

## The Influence of Sales Promotion on Consumer Purchase Interest in Ud. Samadaya

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### ABSTRACT

*This study aims to determine the effect of sales promotions on consumer purchasing interest at UD. Samadaya. This research method uses causal quantitative research. This study uses a sample of all consumers who shop at UD. Samadaya. The respondents in this study were all consumers at UD. Samadaya of 70 people. Based on the results of simple linear regression analysis  $Y = 12.829 + 0.491x$ . Partially test the hypothesis of sales promotion as an independent variable with a t-count value of 3.134 with a significant level of  $0.000 > t$ -table 1.667. Thus it can be concluded that partially sales promotion influences consumer buying interest at UD. Samadaya. Based on the results of the study, it showed that the t value was  $3.134 > 1.667$  and a significant level was  $0.000 < 0.05$ , meaning that the sales promotion variable (X) had a positive and significant effect on the consumer purchasing interest variable at UD. Samadaya*

**Keywords:** Sales romotion, Consumer Purchase Interest.

### INTRODUCTION

Competition in the trading business world is currently experiencing quite tight competition. Because each company has its own characteristics and strategies in marketing its products to consumers. Trading business is a field that operates in the field of selling products which is relatively easy for those who like the business world. This trading business can be carried out because of the limited job opportunities available in general, especially in the Nias archipelago. The higher level of competition will cause consumers to face more alternative products with varying prices and quality, so that consumers will always look for the value that is considered to be the highest from several products.

In marketing a product, a company is not only oriented towards sales and product offerings, but a business must be able to understand and recognize customer needs on an ongoing basis so that purchasing decisions and overall consumer buying interest can be created (Tafonao 2022).

The marketing mix is a set of marketing tools that a company uses to achieve marketing goals in meeting its target market. The marketing mix, which was previously only known as 4p (product, price, promotion and place), has now developed into 7P, namely product, price, place, promotion, process. ), people (people), and physical evidence (physical evidence). In the marketing mix there is a concept of promotion, which is a form of activity that persuades and explains the benefits of a product to consumers so they are interested and make purchasing decisions. The main aim of promotions is so



that consumers become more familiar with and feel interested in trying to buy products, whether they are goods or services.

Sales promotion is a means for companies to communicate and inform, persuade and remind basic consumers directly or indirectly about the products they want to sell. Sales promotion is also one of the most important ways to increase consumer buying interest. To attract buyers' attention and interest, it is necessary to carry out various promotional strategies that are more intensive. By using the right promotions, it will be easier for companies to get consumers

Promotion costs can be determined and adjusted by the company according to the needs and budget set by the company. Usually when companies use high costs for sales promotions, consumer buying interest will also increase. These promotional activities can have a greater impact on the product, namely creating greater demand for the product itself. Promotional activities are also a moment for companies to form a brand image in the eyes of consumers according to what the seller or brand owner wants. Apart from that, when promotional activities take place, the company can show a pattern of competition with competitors and other companies that have the same product.

Purchase interest is a desire that arises in consumers towards a product as a result of a process of consumer observation and learning about a product. Consumers who have an interest in buying a product show attention and pleasure towards the product which is then followed by realization in the form of buying behavior. High consumer buying interest will have a positive impact on trading businesses to achieve success.

Buying interest is a motive or driving force that originates from within a person (intrinsic) which encourages a person to pay attention spontaneously without coercion and selectively evaluate a product to be purchased after observing various information about that product. Purchase intention is the stage where consumers determine their choice between various product brands and ultimately purchase the alternative product they like most after going through various consideration processes.

Trading business is an economic activity that operates in the field of trading UD products (goods/services). Samadaya is a trading business that sells various types of daily necessities (sembako) such as rice, vegetables, oil, chilies and others.

