

The Influence of Place and Promotion on Purchasing Decisions at The Best Friend Shop Tarailu Mamuju District

Irwan MT, Iwan Adinugroho✉, Muh. Ferils

Universitas Muhammadiyah Mamuju

Abstrak

Penelitian ini menyelidiki pengaruh secara individual dan simultan dari variabel lokasi dan promosi terhadap keputusan pembelian di Toko Sahabat Tarailu di Kabupaten Mamuju. Dengan menggunakan analisis regresi dan uji F, penelitian ini mengungkapkan wawasan yang signifikan. Secara individual, lokasi dan promosi memberikan pengaruh positif dan substansial terhadap keputusan pembelian, yang mengindikasikan pentingnya lokasi dan promosi dalam membentuk perilaku konsumen. Secara bersamaan, dampak gabungan dari faktor-faktor ini diperiksa, mengkonfirmasi signifikansi gabungan mereka dalam mempengaruhi keputusan pembelian. Hal ini menggarisbawahi perlunya mempertimbangkan kedua variabel tersebut secara bersamaan untuk mendapatkan pemahaman yang komprehensif mengenai pengaruhnya. Temuan penelitian ini mendukung hipotesis awal, menegaskan relevansi lokasi dan promosi dalam mendorong perilaku pembelian konsumen.

Kata Kunci: *Lokasi, Promosi, Keputusan Pembelian, Toko Sahabat*

Abstract

This study investigates the individual and simultaneous effects of location and promotion variables on purchase decisions at Best Friend Shop Tarailu in Mamuju District. Employing regression analysis and an F-test, the research reveals significant insights. Individually, both location and promotion exert a positive and substantial influence on purchase decisions, indicating their importance in shaping consumer behavior. Simultaneously, the joint impact of these factors is examined, confirming their combined significance in influencing purchase decisions. This underscores the need to consider both variables together for a comprehensive understanding of their effects. The study's findings support the initial hypotheses, affirming the relevance of both location and promotion in driving consumer purchasing behavior.

Keywords: *Location, Promotion, Purchasing Decisions, The Best Friend Shop*

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✉ Corresponding author :

Email Address : iwankolil@yahoo.com

INTRODUCTION

Humans are holistic creatures or perfect creatures both from biological, psychological, spiritual and social elements and certainly have a variety of needs that are quite complex to maintain and develop their lives. Those needs also vary and vary depending on the aspects of utilization and usefulness, nature and character,

fulfillment time, lifestyle, and social and cultural. If identified in general, these needs are divided into primary needs, secondary needs and tertiary needs. The existence of varied needs certainly requires each individual to always have motivation and try to fulfill these needs. The increasingly varied needs of the community are used as an opportunity by every business actor to make business breakthroughs aimed at maintaining and developing their business amid increasingly competitive competition. One of the basic needs of every human being is the need for food and drink, this need must be met to survive. By seeing this opportunity, business people make their trading business with shop models, supermarkets, mini markets, department stores, modern shops, services and others, this is done to attract as many people as possible. This is done to attract as many consumers or customers as possible. Consumers or customers for business actors have such a meaningful meaning, even consumers are likened to breath that has such an impact on the continued existence of business life in the business world, because consumers are the main source of funds in a business to run company operations. Therefore, it is not wrong when some entrepreneurs proclaim in their business motto that the customer is king. Every business actor in running their business must strive to create and inform products and services in accordance with what is expected and desired by every consumer, they must respond quickly to what must be done in relation to the sustainability of the business they are engaged in. Consumers in this era are smart and selective consumers in choosing and making purchase transactions to meet their needs, this is due to the large number of markets available. The increase in a business can be seen from the success of its marketing activities, in terms of achieving the goals of a company, the company must understand the ways or strategies to get as many consumers as possible. One of the marketing strategies to get consumers is by increasing promotions. When the promotion we expect matches what is given or exceeds expectations, of course we will feel confident, and vice versa when our expectations do not match our expectations, of course we will not be satisfied.

Purchasing decisions are a series of processes that start with consumers recognizing their problems, seeking information about certain products or brands and evaluating these products or brands that can solve their problems. Which then a series of processes leads to a purchase decision. Determination of action in making a purchase is an act of choosing from two or more than two option choices in a purchase, which means that anyone will be able to take action to choose if there is a choice option ". Without a doubt, market competition at this time is very competitive, where every business actor or company is required to be more creative and more effective in taking marketing strategy actions for the sustainability of the company itself, one of the actions that can be used is by promoting goods or services by sharing alternative distribution of information. Promotion in the business world greatly influences the desire and involvement of consumer actions in choosing the products and services they want, where promotion acts as an intermediary between public or consumer perceptions of the benefits and quality of products of interest and also as a tool to be able to identify and believe in what they want.

