



The Influence of Sales Promotion on Purchasing Decisions At Mini Markets in The Gayo Lues District Community

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Abstract. *This study aims to analyze the influence of promotion on purchasing decisions in choosing a place to eat in Makmur Swalayan Blangkejeren, both partially and simultaneously. Using an associative method, this study involved 100 respondents as a sample, and data were collected through questionnaires. The analysis technique used is multiple linear regression. The results of the study show that promotion has a positive and significant influence on purchase decisions. Simultaneously, promotions have a positive and significant effect on customer decisions, as shown by the value of F_{cal} 41.433 greater than F_{table} 3.94*

Keywords: *Mini Market, Promotion, Purchase Decision,*

Abstrak. Penelitian ini bertujuan untuk menganalisis pengaruh promosi terhadap keputusan pembelian dalam memilih tempat berbelanja di Makmur Swalayan Blangkejeren, baik secara parsial maupun simultan. Dengan menggunakan metode asosiatif, penelitian ini melibatkan 100 responden sebagai sampel, dan data dikumpulkan melalui kuesioner. Teknik analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, promosi berpengaruh secara positif dan signifikan terhadap keputusan pelanggan, sebagaimana ditunjukkan oleh nilai F_{hitung} 41,433 lebih besar dari F_{tabel} 3,94

Kata kunci: Mini Market, Keputusan Pembelian, Promosi

INTRODUCTION

The development of minimarkets in Indonesia has increased rapidly in line with changes in people's lifestyles that prioritize convenience and efficiency in shopping. Retail chains such as Alfamart and Indomaret continue to expand the number of outlets to rural areas, providing wider access to consumers. Digitalization has also played an important role in this development, with services such as cashless payments, online shopping, and mobile apps making transactions easier. In addition, competition with

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supermarkets, hypermarkets, and e-commerce encourages minimarkets to continue to innovate in promotion and service strategies to maintain competitiveness in the modern retail market, so that mini markets are competitive. Consumer purchase decisions at mini-markets are influenced by various factors, one of which is promotion. The purchase decision is an analysis process that starts from the background and identification of the problem to produce conclusions or recommendations. These recommendations are then used as the main guideline in making purchasing decisions (Marlius & Jovanka, 2023). Consumers tend to choose mini-markets because they offer the convenience of shopping with a more modern atmosphere, more organized products, and fast service. In addition, discount programs, cashback, and digital payment systems are also the main considerations in making a choice. The purchase decision is a process of finding a solution that starts from the background and identification of the problem to produce a conclusion or recommendation. The recommendation is then used as a basis for making decisions to make a purchase. (Tonda et al., 2024)

However, with increasing competition and changing shopping behaviour, mini-markets need to continue to adapt to service innovations and attractive marketing strategies to maintain consumer loyalty. Consumers must make purchasing decisions due to resource constraints, such as money and time, which require them to choose the product or service that best suits their needs and preferences. This decision is also influenced by various factors, such as product quality, price, brand, and benefits offered. In addition, Consumers must make purchasing decisions at supermarkets due to various considerations, such as time efficiency, convenience, and the availability of diverse products. With the self-service system, consumers can choose their goods without pressure, compare prices easily, and take advantage of the promos or discounts offered. In addition, supermarkets usually provide more modern facilities, such as digital payments, spacious parking, and a more comfortable shopping atmosphere. The right purchasing decisions at supermarkets also help consumers better manage their shopping budgets and get products that suit their needs and preferences. The purchase decision is a decisive stage for consumers, whether to buy the product or not, and all of it is of course through several stages of analysis and several alternative options (Gerung et al., 2017). Purchasing decisions play an important role in designing an effective and efficient

marketing strategy. Consumers tend to choose products that not only meet their physical needs but also provide benefits and quality that meet their expectations. (Mendur et al., 2021).

The number of mini-market businesses that are developing makes it easier for people to shop and easily meet their daily needs. The city community is located in one of the areas far from the provincial city, making it difficult for people to get cheap goods and services because of the many distribution channels that make operational costs even higher which has an impact on selling prices, Meanwhile, many people are still classified as a weak economic category, with the presence of markets such as Indomaret, other local markets continue to innovate starting from buildings, catalogues, layout of goods, communication, services, and other market strategies. Entrepreneurs must also be creative in conducting promotions to attract customers. (Purnama, 2020). In this case, the community is greatly helped by the presence of Indomaret because it provides many benefits, namely promos ranging from basic needs and others. So the local market must immediately promote to the public the importance of shopping at the local market to help people's businesses. To be able to influence consumers faster and attract attention, consumers must send messages containing discounts or discounts that are the real benefits obtained by consumers. (N. N. Anbiya & A. Sofyan, 2022).

People who shop at mini markets, often face several problems such as prices that are more expensive than traditional markets, the stock of goods that is not always complete, and long queues at the cashier, especially during peak hours. In addition, the payment system sometimes experiences glitches, causing delays in the transaction process. Limited space can also make the shopping experience uncomfortable, especially when the mini market is crowded. These factors can affect consumer comfort and satisfaction in shopping at mini-markets. In Gayo Lues Regency there are not many mini-markets owned by the local community, most of them are mini-markets such as Indomaret. After the presence of Indomaret, the competition for mini markets in the city of Blangkejeren continues to increase so Makmur Supermarket must continue to innovate good promotions.

