 93 Banana Rolls consumer respondents in Cirebon City, followed by an in-depth discussion of these findings in the context of theory and previous research.

Validity Test. A validity test was conducted to ensure that each item in the questionnaire accurately measured the intended variable. The validity criterion was that r-count > r-table. With N=93 and a significance level of α=0.05, the r-table value was 0.2039.

Table 3. Validity Test

	Statement Items	R-Count	R-Table	Information
Product Innovation	X1.1	0,791	0.2039	Valid
	X1.2	0,783		Valid
	X1.3	0,749		Valid
	X1.4	0,768		Valid
	X1.5	0,696		Valid
	X1.6	0,690		Valid
	X1.7	0,757		Valid

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	X1.8	0,736		Valid
	X1.9	0,740		Valid
	X1.10	0,806		Valid
	X1.11	0,744		Valid
Price Promotion	X2.1	0,776	0.2039	Valid
	X2.2	0,830		Valid
	X2.3	0,783		Valid
	X2.4	0,744		Valid
	X2.5	0,726		Valid
	X2.6	0,745		Valid
Consumer Purchase Interest	Y.1	0,832	0.2039	Valid
	Y.2	0,823		Valid
	Y.3	0,710		Valid
	Y.4	0,692		Valid
	Y.5	0,801		Valid

Source: Data Processing Results with IBM SPSS 25 (2025)

Table 3 shows that all statement items for the variables Product Innovation (X1), Price Promotion (X2), and Consumer Purchase Intention (Y) have calculated r-values greater than the table r-value (0.2039). Thus, all questionnaire items are declared valid and suitable for use in further analysis.

Reliability Test. The reliability test aims to measure the consistency of the instrument. The reliability criterion is Cronbach's Alpha, a > 0.50.

Table 4. Reliability Test Results

No.	Variables	Cronbach Alph	Information	Criteria
1	Product Innovation	0,923	Reliable	Very High
2	Price Promotion	0,860	Reliable	Very High
3	Consumer Purchase Interest	0,289	Reliable	Low

Source: Data Processing Results with IBM SPSS 25 (2025)

Table 4 shows that the Product Innovation (X1) and Price Promotion (X2) variables have Cronbach's Alpha values of 0.923 and 0.860, respectively, which are in the "Very High" category and are considered reliable. The Consumer Purchase Intention (Y) variable has a Cronbach's Alpha value of 0.289, which, although in the "Low" category, is still greater than 0.05 and therefore considered reliable. This indicates that the research instrument has sufficient consistency to measure these variables.

Classical Assumption Test; Normality Test. The normality test aims to determine whether the residual data is normally distributed.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N	M	93
Normal Parameters[b]	Mean	.0000000
	Std. Deviation	2.52952170
Most Extreme Differences	Absolute	.110
	Positive	.110
	Negative	-.089

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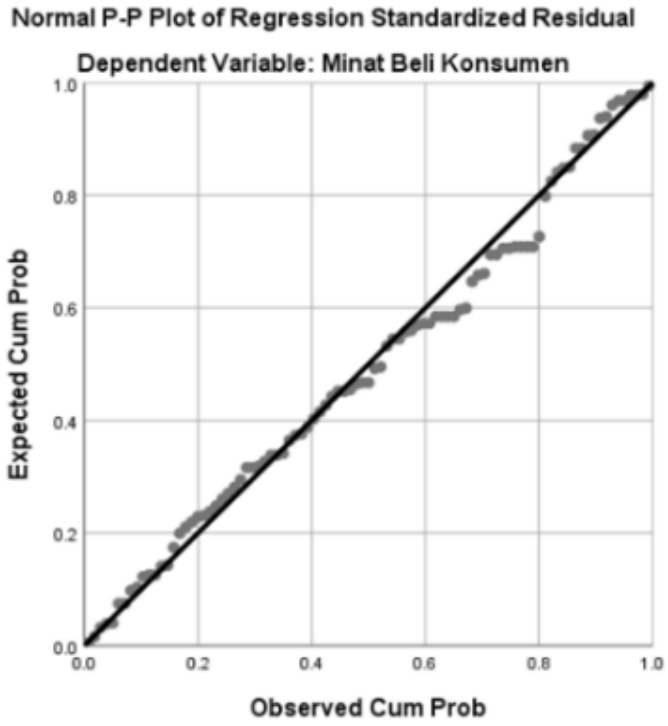
Test Statistic			.110
Asymp. Sig. (2-tailed)			.008[c]
Monte Carlo Sig. (2-tailed)	Sig		.197[d]
	99% Confidence Interval	Lower Bound	.187
		Upper Bound	.207