Based on the results of initial observations on the research object, several phenomenal things happened to the research object. One of them is the provision of discounts which are rarely done, discounts, gifts or vouchers and other forms of sales promotions which have never been done. Lack of customer tendency to purchase products at UD. Samadaya can be seen from the limited number of consumers who come there, which is different from other trading businesses that are often visited by consumers. Wouldn't recommend it to other people because the prices of the goods sold there are a little more expensive. UD. Samadaya cannot yet be used as the main preference for consumers because they mostly buy and compare prices elsewhere.

Based on the description of the background of the problem, researchers are interested in conducting research on "The Effect of Sales Promotion on Consumer Purchase Interest at UD. Samadaya."

### **Sales Promotion Concept**

Sales promotion or better known as sales promotion is an activity carried out by a company to inform and communicate a product to consumers and the general public. In marketing a product, a company is not only oriented towards sales and product offerings, but a business must be able to understand and recognize customer needs on an ongoing basis so that purchasing decisions and overall customer satisfaction can be created.(Tafonao 2022a).

According to (Tjiptono 2016:229) says "sales promotion is a form of direct persuasion through immediate use of the product and/or increasing the number of goods purchased by customers. Furthermore, according to Nickels, sales promotions are marketing activities other than personal selling, advertising and publicity, which encourage the effectiveness of consumer and trader purchases by using tools such as demonstrations, exhibitions, demonstrations and so on. This sales promotion activity is considered effective in increasing sales volume and encouraging consumers to carry out and decide to buy the product. Carrying out sales promotion activities in this case is only able to have an impact in a short period of time. According to (Tafonao 2022b) says "Sales Promotion, includes giving discounts, gifts, coupons, etc. to increase visitor attraction."

Based on several theories, it can be concluded that Sales promotions are marketing activities to inform and communicate products to consumers and the general public in the form of discounts, gifts, coupons and so on..

### **Concept of Consumer Purchase Interest**

Consumer buying interest (purchase intention) is a desire that arises from within a person towards a product (goods/services) as a result of experience and the process of observing and understanding consumers about a product. Consumers who already have an interest in purchasing a product will show attention and feelings of pleasure towards a product, which is followed by realizing the purchase of the product (Tafonao 2021).

Purchase interest is something that is related to consumers' plans to buy a particular product and how much of the product is needed at a certain time (Pane 2016). Furthermore, according to (Kotler 2008), consumers' buying interest is something that arises after receiving stimulation from the product they see, then there is an interest in trying it, which ultimately creates a desire to buy and own the product.

Based on the understanding of these experts, it can be concluded that consumer buying interest is consumer behavior that shows commitment and encouragement that arises from within a person based on experience, observation and lessons learned to decide to buy a product (goods/services).

### **The Influence of Sales Promotions on Consumer Purchase Interest**

Sales promotion is a form of direct persuasion through the use of various incentives and dapat in a tour for merchandise buyeran product with an increase in kindergarten total items purchased mopangan. According to (Irawan 2020) pend Whattbaugha "promotion is an attempt to influence the attitudes or behavior of recipients to persuade them to accept the concept being offered" promotions a form and mempengaruhi minat buy consumer yaitu: Promotion modify the dan forms perilaku a consumer serta lokasi mempengaruhi email consumersalui stimulus pancaindera. According to Wibowo (2015) who stated that berpengaruh sales promotion the most positive spirit adap minal can't buy itan pena MPaian promotion yang benard and Whatt menarik consumers to buy product yang ditoffer. If a shop offers intense promotions such as by doing Discounts will increase consumers' buying interest.

(Sayehningrum 2016:3) said that the influence of sales promotions on consumer buying interest in purchasing, including the following:

1. Implementation of promotions helps determine decisions and buyers consumers and give a number of types of goods and services offered in consumers.
2. Mopaksana An promotion isn't it effective? akha Mrsamenjamin kenyamanan, thenahan but also has pengaruh yang besar on traffic patterns customers and shopping behavior.

From the understanding above, it can be concluded that sales promotion is a company activity that informs or communicates between sellers and potential buyers in the nature of disseminating information, influencing, persuading and reminding the target market to create demand for goods or services so that interest in buying the product arises. the.