Based on previous research, promotion and pricing influence consumer purchasing decisions. So it can be concluded that the main influence in consumer purchasing decisions at the Joysmart Sleman mini market. In order to succeed in the market, businesses must constantly flood customers with a lot of product-related information. This is known as promotion. (Saputra, 2024). Promotion is an activity that aims to convey information, introduce, and offer products, both in the form of goods and services, to the public to influence their attitudes and behaviours in the process of purchasing or consuming the product.(Heriyanto, 2020). Alfamart and Indomaret use print and electronic media as promotional tools. This form of promotion can be found in various forms, such as banners and signboards that display promotional information, as well as the provision of pamphlets and catalogues containing a list of products that are currently offered at promotional prices.(Heriyanto, 2020). The results of the study show that promotion variables have a positive and significant influence on product purchase decisions. In other words, the higher the promotional value that customers receive, the greater the influence on the purchase decision. These findings confirm that promotions can improve purchasing decisions and play an important role in the company's sustainability. (Kusuma & Chamariyah, 2023).

This research was conducted on local *mini-market* consumers, namely Makmur supermarkets located in Gayo Lues Regency. The number of mini-markets that are present, such as Indomaret, makes local mini-markets continue to grow. So that it can compete with other mini-markets. Consumers who will make a purchase decision will always see what information is offered by the mini market. With the information offered, consumers will quickly respond to the messages conveyed to consumers. The researcher will also explain how much influence promotions are carried out by local mini markets in conducting market competition with other mini markets and what consumers feel about the efforts made to attract consumers to shop at local mini markets, namely Makmur Swalayan, which is one of the largest local markets in the Blangkejeren City area.

THEORETICAL FOUNDATIONS

Purchase Decision

According to (Satdiah et al., 2023) A purchase decision is the final decision taken by a customer to buy a good or service after going through various considerations. This decision reflects the extent of the effectiveness of the marketing strategy carried out by the marketer in attracting interest and influencing customers towards the products offered. The purchase decision is a stage in the customer decision-making process regarding the purchase of a product, which is influenced by various factors such as service, convenience, promotion, location, price, and quality, as well as other aspects that affect customer preferences and satisfaction. (Zubaidah & Latief, 2022). Purchase decisions are consumer behaviour in determining product choices to achieve satisfaction according to their needs and desires. This process includes problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behaviour.

According to (Muamar, 2024) In purchasing decisions, each individual has different views depending on various factors, including fluctuating economic conditions. Based on this, consumers can be grouped into three main segments:

1. Dumb Segment – A group of consumers who consider price more than other factors in making purchasing decisions.
2. Snop Segment – A group of consumers who prioritize product quality in their purchasing decisions.
3. Smart segment – A group of value-focused consumers, i.e. a comparison between the benefits obtained and the cost that must be incurred to obtain the product.

Purchase decisions are an important aspect that needs to be considered because this will be the basis for determining the marketing strategy that will be implemented by the company in the future (Ridha Alfia Zachra et al., 2024). A purchase decision is a consumer's reaction in determining whether they will buy a product or not. Before making a decision, consumers go through several stages, namely need recognition, information search, assessment or evaluation, purchase decision, and post-purchase behaviour (Agustina et al., 2023). Purchase decision is a problem-solving process carried out by

consumers in choosing a product after considering various aspects and alternatives. This process is influenced by internal factors, such as personal preferences and needs, as well as external factors, such as the environment and social impulses (Nurjaya et al., 2021).

The decision to buy is a real stage in the buying process, where consumers must determine various aspects, such as the type of product, brand, seller, amount purchased, purchase time, and payment method. Companies can work to simplify this process to make it easier for consumers, especially since many people have difficulty making decisions. In some cases, these decisions can be combined to simplify the purchasing process. (Fauziah et al., 2023). Decision-making by consumers is always influenced by their perception of a product or brand. Therefore, companies need to build a strong and memorable brand in order to increase customer appeal and trust in the purchase process. (Rosmayanti, 2023). Before making a purchase decision, consumers first go through several stages to a purchase decision, namely the step-by-step process that consumers use when buying goods or services. (Rosmayanti, 2023). There are four indicators in purchasing decisions, namely: (1) stability in a product, where consumers are confident in their choice; (2) habits in purchasing products, which show consistent purchasing patterns; (3) providing recommendations to others, reflecting satisfaction with the product; and (4) making a repeat purchase, which indicates consumer loyalty to the product. (Kotler et al., 2019).

Promotion

Promotion is a strategy used to win the competition by continuously providing information to consumers regarding products. Companies need to consistently flood the market with various promotional information to attract attention and increase customer buying interest (Marlius & Jovanka, 2023). Promotions are carried out to introduce products and persuade consumers in decision-making so that they know and buy the product. Promotional indicators include giving discounts, cashback, gifts, and digital and offline displays in stores that aim to attract attention and increase customer buying interest (Astuti & Anggresta, 2022). Promotion is a communication activity carried out by an individual or company with the wider community, aiming to introduce products, services,

brands, or companies. In addition, promotion also plays a role in influencing people to be interested in buying and using the products offered (Ningrum et al., 2023).