a. Test distribution is Normal
b. Calculated from data
, c. Lilliefors Significance Correction
. Based on 10000 sampled tables with starting seed 2000000

Source: Data Processing Results with IBM SPSS 25 (2025)

Based on Table 5, the Monte Carlo Sig. (2-tailed) value is 0.197. Because this value is greater than 0.05, it can be concluded that the residual data in the regression model is normally distributed.

Linearity Test. The linearity test was conducted to determine whether the relationship between variables is linear. The analysis was conducted using a residual scatterplot.



Source: Data Processing Results with IBM SPSS 25 (2025)

Figure 2. Linearity Test Results

Figure 2 shows that the residual plot is randomly distributed above and below the number 0 (zero) on the Regression Standardized Residual axis. This distribution pattern indicates that the relationship between the independent and dependent variables is linear; thus, the regression model is suitable for use.

Figure 2 shows that the residual plot is randomly distributed above and below the number 0 (zero) on the Regression Standardized Residual axis. This distribution pattern indicates that the relationship between the independent and dependent variables is linear; thus, the regression model is suitable for use.

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Multicollinearity Test. The multicollinearity test aims to detect high correlation between independent variables. The criteria used are a Tolerance value > 0.1 and a VIF < 10.

Table 6. Multicollinearity Test

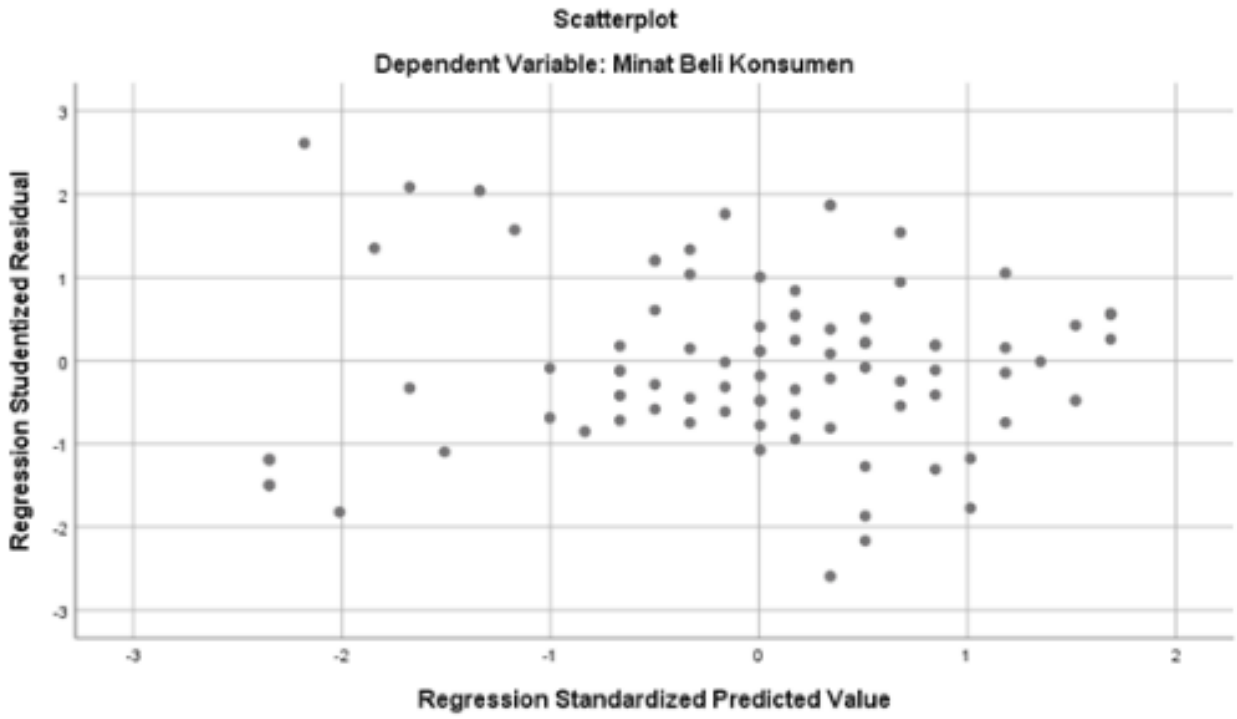
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
							Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.632	1.046	–	2.515	.014	–	–
	Product Innovation	.328	.039	.723	8.327	.000	.427	2.345
	Price Promotion	.120	.069	.151	1.745	.084	.427	2.345

