

The Effect of Promotion on Purchase Decision at Cafe Praja Bintaro, South Tangerang

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Abstract

This study aims to determine the effect of promotion on purchasing decisions. This research is a quantitative descriptive study with a simple regression analysis method. The sampling technique used is accidental sampling. Consumers who happen to meet with researchers can be used as samples and are feasible as data sources. The population in this study were all consumers of Café Praja Bintaro, South Tangerang, a sample of 100 respondents. The results showed that promotion had a significant effect on purchasing decisions. Promotions are carried out offline and can also be done online, such as doing promotions on Instagram, Facebook, and Twitter. Promotion is carried out by the company and employees and can also be done by consumers; Therefore, Café Praja Bintaro South Tangerang is always expected to maintain product quality and service quality.

Keywords: Promotion, Purchase Decision

A. Introduction

Seeing the increasing population growth and consumption patterns classified as wasteful is increasing the interest of providers of goods and services, especially in meeting basic needs that support consumption. This reason makes producers and providers of goods and services increasingly compete in increasing their supply and attracting attention. The wasteful community in South Tangerang is interested and decides to buy. This shows that consumer behavior in the city of South Tangerang is very extravagant. In particular, the city of South Tangerang has a very strategic geographical location and is flanked by several towns and districts. According to Nugroho & Irena (2017), there is an opportunity to sell products with fewer consumptive people and increase economic activity in a city.

However, producers must also understand and study consumer behavior to understand the actual characteristics of consumers.

Consumer behavior is a picture that explains what the desires of consumer needs both in the short and long term, though. This condition will also be a strong reason why consumers decide to make a purchase and what factors strongly encourage it to influence their decision to make a purchase. However, in the last few months, or to be precise, on March 2, 2020 noted that Indonesia in general and South Tangerang, in particular, were affected by the novel coronavirus or COVID-19 pandemic that started in Wuhan, China. The spread of the COVID-19 pandemic was swift and massive, starting from all parts of the world to remote areas without exception (Badan Penanggulangan Bencana, 2021).

During the COVID-19 pandemic, many companies experienced material and non-material losses. Several companies and SMEs also did layoffs on a large scale to save the company, and some went out of business. In this case, an appropriate promotional strategy is needed to address the deteriorating situation. At this time, companies trying to survive in a crisis keep trying to "how to make products that have been produced can be sold" to the public. This aims to minimize the losses borne by the company, namely losses from the side of the burden that has been issued to carry out the production. Promotion is done to attract potential consumers to decide whether consumers should buy a product or not. Advertising is also carried out in various ways, both online and offline, even through mass media (Majid & Laroche, 2019).

According to (Tjiptono, 2017), promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that seek to disseminate information, influence, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. Promotion can be done through various media such as offline, mass, and online media. However, along with the sophistication of technology and the development of the era, promotion is now increasingly being done through online media because it can reach many audiences. In addition, online media is more effective and efficient and does not require huge costs. The online media used can be in the form of social media or chat applications. Consumers who make purchasing decisions are aware that the product ordered is the product that has been selected (Angelyn & Kodrat, 2021).

With purchasing decisions made by consumers, entrepreneurs hope that consumers will be loyal to the products or services needed by every consumer. Now the industrial business is not only to meet consumer needs. However, the business industry also affects a person's lifestyle; one of them is the lifestyle of consuming coffee (Zuhriyah, 2019). The consumption of coffee is mainly done by people from various countries, making coffee a lifestyle of the people. Judging from the increasing number of modern coffee shops that have sprung up, of

course, coffee is not only a drink but affects a person's lifestyle (Susanty & Kenny, 2015).

Seeing this, the researcher wants to know whether there is an influence between promotions and buyer decisions. Promotion is a sensitive factor for consumers because consumers are always considered in making purchasing decisions (Albari & Safitri, 2018). With so many similar business competitions in Praja cafe, it must be precise in determining the promotion as consideration for consumers in making purchasing decisions. After consumers see the promotions offered by the company, consumers automatically compare the promotions offered by other similar products before consumers make a purchase decision (Aghighi, 2020).

Based on the observations in this study, it shows a problem that the owner of Cafe Praja admits that the COVID-19 outbreak and the decline in turnover are quite large both offline and online. Cafe Praja itself has decreased by 90% or almost no consumers come to Cafe Praja. Meanwhile, the concept of selling through Grab and Gojek was reduced by 40%. Apart from just hoping that the COVID-19 pandemic will pass quickly, Kopi Praja also implements several strategies to stay afloat amid uncertainty. In the marketing strategy there is promotion. This study aims to determine the effect of promotion on purchasing decisions. The novelty in this study is that researchers only used multiple linear regression, and the time of this study was during the Covid-19 pandemic, which caused economic activity to decline. Pada penelitian sebelumnya yang dilakukan oleh Gulliando, D., & Shihab, M. S. (2019), Brata, et al (2017) and Prianggoro & Sitio (2019) menunjukkan bahwa banyak variabel yang mempengaruhi purchase decision dan waktu penelitian diadakan sebelum Covid-19.

