

THE INFLUENCE OF BUY 1 GET 1 PROMOTION ON THE SALES OF PRODUCTS IN  
CONSUMER ATTRACTION POWER

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**Abstract:**

This study aims to determine whether sales promotions, the attractiveness of buy 1 get 1 can affect the product purchase. The appeal of consumers to buy a product with the promotion of relatively high. Promotion is a communication activity carried out by a person or company with the community with the aim of allowing something (goods, services, brands, companies) to the community and at the same time influencing the wider community to buy and use the product. This type of research is carried out by the method of explanatory research or explanatory research with a quantitative approach. Variables used in this study include; cashback promotions, promotions, consumer purchasing power decisions. The population of this study is the wider community in DKI Jakarta, which was carried out randomly with a sample of 99 respondents taken using purposive sampling techniques and data collection methods using questionnaires. Analysis of the data used is descriptive analysis and path analysis.

**Keywords:** Promotion, buy 1 get 1

**INTRODUCTION**

Marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to others. All activities related to the delivery of products or services from producers to consumers can be included as a form of marketing .

Some people think that promotion and marketing have the same understanding, when in fact promotion is only one part of marketing activities. Although promotion is often associated with sales, but in reality promotion has a broader meaning than sales because sales only relate to the exchange of property rights carried out by salespeople, while promotion is any activity intended to inform, persuade or influence consumers to continue to use the products produced the company

In essence promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that seek to spread information, influence / persuade, and / or remind target markets for companies and their products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

The marketing mix activity becomes the company's technique in marketing its products to consumers. But to win the increasingly fierce market competition in this globalization era, companies must carry out their product introduction activities to consumers by conducting promotional activities. According to Rambat Lupiyoadi (2006: 120), promotion is one of the variables in the marketing mix that is very important to be carried out by companies in marketing service products. Promotional activities not only function as a communication tool between the company and consumers, but also as a tool to influence consumers in purchasing or using services in accordance with their wants and needs. By carrying out promotional strategies that

are a success of the company, producers can offer their products to attract consumer purchasing power. According to Fitria Yuliana, Putri Puspitasari, Jesica Marina, Setyo Riyanto (2019), Promotion is one component of the selling combine (marketing mix), additionally to determinative the terms, product, and distribution. Promotion is incredibly cogent on the company's efforts to realize most sales volume, as a result of though the merchandise offered ar already sensible, comparatively cheap and straightforward to get, if not in the course of sensible promotions, the extent of sales won't be adequate.

In this globalization era, there are many ways that make it easy to carry out promotional strategies on their products in order to provide information and offers in consumer purchasing power decisions such as; advertising, personal selling, sales promotion, and public relations. So consumers can know and recognize the products produced by the producers. Thus, consumer purchasing power on products produced by producers can be in accordance with the target and the intended market share. Promotions that can attract consumers' purchasing power are promotions for discounts (discounts), because discounts can provide special offers for consumers in purchasing decisions for these products. Application of price discount promotions made by producers in price competition can add to the attractiveness of consumers to purchase products with the many choices available, the conditions faced, as well as the considerations that underlie the differences of each individual to make purchasing decisions on products that offer special prices so that they can influence consumer decisions.

## **LITERATURE REVIEW**

Promotion

Promotion is the most important activity, which plays an active role in introducing, informing and reminding the benefits of a product in order to encourage consumers to buy the product being promoted. To conduct promotions, each company must be able to determine exactly which promotional tools are used in order to achieve success in sales.

According to Basu, Swastha, and Irawan in Angipora (1999), the sale is a short-term incentive to encourage the purchase or sale of a product or services. Promotion is a combination of the best strategy of the variables of advertising, personal selling and other promotional tools, all of which are planned to achieve the purpose of the sales program. And according to Lamb, Hair, and McDaniel (2001), promotion is communication from sellers who inform, persuade, and remind prospective buyers of a product in order to influence their opinions or obtain a response.

Company sales promotions aimed at consumers can be divided into two groups, namely:

- a. Activities aimed at educating or informing consumers,
- b. Activities aimed at encouraging consumers. To notify consumers, companies can provide booklets, hold demonstrations, offer consulting services. Meanwhile, to encourage consumers, companies can provide examples of goods or gifts. Often publicity is also done to awaken the power of promotional tanks like this (Basu, 1999).

