

The Influence of Place and Promotion on Purchasing Decisions at General Furniture Stores in Mamuju District

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Abstrak

Penelitian ini menyelidiki dampak dari lokasi dan promosi terhadap keputusan pembelian di Toko Mebel Umum di Kabupaten Mamuju. Penelitian ini menggunakan metode pengumpulan data kuantitatif dan kualitatif, termasuk observasi, wawancara, kuesioner, dan studi literatur. Hasil penelitian menunjukkan bahwa kedua variabel berpengaruh positif dan signifikan terhadap keputusan pembelian. Khususnya, variabel lokasi menunjukkan efek yang lebih kuat daripada promosi, yang menekankan pentingnya pemilihan lokasi yang strategis. Koefisien determinasi lebih lanjut mendukung dominasi lokasi dalam membentuk perilaku pelanggan. Temuan ini menyoroti peran penting lokasi dalam ritel, yang menunjukkan bahwa bisnis memprioritaskan lokasi toko yang nyaman dan menarik untuk mengoptimalkan keterlibatan pelanggan dan meningkatkan pengalaman berbelanja secara keseluruhan. Meskipun menyadari keterbatasan studi, penelitian ini memberikan wawasan berharga bagi para peritel yang ingin meningkatkan posisi pasar dan kepuasan pelanggan mereka.

Kata Kunci: *Lokasi, Promosi, Keputusan Pembelian, Toko Mebel Umum di Kabupaten Mamuju*

Abstract

This research investigates the impact of location and promotion on purchase decisions at General Furniture Store in Mamuju Regency. The study employs quantitative and qualitative data collection methods, including observation, interviews, questionnaires, and literature review. The results reveal that both variables positively and significantly influence purchase decisions. Notably, the location variable exhibits a stronger effect than promotion, emphasizing the importance of strategic site selection. The coefficients of determination further support the dominance of location in shaping customer behavior. These findings highlight the pivotal role of location in retail, suggesting businesses prioritize convenient and attractive store sites to optimize customer engagement and enhance overall shopping experiences. While recognizing study limitations, this research provides valuable insights for retailers seeking to enhance their market positioning and customer satisfaction.

Keywords: *Location, Promotion, Purchasing Decisions, General Furniture Stores In Mamuju District*

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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 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 improvement of 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 wishful thinking, 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.

One of the businesses engaged in the service of providing Islamic accessories, and clothing according to the needs of the community. is the General Furniture Store in Mamuju Regency, founded by a local entrepreneur located on street Letjen Hertasning, Old Central Market, Mamuju Regency, West Sulawesi Province, established on January 17, 2016. 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 General Furniture Stores, namely in terms of promotion, namely the lack of promotional activities carried out by General Furniture Store employees is not optimal where it can be seen from several areas in Mamuju Regency, especially the Mamuju City area, that there is a lack of installation of pamphlets, and the distribution of brochures that have not been evenly distributed, so that people do not know what are the advantages of the General Furniture Store, then the employees here only rely on promotions on social media, while the areas in Mamuju Regency, especially in Mamuju City, have not been fully touched by the internet network, so that people do not fully know what is available at the General Furniture Store. Then there are other factors that can influence consumer decisions in making purchase transactions at General Furniture Stores, namely in terms of location, where based on consumer information who said that access to the General Furniture Store is quite adequate, but the layout of this place is less strategic because the location is in an alley so that consumers have to ask residents first to get to the location of the

General Furniture Store. Then some consumers also said that at the General Furniture Store the parking lot was inadequate so that when consumers came shopping, consumer vehicles disrupted the traffic activities of other motorists.

METHODOLOGY

In this research, the focus is on the General Furniture Store in Mamuju Regency, located on street Letjen Hertasning, Old Central Market, Mamuju Regency, West Sulawesi Province. This research uses two types of data: quantitative data and qualitative data. Quantitative data is in the form of numbers or summarized qualitative data, such as population, samples, questionnaire calculations, and research results. Meanwhile, qualitative data consists of texts, sentences, schemes, and images, such as a general description of the research site and respondent characteristics. Data sources involve Primary and Secondary Data. Primary data is obtained directly through observations, interviews, and distributing questionnaires to respondents. Secondary data includes relevant report documents, such as the number of consumers in General Furniture Stores, as well as information from literature and print or electronic media that support research. The population in this study are all consumers who make purchase transactions at General Furniture Stores. The number is unknown or unlimited. The sample was selected by following the guidelines of Roscoe's suggestions, where each variable was multiplied by 10. In this case, 30 respondents were selected as the sample. To collect data, researchers used several methods, such as observation, interviews, documentation, literature study, and questionnaires. The questionnaire was filled in by consumers of General Furniture Stores and given a category scale based on the Likert scale, with 5 alternative answers from Strongly Agree to Strongly Disagree. Data analysis was carried out with a validity test to measure the validity of respondents' answers to statements on variable indicators. The reliability test measures the extent to which the research results remain consistent. Multiple linear regression is used to analyze the relationship between variables. Partial t-test is conducted to evaluate the influence of individual independent variables on the dependent variable. Finally, operational definitions are given to understand the variables in this study. For example, location refers to aspects such as accessibility, parking, expansion, and environment. Promotion involves types of advertising, sales promotion, personal selling, and publicity. Purchasing decisions refer to perceived needs, pre-purchase actions, behaviors while consuming, and post-purchase behaviors.

RESULTS AND DISCUSSION

In this research, the approach of multiple regression analysis was utilized to forecast the dependent variable's value by taking into account various independent variables. The specifics of this analytical process are outlined in Table 1.