Source: Data Processing Results with IBM SPSS 25 (2025)

Table 6 shows that the Tolerance value for both independent variables (Product Innovation and Price Promotion) is 0.427 (> 0.1), and the VIF value is 2.345 (< 10). This indicates that there is no multicollinearity in the regression model, so that the model can be used.

Heteroscedasticity Test. The heteroscedasticity test is conducted to determine whether there is inequality in the residual variances. Analysis is performed using a residual scatterplot.



Source: Data Processing Results with IBM SPSS 25 (2025)

Figure 3. Heteroscedasticity Test Results

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Figure 3 shows that the points in the scatterplot are randomly distributed and do not form a specific pattern, and are spread above and below the number 0 (zero) on the Y-axis. This indicates that there is no heteroscedasticity in the regression model, making the model suitable for use.

Autocorrelation Test. The autocorrelation test aims to examine the presence or absence of correlation between confounding errors in consecutive periods. This test uses a Run Test.

Table 7. Autocorrelation Test Results

Runs Test

	Unstandardized Residual
Test Value[s]	.06437
Cases < Test Value	46
Cases ≥ Test Value	47
Total Cases	93
Number of Runs	47
Z	-.103
Asymp. Sig. (2-tailed)	.918

Source: Data Processing Results with IBM SPSS 25 (2025)

Based on Table 7 (Run Test output), a probability value of 0.918 is obtained. Because this probability value is greater than 0.05, the null hypothesis stating that the residual values are randomly distributed is accepted. Therefore, there is no autocorrelation in the regression model.

Multiple Linear Regression Analysis. Multiple linear regression analysis is used to measure the influence of independent variables on the dependent variable.

Table 8. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
							Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.632	1.046	–	2.515	.014	–	–
	Product Innovation	.328	.039	.723	8.327	.000	.427	2.345
	Price Promotion	.120	.069	.151	1.745	.084	.427	2.345

Source: Data Processing Results with IBM SPSS 25 (2025)

Based on Table 8, the resulting multiple linear regression equation is:

$$Y = 2.632 + 0.328 + 0.120 + e$$

Interpretation of the regression equation:

1. Based on the equation above, the constant value (a) = 2.632. This means that if the Product Innovation (X1) and Price Promotion (X2) variables have a value <0, then the Consumer Purchase Intention value is 2.632.

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2. The regression coefficient (X1) of 0.328 indicates that the Innovation variable has a positive effect on Consumer Purchase Intention. This means that if innovation (X1) increases by 1%, consumer purchase interest (Y) for Banana Rolls will increase by 0.328.
3. The regression coefficient (X2) of 0.120 indicates that the Price Promotion variable has a positive effect on Consumer Purchase Intention. This means that if the Price Promotion (X2) increases by 1%, Consumer Purchase Interest (Y) for Banana Roll will increase by 0.120.

Coefficient of Determination (R2) Analysis. The coefficient of determination (R2) measures the proportion of variation in the dependent variable that the independent variable can explain.

Table 9. Results of the Coefficient of Determination (R2) Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837	.701	.698	2.58607

a. Predictors: (Constant), Product Innovation
b. Dependent Variable: Consumer Purchase Intention

Source: Data Processing Results with IBM SPSS 25 (2025)

The coefficient of determination (R2) determined by R Square is 0.701, or when calculated using the following coefficient of determination formula:
KD = R2 x 100%
KD = 0.701 x 100%
KD = 70.1%

This indicates that the percentage influence of the variables Product Innovation (X1) and Price Promotion (X2) on Consumer Purchase Interest (Y) is 70.1%. The remainder (100% - 70.1% = 29.9%) is influenced by other variables not examined in this test.

