

# The Influence of Promotion Mix on Consumer Buying Decision: A Case Study of Bestari Brands-Dodol Garut Producer

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**Abstract**— In coping a tight competition, many companies apply promotion mix as the chosen marketing strategy in order to be able to control the market share and to compete with other companies with similar products. The aim of the study was to evaluate the influence of promotion mix on consumer buying decision. For conducting research, descriptive associative research technique was designed and sample that used was 30 people. Furthermore, hypothesis testing uses multiple linear regression analysis. The results showed that promotion mix have a positive effect on consumer buying decision on Dodol Garut of Bestari Brands. Then, Public Relation is the highest variable on Promotion Mix. While, Post-Buying Behavior is the best variable on consumer buying decision.

**Keywords**—Promotion Mix; Consumer Buying Decision; Public Relation

## I. INTRODUCTION

Dodol is a typical product of Garut City and also main souvenir in tourism industry in Garut. PD. Intan Bestari is one of dodol garut producer. PD. Intan Bestari make marketing strategy by distributing dodol Bestari to the gift shop which is in Garut area and outside Garut area. However, in 2016 Bestari's dodol sales tend to fluctuated from month to month. It represented that there are problems related to consumer purchasing decisions to Bestari product.

Bestari must make strategies that can ensure the sustainability of their businesses to face global competition. They should make a right marketing management. Marketing management is the art and science in choosing target markets and reaching, maintaining, and increasing customers by creating, communicating customer value [1]. Marketing management is an analysis, planning, implementation and control program designed to create, build and maintain a profitable exchange with target markets intended to achieve organizational goals [2].

Hence, New strategy in marketing of Bestari products is needed because different strategy that used by company leads to different quantity of consumer buying decision. Promotion is one factor of marketing strategy that can be used to improve consumer buying decision. Promotion is defined as the coordination of all the efforts of vendors to create channels of information and persuasion in selling their goods and services, or to promote the idea [3]. While, according to Tjiptono (2008) consumer buying decision is an individual action is

directly or indirectly involved in the business of obtaining use of a product or service required [4]. Buying decision or consumer decision making is an integration process used to evaluate two or more alternative behaviors and choose one of them [5]. Furthermore, consumer buying decision are basic psychological processes that play an important role in understanding the way consumers actually make purchasing decisions [6].

Sales promotion methods have a substantial role to influence the consumer's buying decision. Promotion can lead consumers who previously did not know the product will be familiarized with the product and consumers intending to buy the products [7]. Sales promotion and advertising keeps a product in the mind of the consumer in order to encourage repeat buying of the product [8]. So companies need to hold promotion which is expected to reach the company's goals and give a positive influence on sales.

This paper investigated the influences of promotional mix on consumers' buying decisions. Based on the formulation of the problems that have been described, the objectives of the study are as follows:

1. To find out the promotion mix that used by PD Intan Bestari.
2. To figure the costumer purchasing decision on PD. Intan Bestari Brands.
3. To know the influence of promotion to costumer purchasing decisions on PD. Intan bestari Brands.

## II. METHOD

The research method used in this research is descriptive method and associative method. Descriptive method is the notion of the value of an independent variable, does not make a comparison or relationship [9]. Descriptive research is used to combine data by way of describing or de-scribing data that has been accumulated as is without intending to make general conclusions or generalizations. While, the Associative Method is a statement that show the allegations about the relationship or influence between two or more variables.

The research instrument adopted for this study was a structured questionnaire. The questionnaire enabled the respondents to understand the intention of the study. It also enabled the researcher to elicit information from the respondents easily. The questionnaire structure is based on the definion of promotion mix and consumer buying decision. Promotion is a marketing tool used by companies to introduce

a company's superior products to customers, provide product information, and persuade customers to consume products offered. Promotion mix consist of advertising, direct & internet marketing, sales promotion, public relation, and personal selling [3]. While, The process of customer purchasing decisions in full is all their experience in learning, choosing, using and removing a product. There are five stages that consumers go through in the buying process such as Problem recognition, Search information, Alternative evaluation, Buying decision, Post-buying behavior [6].

Method of data analysis conducted in this research is using regression analysis. This methods use due to using data that has one variable Y (Dependent) and one variable X (Independent). While Operational variabel is presented in Tabel 1.

For this purpose the authors propose the proposed hypothesis design as follows:

“Effect of Promotion Mix on Buying Decision at Bestari dodol in PD.Intan Bestari Garut”.

H0: P = 0, meaning there is no influence of promotion to buying decision at dodol Bestari in PD.Intan Bestari Garut.

H1: P ^ 0, it means there is influence of promotion to purchasing decision at dodol Bestari in PD.Intan Bestari Garut.

TABLE 1. OPERATIONAL VARIABLE.

Variable	Dimension	Indicator	Scale
Promotion Mix [10]	Advertising	Product information to consumer. Suggestion in attract consumer.	Ordinal
	Personal Selling	Influence consumer.	
	Public Relation	Sponsorship environmental support.	
	Sales Promotion	Discount. Lead consumer to buy.	
Buying Decision [1]	Problem Introductory	Need of product. Willingness of product.	Ordinal
	Information Searching	Internal. External.	
	Alternative Evaluation	Considering price. Measuring several product.	
	Buying Decision	Consumer behaviour. Buying decision.	
	Post-buying Behaviour	Product satisfactory. Rebuy.	