B. Literature Review

Marketing

Marketing is how companies create value for customers and build strong customer relationships to capture value from customers in return. Meanwhile, Marketing Management is the activity of analyzing, planning, implementing, and controlling structured programs in the formation, development, and maintenance of profits from transactions through the target market to achieve long-term organizational goals (Kotler & Armstrong, 2018). Marketing usually also involves consumers who often consume these products because of consumer satisfaction with these products. Consumers have social media such as Instagram, Facebook, Twitter, and WhatsApp Status, so consumers can introduce and promote these products previously so that many people will be interested in buying the product (Ratnaningtyas et al., 2022).

Consumer behavior

Consumers are activities that can be defined as the decision-making process of individual physical activities seen in developing, obtaining, using, or overcoming goods and services (Yuniarti, 2019). Understanding consumer behavior is easy to do because many factors influence and interact with each other, so the marketing approach taken by a company must be designed as well as possible by taking these factors into account (William-Burnett & Kearns, 2018). In addition, marketers must be able to understand consumers, and seek to learn how they behave, act, and think. Although consumers have many differences, they also have many things in common (Kotler & Armstrong, 2018). Consumers who repeatedly process transactions for your products or services are consumers you need to protect and maintain. Loyal customers usually feel so attached to your product or service that they find it difficult to see other companies. This loyalty can be formed because of products or services that suit their needs, good service from your company, and many other reasons that make them loyal customers (Marie et al., 2021).

Promotion

The promotional mix requires more than just introducing product advantages and attractive prices and making it affordable but promotional activities to communicate with consumers, introduce, influence, influence, and encourage consumers to buy the products offered and can also be used to build an image (Atidara et al., 2019). Promotion plays a vital role in the success of a marketing program. Promotion refers to the entire set of activities that communicate a product, brand, or service to users. The goal is to make consumers aware of the product's existence, attract and encourage consumers to buy the product, and make the product more preferable to other similar products (Nugroho & Irena, 2017).

Purchase Decision

The purchase decision is the buyer's decision about which brand to buy. Consumers can form an intention to buy the most preferred brand. The purchasing decision is a purchase decision that includes what to buy or not to buy. The decision-making process includes: need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler & Armstrong, 2018). The purchase decision is a final decision owned by a consumer to buy an item or service with specific considerations. Purchase decisions made by consumers describe how far marketers are in marketing a product to consumers (Ratnaningtyas et al., 2022).

C. Research Methodology

This research is a quantitative descriptive study with simple regression analysis method. In contrast, the data collection technique used in this study uses a questionnaire by giving a set of written questions to respondents to answer. The sampling technique used is accidental sampling. Namely, consumers who coincidentally meet with researchers can be used as samples and are appropriate as data sources. The population in this study were all consumers of Café Praja Bintaro, South Tangerang; the sample was 100 respondents because, according to Sekaran (2013), sample sizes of more than 30 and less than 500 were appropriate for most studies.

D. Result

Tabel 1. Respondent Characteristics

		Frequency	Percent
Gender	Male	46	46%
	Female	54	54%
Age	16 - 22 years old	74	74%
	23 - 29 years old	22	22%
	> 30 years old	4	4%
Employment	Student	65	65%
	General Employee	20	20%
	Government Employees	6	6%
	Housewife	9	9%

Data Processed with SPSS Program (2021)

The composition of respondents according to gender is presented. It can be seen that most of the consumers at the Praja Bintaro cafe, South Tangerang, who became respondents were female, as many as 54 people or 54% of the total respondents. Meanwhile, there are only 46 male respondents, or 46%. This shows that women are more interested in buying the products offered by Cafe Praja Bintaro South Tangerang during the covid 19 pandemic because most promotional products offered at Café Praja Bintaro South Tangerang are attractive and very popular with women.

Based on the age seen, the most consumers at Cafe Praja Bintaro, South Tangerang, during the covid 19 pandemic were aged between 16-22 years, 74 respondents or 74% of the total respondents. Followed by respondents aged between 23-29 years, as many as 22 people or 22% of the total respondents. While in the next position are respondents with an age range of > 30 years with a total of 4 respondents or 4%, so it is assumed that they can make purchases based on their own decisions and at this age people are very concerned about products that follow the flow of the times (trends).

Based on employment, it can be seen that the majority of respondents have employment as students, there are as many as 65 people or 65% of the total respondents, then as employees, as many as 20 people or 20% of the total respondents. Meanwhile, there are only 6 respondents who have jobs as civil servants out of 100 respondents or 6% of the total respondents. Moreover, the rest are those who do not have a job, namely others such as housewives, business people, traders, and police officers, as many as 9 people or equal to 9% of the total respondents.

