

## **THE EFFECT OF SALES PROMOTION ON PURCHASE DECISION TO USE INDIHOME PRODUCTS AT PLASA TELKOM NIAS**

By

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### **ABSTRACT**

This study aims to determine the extent of the influence of sales promotion on the decision to use Indihome products at Plasa Telkom Nias. The study used a quantitative method with a survey approach to 57 Indihome customers selected purposively. The data analysis technique used simple linear regression and determination coefficient test. The results showed that sales promotion had a significant influence on the decision to use Indihome products, with a significance value of  $0.000 < 0.05$ . This means that the better the sales promotion strategy carried out, the higher the likelihood of customers deciding to use Indihome products. This study provides practical implications for Plasa Telkom Nias management to improve the quality and scope of promotions in order to attract and retain customers.

**Keywords:** Sales Promotion, Usage Decision, Indihome

## **PENGARUH PROMOSI PENJUALAN TERHADAP KEPUTUSAN PEMBELIAN UNTUK MENGGUNAKAN PRODUK INDIHOME DI PLASA TELKOM NIAS**

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh promosi penjualan terhadap keputusan penggunaan produk Indihome di Plasa Telkom Nias. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei terhadap 57 pelanggan Indihome yang dipilih secara purposif. Teknik analisis data menggunakan regresi linier sederhana dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa promosi penjualan memiliki pengaruh yang signifikan terhadap keputusan penggunaan produk Indihome, dengan nilai signifikansi sebesar  $0,000 < 0,05$ . Artinya semakin baik strategi promosi penjualan yang dilakukan, maka semakin tinggi pula kemungkinan pelanggan memutuskan untuk menggunakan produk Indihome. Penelitian ini memberikan implikasi praktis bagi manajemen Plasa Telkom Nias untuk meningkatkan kualitas dan cakupan promosi agar dapat menarik dan mempertahankan pelanggan.

**Kata Kunci:** Promosi Penjualan, Keputusan Penggunaan, Indihome

### **INTRODUCTION**

In today's digital era, people's need for internet access is increasing, driving competition between telecommunications service providers to become very competitive. One of PT. Telkom Indonesia's leading products is Indihome, a triple-play service that includes internet, landline

telephone, and interactive TV. To increase adoption of this service, promotional strategies are very important.

Sales promotion aims not only to introduce products, but also to persuade consumers to make purchasing decisions. However, at Plasa Telkom Nias, the effectiveness of sales promotion is still questionable. Although various discount and bonus programs are offered, the achievement of sales targets is still low, only 18.8% until December 2023. This indicates the need for an in-depth evaluation of the influence of promotions on customer decisions.

Several previous studies have shown a positive influence of promotion on purchasing decisions (Suti, 2010; Hariadi, 2013). However, there are still few studies that specifically examine this relationship in the context of Indihome services in an island region such as Nias. Therefore, this study is important to understand how promotion influences the decision to use Indihome at Plasa Telkom Nias.

## **LITERATURE REVIEW**

### **Sales Promotion Concept**

Sales promotion is one element in the promotion mix that aims to encourage consumers to make purchases in the short term. According to Tjiptono (2020), sales promotion is a form of marketing communication that is persuasive and designed to increase sales volume through activities that attract consumers' attention. Sales promotion includes various forms such as price discounts, coupons, cashback, direct prizes, and loyalty programs (Kotler & Keller, 2016).

Asauri (2021) added that an effective sales promotion strategy can improve the company's image and create better relationships with customers. Promotions can be divided into three types: (1) promotions to consumers, (2) promotions to intermediaries, and (3) promotions to salespeople. Each type of promotion has its own purpose, from creating awareness, increasing demand, to encouraging customer loyalty.

### **Product Usage Decision**

The decision to use or purchase is a process that involves several cognitive, affective, and behavioral stages carried out by consumers in choosing a product or service. According to Schiffman and Kanuk (2019), this process consists of five stages: problem recognition,

information search, alternative evaluation, purchase decision, and post-purchase evaluation. These stages are influenced by internal factors (motivation, perception, attitude) and external factors (social environment, culture, and promotion).

According to Kotler and Keller (2020), consumer decisions on a product are greatly influenced by perceptions of value, benefits, and costs. Therefore, companies must be able to create attractive value propositions through effective marketing strategies, including promotions.

