

The Influence of Promotion Strategy and Product Quality on Interest in Renting New Products "Genset Synchronize" PT. Arthur Teknik in the Event Industry in Jakarta

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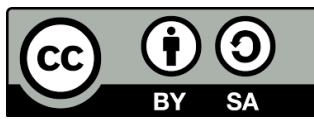
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Abstract

This study aimed to analyze the effects of promotion strategy and product quality on interest in renting the new Genset Synchronize products of PT Arthur Teknik in the event industry in Jakarta. The research problem arose from the condition that Genset Synchronize products offer automatic synchronization technology, scalable capacity combinations, and operational characteristics suitable for event requirements; however, market interest in these products remained suboptimal. This study employed a quantitative approach with a descriptive-explanatory research design. Data were collected through a 5-point Likert scale questionnaire from 100 respondents in the event industry in Jakarta. The sampling technique used was saturated sampling. Data analysis was conducted using correlation analysis, simple linear regression, multiple linear regression, t-tests, F-tests, and the coefficient of determination with the assistance of SPSS 31. The results showed that promotion strategy had a positive and significant effect on rental interest ($\beta = 0.310$; $t = 8.033211$; $p < 0.001$), while product quality also had a positive and significant effect ($\beta = 0.424$; $t = 8.481390$; $p < 0.001$). Simultaneously, both variables significantly affected rental interest ($F = 81.771888$; $p < 0.001$), with an Adjusted R^2 value of 0.620025. This finding indicated that the model explained approximately 62.00% of the variance in rental interest. Product quality demonstrated a slightly larger regression coefficient than promotion strategy. These findings suggest that PT Arthur Teknik should implement an integrated marketing strategy by strengthening market awareness through promotion while maintaining and improving the technical quality of Genset Synchronize products.



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INTRODUCTION

The event industry in Jakarta requires technical infrastructure support capable of ensuring the continuity of event operations (Andalas, 2026; Handayani et al., 2026; Khadijah & Pratiwi, 2023; Lubis et al., 2025; Permata & Djati, 2023). One of the essential requirements is a reliable main and backup power source in the form of generator sets. For large-scale events, power demands may fluctuate dynamically; therefore, flexible, stable, and reliable power solutions are required (Islam et al., 2024; Javed et al., 2023; J. Liu et al., 2023; Medina et al., 2022; Rahman et al., 2024; Wu et al., 2023).

PT Arthur Teknik is a company engaged in generator rental and distribution services. The company developed the Genset Synchronize product, which enables multiple generator units to operate in parallel to provide greater and more stable power capacity. This product offers automatic synchronization capabilities, scalable capacity combinations, and control and

protection features that support various event requirements (Kabbara et al., 2022; Y. Liu et al., 2025; Natta, 2023; Rubio et al., 2025).

Despite its technical advantages, the adoption of new products still faces challenges. Initial observations from the thesis indicated that interest among event industry consumers in the Genset Synchronize product remained suboptimal, and the rental level had not yet reached the company's target. Some consumers continued to choose conventional generators due to concerns regarding the adoption of new systems. This condition indicates that the challenge is not only related to product awareness but also consumer confidence in product quality and reliability.

Promotion strategies are important because new products require effective value communication, customer education, product demonstrations, and awareness building (Bondarenko & Vyshnivska, 2023; Makatora et al., 2024). Meanwhile, product quality serves as a foundation for building trust because event industry consumers strongly consider reliability, durability, efficiency, capacity, and the ability of the product to meet technical event requirements. Therefore, this study focused on examining whether promotion strategies and product quality influenced rental interest, both partially and simultaneously.

Product quality is a key factor in building consumer trust because event industry users highly prioritize reliability, durability, efficiency, capacity, and the ability of equipment to fulfill technical requirements. Tjiptono (2005) stated that product quality refers to the totality of features and characteristics of a product or service that determine its ability to satisfy stated or implied needs. In the generator rental market for events, technical performance and confidence in product reliability are important considerations because power supply failures may create significant operational and reputational risks. Previous studies have consistently demonstrated that product quality significantly influences consumer purchasing decisions and rental interest (Moko & Basuki, 2021; Yunita, 2021; Rahman, 2018). However, most previous studies have focused on consumer goods or general services rather than technical equipment rental in the event industry.

The research problems were formulated as follows: (1) whether promotion strategy affected rental interest in the Genset Synchronize product; (2) whether product quality affected rental interest; and (3) whether promotion strategy and product quality simultaneously affected rental interest. The purpose of this study was to empirically test these relationships. The contribution of this research lies in applying marketing concepts within the context of technical equipment rental services, particularly synchronization technology-based generator products in the event industry. Practically, the findings are expected to provide a basis for marketing decision-making at PT Arthur Teknik. Theoretically, this study contributes to the literature on new product adoption and industrial marketing by examining the relative importance of promotion strategy and product quality in a context that has received limited research attention.

