

THE EFFECT OF PROMOTION STRATEGY ON BUYER DECISIONS AT THE SINAR MAS JAYA STORE IN GUNUNGSITOLI CITY

By

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ABSTRACT

This study aims to determine the effect of promotional strategies on purchasing decisions at the Sinar Mas Jaya store in Gunungsitoli City. The main objective of this study is to determine how much influence promotional strategies have on purchasing decisions at the Sinar Mas Jaya store in Gunungsitoli City. The type of research used in this study is quantitative research, the number of samples in this study was 82 people. Based on the coefficient of determination test, the R Square value of 0.61 or 61% indicates that the Promotion Strategy variable has a positive effect on the Purchase Decision variable Y by 61%. Based on the test results, t-count of 2.283 > t-table of 1.664 and at a significant level of 0.025 < 0.05. So it can be concluded that H_0 is rejected H_a is accepted. In other words, the Promotion strategy has a significant influence on Purchasing decisions at the Sinar Mas Jaya Store in Gunungsitoli City.

Keywords: Promotional Strategy and Purchasing Decisions.

PENGARUH STRATEGI PROMOSI TERHADAP KEPUTUSAN PEMBELI PADA TOKO SINAR MAS JAYA KOTA GUNUNGSITOLI

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh strategi promosi terhadap keputusan pembelian di toko sinar mas jaya kota gunungsitoli. Adapun tujuan utama dalam penelitian ini adalah untuk mengetahui seberapa besar pengaruh strategi promosi terhadap keputusan pembelian di toko sinar mas jaya kota gunungsitoli. Jenis penelitian yang digunakan dalam penelitian adalah jenis penelitian kuantitatif, jumlah sampel dalam penelitian ini sebanyak 82 orang. Berdasarkan uji koefisiensi determinasi nilai R Square sebesar 0,61 atau 61%. menunjukkan bahwa variabel Strategi Promosi berpengaruh positif terhadap variabel Keputusan Pembelian Y sebesar 61%. Berdasarkan hasil uji t. t- hitung sebesar 2,283 > t- tabel sebesar 1,664 dan pada tingkat signifikan sebesar 0,025 < 0,05. Sehingga dapat di simpulkan bahwa H_0 ditolak H_a diterima. Dengan kata laia strategio Promosi memiliki pengaruh yang signifikan terhadap keputusan Pembelian di Toko Sinar Mas Jaya Kota Gunungsitoli.

Kata Kunci: Strategi Promosi dan Keputusan Pembelian.

INTRODUCTION

Business competition in the era of globalization is increasingly fierce, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. This situation demands that businesses employ appropriate marketing strategies to survive and thrive amidst market dynamics. Promotion is a crucial marketing strategy, as it serves as a means of communication between companies and

consumers, conveying information, building product image, and influencing purchasing decisions.

Promotional strategies aim not only to introduce a product but also to persuade and convince consumers to choose a particular product over competitors. Kotler and Keller (2016) explain that promotional strategies are a combination of various marketing communication tools used by companies to convey product value to customers and build long-term relationships. This emphasizes that promotion is not simply about conveying information but also about building consumer perception and loyalty.

In the context of MSMEs, the role of promotion becomes increasingly crucial given limited resources. Arfah (2022) states that promotion is a communication activity undertaken by companies to convey the benefits and value of a product to consumers, while also serving as a persuasive tool to shape positive perceptions of the product. Meanwhile, Sholikah (2021) emphasizes that promotion aims to influence consumers to become familiar with the product, develop interest in it, and ultimately decide to purchase it. Consumer purchasing decisions are the result of a series of processes, from need recognition, information search, alternative evaluation, and purchase. Kotler and Armstrong (2019) define purchasing decisions as a consumer's decision to purchase a product through specific stages. Therefore, purchasing decisions are heavily influenced by the quality of information consumers receive, particularly through promotional activities.

The relationship between promotional strategies and purchasing decisions is highly relevant to study because promotions can increase consumer awareness, build interest, and persuade consumers to make purchasing decisions. According to Kotler and Keller (2016), promotional strategies can increase brand awareness, build consumer desire, and strengthen customer loyalty through ongoing marketing communications. The Sinar Mas Jaya Store in Gunungsitoli City is a small and medium-sized enterprise (SME) specializing in the sale of household goods. Based on initial observations, the store has implemented promotional strategies to attract consumers, but the results have not been fully optimal because the promotions are still less than engaging and have not significantly increased purchasing decisions. This situation highlights the importance of evaluating the implemented promotional strategies to better align with local consumer characteristics.