### III. RESULTS AND DISCUSSION

#### A. General description of respondent

Questionnaire is spreading to 30 respondents. Male respondents as many as 18 people with a percentage of 60%, and female respondents as many as 12 people with a percentage of 40%. This means male respondents become the majority who work on PD. Intan Bestari Garut. While, the characteristics of respondents by age on PD. Intan Bestari

Garut, the majority of respondents are aged 21-30 years (50%). At that age is a productive age that allows employees to finish their work well.

Validity test for ordinal data on research questionnaire distributed to 30 samples of this research (in this case is distributor of PD Intan Bestari Garut) used to test all variables of Promotion Bestari. Tabel 2. Represented validity test for Promotion Mix Variabel and Tabel 3 presented validity test for Consumer Buying Decision.

TABLE 2. VALIDITY PROMOTION MIX VARIABLE.

	0.436	0.642	0.714	0.449	0.133	0.421	0.504
<b>t-count</b>	2.562	4.434	3.396	2.656	2.690	2.434	3.090
<b>t-table</b>	2.048	2.048	2.048	2.048	2.048	2.048	2.048
<b>Decision</b>	Valid	Valid	Valid	Valid	Valid	Valid	Valid

TABLE 3. VALIDITY CONSUMER BUYING DECISION VARIABLE.

	0.441	0.448	0.531	0.650	0.456	0.650	0.509	0.667	0.476
<b>t-count</b>	2.601	2.651	3.312	4.52f	2.701	4.526	3.126	4.741	2.896
<b>t-table</b>	2.048	2.048	2.041	2.041	2.041	2.048	2.048	2.048	2.048
<b>Decision</b>	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid

Based on the test of Validity tabels, can be seen that all t count > t table stating that the statements in all both promotion mix and buying decision variables declared Valid and can be tested reliability.

The calculation of reliability of the variable statement Promotion Mix on Buying Decision using Alfa Cronbach approach with the determination of correlation value tcount and ttable. If t count > t table then the measuring tool used reliabel and vice versa if t count < t tabel then the measuring tool used is not reliable. Based on testing Promotion of Promotional Variables and Buying Decision, can be seen in the rule of the decision that is t value > t table stating that the statements in the statement items Promotion Reliability stated Reliable and reliable.

#### B. Promotion mix

PD. Intan Bestari has done several promotion mix which is measured in the several variable, that are: advertising, personal sales, public relations and sales promotion. Table 4. presenting the recapitulation of respondents viewed from the Promotion variable.

TABLE 4. RECAPITULATION RESPONDENT RESPONSE TO PROMOTION MIX VARIABLE.

No	Variable	Average	Criteria
1.	Advertising	104.5	Good
2.	Personal Selling	116	Good
3.	Public Relation	112	Good
4.	Sales Promotion	104.5	Good

Can be seen from the results of interviews and facts in the field that shows that the company PD.Intan Bestari Garut

promotions through advertising to attract the attention of consumers in making the company's product buying can be said good, so with the existence of advertising done company, consumers know about the company's products. Advertising is any form of non-personal presentation, promotion of ideas, promotions of goods or services performed by paid sponsors. As for advertising done by PD. Intan Bestari Garut, among others, by distributing brochures, pamphlets, making banners, and advertising through print and electronic media.

Then, Personal Selling is a direct interaction with one or more potential buyers to make presentations, answer questions and receive orders. as for the PD. Intan Bestari Garut to introduce dodol products is usually done by way of sales through stores / outlets commonly called distributors. The dimension of Personal Selling is at good criteria with an average value of 116. This can be seen from the interviews and facts in the field which shows that the PD company. Intan Bestari Garut conducts face-to-face sales with consumers by introducing the product to a shop that trades souvenirs typical Garut regency has been said to be good, so that consumers always buy the Bestari products.

Public relations is to build good relationships with corporate relations, so that the good name of the company is always maintained, and against the negative issues spread by other parties. The things done by the company in building public relations is through the role of the company in giving appreciation or follow the event held by colleagues or the surrounding community. So, dimension public relation is in good criteria with an average value of 112. This can be seen from the results of interviews and facts in the field that shows that community relationships conducted by PD. Bestari Garut Intan with the community well established, so that people are interested to buy the company's products and can build the company's brand image in front of the community.

Sales promotion dimensions is a range of short-term incentives to encourage the desire to try to buy a product or service. The sales promotions made PD. Diamond Bestari Garut is to apply discounts to consumers who make a lot of buyings. The results show that dodol Bestari in good criteria with an average rating of 104.5. This can be seen from the interviews and facts in the field that shows that sales promotion conducted by PD. Intan Bestari Garut by giving discounts to consumers who buy company products in large quantities can provide a lot of profits for companies in the form of rebuying from the company. This findings is similar with the research that stated advertisement and sales promotion are considered as a major influencing factor [11], [12].

