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## THE EFFECT OF PROMOTION ON PURCHASE DECISIONS MEDIED BY CONSUMER BUYING INTEREST IN SMALL MEDIUM BUSINESS BANANA AND ONION CHIPS IN RENGAT DISTRICT

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### Abstract

This research was conducted on Small and Medium Enterprises in Rengat District. The purpose of this study was to determine the effect of promotion on purchasing decisions mediated by buying interest in Small and Medium Enterprises in Rengat District. With the number of samples used as many as 98 respondents. Data processing using IBM SPSS Statistic 21 program. The results of this study indicate that: (1) Promotion has a positive effect on Purchase Interest. (2) Promotion has a positive effect on purchasing decisions. (3) Purchase intention has a positive effect on purchasing decisions. (4) Promotion has an effect on purchasing decisions mediated by buying interest.

**Keywords: Promotion, Buying Interest, Purchase Decision.**

### INTRODUCTION

Competition in the business world is getting tighter, making business actors try to find a fast and appropriate strategy in marketing their products. In the era of globalization, it requires business actors to be able to act and act quickly and appropriately in facing competition in a business environment that moves very dynamically and is full of uncertainty. Therefore, every business actor is required to compete competitively in terms of business strategies to achieve the goals of business actors and understand what is happening in the market and what consumers want. Small and Medium Enterprises in Rengat District which are engaged in food such as onion chips and banana chips. Small and Medium Enterprises in Rengat District always provide the best service to consumers by maintaining the quality of the products sold and providing affordable prices. Of course, business actors need the right approach in pampering consumers. With a lot of similar competition being sold by Small and Medium Enterprises in Rengat District, it is necessary to require the right competition strategy. Efforts to influence consumers to make purchasing decisions, one of which is through promotional activities. Promotional activities or (promotional

mix) is a combination of strategies that are better and entirely planned to achieve sales goals will not be effective. The phenomenon faced by Small and Medium Enterprises in Rengat District, is a decrease in consumer purchasing decisions for shopping at Small and Medium Enterprises in Rengat District in 2020 when compared to the previous year.

Purchasing decisions that have decreased due to the promotion it does. Where promotion is very influential on purchasing decisions (Diyatma, 2017). Small and Medium Enterprises in Rengat District have the same competitors in selling their products, of course, Small and Medium Enterprises in Rengat District need to do a quick promotion (Agustin, 2016). Because promotions will accelerate the delivery of marketing strategies to consumers, quality products at fair prices will be difficult to sell if they are not promoted so that consumers know their existence (Nurhayati, 2017). Product differentiation will not be well known by consumers if it is not promoted (Erlangga et al., 2019). Promotion is very important because it aims to win the competition with similar sellers (Erlangga et al., 2019). Because without promotion it will be difficult for the strategy of Small and Medium Enterprises in Rengat District to reach consumers. Without the promotion of a discount strategy, for example, consumers will not know. Quality products at fair prices will be difficult to sell if they are not promoted so that consumers know their existence (Gerung et al., 2017). Product differentiation will not be well known by consumers if it is not promoted. There are very few promotions carried out by Small and Medium Enterprises in Rengat District, this is a promotion carried out by printing banners in front of the house, then promotions carried out are still word of mouth not using technological developments at this time, namely by using social media that fast growing. In addition, promotions that have not been vigorous in order to have an impact on consumer buying interest (Irawan, 2020), where consumer buying interest is still experiencing a decline in 2020. Based on this phenomenon, the authors are interested in raising the title, namely "INFLUENCE OF PROMOTIONS ON PURCHASE DECISIONS IN MEDIATION BY CONSUMER BUYING INTEREST IN SMALL MEDIUM BUSINESS IN RENGAT DISTRICT"

## LITERATURE REVIEW

The decision to buy or not to buy is part of the element inherent in individual consumers called behavior which refers to real physical actions. Buchari Alma (2011: 96) argues that purchasing decisions as a consumer decision are influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process, thus forming an attitude on consumers to process all information and draw conclusions in the form of responses that appear what products to buy. According to Kotler and Keller translated by Tjiptono (2012: 193) purchase decision as a decision stage where consumers actually make a purchase of a product.