Hypothesis Testing: T-Test (Partial Test). The t-test is conducted to examine the partial effect of each independent variable on the dependent variable. The test criteria are comparing the calculated t-value with the t-table (df = N-k = 93-3 = 90, t-table = 1.98667 at α = 0.05) or observing the significance value (p-value < 0.05).

Table 10. Results of Hypothesis 1 Test (H1)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.632	1.046	–	2.515	.014
	Product Innovation	.328	.039	.723	8.327	.000
	Price Promotion	.120	.069	.151	1.745	.084

Source: Data Processing Results with IBM SPSS 25 (2025)

Based on Table 10, the calculated t-value for Product Innovation is 8.327 because 8,327 > 1.98667 (t-table) and a significance value of 0.000 < 0.05. Hypothesis 1 (H1) is accepted, which means that product innovation has a partial positive and significant effect on consumer purchase intention for Banana Rolls.

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Table 11. Results of Hypothesis 2 (H2) Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.632	1.046	–	2.515	.014
	Product Innovation	.328	.039	.723	8.327	.000
	Price Promotion	.120	.069	.151	1.745	.084

Source: Data Processing Results with IBM SPSS 25 (2025)

Based on Table 10, the t-value for Price Promotion is 1.745. Although 1.745 < 1.98667 (t-table), the significance value is 0.000. Because the significance value of 0.000 < 0.05, Hypothesis 2 (H2) is accepted, which means that price promotion has a partial positive and significant effect on consumer purchase intention for Banana Rolls. (Note: In this case, a decision based on the p-value is stronger than comparing the calculated t-table with the t-table if there are slight differences in interpretation.)

F Test (Simultaneous Test). The F test is used to test the effect of all independent variables simultaneously on the dependent variable. The test criteria are comparing the calculated F-table with the F-table (df1=k-1=2, df2=N-k=90, F-table = 3.097 at alpha=0.05) or observing the significance value (p-value <0.05).

Table 12. F Test Results

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression.	1447.619	2	723.810	110.663	.000
Residual	588.660	90	6.541		
Total	2036.280	92			

a. Dependent Variable: Consumer Purchase Intention
b. Predictors: (Constant), Price Promotion, Product Innovation

Source: Data Processing Results with IBM SPSS 25 (2025)

Based on Table 12, the calculated F-value is 110.663. Since 110.663 > 3.097 (F-table) and the significance value is 0.000 <0.05, Hypothesis 3 (H3) is accepted. This means that product innovation (X1) and price promotion (X2) simultaneously have a positive and significant effect on consumer purchasing interest (Y) in Banana Rolls.

The Influence of Product Innovation on Consumer Purchase Intention for Banana Rolls. The descriptive analysis results show that respondents' perceptions of the Banana Rolls product innovation fell into the "Good" category, with an average score of 3.48. This indicates that Banana Rolls' efforts to update the product, such as adding flavor variants and improving its appearance, have been well-received by consumers. The statement "The updated product provides more value to consumers than before" received the highest score (3.59), confirming that the innovations successfully increased the product's perceived value in consumers' eyes.

Inferentially, the t-test results indicate that product innovation has a positive and significant effect on consumer purchase intention for Banana Rolls (t-test = 8.327, p-value = 0.000). This finding

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is consistent with the theory proposed by Sugiono (2013), which states that product innovation, through the creation of new or modified products, can stimulate consumer purchase intention. This study also supports the findings of Suyaman et al. (2021), which demonstrated that product innovation has a significant influence on purchase intention across various sectors.

However, preliminary pre-survey results (Table 1.2) indicated that 60% of respondents felt Banana Rolls was not truly new to the market, and only 30% saw improvements in the packaging design. This indicates that while innovation has been implemented and appreciated, the product's radical novelty and visual appeal still have room for improvement. Enhancements to these elements could further strengthen the perception of innovation and attract a wider consumer segment. Therefore, product innovation is a key factor driving purchase intention, and improving the quality and intensity of innovation, particularly in product differentiation and packaging design, is essential.