METHOD

This study employed a quantitative approach with a descriptive-explanatory design to examine the relationships among promotion strategy (X1), product quality (X2), and rental interest (Y). The research object was the Genset Synchronize product developed by PT Arthur Teknik, while the research setting was the event industry in Jakarta. The study was conducted from November 2025 to April 2026.

The study population consisted of customers and potential customers in the event industry who had used or had the potential to use generator rental services. A total of 100 respondents were selected using saturated sampling. Data were collected through a 5-point Likert scale questionnaire, supported by interviews and observations.

Data processing was conducted using SPSS 31. Instrument testing included validity testing using Pearson Product–Moment correlation and reliability testing using Cronbach’s Alpha. The main analyses included simple linear regression, multiple linear regression, correlation analysis, coefficient of determination, t-tests, and F-tests

RESULTS AND DISCUSSION

Descriptive Characteristics and Statistics

Table 1. Descriptive Statistics of Research Variables

Variable	N	Red	Std. Dev.	Min.	Max.
Promotion Strategy (X1)	100	4,3892	0,4622	3,9200	4,8400
Product Quality (X2)	100	4,3320	0,4519	3,9000	4,8000
Rental Interest (Y)	100	4,3900	0,1922	4,0000	4,8000

Source: Primary data processed, 2026.

The average of all three variables was at a high level. Rental interest had a mean of 4.3900, while promotional strategy 4.3892 and product quality 4.3320. The relatively small standard deviation shows that respondents' assessments tend to be consistent.

Respondent Profile

Table 2. Respondents’ Demographic Characteristics

Characteristics	Categories	N	Proportions
Gender	Male	59	59%
Gender	Women	41	41%
Event type	Concert	30	30%
Event type	Corporate	29	29%
Event type	Exhibition	21	21%
Event type	Wedding	20	20%
Experience	1–3 years	25	25%
Experience	4–6 years	25	25%
Experience	7–10 years	30	30%
Experience	>10 years	20	20%
Frequency of use	Rare	22	22%
Frequency of use	Sometimes	30	30%
Frequency of use	Every event	48	48%

Source: Primary data processed, 2026.

Table 3 Distribution of Respondents’ Age and Rental Interest

Age	N	Mean Rental Interest	Std. Dev.
25–30	14	4,5057	0,2200
31–35	30	4,3867	0,1808
36–40	26	4,3462	0,1848
41–50	20	4,4020	0,1644

Age	N	Mean Rental Interest	Std. Dev.
>50	10	4,3280	0,2197

Source: Primary data processed, 2026.

The 25–30 year old age group showed the highest median rental interest (4.5057), while the >50-year-old group had the lowest (4.3280). The difference is relatively small, so rental interest is seen to be quite evenly distributed across ages.

Validity and Reliability Tests

Table 4. Validity and Reliability Test Results of Research Instruments

Variable	Number of Items	Correlation Range	% Valid	Cronbach's Alpha
Promotion Strategy (X1)	25	0,387–0,842	100%	0,9636
Product Quality (X2)	40	0,425–0,898	100%	0,9725
Rental Interest (Y)	25	0,356–0,876	100%	0,6772

Source: Primary data processed, 2026.

All items have an item-total correlation above the table r of 0.195 so it is declared valid. All variables also have Cronbach's Alpha ≥ 0.60 so that the instrument is declared reliable. The alpha values of X1 and X2 are very high, while Y is at an acceptable level of reliability.

Simple Linear Regression

Table 5. Simple Linear Regression Analysis Results

Models	Intercept	X Coefficient	R	R ²	Adjusted R ²	F	p
X1 → Y	3,307534	0,346620	0,592967	0,351610	0,344994	53,143597	<0.001
X2 → Y	3,269859	0,388624	0,616456	0,380018	0,373692	60,069074	<0.001

Source: Primary data processed, 2026.

Bivariately, the promotional strategy correlated positively with rental interest ($R = 0.592967$) and explained 35.161% of the variation in rental interest. The quality of the product showed a higher correlation ($R = 0.616456$) and explained the 38.002% variation in rental interest. These results provide an early indication that the quality of the product has a slightly stronger relationship with the interest in the rental.

Multiple Linear Regression

Table 6. Multiple Linear Regression Analysis Results

Model Indicators	Value
Multiple R	0,792276
R-Squared	0,627702
Adjusted R-Squared	0,620025
Standard Error	0,118503
N	100
F-statistic	81,771888
Significance F	<0.001

Source: Primary data processed, 2026.

The regression model shows a strong simultaneous relationship between X1 and X2 with Y ($R = 0.792276$). Adjusted $R^2 = 0.620025$ shows that 62.0025% of the variation in rental interest can be explained by promotional strategies and product quality, while about 37.9975% is explained by other factors outside the model.

