Spectrum: Multidisciplinary Journal
Vol. 1, No.2, April 2024:
e-ISSN 3032-5838

EVALUATE THE EFFECTIVENESS OF PROMOTIONS IN OPTIMIZING PURCHASE DECISIONS

B. Retno Pratiwi Sakti
STIM Budi Bakti, Bogor, Indonesia
retnopratiwisaktidedi@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui efektifitas promosi terhadap keputusan pembelian pada PT Jaga Inti Boga di Jakarta. Metode yang digunakan adalah explanatory research dengan sampel sebanyak 96 responden. Teknik analisis menggunakan analisis statistik dengan pengujian regresi, korelasi, determinasi dan uji hipotesis. Hasil penelitian ini variabel promosi diperoleh rata-rata skor sebesar 3,41 dengan kriteria baik. Variabel keputusan pembelian diperoleh rata-rata skor sebesar 3,83 dengan kriteria baik. Promosi berpengaruh signifikan terhadap keputusan pembelian dengan persamaan regresi Y = 8,513 + 0,874X, dan nilai korelasi 0,784 atau kuat dengan determinasi 61,5%. Uji hipotesis diperoleh t hitung > t tabel atau (12,250 > 1,986) dan juga diperkuat dengan signifikansi 0,000 < 0,05.

Kata Kunci: Promosi, Keputusan Pembelian

ABSTRACT

This research aims to determine the effectiveness of promotions on purchasing decisions at PT Jaga Inti Boga in Jakarta. 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 showed that the promotion variable obtained an average score of 3.41 with good criteria. The purchasing decision variable obtained an average score of 3.83 with good criteria. Promotion has a significant effect on purchasing decisions with the regression equation Y = 8.513 + 0.874X, and a correlation value of 0.784 or strong with a determination of 61.5%. The hypothesis test obtained t count > t table or (12.250 > 1.986) and was also strengthened with a significance of 0.000 < 0.05.

Keywords: Promotion, Purchase Decision

INTRODUCTION

The increasing standard of living and lifestyle of today's very diverse society means that companies must be able to create creative and innovative products and keep up with current fashion developments. Apart from that, of course companies must carry out promotional activities to introduce and market these products.

In an effort to determine the steps forward to be in line with the company's goals, namely to obtain maximum profits with maximum potential and capabilities, one thing that must be done to achieve these goals is to carry out marketing activities. Marketing is one of the areas that must be considered for the success of the company in addition to other areas of activity such as production, personnel and finance (budgeting).

In the field of marketing, various problems arise, apart from competition, also the development of product diversity, increasing consumer tastes, and new products being produced. For this reason, companies are required to be able to face and resolve various existing problems.

Likewise, in dealing with problems that come from various directions, the company must be able to increase the effectiveness of all company management in handling product marketing. Conditions like this ultimately cause business actors to increasingly strive to find solutions and business programs that can increase the company's competitiveness in its business.

Even though the company has tried to compete and provide the best for consumers, it cannot guarantee the success of its efforts to achieve the company's goals, because each

Copyright © 2024 Pada Penulis

consumer has different tastes and desires. Therefore, each company has a different marketing strategy, which is the best strategy for each company. By doing this, companies can attract interest, interest and inspire people to buy the goods or services produced by the company. PT Jaga Inti Boga is a private company that operates in the food business sector by prioritizing the best quality for its products. Various types of food products are produced by the company. One of them is the Peanut product, which is a snack product.

The problems that occur at PT Jaga Inti Boga are the lack of effectiveness of promotional activities carried out by PT Jaga Inti Boga, purchasing decisions for mayasi nut products are still low, and promotional activities still have no impact on consumer buying interest.

For this reason, it is hoped that the promotional activities carried out can hit the target appropriately, in order to provide information about the product. Promotion is intended to attract consumers in making purchasing decisions, including by providing complete information to customers about a product being marketed. If promotional activities are carried out well, customers will be interested and will buy the product.

Therefore, promotion plays an important role in achieving company goals, especially in getting maximum profits at the smallest costs. Promotion is an activity carried out by entrepreneurs for the survival of the company which will then develop and achieve the desired sales results, so it can be interpreted that consumer satisfaction is a condition where customer desires and expectations can be fulfilled.

Promotional activities are carried out to provide information to consumers who still do not know the product clearly, supported by the presentation of other promotional programs related to the product being marketed, this can encourage purchasing decisions about a product, it is hoped that purchasing decisions will change from what they previously did not interested in buying becomes interested in buying.