The Effect of Price Promotions on Consumer Purchase Intention for Banana Rolls. Descriptive analysis showed that respondents' perceptions of the Banana Rolls price promotion fell into the "Fairly Good" category, with an average score of 3.32. This indicates that the implemented price promotion was sufficiently attractive, but not yet optimal. The statements "I am more interested in buying Banana Rolls when there is a buy-one-get-one-free promotion" and "I buy more often when Banana Rolls have discounts at special occasions like Customer Day" received the highest scores (3.46), indicating that consumers are highly responsive to promotions that offer immediate benefits and are held at special occasions. Conversely, morning promotions received the lowest score (2.91), suggesting that this type of promotion is less effective or relevant to most consumers.

The t-test results showed that price promotions had a positive and significant effect on consumer purchase intention for Banana Rolls (t-test = 1.745, p-value = 0.000). This finding supports Huang et al.'s (2014) finding that price promotions can increase consumers' perceived value and create economic incentives for purchase. This research also aligns with the study by Wila Khairati et al. (2022), which found that price promotions influence consumer purchasing behavior, particularly for food products.

Although significant, the "Quite Good" category in the descriptive analysis and the relatively lower t-test value compared to product innovation indicate that the effectiveness of price promotions can still be improved. The need for more targeted price promotion strategies, with a focus on the types of promotions that consumers are most interested in (for example, buy one get one, product bundling, or loyalty programs), can have a greater impact on purchasing interest and encourage repeat purchases.

The Effect of Product Innovation and Price Promotion on Consumer Purchase Intention for Banana Rolls. The F-test results show that product innovation (X1) and price promotion (X2) simultaneously have a positive and significant effect on consumer purchase intention (Y) for Banana Rolls (F-count = 110.663, p-value = 0.000). The coefficient of determination (R-square) of 0.701 (70.1%) indicates that these two variables have a strong ability to explain variations in consumer purchase intention. The remaining 29.9% is influenced by factors outside this research model, such as brand image, service quality, or consumer personal preferences.

These findings confirm that the combination of product innovation and price promotion strategies is a highly effective marketing approach in driving consumer purchase intention. Product innovation provides added value and differentiation that differentiates Banana Rolls from competitors, while price promotions provide a direct incentive that encourages consumers to try and make a purchase. The synergy between these two strategies creates positive perceptions and

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significantly influences purchasing decisions. These results are consistent with research by Suyaman et al. (2021) and Wila Khairati et al. (2022) also found a significant simultaneous effect of product innovation and promotion on purchase intention.

Based on descriptive data, product innovation was categorized as "Good," and price promotion was categorized as "Fair." Increasing the effectiveness of price promotions, for example, by adding a variety of promotions favored by consumers, has the potential to strengthen the impact of product innovation on purchase intention. Conversely, suppose product innovation continues to be enhanced through new flavors, improved packaging design, and brand repositioning. In that case, the effectiveness of price promotions will also increase because consumers will have a more positive perception of the product's value. Therefore, the development of a Banana Rolls marketing strategy needs to be carried out in an integrated manner, with product innovation continually and creatively updated and price promotions designed more precisely to maximize product appeal and encourage repeat purchases.

CONCLUSION

Based on the analysis and discussion, this study concludes that Product innovation has a positive and significant effect on consumer purchasing interest in Banana Rolls in Cirebon. Increasing product innovation, both in terms of flavor variants, quality, and packaging development, significantly increases consumer purchasing interest. Price promotions have a positive and significant effect on consumer purchasing interest in Banana Rolls in Cirebon. Effective price promotion strategies, especially those that provide direct benefits such as "buy one get one free" programs, can encourage increased purchasing interest. Product innovation and price promotions simultaneously have a positive and significant effect on consumer purchasing interest in Banana Rolls in Cirebon. These two variables together explain a significant portion of the variation in consumer purchasing interest, indicating that this combination of strategies is highly effective in attracting and retaining consumers.

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