Promotion is a marketing strategy that aims to attract consumers to visit the outlet. Promotions can be divided into two types, namely direct promotion, which is carried out directly to consumers, and indirect promotion, which is carried out through media or intermediaries without direct interaction with consumers. (Ramadhan, 2023). Promotion is a form of communication that aims to provide explanations to convince potential consumers about a product or service. The main purpose of promotion is to attract attention, provide education, remind, and convince potential buyers. Indirectly, promotions also occur when consumers visit the outlet, where, when making a payment transaction, the cashier will offer promotional products directly. (Solihin & Wibawanto, 2020). Promotional activities play an important role in the success of a company's sales. The main purpose of the promotion is to convince consumers to make buying and selling transactions in the market. Therefore, promotions must be carried out carefully and adjusted to the company's capacity, both in terms of communicating with consumers and managing the promotion budget effectively. (Adwimurti & Sumarhadi, 2023).

According to Kotler & Keller (2016:272) in (Syahputra Ramadhan & Herman, 2020) There are four indicators of promotion.

1. Promotional Message – A standard used to assess the quality of a message conveyed to the market in promotional activities. This message must be clear, engaging, and able to influence consumers.
2. Promotional Media – A means used by a company to carry out promotional activities, such as television, radio, social media, brochures, or billboards.
3. Promotion Time – The duration or length of time used in a promotional activity to reach the target market effectively.
4. Promotion Frequency – The number or intensity of promotions carried out within a certain period to ensure that promotional messages can be received and remembered by consumers.

RESEARCH METHODS

The research method used is the associative method. According to Sugiyono (2018:11), "associative research aims to determine the influence or relationship between two or more variables." The population in this study is all consumers who make purchases at the Makmur Blangkejeren mini market, which amounts to 100 consumers. The sampling technique used is nonprobability sampling with a saturated sampling approach (census), where all members of the population are used as research samples (Sugiyono, 2018). Data analysis in this study was carried out using multiple linear regression analysis to test the relationship between variables in more depth.

RESULTS AND DISCUSSION

Multiple Linear Regression

Table 1. Multiple Linear Regression

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7.922	1.377		5.752
	X1	.539	.084	.547	6.437

a. Dependent Variable: Y

A constant value of **7.922** indicates that if the **promotional** variable does not change or is considered to be zero, then the customer's decision still has a value of **7.922**. In other words, even if there is no increase in promotions, customer decisions remain at that level. A regression value of **0.539X₁** indicates that the Promotion has a positive influence on the purchase decision. This means that every 1 unit increase in the promotion will increase the purchase decision by **0.539**, assuming the other variables are fixed.

Determination Coefficients

Table 2. Determination Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.547 ^a	.299	.292	1.58468
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a. Predictors: (Constant), X1

Based on Table 2, the R-square value of 0.299 shows that 29.9% of customer decision variables are affected by promotions. Meanwhile, the remaining 70.1% was explained by other factors that were not included in this research model.

Partial T Test

Table 3. Partial T Test

Coefficients					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	7.922	1.377		5.752
	X1	.539	.084	.547	6.437

a. Dependent Variable: Y

Based on the results of statistical testing in Table 3, the **count** value of 6.437 is greater than the **ttable** of 1.976, and the significance value of $0.000 < 0.05$. This indicates that H_1 is accepted and H_0 is rejected, which means that the promotion has a positive and significant influence on the purchase decision. In other words, the more effective the promotional strategy is implemented, the greater its influence in encouraging customers to make a purchase.

Simultaneous F Test

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	104.047	1	104.047	41.433

Residual	243.589	97	2.511		
Total	347.636	98			

a. Dependent Variable: Y

b. Predictors: (Constant), X1

The above results show that the significance value of 0.001 is smaller than 0.05 ($0.001 < 0.05$), and the value of F_{cal} 41.433 is greater than F_{table} 3.94. This indicates that the promotion variable has a positive and significant influence on the purchase decision. Thus, promotion is the right and relevant variable in explaining purchase decisions, where an increase in promotion strategy will have an impact on increasing customer decisions to make a purchase.

CONCLUSION

The results of hypothesis testing prove that the better the level of promotion provided by Mini Market Makmur, the higher the level of customer decision in choosing to shop at Mini Market Makmur Blangkejeren. In addition, the influence of promotions on customer decisions is positive and significant, which means that improving promotional strategies can effectively encourage more customers to shop at the mini-market. Effective promotions can increase consumer awareness, build positive perceptions, and encourage interest and purchase decisions. With promotions such as discounts, loyalty programs, or special offers, customers feel more interested and benefit, so they tend to choose Mini Market Makmur as a place to shop. In addition, the results of statistical testing show that promotions have a positive and significant influence on customer decisions, which means that a good promotion strategy will directly contribute to an increase in the number of customers and the frequency of purchases at Makmur Blangkejeren Mini Market.

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