Table 2. Validity Test

Variable	Question Items	r-account	r-table
Promotion	X1	0.829	0.196
	X2	0.786	
	X3	0.785	
	X4	0.815	
	X5	0.806	
	X6	0.849	
	X7	0.798	
	X8	0.770	
	X9	0.661	
	X10	0.639	
Purchase Decision	Y1	0.675	0.196
	Y2	0.786	
	Y3	0.759	
	Y4	0.827	
	Y5	0.833	
	Y6	0.799	
	Y7	0.812	
	Y8	0.792	
	Y9	0.727	
	Y10	0.681	

Data Processed with SPSS Program (2021)

The table above shows that all question items have an r-count greater than the r-table (0.196), meaning that all items are declared valid. Thus, all question items in the research instrument can be declared worthy as an instrument to measure the research date.

Table 3. Reliability Test

Variable	Cronbach Alpha
Promotion	0.926
Purchase Decision	0.922

Data Processed with SPSS Program (2021)

Based on the table above, it can be seen that each variable has a cronbach alpha of more than 0.60. The results of the instrument reliability test in the table show > 0.60 , so it can be said that the variables of promotion and purchasing decisions are reliable.

Table 4. Normality Test

		Unstandardized Residual
N	.	.100
Normal Parameters(a,b)	Mean	.0000000
	Std. Deviation	1.12848082
Most Extreme Differences	Absolute	.128
	Positive	.085
	Negative	-.128
Kolmogorov-Smirnov Z		.761
Symp. Sig. (2-tailed)		.547

Data Processed with SPSS Program (2021)

The results of the Kolmogorov-Smirnov test above show that the value of simp. sig. (2-tailed) which is 0.547 greater than 0.05, it can be stated that all data are normally distributed.

Table 5. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.867 ^a	.751	.748	2.930

Data Processed with SPSS Program (2021)

In the table above, it can be seen that the adjusted R square value obtained is 0.748. This means that 74.8% of purchasing decisions are influenced by promotion, while the remaining 25.2% are influenced by other variables not examined.

Table 6. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	46.531	3.747		12.418	.000
Promotion	.689	.243	.921	2,835	.006

Data Processed with SPSS Program (2021)

Based on the table above, it is known that the significance value of 0.006 is smaller than the probability of 0.05. So it can be said that H₀ is rejected and H_a is accepted, which means that promotion has a significant effect on purchasing decisions.

E. Discussion

The results showed that promotion had a significant effect on purchasing decisions because Café Praja Bintaro, South Tangerang, during and after the Covid-19 pandemic, was often promoted online through Instagram, Facebook, and Twitter. Online marketing in collaboration with Shopee Food, Go Food, and Seize. Food. So that the products at Café Praja Bintaro, South Tangerang, can be promoted on social media, which plays an active role in introducing, informing, and reminding the benefits of a product to encourage consumers to buy the promoted product. Online marketing is needed because during the Covid-19 Pandemic; there was much decline in sales due to a lack of consumer visits to Café Praja Bintaro, South Tangerang, so online marketing must be improved to increase sales results.

This study is by research by Ratnaningtyas et al. (2022) that promotion has a significant effect on purchasing decisions because promotions are carried out by companies and can also be carried out by consumers who have felt satisfaction in consuming these products. Product, then disseminated through social media such as Instagram, Facebook, Twitter, and WhatsApp Status. This communication technique has been designed online to attract consumers to buy the company's products. For this reason, the existence of promotions will support purchasing decisions made by consumers. Then research by Akbar & Haryoko (2020) shows that promotional activities can also be carried out by employees using employees' ability to offer promotional products directly to customers and informing customers of the superiority of the products offered; this method is effective in improving consumer purchasing decisions. Furthermore, research conducted by Nazarudin (2019) shows that promotion is one of the determining factors for the success of a marketing program, no matter how good the quality of the product, but consumers have never heard of it and are not sure that the product will not be helpful for them, so they will not buy it.

F. Conclusion

There is a partial effect of the promotion variable on purchasing decisions. The better the promotion and the better the delivery, the higher the consumer's decision to buy products at Café Praja Bintaro, South Tangerang. Promotion is done offline and can also be done online, such as doing promotions on Instagram, Facebook, and Twitter. Promotions are not only carried out by companies and employees but can also be carried out by consumers; therefore, Café Praja Bintaro South Tangerang is always expected to maintain product quality and service quality because by providing good quality products and fast, friendly and courteous service will impact on consumer satisfaction so that it will have an impact on consumer loyalty who will promote products at Café Praja Bintaro South Tangerang to their social media.

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