According to Marden Kane (2012) promotion is a message that includes incentives to persuade people to take immediate action, thereby encouraging some form of interaction that leads to current and future purchases. Promotion can also be a form of interaction between customers and companies, and also as a way to attract customers' attention in making transactions with the company according to the needs desired by consumers.

According to Kotler and Armstrong (2012) buying interest is something that arises after receiving a stimulus from the product he sees, then the desire to buy and own it arises. According to Schiffman and Kanuk (2009), purchase intention is a psychological force that exists within an

individual, which has an impact on an action. Buying interest is considered as a measurement of the possibility of consumers buying certain products where high buying interest has an impact on the possibility of a large enough purchase decision.

## RESEARCH METHOD

Population according to Sugiyono (2018: 130) is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population taken were all consumers of banana chips and onions in Rengat sub-district of approximately 5,791 respondents. According to Roschoe in Sugiyono (2018: 150) said that the appropriate sample size in the study was 30 to 500. So the sample in this study used a sampling technique taken from the total population. The researcher uses a purposive sampling technique where the notion of purposive according to Sugiyono (2018: 138) is a sampling technique with certain considerations. Purposive sampling belongs to the type of non-probability sampling, which means that it does not provide equal opportunities for each population. In determining the number of samples, the researcher uses the Slovin formula, which is a formula or formula to calculate the minimum number of samples if a population is known. The number of samples from the slovin formula was obtained as many as 98 people.

## RESULTS AND DISCUSSION

### Validitas Test and Reliability Test

The validity test used is to measure the validity of the questionnaire, after the validity test is carried out, the reliability test is carried out. Furthermore, in conducting the validity test by looking at the correlation coefficient  $> 0.3$ , if the correlation coefficient is greater than 0.3 then the questionnaire is said to be valid, so is Reliability, if the Croanbach Alpha is greater than 0.6 then it is said to be reliable. The test results from the Validity Test show that all statement items  $> 0.3$  then all statements are said to be valid. Furthermore, the results of the reliability test of each variable indicate that the Croanbach Alpha is greater than 0.6 then all variables are said to be reliable.

### Path Analysis

The results of the path analysis show that:

1. Results of the first path analysis with the equation  $Z=0.917X+0.159$ . This means that promotion has a positive effect on buying interest of 0.917 and the influence of other factors outside the model is 0.159.
2. The results of the second path analysis with the equation  $Y=0.555X+0.298Z+0.299$ . This means that promotion has a positive effect on purchasing decisions of 0.555 and buying interest has a positive effect on purchasing decisions of 0.298. As well as the influence of other factors outside the model that is equal to 0.299.
3. The direct influence of promotion on purchasing decisions is greater than the indirect effect of promotion on purchasing decisions through buying interest, namely  $0.555 > 0.273$ .

### Test hypothesis

1. Promotion has an effect on buying interest, this is because the significant value of promotion is  $0.000 < 0.05$ .
2. Promotion has an effect on purchasing decisions, this is because the significant value of promotion is  $0.000 < 0.05$ .
3. Buying interest has an effect on purchasing decisions, this is because the significant value of buying interest is  $0.000 < 0.05$ .
4. Promotion has an effect on purchasing decisions through buying interest, this is because the significant value of promotion and buying interest is  $0.000 < 0.05$ .

### CONCLUSION

Based on the test results using path analysis to examine the effect of several variables on purchasing decisions, the conclusion that the researcher draws in this article is that promotion has a positive and significant effect on buying interest. Promotion has a positive and significant effect on purchasing decisions. buying interest has a positive and significant effect on purchasing decisions. Purchase intention mediates the effect of promotion on purchasing decisions positively and significantly.

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