Some opinions of the experts stated the purpose of promotion, namely: According to Drs. Rustam Effendi (1982: 235):

1. Attract new buyers
2. Expanding activities to markets
3. Strive for the need for new goods.

4. Give encouragement to the broker
5. Try to buy things that are not selling well
6. Seek to encourage the broker
7. Strive for Good Will
8. Travel Patronage Motives

Promotion Attraction Basically promotion or advertising are all forms of presentation of non-personal communication about ideas, products and services offered by producers, with a view to influencing consumers to buy the products offered (Dun & Barban: 1982). Through a promotion or advertisement, the manufacturer states the existence of the product brand and persuades consumers to buy it by saying that the product brand has various attributes.

According to Sethi (2001), promotion is a form of direct persuasion through the use of various incentives that can be measured to stimulate product purchases with the appeal, reach and frequency of promotion. Promotion mix by the company will create a separate assessment on the minds of consumers so that consumers' evaluations of product promotion directly or indirectly will create an image of a product.

#### Attraction Interest in Buy

Consumer purchasing behavior is influenced by the presence of stimuli (stimuli) from various places or circumstances outside of him, stimuli can occur from the environment or marketers. Stimuli from the environment or marketers will be processed according to the characteristics of the consumers' behavior and personality. Consumer behavior and personality will influence the purchase decision process that will be carried out. The consumer purchasing

decision process is first encouraged by self-motivation or interest to buy. Interest is a description and condition of the attitude of one's desires before committing an act as the basis for carrying out the action. Kotler (2002: 15) defines buying interest as behavior that arises as a response to an object that shows the customer's desire to make a purchase. According to Durianto, et al (2003: 109) buying interest is something related to the consumer's plan to buy a certain product, as well as how many units are needed in a certain period .

### Discount

According to Kotler and Keller (2007: 103). Said that the company will adjust its price list and provide discounted prices, discounts (allowances and allowances) for faster payments, purchases in large quantities, and purchases out of season. Meanwhile, according to Tjiptono (2008: 166). Discounts are discounted prices given by sellers to buyers as a tribute to certain activities of buyers that are pleasing to sellers " .

According to Kotler and Keller (2007: 104). The types of discounts are divided into three, namely;

1. Cash discounts, discounted prices for buyers who pay directly.
2. Season discounts, discounts that make purchases out of season or on holidays.
3. Discounted prices, discounted prices given to consumers from the official prices listed.

But of the three types of discounts according to the theory of Kotler and Keller (2007: 104), there are developing types of discounts such as;

1. Merging discounts, discounts are given by combining prices on a product or called a discount (buy1 get1)
2. Cashback discounts, discounted prices are given by giving back money with certain discounts through digital applications.

## **METHODS, DATA, AND ANALYSIS**

This study uses quantitative methods, where data analysis is quantitative or statistical in order to test the hypotheses that have been set. The unit of analysis in this study is consumers in the Capital City of DKI Jakarta. Statements or questions in the questionnaire on each of these variables are measured using a 5-digit Likert Scale, which is 1 = strongly disagree, 2 = disagree, 3 = disagree, 4 = agree, 5 = strongly agree.

The research sample used by the author is *purposive sample*. According to Sekaran (2011), the sample constitutes a portion of the population. The method used to determine the number of samples is a questionnaire with a sample size of 99 respondents.

Primary data in this research data are in the form of respondents' answers or questionnaires distributed to consumers in the Capital City of Jakarta. According to Wachyuni and Wiweka (2018), primary data is a source of data obtained directly from the original source or first party. In this study, secondary data used by the author is in the form of data obtained from books and literature literature.

Data analysis method used is to use the method of Simple Linear Regression . Data analysis technique that will be used in this research is to use quantitative methods with statistical analysis, test the analysis of independent variables on the dependent variable, through the help of computing programs *SPSS for Windows*.

## **RESULTS AND DISCUSSION**

### **Test Validity, Reliability, and Classical Assumptions**

Before conducting a regression analysis and t test, the validity test, the reliability test, and the classic assumption test (normality test, heterocedasticity test) were performed first to ensure that this research model was properly analyzed by this method.

The validity test results indicate that all statements are declared valid. This can be seen in the corrected item total correlation column that all values obtained by each statement have exceeded the rtable value, ie if the value of  $r_{count} > r_{table}$  is based on a significant test of 0.05, it can be said that all the statements above are valid.