### **Sales Promotion Indicators**

There are several sales promotion indicators (Yoebrilanti, 2018) as follows:

1. Discounts (discounts)  
Providing discounts to consumers who buy these goods to attract buyers' interest in the products offered.
2. Customer gift (price)  
goods offered for free or at a reduced price as an incentive to buy a product.
3. Voucher  
Vouchers given to consumers have a certain period of time for the product.

### **Indicators of Consumer Buying Interest**

According to Kotler and Keller (2007), indicators of consumer buying interest are:

1. transactional interest,  
A person's tendency to buy a product
2. Referential interest,  
The tendency of someone to refer products to other people
3. Preferential interest  
Interests describe the behavior of someone who has a primary preference for the product. These preferences can only be changed if something happens to the preferred product.
4. exploratory interest,

This interest describes someone who is always looking for information to support the positive properties of the product.

## **METHOD**

### **Types of research**

The type of research used in this research is quantitative research. According to (Sugiyono 2017:13) that "quantitative research looks at the relationship of variables to the objects studied in a more causal manner, so that in the research there are independent and dependent variables". This research is associative, namely the relationship between two or more variables, (Sugiyono 2012:100).

### **Population and Sample**

According to (Sugiyono 2018:81) "Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn," the population in this study was all consumers at UD. Samadaya.

(Sugiyono 2018:81) says "a sample is part of the number and characteristics of that population". The sample collection method in this research is by using non-probability sampling with an incidental sampling technique, namely a technique for determining samples based on chance, namely who the consumers are who buy at UD. Samadaya by

chance meet with the researcher while researching and if the potential respondent is seen to be able to help and understand then they are considered suitable to be a respondent. The sample in this study amounted to 70 people.

### Data collection technique

According to (Sugiyono 2012) stated that data collection techniques are the most important step in research, because the main aim of this research is to obtain data. Without knowing the data collection methods, researchers will not get data that meets the specified data standards. So the data collection technique used by researchers is by distributing questionnaires (questionnaires).

### Research Instrument

To obtain valid and reliable data, the research instrument is first tested by conducting a validity test to ensure the research instrument is an accurate and reliable measuring tool.

### Data Analysis Methods

The analytical method that will be used to test this research hypothesis is simple linear regression analysis. Simple regression analysis is used to analyze the causal relationship of one independent variable to one dependent variable. The formula for conducting simple regression analysis is as follows: (Sugiyono 2018:270).

$$Y = a + bX + e$$

Information:

- Y = value predicted
- X = Independent Variable
- a = Constant
- b = Regression Coefficients
- e = Standard error

The value of a (constant) b (regression direction coefficient) with the equation above can be calculated using the formula (Setiawan & Kusriani, 2010:95) as follows:

$$a = \frac{\sum Y (\sum X^2) - \sum X \sum XY}{N \sum X^2 - (\sum X)^2}$$

$$b = \frac{N \sum X^2 - \sum X \sum Y}{N \sum X^2 - (\sum X)^2}$$

To calculate simple linear regression, a data processing tool is used, namely IBM SPSS 20.0 for Windows.

The data analysis technique used by researchers is the partial test (t-test) and the coefficient of determination test (r<sup>2</sup>).

#### a. Partial test (t-test)

To see the level of significance of the influence of the sales promotion variable (X) on consumer buying interest (Y). The formula used to calculate the calculated t value is (Setiawan and Kusriani 2010:189).

$$t = \frac{Bj}{Sbj}$$

Information:

- t = tcount value
- Bj = Regression coefficient
- Sbj = Standard error of the coefficient

regression

After obtaining the t-calculated value using the formula above, to interpret the results the following conditions apply:

- a. If  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted.
- b. If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected.