Based on this background, this study aims to analyze the influence of promotional strategies on

purchasing decisions at the Sinar Mas Jaya Store in Gunungsitoli City. This research is expected to provide theoretical contributions to the development of marketing science, particularly regarding promotional strategies for MSMEs, as well as provide practical recommendations for business actors in designing more effective and efficient promotional strategies.

LITERATURE REVIEW

Promotion Strategy

Promotional strategies are a crucial part of the marketing mix that companies use to communicate a product's value to consumers. Promotion aims not only to introduce the product but also to persuade consumers to make a purchase. Sales promotions include short-term incentives such as discounts, coupons, prize draws, and free samples aimed at encouraging immediate purchases. Furthermore, public relations plays a role in building and maintaining a positive company image through publications, sponsorships, and events.

Thus, promotional strategy can be understood as a marketing communication activity that aims to increase brand awareness, attract purchasing interest, and build customer loyalty.

Buyer Decision

A purchasing decision is a consumer's action in selecting and purchasing a product that meets their needs and desires. Kotler and Armstrong (2019) state that a purchasing decision is a consumer's decision to purchase a product through certain stages. According to Tjiptono (2020), a consumer decision is the process of identifying a product, evaluating alternatives, and making a purchase decision. This decision is heavily influenced by product quality and the information consumers receive, particularly through promotional activities.

According to Kotler and Armstrong (2019), purchasing decision indicators include product selection, brand selection, purchase location, purchase time, and purchase amount. These indicators demonstrate that purchasing decisions are the result of consumer considerations in determining which product to purchase. Promotional strategies and purchasing decisions are closely related. Kotler and Keller (2016) explain that promotional strategies play a role in increasing consumer awareness, building interest, persuading consumers to purchase, and strengthening customer loyalty.

The right promotional strategy can influence buyer perceptions and accelerate the purchasing decision process. The more effective the promotion, the more likely consumers are to make a

purchase decision.

RESEARCH METHODS

This research uses a quantitative approach with a descriptive verification method. The quantitative approach aims to analyze data in numerical form and statistically test relationships between variables. According to Sugiyono (2019), quantitative research is used to test hypotheses through objective and structured measurement of variables. The verification approach is used to test the truth of the hypothesis regarding the influence of promotional strategies on purchasing decisions at the Sinar Mas Jaya Store in Gunungsitoli City.

This research was conducted at the Sinar Mas Jaya Store, located at Jalan Gomo No. 78, Gunungsitoli City. The research subjects were consumers who made purchases at the store, with a focus on their perceptions of promotional strategies and purchasing decisions.

The variables in this study consist of:

1. Independent variable (X): Promotion Strategy
2. Dependent variable (Y): Purchase Decision

According to Sugiyono (2019), independent variables are variables that influence, while dependent variables are variables that are influenced. The population in this study was all consumers of the Sinar Mas Jaya Store in Gunungsitoli City, which was recorded as 485 people in 2024. The research sample was determined using the Slovin formula with a 10% error rate, resulting in a sample size of 82 respondents. According to Sugiyono (2021), a sample is a portion of a population that represents the entire population in terms of its size and characteristics. Data in this study were collected through:

1. Questionnaire, namely a list of closed questions with a Likert scale to measure respondents' perceptions of promotional strategies and purchasing decisions.
2. Observation, to directly observe promotional activities carried out by the Sinar Mas Jaya Store.

According to Sugiyono (2019), a questionnaire is a data collection technique carried out by giving a set of written questions to respondents. The collected data was analyzed using descriptive and inferential statistical analysis. Inferential analysis was conducted through:

1. Test the validity and reliability of the instrument
2. Simple linear regression analysis

3. t-test
4. Coefficient of determination

This analysis is used to determine the extent of the influence of promotional strategies on purchasing decisions. According to Ghozali (2018), simple linear regression is used to measure the relationship and influence of one independent variable on one dependent variable.

RESULTS AND DISCUSSION

Research result

This study aims to determine and analyze the influence of promotional strategies on purchasing decisions at the Sinar Mas Jaya Store in Gunungsitoli City. Data were obtained from 82 respondents, consumers of the Sinar Mas Jaya Store, through a questionnaire that had been tested for validity and reliability.