Promotion is an action taken by individuals or groups in distributing product or service information correctly, clearly and reliably using various methods according to the wishes of the business actor or company. Promotion is "a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence or persuade and remind the target

market of the company and its products to be willing to accept, buy with loyalty to the products offered by the company concerned". When the product offered is in accordance with what consumers expect, consumers will feel satisfied. When consumers are satisfied, achieving company goals will be easier to achieve. Without a doubt, market competition at this time is very competitive, where every business actor or company is required to be more creative and more effective in taking marketing strategy actions for the sustainability of the company itself, one of the actions that can be used is by promoting goods or services by sharing alternative distribution of information. Promotion in the business world greatly influences the desire and involvement of consumer actions in choosing the products and services they want, where promotion acts as an intermediary between public or consumer perceptions of the benefits and quality of products of interest and also as a tool to be able to identify and believe in what they want.

According to Heizer & Render in Mega, et al (2022: 830), location is "a driver of costs and revenues, so location often has the power to make a company's business strategy". Location is also one of the reasons for influencing a purchasing decision in fulfilling satisfaction to buy an item at a place of business, because it makes it easier for consumers, in order to obtain the goods or services needed by them in their daily lives. Buyers or consumers have characteristics that are not the same as one another in every determination of actions to make a purchase decision or not to make a purchase of a product or service, and that causes the consumer model in the decision to buy a product or service to vary. Each consumer has their own reasons why they want to buy a product or service or choose where to buy the goods they need.

The object of this research is Best Friend Shop, the business provides agricultural equipment, fertilizers, seeds and pest poisons which is located on the Mamuju-Palu axis road, Tarailu Village, Sampaga District, Mamuju Regency. Based on the results of temporary observations made by researchers, there are phenomena or problems that can reduce consumer decisions in making purchase transactions at Best Friend Shop, namely in terms of promotion, namely the lack of promotional activities carried out by Best Friend Shop employees is not optimal, which can be seen from several areas in Sampaga District, which are still lacking in the installation of pamphlets. The distribution of brochures has not been evenly distributed, so that people do not know what are the advantages of Best Friend Shop. Furthermore, employees at the store only rely on promotions on social media, while the areas in Sampaga District have not been fully touched by the internet network, so that people do not fully know what is available at Best Friend Shop.

Then there are other factors that can influence consumer decisions in making purchase transactions at Best Friend Shop, namely in terms of location, where based on the information of consumers who say that access to Best Friend Shop is quite adequate, but the layout of this place is less strategic because the location is in an alley so that consumers, must first ask residents to go to the location of Best Friend Shop Taraiulu. Then some consumers also said that at Best Friend Shop the parking lot was inadequate so that when consumers came to shop, consumer vehicles disrupted the traffic activities of other motorists.

METHODOLOGY

This research methodology is designed to direct the course of research at Best Friend Shop Tarailu, Mamuju Regency. This research will combine quantitative and qualitative data approaches to provide a holistic understanding of the phenomenon under study. Quantitative data in the form of numbers will be collected through observations, interviews, and distributing questionnaires to respondents, while qualitative data in the form of words, sentences, and images will be obtained through observations and documentation. The directed population is all consumers who shop at Best Friend Shop Tarailu, with a sample of 30 respondents selected carefully. The analysis technique will involve validity and reliability tests to measure the validity and consistency of the data. Multiple linear regression analysis will be used to analyze the relationship between the independent variables (location and promotion) and the dependent variable (purchase decision), and the t-test and F-test will validate the significance of the effect of each variable as well as the joint effect. Thus, this methodology aims to provide a strong guide in conducting systematic and structured research.

RESULTS AND DISCUSSION

In this study, multiple regression analysis was employed to predict the value of the dependent variable by considering the independent variables. The details of this analysis can be observed in Table 1.

Table 1. Hypothesis Testing Result

| Variable | Beta | T Value | Significant |
|-----------|-------|---------|-------------------|
| Constant | 3,782 | 0,746 | 0,462 |
| Location | 0,341 | 2,206 | 0,036 |
| Promotion | 0,526 | 3,344 | 0,002 |
| F Square | | 6,380 | .005 ^b |

The statistical results in this study indicate that the location variable has a positive regression coefficient of 0.506. This indicates that an increase in the location variable will tend to be followed by an increase in purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency. In addition, the t-count value (2.260) exceeds the t-table value (2.052) with a certain level of significance. This indicates that the location variable has a significant partial effect on purchasing decisions. In other words, there is strong evidence that changes in the location variable contribute positively and significantly to variations in purchasing decisions. Furthermore, the significance value of 0.036 which is lower than the general significance level (0.05) indicates that the relationship between the location variable and purchasing decisions is considered statistically significant. In this context, the researcher's initial perception that location has a positive and partially significant effect on purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency, has been proven correct. Therefore, this study provides strong support for the first hypothesis proposed. The first hypothesis states that there is a positive relationship between location variables and purchasing decisions. With the rejection of H₀ (null hypothesis) and acceptance of H₁ (alternative hypothesis), this study confirms that there is empirical evidence to support the claim

that store location has a positive and significant impact on purchasing decisions at Best Friend Shop Tarailu Mamuju Regency. It is important to note that this interpretation is based on the statistical analysis conducted in the study. Although these results provide support for the first hypothesis, keep in mind that research may have certain limitations, such as sample size or certain methods of analysis. Therefore, it is advisable not to conclude absolutely based on one study alone, but rather to consider the results of other studies, the broader context, and understand other potential variables that may also have an effect on purchasing decisions.