Contradictory things actually happen in the company, including that the promotional activities carried out by PT Jaga Inti Boga in influencing purchasing decisions are still very minimal, purchasing decisions tend to decrease, thereby reducing sales turnover.

This is influenced by activities carried out such as holding a product socialization program as a means of providing information about existing products with the aim of ensuring that the benefits of the product can be used properly and correctly by customers, in addition to attracting customers' buying interest. PT Jaga Inti Boga also organizes events to introduce new products, this method is intended to give consumers an overview of the product, and to attract more consumer attention, it is recommended that the organization provide various kinds of prizes that can attract purchasing decisions, thus the author is interested in conducting further research, as for The title of the research that the author conducted is "Evaluate The Effectiveness Of Promotions In Optimizing Purchase Decisions at PT Jaga Inti Boga in Jakarta".

METHOD

The method employed in this research encompasses several stages, including population, sample, type of research, and data analysis method. The population of this study consists of consumers who made purchases at PT Jaga Inti Boga in Jakarta, totaling 96 respondents. Sampling was conducted using non-probability sampling technique with a sample size matching the population, which is 96 respondents. The type of research applied is associative, focusing on identifying the relationship between the independent variable, in this case, promotion, and purchasing decisions.

Furthermore, in the data analysis process, the researcher utilized various methods including validity tests, reliability tests, simple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing. By applying these techniques, the researcher could gain a deeper understanding of the relationship between promotion and purchasing decisions, as well as test the validity of the findings obtained from data analysis.

RESULT

1. Descriptive Analysis

This test is used to determine the minimum and maximum scores, the highest scores, rating scores and standard deviation of each variable. The results are as follows:

Table 1. Results of Descriptive Statistics Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotion (X)	96	28	44	34.15	3,828
Purchase Decision (Y)	96	29	49	38.36	4,268
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 with a standard deviation of 3.828.

Purchasing decisions obtained a minimum variance of 29 and a maximum variance of 49 with a rating score of 3.83 with a standard deviation of 4.268.

2. Verification Analysis.

This analysis is intended to determine the influence of the independent variable 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 experiences changes. The test results are as follows:

Table 2. Results of Simple Linear Regression Testing

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,513	2,452		3,472	,001
	Promotion (X)	,874	.071	,784	12,250	,000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation Y = 8.513 + 0.874X is obtained. From this equation it can be explained as follows:

1) The constant obtained is 8.513 which means that if there is no promotion or is constant, then there is a purchasing decision value of 8.513 points.
2) The promotion regression coefficient obtained is 0.874, where this number is positive, meaning that every time there is an increase in promotions of 0.874 points, purchasing decisions will also increase by 0.874 points.

b. Correlation Coefficient Analysis

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

Table 3. Results of Testing the Promotion Correlation Coefficient on Purchasing Decisions

Correlations b

		Promotion (X)	Purchase Decision (Y)
Promotion (X)	Pearson Correlation	1	,784**
	Sig. (2-tailed)		,000
Purchase Decision (Y)	Pearson Correlation	,784**	1

	Sig. (2-tailed)	,000	

**. 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 0.784 is obtained, meaning that promotion has a strong relationship with purchasing decisions.

c. Analysis of the Coefficient of Determination

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

Table 4. Results of Testing the Promotion Determination Coefficient on Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784a	,615	,611	2,663

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

Based on the test results in the table above, a coefficient of determination value of 0.615 was obtained, meaning that promotion contributed 61.5% to purchasing decisions and the remaining 38.5% was influenced by other factors that were not researched.

d. Hypothesis testing

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

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

Table 5. Promotion Hypothesis Test Results on Purchasing Decisions

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,513	2,452		3,472	,001
	Promotion (X)	,874	.071	,784	12,250	,000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the calculated t value > t table or (12.250 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between promotions on purchasing decisions is accepted.

DISCUSSION

1. Condition of Respondent's Answer Promotion Variable

Based on the results of the answers given by 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 or agree criteria, meaning that the promotion is in good condition.