General Description of Respondents

Based on respondent data, it can be seen that Sinar Mas Jaya Store customers come from various age groups, genders, and occupations. This diverse set of respondents indicates that the store serves a fairly broad market segment, so the promotional strategy implemented must be able to reach various consumer groups.

Statistical Analysis Results

To determine the influence of promotional strategies on purchasing decisions, a simple linear regression analysis was carried out accompanied by a determination coefficient test and hypothesis test.

Coefficient of Determination

The results of the determination coefficient test show an Adjusted R Square value of 0.61, which means that the promotional strategy variable is able to explain 61% of the variation in purchasing decisions, while the remaining 39% is influenced by other factors not examined in this study. This value indicates that promotional strategies have a strong influence on consumer purchasing decisions. A percentage of 61% is considered high in social research, so it can be concluded that promotions are the dominant factor determining consumers' decisions to purchase at Sinar Mas Jaya Stores.

Hypothesis Testing

The results of the t-test show that the calculated t-value of 2.283 is greater than the t-table of

1.664, with a significance level of $0.025 < 0.05$. These results confirm that there is a positive and significant influence between promotional strategies and purchasing decisions. Thus, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected. The meaning of this finding is that every increase in the quality and intensity of the promotional strategy carried out by the Sinar Mas Jaya Store will be followed by an increase in consumer decisions to purchase the products offered.

Interpretation of Results

Based on the statistical analysis, it can be concluded that promotional strategies play a crucial role in shaping consumer behavior in making purchasing decisions. The right promotion not only attracts consumers' attention but also convinces them to choose and purchase available products. Thus, the results of this study indicate that Sinar Mas Jaya Store is on the right track in implementing promotions as one of the main strategies in increasing sales, although development and refinement of promotional strategies are still needed to obtain more optimal results.

Discussion

The results of this study show that promotional strategies have a significant influence on consumer purchasing decisions at the Sinar Mas Jaya Store in Gunungsitoli City. This finding reinforces marketing theory, which states that promotion is a crucial element in the marketing mix, serving as a communication and persuasion tool for consumers. The promotional strategies employed by Toko Sinar Mas Jaya include the use of advertising media, discounts, and giveaways at special events, which have proven effective in attracting consumer attention and interest. This strategy not only provides product information but also creates a psychological incentive for consumers to make a purchase.

Theoretically, promotions serve to build consumer awareness, foster interest, and persuade consumers to make purchasing decisions. This aligns with Tjiptono's (2020) opinion, which states that purchasing decisions are the process of recognizing a product, evaluating alternatives, and making a choice based on the information received. Therefore, the more effective the promotion, the greater the likelihood that consumers will make a purchasing decision. Empirically, the results of this study are consistent with Sonya Pebriani's (2022) findings, which state that promotional strategies contribute 63.7% to purchasing decisions at the online shop Shopindy. Similarly, research by Djoko Lesmana Radji (2019) shows that promotional strategies influence purchasing decisions at Delizza Pizza in Gorontalo City by 60.5%.

The similarity of these results shows that promotional strategies are consistently the dominant factor influencing purchasing decisions, both in the offline and online MSME sectors. From a practical perspective, the findings of this study offer important implications for Sinar Mas Jaya store managers. Stores need to optimize their promotional strategies through the use of digital technologies, such as social media and online platforms, to achieve broader and more targeted reach. Furthermore, promotional variations, such as customer loyalty programs, regular discounts, and event-based promotions, can be further developed to increase consumer appeal. In addition to promotional factors, the study also showed that 39% of other factors influence purchasing decisions, such as price, product quality, location, and brand image. This suggests that while promotions have a significant influence, Toko Sinar Mas Jaya still needs to consider these other factors to optimize and sustainably improve consumer purchasing decisions. Overall, this study confirms that promotional strategies are not only a complement to marketing activities, but also a strategic component that directly influences sales success and business sustainability.

CONCLUSION

Based on the research results, it can be concluded that promotional strategies have a positive and significant influence on purchasing decisions at the Sinar Mas Jaya Store in Gunungsitoli City. Promotional strategies can explain 61% of the variation in consumer purchasing decisions, indicating that promotions are a significant factor in increasing interest and purchasing decisions. Therefore, it is recommended that Toko Sinar Mas Jaya continue to develop more creative and effective promotional strategies, particularly through the use of digital media, discounts, and customer loyalty programs, combining these with improvements in product and service quality. For future researchers, it is recommended to add other variables such as price, product quality, and brand image to provide more comprehensive research results.

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