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## THE INFLUENCE OF PROMOTION ON CONSUMER PURCHASE DECISIONS FOR KACANG DUA KELINCI PRODUCTS AT ALFAMART BRANCH IN PAGEDANGAN, SOUTH TANGERANG

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### ABSTRACT

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This study aims to determine the effect of promotion on purchasing decisions for Dua Kelinci peanut products at Alfamart Pagedangan, South Tangerang Branch. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research variable promotion obtained an average score of 3.41 with good criteria. Purchasing decision variable obtained an average score of 3.84 with good criteria. Promotion has a significant effect on purchasing decisions with the regression equation  $Y = 9.688 + 0.842X$ , and a correlation value of 0.771 or strong with a determination of 59.5%. Hypothesis testing obtained  $t$  count  $>$   $t$  table or  $(11.744 > 1.986)$  and also strengthened by a significance of  $0.000 < 0.05$ .

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### INTRODUCTION

Development and progress in the industry can be seen through the rapid growth of businesses. This is evident in the emergence of the goods and services industry. The rapid advancement of the industrial sector has led to intense competition among businesses.

The diverse improvements in living standards and lifestyles of today's society require companies to create creative and innovative products and keep up with current trends. Additionally, companies need to engage in promotion to introduce and market their products.

In order to achieve the company's objectives of maximizing profits with maximum potential and capabilities, one of the necessary steps is implementing marketing activities. Marketing is an essential field that should be given attention to the success of a company, alongside other areas such as production, personnel and finance (budgeting).

In the field of marketing, various issues arise, including competition, the development of various products, changing consumer preferences, and the introduction of new products. Companies are expected to face and solve these issues. To effectively address these challenges, companies must enhance the overall management of marketing activities. This condition has prompted business players to actively seek solutions and business programs to increase their competitiveness in the industry.

However, even though companies strive to compete and provide the best for consumers, it does not guarantee the achievement of company goals, as each consumer has different tastes and preferences. Therefore, each company adopts different marketing strategies that suit their specific needs. By doing so, companies can attract interest and stimulate consumers to purchase their products or services. PT. Manohara Asri is a private company engaged in the food industry, prioritizing the

highest quality for its products. The company produces various food products, including snacks like Two Rabbits' Nuts.

The problem often encountered by Kacang Dua Kelinci is the ineffectiveness of the company's promotional activities, resulting in low consumer purchase decisions and the absence of an impact from promotions on purchasing decisions.

Therefore, it is expected that the promotional activities can effectively reach the target audience, providing accurate information about the product's product Peanut Dua Kelinci. Promotions are intended to influence consumer purchase decisions by providing comprehensive product information to customers. If the promotion is carried out effectively, customers will be interested and inclined to purchase the product.

Hence, promotion plays a crucial role in achieving the company's objectives, especially in maximizing profits with minimal costs. Promotion is a core activity undertaken by entrepreneurs to ensure the company's survival, growth, and desired sales outcomes. Customer satisfaction is achieved when their desires and expectations are fulfilled.

Promotion is conducted to provide clear information to consumers who are not yet familiar with the product, supported by other promotional programs related to the marketed product. This can influence consumer purchase decisions, shifting their interest from being uninterested in purchasing to becoming interested.

Based on the above description, the author conducted a research entitled "The Influence of Promotion on Consumer Purchase Decisions for Kacang Dua Kelinci Products at Alfamart Branch in Pagedangan, South Tangerang.

## METHODS

The research method used in this study includes population, sample, research type, and data analysis method. The population under investigation consists of consumers who purchase Kacang Dua Kelinci products at the Alfamart branch in Pagedangan, South Tangerang, with a total of 96 respondents. The sampling was conducted using a non-probability sampling technique, and the sample size was also taken by 96 respondents.

This study employs an associative research type, aiming to discover the relationship between the independent variable (in this case, promotion) and the dependent variable (purchase decisions). The data analysis methods used include validity testing, reliability testing, simple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing. By utilizing these methods, the author hopes to produce relevant findings and address the research questions posed.

## RESULTS AND DISCUSSION

### 1. Descriptive Analysis

In this test, a descriptive statistical analysis was conducted to determine the minimum and maximum scores, the highest rating scores, and the standard deviation for each variable. The results are as follows:

Table 1. Descriptive Statistics Analysis Results

		Descriptive Statistics			
		Minimum	Maximum	Means	std. Deviation
Promotions (X)	96	28	44	34.19	3,796
Purchase Decision (Y)	96	29	49	38.46	4.142
Valid N (listwise)	96				

The promotion obtained a minimum variance of 28 and a maximum variance of 44, with a rating score of 3.41 and a standard deviation of 3.796. The purchase decision obtained a minimum variance of 29 and a maximum variance of 49, with a rating score of 3.84 and a standard deviation of 4.142.