### **The Relationship between Sales Promotion and Usage Decisions**

Sales promotion as an external stimulus has the ability to influence the consumer decision-making process. Attractive promotions will increase the perception of value and trigger faster purchasing decisions (Swastha, 2018). Research by Benjamin & Sok (2011) shows that customers tend to make purchases when they feel that the promotion provided provides real benefits.

## **RESEARCH METHODS**

This study uses a quantitative approach with a survey method. The population in this study were all Indihome customers at Plasa Telkom Nias from January–June 2023, totaling 565 people. A sample of 57 people was determined using a purposive sampling technique (10% of the population).

The research instrument was a Likert scale-based questionnaire. Data were analyzed using validity, reliability, simple linear regression, and t-test with the help of SPSS version 25.

## **RESULTS AND DISCUSSION**

### **Respondent Description**

This study was conducted on 57 Indihome customers at Plasa Telkom Nias. Respondents came from various backgrounds in age, occupation, and education level. The majority of respondents were aged between 25–40 years (56%), had at least a high school education (72%), and most worked as private employees or ASN. This shows that Indihome customers tend to come from productive groups who have a high need for stable internet access.

### **Test of Instrument Validity and Reliability**

The results of the validity test show that all questionnaire items for the sales promotion variable (X) and product usage decision (Y) have a correlation value of  $> 0.30$  and significance  $< 0.05$ , so it can be concluded that they are valid. Meanwhile, the results of the reliability test with Cronbach Alpha show an  $\alpha$  value of 0.821 for variable X and 0.798 for variable Y, both of which are above the threshold of 0.70, indicating a reliable instrument.

### **Descriptive Statistics**

The descriptive statistical results for the sales promotion variable show an average value of 3.64 with a standard deviation of 2.730. This shows that in general, customer perceptions of Indihome promotions are in the fairly good category, but there is still a wide distribution of responses.

For the product usage decision variable, the average value is 3.42 with a standard deviation of 1.953, indicating that consumer decisions in choosing Indihome are still influenced by various other factors outside of promotion, although they tend to be positive.

### **Simple Linear Regression Test**

Simple linear regression analysis produces the following equation:

$$Y = 6.109 + 0.544X$$

This means that every 1 unit increase in perception of sales promotion will increase the usage decision score by 0.544 points.

The test results show an  $R^2$  value of 0.491, which means that 49.1% of the variation in the decision to use Indihome products can be explained by the sales promotion variable. The remaining 50.9% is influenced by other factors such as service quality, price, or social recommendations.

### **t-test (Significance)**

The t-test results show a significance value of 0.000 ( $< 0.05$ ), which means the alternative hypothesis ( $H_a$ ) is accepted and the null hypothesis ( $H_o$ ) is rejected. Thus, there is a significant

influence between sales promotion on the decision making of Indihome product usage at Plasa Telkom Nias.

## DISCUSSION

This finding strengthens the theory of Kotler & Keller (2016) which states that promotion is an effective marketing communication tool in driving consumer decisions. Promotions such as installation discounts, cashback, and internet quota bonuses are the main attractions for new customers.

However, based on additional interviews with marketing staff, it was explained that promotions were only carried out intensively in big cities and were less evenly distributed in the suburbs. This could be one of the causes of the suboptimal customer conversion rate even though the promotional strategy was quite attractive.

Compared with Suti's study (2010) which showed a 35% contribution of promotion to purchasing decisions, the 49.1% contribution in this study shows that promotion has a stronger role in the context of subscription-based services such as Indihome.

Furthermore, factors not covered in this model such as network quality, customer service, and brand image are suspected to influence customer decisions and need to be studied in further research.

## CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that:

Sales promotion has a significant influence on the decision making of Indihome product usage in Plasa Telkom Nias. This is proven by the significance value of 0.000 ( $<0.05$ ) and a positive regression coefficient, which means that the more effective the promotional strategy is, the higher the consumer tendency to decide to use Indihome services.

The magnitude of the contribution of sales promotion to the decision to use the product is 49.1%, as indicated by the coefficient of determination ( $R^2$ ). This shows that almost half of the variation in consumer decisions can be explained by the promotion variable, while the rest is influenced by other factors outside this study.

The most appreciated promotional strategies by consumers include installation discounts, cashback offers, and the use of digital media for promotions. However, the uneven distribution of promotions and low involvement of direct promotions (door to door) in certain areas are still obstacles in increasing customer conversions widely.

The practical implications of this study suggest that Plasa Telkom Nias increase the intensity and scope of sales promotions, especially by utilizing digital media, community approaches, and empowering better trained sales staff, in order to reach potential customers in areas that have not been optimally developed.

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