The regression equation used in this article is: $Y = 2.500 + 0.310X1 + 0.424X2$. Thus, an increase of one unit of promotional strategy is estimated to increase rental interest by 0.310 units when product quality is constant. An increase of one unit of product quality is estimated to increase rental interest by 0.424 units when the promotional strategy is constant.

Table 7. Partial Regression Coefficient Test Results

Variable	Coefficient B	Std. Error	t	p-value	95% CI
Constant	2,500585	0,148267	16,865395	<0.001	2,206316– 2,794855
Promotion Strategy (X1)	0,309892	0,026128	8,033211	<0.001	0,158035– 0,261749
Product Quality (X2)	0,423533	0,026356	8,481390	<0.001	0,171224– 0,275842

Source: Primary data processed, 2026.

Hypothesis Test

Table 8. Hypothesis Testing Results

Hypothesis	Testing	Statistics	Verdict
H1	$X1 \rightarrow Y$	$t = 8.033211; p < 0.001$	Accepted
H2	$X2 \rightarrow Y$	$t = 8.481390; p < 0.001$	Accepted
H3	$X1 + X2 \rightarrow Y$	$F = 81.771888; p < 0.001$	Accepted

Source: Primary data processed, 2026.

H1 is accepted because the promotional strategy has a positive and significant influence on rental interest. H2 is accepted because product quality has a positive and significant influence. H3 is accepted because both variables simultaneously have a significant effect on rental interest.

The Influence of Promotion Strategy on Rental Interest

The results of the study prove that the promotion strategy has a positive and significant effect on rental interest. The coefficient of 0.310 indicates the direction of a positive relationship. These findings confirm that the better the company communicates the benefits, advantages, and performance evidence of the Synchronize Generator, the higher the tendency of consumers to consider leasing.

In the context of new technology products, the promotion function not only creates awareness but also reduces uncertainty. Product demonstrations, educational content, testimonials, exhibitions, social media, and direct sales can explain how the synchronized system works while strengthening the trust of potential customers.

However, an R^2 of 0.351610 indicates that promotion is not the only factor. Approximately 64.839% of the variation in rental interest in the simple model is outside the

promotional variable. Factors such as price, technical service, company reputation, availability, customer experience, and operational risk potentially play a role.

The Effect of Product Quality on Rental Interest

Product quality has a positive and significant effect on rental interest with a coefficient of 0.424. The value of product quality coefficient and t-statistic is slightly higher than that of promotional strategies. This shows that in the generator rental market for events, technical excellence and confidence in product reliability are very important considerations.

Synchronize generators offer the ability to combine several units, load sharing, control and monitoring systems, protection, and capacity flexibility. For the event industry, these benefits are relevant because power supply failures can pose large operational and reputational risks. Therefore, improving technical quality needs to be accompanied by proof of performance that is easy for customers to understand.

An R^2 value of 0.380018 in a simple model indicates that product quality explains a 38.002% variation in rental interest. These findings reinforce that quality is an important factor, but customer decisions are still influenced by other factors.

Simultaneous Influence of Promotion Strategy and Product Quality

The F test yielded $F = 81.771888$ with a $p < 0.001$. This means that promotional strategies and product quality together have a significant effect on rental interest. The Adjusted R^2 of 0.620025 indicates a strong explanatory ability of the model: approximately 62% of the variation in rental interest can be explained by both variables.

The findings have implications that promotion and product quality should not be managed separately. Strong promotions without quality evidence can increase awareness but do not necessarily turn them into rental interest. Conversely, quality products without effective communication can be less known to the market. The synergy between the two becomes a stronger basis for new product penetration.

CONCLUSION

This study addressed all proposed research questions. The promotion strategy was found to have a positive and significant effect on rental interest in the Genset Synchronize product of PT Arthur Teknik ($\beta = 0.310$; $t = 8.033211$; $p < 0.001$). Product quality also had a positive and significant effect on rental interest ($\beta = 0.424$; $t = 8.481390$; $p < 0.001$), with a slightly larger regression coefficient than the promotion strategy. Simultaneously, promotion strategy and product quality had a significant effect on rental interest ($F = 81.771888$; $p < 0.001$), with an Adjusted R^2 value of 0.620025. These findings indicate that increasing interest in renting new products requires more than marketing communication alone. Therefore, PT Arthur Teknik should integrate awareness-building strategies with consistent product quality and evidence of technical performance.

Future research is recommended to replicate this study in different geographical contexts or industries to assess the generalizability of the findings. Further studies may also employ longitudinal research designs to provide stronger evidence regarding causal relationships, incorporate observational or experimental approaches to complement survey data, and examine potential moderating variables such as company size, event type, or customer characteristics. In addition, future research may expand the model by incorporating actual rental behavior and post-rental outcomes, such as customer satisfaction and loyalty, as well as other factors

including price, service quality, brand reputation, trust, perceived risk, availability, and customer experience that may influence rental interest. Since the research model explained approximately 62% of the variance in rental interest, further investigation is needed to identify additional factors contributing to the remaining variance.

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