Table 1. Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	1,708	1,299	0,205
Location	0,506	4,075	0,000
Promotion	0,425	3,704	0,001

R Square Location	0,467
R Square Promtion	0,422

Based on the results of the statistical analysis in this study, there are several important things that can be interpreted from the regression coefficient value of the location variable. The regression coefficient of the location variable has a positive value of 0.506. This positive value indicates that an increase in the location variable will correspond to an increase in the dependent variable, namely purchasing decisions. Furthermore, the partial t test results show that the tcount value is 4.075, which is greater than the ttable value of 2.052. This shows that the variable location has a significant partial effect on the dependent variable purchase decision. In addition, the significance value of 0.000 is also smaller than the predetermined significance level ($\alpha = 0.05$), which indicates that the effect of the location variable on purchasing decisions is statistically significant. Thus, the results of this test indicate that the location variable has a positive and partially significant influence on purchasing decisions at the Mamuju Regency General Furniture Store. This interpretation is in accordance with the first hypothesis proposed in this study. The first hypothesis states that location has a positive influence on purchasing decisions, and the positive and significant statistical test results support this hypothesis. Practically, this result can be interpreted that the location of General Furniture Stores in Mamuju Regency has a significant impact on consumers' purchasing decisions. It is likely that factors such as accessibility, convenience of parking, the environment around the store, and ease of future business expansion can make a positive contribution to customer purchasing decisions. Therefore, store managers can pay more attention to these factors in their marketing and business development strategies.

The study's statistical outcomes reveal valuable insights into the correlation between the promotion variable and its impact on purchase decisions at General Furniture Stores Mamuju Regency. The positive coefficient value of 0.425 indicates a direct positive relationship between promotional efforts and customers' purchase choices. Put simply, when promotional activities increase, so does the likelihood of customers making purchases. With a t-test result of 3.704 surpassing the critical t-value of 2.052, it is evident that the variable significantly and individually influences This suggests that promotions play a discernable role in shaping purchasing decisions, even when accounting for other variables' influences. The calculated p-value of 0.001, significantly below the standard significance level of 0.05, provides robust evidence of the statistically significant link between promotion and purchase decisions This demonstrates that the observed connection between promotional efforts and purchase decisions is not a result of random chance but holds substantive implications. By rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_2), the study validates that promotional activities exert a positive and significant partial impact on customer purchase decisions. This confirms the initial hypothesis and underscores the idea that well-executed promotional strategies wield a meaningful influence on customer behavior. The practical ramifications of these findings are noteworthy. For General Furniture Stores Mamuju Regency, comprehending the positive and substantial effect of promotions on purchase decisions is pivotal in designing and executing effective marketing campaigns. Emphasizing meticulously

crafted promotions that resonate with customers can lead to heightened engagement and sales.

The partial coefficient of determination (R^2) analysis, as presented in Table 27, provides valuable insights into the relative influence of the location and promotion variables on purchase decisions at General Furniture Stores In Mamuju Regency. The obtained R^2 value for the location variable is 46.7%, while for the promotion variable, it is 42.2%. This comparison indicates that the location variable holds a more dominant influence compared to the promotion variable concerning purchase decisions. Interpreting the results, it can be deduced that the physical location of the store plays a more significant role in shaping customers' purchase decisions than promotional efforts. This suggests that the accessibility, convenience, and overall environment provided by the store's location hold greater sway over customers' choices compared to promotional activities. The higher R^2 value for the location variable underscores its importance as a primary factor influencing customer behavior. These findings corroborate the researcher's initial assumptions and lend support to the third hypothesis (H_3) that was proposed. By rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_3), the study establishes that the impact of location on purchase decisions is more substantial than that of promotion. In a broader context, this insight has important implications for the store's marketing and business strategies. While promotional efforts are undoubtedly valuable, ensuring an optimal physical location that caters to customers' needs and preferences becomes pivotal. The dominance of the location variable emphasizes the need for strategic site selection, easy accessibility, and creating an attractive shopping environment.

CONCLUSION

In conclusion, the research findings shed light on the influential factors affecting purchase decisions at General Furniture Store in Mamuju Regency. The analysis of coefficients and significance levels revealed valuable insights into the roles of location and promotion in shaping customer behavior. Firstly, the study demonstrated that both location and promotion variables have a positive and statistically significant impact on purchase decisions. This implies that the physical store location and promotional efforts collectively contribute to customers' choices. Secondly, the analysis indicated that the location variable exhibited a higher coefficient and level of significance compared to the promotion variable. This suggests that the store's physical location holds a more dominant influence on customers' purchase decisions than promotional activities.

The results underline the importance of strategic site selection and accessible store locations in the retail industry. While promotions are essential for attracting customers, the study suggests that an appealing and conveniently located store can be a key determinant in driving customer decisions. Therefore, businesses should consider investing in prime locations and ensuring a pleasant shopping environment to optimize their influence on customer behavior. In a broader sense, these findings provide valuable insights for retail businesses aiming to enhance customer engagement and increase sales. By understanding the pivotal role of location and its greater influence, businesses can make informed decisions about site selection, store layout, and customer experience. However, it's essential to acknowledge the study's limitations, such as the focus on a specific store and location. Future research could

expand the scope to include a wider range of retail contexts and variables. In essence, the research underscores the significance of location in the retail sector, emphasizing its influence over promotional efforts. Businesses that recognize this dominance and align their strategies accordingly are poised to better meet customer needs, elevate shopping experiences, and ultimately drive success in the competitive market. In conclusion, the analysis of partial coefficients of determination reinforces the pivotal role of location in influencing purchase decisions, surpassing the influence of promotion. This knowledge accentuates the importance of a well-considered store location in the realm of retail marketing. Understanding this dominance can guide strategic decisions, ultimately enhancing customer engagement and business success.

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