Based on the reliability test the two variables have a Cronbach Alpha value above 0.600. Promotion variable has a value of 0.866 while Consumer Purchase Interest has a value of 0.923 so it can be said that both of these variables are reliable.

Good data that is suitable for use in research is data that has a normal distribution. In testing the data used Kolmogorov-Smirnov One Sample test. The results obtained that the significance value (Column: Asymp.Sig) = 0,200 > 0.05, then the data for each variable is normally distributed.

The Heteroscedasticity test aims to test whether in the regression model there is an inequality in variance from one observation to another. This study uses the Scatterplot graph method, which is by looking at the pattern of points on the regression graph. The output shows that there is no specific pattern. Thus it can be concluded that there is no heteroscedasticity problem. So that it can proceed with the regression test and t test.

### **Correlation Test**



In the correlation analysis sought is to find out the strength or weakness of the relationship between the independent variable with the dependent variable. Correlation test results can be seen in Table 2.

Table 2. Correlation Test

Summary Model <sup>b</sup>				
Model	R	Adjusted R. Square	Std. Error of the Estimate	
1	.707 <sup>a</sup>	.499	3.58974	

a. Predictors: (Constant), promotions

b. Dependent Variable: buying interest

Source: SPSS Data Processing Results (2019)

R in simple linear regression shows the value of the correlation of independent variables with the dependent variable. R values range from 0 to 1, if close to 1 then the relationship gets tighter, but if it approaches 0 then the relationship gets weaker. R square ( $R^2$ ) or the square of R, which shows the coefficient of determination. Table 1 shows the results of R Number obtained 0.707, meaning that the correlation between the variable Promotion to Consumer Purchase Interest is 0.707. This means there is a close relationship because the value approaches 1.

**Test the coefficient of determination**

The coefficient of determination is a measure to find out the suitability or accuracy between the start of the guess or the regression line with the sample data (Priyatno, 2014). If the correlation coefficient is already known, then to get the coefficient of determination can be obtained by squaring it. In Table 2, it is seen that the  $R^2$  value of 0.499 means that the percentage of the influence of the Promotion variable on Consumer Purchase Interest is 49.9%. While the rest is influenced by other variables not included in this model .

### Regression Test Results

Regression results show the regression equation  $Y = 1.887 + 0.628X$ , meaning that the positive constant value indicates the positive influence of the buy 1 get 1 promotion variable on consumer buying interest. if there is an increase of 1 point than the value of X or the promotion variable then there is an increase of 0.628 or 62.8% in consumer buying interest .

### T Test Results (Partial)

Table 3. Regression Test Results  
and t Test

Coefficients <sup>a</sup>					
Model	Unstandardized		Standardized		
	B	Std. Error	Beta	t	Sig.
(Constant)	1,876	3,357		,559	,578
Promotion	,628	,064	,707	9,835	,000

a. Dependent Variable: buying interest

Source: SPSS Data Processing (2019)

Different t-test was used to test how far the influence of the independent variables used in this study.

Seen in Table 3 shows the Sig. 0,000 whose value is smaller than the probability value of 0.05 (Sig. 0,000 <0.05) then H0 is rejected and Ha is accepted. This means that there is a positive influence on promotion of Consumer Purchase Interest in the Capital City of Jakarta.

### Discussion

From the results of the profile and characteristics of the respondents, it is the majority of consumers in this study were women aged 21 to 40 years old and work as an employee or

student. It can be concluded that the market segment in DKI Jakarta is productive young people. According to the National Chambers Generation in gender statistics thematic BPS (2018), ages 21 to 40 is a generation of millennial. The characteristic of the generation is that they like to try practical and efficient things.

The results of hypothesis testing show that there is a positive and significant influence of the *buy 1 get 1* promotion on consumer buying appeal. This means that the hypotheses put forward in this study can be accepted. Previous studies have been conducted with different research objects. As Yoebrilanti research (2018) that there is indeed a significant influence between promotion and buying interest by 50.3% on Fashion Products. Other research conducted by Saputra (2017) conducted on Tour & Travel Products also shows a positive relationship between price and promotion of consumer buying interest. In addition, the research of Nursadiyah and Maharani (2018) also showed the influence of promotion on consumer buying interest in Indomaret minimarkets. With the promotion of e-payment, Go-Pay *cashback* also shows the same effect.

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