### *C. Consumer buying decision*

To find out the purchasing decision on PD. Intan Bestari Garut brands measured by several dimensions, including: the introduction of problems, information search, alternative evaluation, purchasing decisions, and post-buying behavior.

TABLE 5. RECAPITULATION RESPONDENT RESPONSE TO CONSUMER BUYING VARIABLE.

No	Dimension	Average	Criteria
1.	Introduction of problems	107	Good
2.	Information searching	111	Good
3.	Alternative evaluation	105	Good
4.	Purchasing decision	112	Good
5.	Post-buying behavior	118	Good

Based on the Table 5 about the recapitulation of respondents viewed from the buying decision variable, it can be seen that the dimension of recognition of the problem is in good criteria with an average value of 107. This can be seen from the interviews and facts in the field that shows that consumers on PD. Intan Bestari Garut has known the introduction of problems in the selection of products tailored to the needs or willingness in buying products of PD companies. Intan Bestari Garut. In the introduction of the problem there is a buying process that begins when the buyer is aware of a problem or need that is triggered by internal or external stimuli. With internal stimulation, one of a person's normal needs-hunger, thirst, sex-rises to the maximum level and becomes a boost or need can arise from external stimuli.

The dimension of information retrieval is in good criteria with an average value of 111. This can be seen from the interviews and facts in the field that show that consumers in PD. Intan Bestari Garut get information from various parties when knowing PD products. Intan Bestari Garut include from friends, relatives, family, print media, mass media and so forth. The search for information by consumers often searches for a limited amount of information. Surveys show that for durable goods, half of all consumers only see from one store and 30% who see more than one brand of equipment. The source of information can be obtained from family, friends, neighbors, colleagues, advertisements, websites, salespeople and the mass media.

An alternative evaluation is usually done by consumers viewed from how consumers process competitive brand information and perform a final assessment. The evaluation of alternatives made by consumers in doing product proliferation in PD. Intan bestari Garut is based on the needs and the desire to consume the company's products. The alternative evaluation dimension is in good criteria with an average value of 105. This can be seen from the interviews and the facts in the field that show that consumers PD. Intan Bestari Garut conducted an alternative evaluation in choosing products between the company's products with other products tailored to the desires and needs tailored to the consumer.

Purchasing decisions are the stage of evaluation, in which consumers form a pre-brand preference in a set of consumer choices may also shape the intent to buy the most preferred brand. In carrying out the purpose of buying, consumers can form five sub-decisions, namely brands, dealers, quantity, time, and method of payment. The purchasing decisions made by consumers on PD. Intan Bestari Garut among others by taking into account the quantity, time and method of payment made. The purchasing decision dimension is in good criteria with an average value of 112. This can be seen from the

interviews and facts in the field that show that consumers PD. Intan Bestari Garut makes purchasing decisions of the company's products tailored to the quantity of products, brands and methods of payment made.

Post buying behavior is done by the consumer after making a buying, the consumer may experience a conflict due to paying attention to certain worrying features or hearing pleasant things about other brands and being aware of the information that supports his decision. Post-buying behavior of consumer PD. Diamond Bestari Garut is usually based on the taste of the product, the price set and the service provided is a factor that affects post consumer purchasing behavior. The dimensions of post-buying behavior are in good criteria with an average value of 118. This can be seen from the interviews and facts in the field that show that consumers PD. Intan Bestari Garut performs post-buying behavior with the company tailored to the taste, brand and price set by the company. Almost all major purchases result in a state of cognitive dissonance, or discomfort caused by post-purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and they are glad to avoid the drawbacks of the products not brought. However, every purchase involves compromise [13].

*D. Correlation between promotion mix and consumer buying decision*

A multiple linear regression analysis is used to test the effect of Promotion variable (X2) on Purchasing Decision on PD. Intan Bestari Garut Brands with the help of SPSS program From window 20.0. From the results of the above analysis can be seen the equation of multiple linear regression as follows (Table 6).

TABLE 6. MULTIPLE LINEAR REGRESSION.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.178	6.345		2.865	0.008
1 Promotion Mix	0.588	0.177	0.539	3.321	0.003

a. Dependent Variable: Buying Decision.

With the value of constant coefficient of 18.178 means that the promotion mix on the object of research equal to 0 (Zero), then the dependent variable buying decision will be 18.178. Coefficient value of promotion mix regression equal to 0.588 indicates that if the value of distribution channel has increased by one point while the promotion variable is fixed, then the variable of purchasing decision in this research will increase  $0.588 \times 100\% = 58.8\%$ .

Based on partial significance test between the Promotion Mix variables on the Buying Decision (Y) is the value of tcount 3.32 while the value of ttable 2.05 because t count > t table then it can be concluded that the promotion mix affect the buying decision [14].

IV. CONCLUSIONS

Based on the research result that has been done by the authors who examine the influence of and Promotion Mix on Decision Buying on PD. Intan Bestari Garut, can be concluded that Bestari Brands promotion mix correlated to consumer buying decision. However, Bestari needs to improve their strategies in Advertising and Sales Promotion. Then, Bestari needs to make more efforts in convincing consumers benefit while purchase the products.

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