$H_0: b = 0$  = meaning there is no significant influence of the Sales Promotion variable on Consumer Purchase Interest

$H_a: b \neq 0$  = means there is a significant influence of the Sales Promotion variable on Consumer Purchase Interest

### b. Determination Coefficient Test ( $R^2$ )

To measure how much the independent variable can explain the dependent variable, the coefficient of determination is used ( $R^2$ ). Values are in the interval  $0 < R^2 < 1$ . Values can be obtained using the formula  $R^2 = 1 - \frac{\sum(y - \hat{y})^2}{\sum(y - \bar{y})^2}$  (Setiawan & Kusriani 2010:64).

$$R^2 = 1 - \frac{\sum(y - \hat{y})^2}{\sum(y - \bar{y})^2}$$

Information:

$R^2$  = Coefficient of determination

$(y - \hat{y})^2$  = Square of the difference in real Y values with the predicted  $\hat{Y}$  value

$(y - \bar{y})^2$  = Square of the difference in average Y values

## A. Research Findings and Discussion

### Classical Assumption Testing

#### Data Normality

The results of the data normality test concluded that the samples taken from the population were normally distributed because the Kolmogorov-Smirnov Z value was at the Asymp significance level. Sig. (2-tailed) is  $0.083 > 0.05$ , so it can be concluded that the residual data is normally distributed.

#### Heteroscedasticity

The results of the heteroscedasticity test can be concluded that there is no heteroscedasticity because it does not show any particular pattern from the existing points. This means that the equation meets the classical assumptions of a simple regression equation after the basic assumption that the residual variation is the same for all observations has been fulfilled.

### Hypothesis Testing

#### T Test (Partial Test)

This hypothesis testing was carried out partially between the sales promotion variable (X) and consumer buying interest (Y).

**T-Test Results Table**

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardized Coefficients	Q	Sig.
	B	Beta		
	Std. Error			

(Constant)	,856	8,067		.106	,916
1 sales promotion	,934	,206	,547	4,524	,000

a. Dependent Variable: consumer buying interest

Based on the table above, the tcount for the sales promotion variable is 4,524 with a significance level of 0.000. Meanwhile, the ttqbel value at alpha 0.05 with degree of freedom (df) nk-1(70-1-1)= 68 is 1.668. Thus, tcount is 4,524 > 1,668 ttqbel and the significance level is 0.916 > 0.000, so Ha is accepted and Ho is rejected, meaning that the sales promotion variable (X) influences the consumer buying interest variable (Y). So the researchers concluded that there is a partial and significant influence between sales promotions on consumer buying interest.

### Coefficient of Determination Test

Based on calculations using SPSS 20.0 software, the coefficient of determination (R2) value was 0.457. So it can be interpreted that purchasing decisions can be explained by the independent variable, namely sales promotion, which can explain the dependent variable, namely consumer buying interest of 45%. Meanwhile, the remaining 55% is explained by other variables outside the model.

## RESULTS AND DISCUSSION

This research uses simple linear regression analysis which functions to determine whether there is an influence of the independent variable on the dependent variable. To determine the effect of sales promotions on consumer buying interest, the regression equation is used:

$$Y = 12.829 + 0.491x$$

From the regression equation it can be explained that the value 12,829 is the intercept coefficient (constant) meaning that when (X) is 0, then (Y) is 0.491. while the value of the Coefficient (X) variable (regression coefficient) means that if the sales promotion (X) is positive, then consumer buying interest (Y) will increase by 0,457 (45%).

Partially test the hypothesis for sales promotion as an independent variable with a calculated t value 3.134 with a significant level of 0.000 > t-table 1.668. Thus it can be concluded that sales promotions partially influence consumer buying interest.

## CONCLUSION

Based on the results of research and data analysis, the results of this research are about "The Influence of Sales Promotion on Consumer Purchase Interest at UD. Samadaya." The t test result ist-count (3,134) > ttable (1,668) and a significant level of 0.000 < α (0.05), it is concluded that sales promotion has a positive and significant influence on Consumer buying interest in UD.Samadaya. Coefficient of determination test results. The coefficient of determination (R2) is 0.457, so it can be interpreted that purchasing decisions can be explained by the independent variable, namely sales promotion.

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