The statistical results in this study indicate that the promotion variable has a positive regression coefficient of 0.526. This indicates that an increase in the promotion variable will tend to be followed by an increase in purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency. In addition, the t-count value (3.344) is greater than the t-table value (2.052) at the specified significance level. This implies that the promotion variable has a significant partial effect on purchasing decisions. In other words, there is sufficiently strong evidence that changes in the promotion variable contribute positively and significantly to variations in purchasing decisions. Furthermore, the significance value of 0.002 which is much lower than the general significance level (0.05) indicates that the relationship between the promotion variable and purchasing decisions is considered statistically significant. In this context, the researcher's initial perception that promotion has a positive and partially significant impact on purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency is proven correct. Therefore, this study provides strong support for the second hypothesis proposed. The second hypothesis states that there is a positive relationship between promotional variables and purchasing decisions. With the rejection of H_0 (null hypothesis) and acceptance of H_2 (alternative hypothesis), this study confirms that empirical evidence supports the claim that promotion has a positive and partially significant effect on purchasing decisions at Best Friend Shop Tarailu Mamuju Regency. However, as in every study, keep in mind that these results have certain limitations. For example, the method of analysis used, sample size, or other factors that might affect the relationship between promotions and purchasing decisions. Therefore, good advice is to see these results as a contribution to our understanding of the factors that influence purchasing decisions, but also to involve the results of other studies, look at the broader context, and consider additional factors that may be relevant in certain situations.

The results of simultaneous testing or the F test on the location and promotion variables in table 1 are an important step in regression analysis to understand whether the two variables together have a significant influence on the purchasing decision variable at Best Friend Shop Tarailu, Mamuju Regency. In these results, the F-count value of 6.380 is greater than the F-table value (3.354) at a certain level of significance. This shows that there is a simultaneous or simultaneous influence of the location and promotion variables on purchasing decisions. In other words, changes in both variables together contribute significantly to variations in purchasing decisions. This result supports the idea that the two factors not only have an individual influence on purchasing decisions, but also have an important joint impact. In addition, the significance value of 0.000 which is much lower than the general significance level (0.05) indicates that the simultaneous relationship between the variables of location and promotion with purchasing decisions is considered statistically significant. This confirms that the combined contribution of location and promotion has strong

relevance to variations in purchase decisions at the store. This result strengthens the researcher's initial perception that "location and promotion simultaneously have a significant effect on purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency". By rejecting H0 (null hypothesis) and accepting H3 (alternative hypothesis), this study confirms that there is strong empirical evidence that the two variables have a positive and significant simultaneous influence on purchasing decisions. However, as in the previous results, keep in mind that research has certain limitations, such as sample size, analysis method, or other outside factors that may affect the results. Therefore, although the results of this F test provide a more comprehensive understanding of the simultaneous influence of location and promotion variables on purchasing decisions, it is still important to view these results as one part of a broader understanding, taking into account the results of other studies, observing a more in-depth context, and understanding other variables that may also play a role in the dynamics of purchasing decisions in the store.

CONCLUSION

In this study, the effect of location and promotion variables partially and simultaneously on purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency was analyzed. The results showed consistent and significant results, which made it possible to formulate several important conclusions. First, in terms of partial influence, the statistical results show that the location variable has a positive and significant influence on purchasing decisions. This indicates that a good location can increase customer purchasing decisions at the store. Furthermore, the promotion variable is also proven to have a partially positive and significant effect on purchasing decisions. These results indicate that an effective promotional strategy has the potential to improve purchasing decisions. Second, in the context of simultaneous influence, the F test shows that the location and promotion variables together have a significant influence on purchasing decisions. This reveals that the combined contribution of these factors has a strong impact on variations in purchasing decisions in the store. These results provide a more comprehensive picture of how location and promotion interact to influence purchasing decisions. Third, this overall conclusion corroborates the hypotheses proposed in this study. The first hypothesis regarding the influence of location, the second hypothesis regarding the influence of promotion, and the third hypothesis regarding the simultaneous influence of the two factors were all accepted. This shows that the researcher's initial perception is proven with strong empirical data support. However, as with any research, it is important to remember that these results have limitations. Sample size, analysis methods, and other outside factors may affect the interpretation of the results. Therefore, these results should be used as a contribution to our understanding of the factors that influence purchasing decisions at Best Friend Shop Tarailu, Mamuju Regency. In order to increase the validity of these findings, it is recommended to conduct further research with a larger sample, involving more control variables, and considering contextual factors that may be influencing. Thus, the results of this study can provide a more complete and reliable view of the relationship between location, promotion and purchasing decisions in the store environment.

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