2. Conditions of Respondents' Answers Purchase Decision Variables

Based on the results of the answers given by respondents, the purchasing decision variable obtained a rating score of 3.83, where this number is in the scale range between 3.40 - 4.19 with good or agree criteria, meaning that the purchasing 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 = 8.513 + 0.874X, a correlation coefficient value of 0.784 or has a strong level of relationship with an influence contribution value of 61.5%. Hypothesis testing obtained a calculated t value > t table or (12.250 > 1.986). Thus, the hypothesis proposed that there is a positive and significant effect between promotions on purchasing decisions is accepted.

CONCLUSION

Upon analyzing the data obtained from this research, several key conclusions emerge: Firstly, the promotion variable garnered a commendable rating score of 3.41, falling within the scale range of 3.40 – 4.19, indicating a positive perception among respondents towards promotional activities.

Secondly, the purchasing decision variable received a notably higher rating score of 3.83, also within the range of 3.40 – 4.19, suggesting a strong inclination towards favorable purchasing decisions among consumers.

Thirdly, the analysis reveals a significant and positive relationship between promotion and purchasing decisions. This is supported by the regression equation value of Y = 8.513 + 0.874X, indicating that for every unit increase in promotion, there is a corresponding increase in purchasing decisions. The correlation coefficient value of 0.784 further underscores this relationship, signifying a robust association between the two variables. Moreover, the contribution of promotion to purchasing decisions is substantial, accounting for 61.5% of the variance observed, while the remaining 38.5% is attributed to other influencing factors.

Furthermore, hypothesis testing affirms the significance of the relationship, with a calculated t value exceeding the critical t table value (12.250 > 1.986) and a significance value of 0.000, which is lower than the accepted threshold of 0.05.

In summary, these findings underscore the importance of promotional activities in influencing purchasing decisions, highlighting their significant role in consumer behavior within the context of PT Jaga Inti Boga in Jakarta.

DAFTAR PUSTAKA

Abdullah. M (2016) *Manajemen dan Evaluasi Keputusan Pembelian.* Yogyakarta: Penerbit Aswaja Pressindo.

Buchari Alma (2014) *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi.

Fandy Tjiptono (2017) *Serivce Quality and Satisfiation*. Jakarta: Edisi tiga. Andi.

Freddy Rangkuti (2016) *Strategi Promosi Yang Kreatif*, Edisi Pertama, Cetakan Pertama Jakarta: Gramedia Pustaka Utama.

Imam Ghozali (2017) *Aplikasi Analisis Multivariate Dengan Program SPSS.* Edisi Kelima. Semarang: Badan Penerbit Undip.

Istijanto (2014) *Riset Sumber Daya Manusia.* Jakarta: PT. Gramedia Pustaka

Jatmiko, L. T., Garibaldi, G., Sakti, B. R. P., Sinaga, J. R., & Sunarsi, D. (2024). Marketing Strategy in Sharia Business Aligning Values and Innovation. *International Journal of Sharia Business Management*, *3*(1), 15-23.

Kharis, Ismu Fadli (2011) *Studi Mengenai Impulse Buying dalam Penjualan Online*. Semarang: Skripsi Universitas Diponegoro.

Kotler dan Amstrong (2017) *Prinsip-prinsip Pemasaran.* Edisi Kedua Belas". Jilid Satu. Jakarta: Erlangga.

Lupiyoadi (2016) *Manajemen Pemasaran Jasa,* Edisi 4, Jakarta: Salemba Empat.

Luthans Fred (2014) *Organizational Behavior. Ney York:* McGraw-Hill. New York.

Philip Kotler (2017) *Manajemen Pemasaran,* Edisi Keempat Belas, Jakarta: PT. Indeks.

Phipil Kotler dan Kevin Keller (2017) *Manajemen Pemasaran*, Edisi Kedua Belas, Jilid Satu, Jakarta: Erlangga.

Rao, Purba (2015) *Measuring Consumer Perceptions Through Factor Analysis*, The Asian.

Santoso, Singgih (2015) *Menguasai Statistik Multivariat*. Jakarta: PT Elex Media Komputindo.

Sudjana (2014) *Metode Statistika*, Bandung: Tarsido.

Sugiyono (2019) *Metode Penelitian Administrasi : dilengkapi dengan Metode R & D.* Bandung: Alfabeta.

Suhartanto (2014) *Metode Riset Pemasaran*. Bandung: Alfabeta.

Sakti, B. R. P. (2023). Pengaruh Lokasi dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Indomaret Soleh Iskandar KM 9 Bogor. *MAPIRA : Jurnal Ilmiah Manajemen Dan Kewirausahaan*, *1*(2), 26–42.