### 2. Verifikative Analysis

In this analysis it is intended to determine the effect of the independent variables on the dependent variable. The test results are as follows:

#### a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	9,688	2,465		3,931	0
Promotion (X)	0.84	72	0.771	11,744	0

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation  $Y = 9.688 + 0.842X$  is obtained. From these equations can be explained as follows:

- 1) A constant obtained of 9.688 means that if there is no promotion or constant, then there is a purchase decision value of 9.688 points.
- 2) The promotion regression coefficient is 0.842, where the number is positive, meaning that every time there is an increase in promotion by 0.842 points, the purchase decision will also increase by 0.842 points.

#### b. Correlation Coefficient Analysis

Analysis of the correlation coefficient is intended to determine the level of the strength of the relationship of the independent variable to the dependent variable. The test results are as follows:

Table 3. Test Results for the Correlation Coefficient of Promotion on Purchasing Decisions  
Correlations<sup>b</sup>

		Promotion (X)	Purchase Decision (Y)
Promotion (X)	Pearson Correlation	1	.771**
	Sig. (2-tailed)		0
Purchase Decision (Y)	Pearson Correlation	.771**	1
	Sig. (2-tailed)	0	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results in the table above, a correlation coefficient value of 0.771 is obtained, meaning that promotion has a strong relationship with purchasing decisions.

#### c. Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable. The test results are as follows:

Table 4. Test Results for the Coefficient of Determination of Promotion on Purchasing Decisions  
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.771a	0.595	0.59	2,651

a. Predictors: (Constant), Promotion (X)

Based on the test results in the table above, a coefficient of determination of 0.595 is obtained, meaning that promotion has a contribution of 59.5% to purchasing decisions and the remaining 40.5% is influenced by other factors that were not studied.

#### d. Hypothesis testing

Hypothesis testing with the t test is used with the aim of knowing which hypothesis is accepted.

Hypothesis formulation: There is a positive and significant influence between promotions on purchasing decisions.

Table 5. Promotional Hypothesis Test Results on Purchasing Decisions  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
1 (Constant)	9,688	2,465		3,931	0
Promotion (X)	0.84	72	0.771	11,744	0

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (11.744 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between promotions on purchasing decisions is accepted.

### 1. Conditions of Respondents Answers Promotional Variables

Based on the results of the answers given by the respondents, the promotion variable obtained a rating score of 3.41 where this number is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the promotion is in good condition.

### 2. Conditions Answer Respondents Variable Purchase Decision

Based on the results of the answers given by the respondents, the purchase decision variable obtained a rating score of 3.84 where this number is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the purchase decision is in good condition.

### 3. The Effect of Promotion on Purchasing Decisions

Promotion has a positive and significant effect on purchasing decisions with the regression equation  $Y = 9.688 + 0.842X$ , a correlation coefficient value of 0.771 or having a strong relationship with a contribution value of 59.5%. Hypothesis testing obtained t count > t table or (11.744 > 1.986). Thus the hypothesis proposed that there is a positive and significant effect between promotions on purchasing decisions is accepted.

## CONCLUSION

After conducting data testing on the results of this research, the author draws several conclusions as follows. Firstly, the promotion variable obtained a rating score of 3.41, which falls within the range of 3.40 to 4.19 on the scale, indicating a good or agreeable level. Secondly, the purchase decision variable obtained a rating score of 3.84, also falling within the range of 3.40 to 4.19 on the scale, indicating a good or agreeable level.

Furthermore, it was found that promotion has a positive and significant influence on purchase decisions. In the regression equation, the regression equation value is  $Y = 9.688 + 0.842X$ , with a correlation coefficient of 0.771. This indicates a strong relationship between promotion and purchase decisions, with promotion contributing to 59.5% of the influence. The remaining 40.5% is influenced by other factors.

The results of the hypothesis test show that the calculated t-value (11,744) is greater than the tabulated t-value (1,986), indicating significance. The significance value (0.000) is also smaller than alpha (0.05), confirming the significance. Therefore, it can be concluded that promotion has a significant influence on purchase decisions.

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