



The Influence of Promotion and Store Image on Purchasing Decisions at Daryanto Store

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Abstract: This study discusses Promotion and Store Image on Purchasing Decisions at Daryanto Store. The purpose of this study is to determine the impact of promotion and store image owned by Daryanto Store on purchasing decisions. The research method used is quantitative. The population in this study was 200 respondents with a sample of 90 respondents. The sampling technique is simple random sampling. Data is obtained from questionnaires sent to consumers from the store via email to be filled out. The research conducted is Test T, Test F and coefficient of determination. The results of this study include: 1) Promotion affects Purchase Decisions at Daryanto Store partially, where with good promotions will make consumers confident to make purchase decisions; 2) Store Image affects Purchase Decisions at Daryanto Store partially, where with a good store image it convinces consumers to make purchasing decisions at the daryanto store; and 3) Promotion and Store Image influence the Purchase Decision at Daryanto Store simultaneously.

Keywords: Promotion, Store Image, Purchasing Decision

INTRODUCTION

Daryanto store is an online store that provides various online game services such as: mobile legend, pubg mobile, free fire and point blank. As is known, the number of mobile game players is very large, especially in Indonesia. Based on Active Player data, the average daily number of PUBG mobile games is 23.6 million players. Meanwhile, according to Moonton data, the number of monthly active players in Mobile Legends is 34 million players. So that the service of providing these games has a profitable opportunity.

So there are so many service providers related to mobile games. The services provided by Daryanto Store are in the form of game topups, game vouchers, jockey services, game account buying and selling services, to playing together services. Daryanto store offers cheaper prices than other stores that sell similar things. Daryanto store has been providing its services since 2017, where online games such as mobile legends have just been released. With so many games that can be served by daryanto store, they continue to improve their services and sales.

One way that daryanto store does to increase sales is by promoting and continuing to improve the image of the store. Promotions carried out by daryanto store through word of mouth, through social media, through youtube live streaming and through endorsements of professional players. Then to improve the image of the store, daryanto store provides services in the form of refunds if the quality of service is not good and consumers are not satisfied.

1. Does the promotion affect the purchase rate at daryanto store partially?
2. Does the image of the store affect the purchase decision at daryanto store partially?
3. Do promotions and store image affect purchasing decisions at daryanto store simultaneously?

LITERATURE REVIEW

Promotion

Promotion is a way that companies persuade and inform consumers about their products directly or indirectly (Munawar & Mahaputra, 2022). Promotion is all forms of communication used to inform (to inform), persuade (to persuade), and remind (to remind) the target market about products produced by organizations, individuals or households. Promotion is a form of communication that provides an explanation of potential consumers' beliefs about goods or services with the aim of getting the attention and purchasing power of potential consumers (Hasyim & Ali, 2022). Promotional indicators include: a) Promotional media; b) Quality of promotion; c) Quantity of promotions; d) Promotion time; and e) Accuracy or suitability of promotional objectives (Hairiyah & Ali, 2017).

Store Image

The image of the store is the personality of the store that describes what consumers see and feel about the store. The image of the store is a combination of dimensions perceived by consumers of a store (Bulele, 2016). An image is an impression that a person obtains based on his knowledge and understanding of facts or reality. Store image is an overall picture that is more than just the sum of parts, where each part interacts with each other in the mind of the consumer. One way that an organization can compete is to build a good store image in the eyes of customers and the public (Yulianti, Suprapti, & Yasa, 2014).

As well as a store is very important in the business world because the image of the store is very important in running its business, the customer can also interpret the message and competitive advantage and communication offered to the customer. Store Image is the personality of a store, personality or Store Image describes what consumers see and feel about a particular store. Store image indicators include: 1) product variety; 2) product quality; and 3) price (Jahroni, Sinambela, Mardikaningsih, & Darmawan, 2021).

Purchase Decisions

Purchasing decisions are decisions made by consumers that are influenced by economic, financial, political, technological, price, culture, product, and process factors (Cesariana, Juliansyah, & Fitriyani, 2022). Purchase Decision is a person's attitude when buying or wearing a product that the person considers to provide satisfaction (Al Hafizi & Ali, 2021). The purchase decision is a decision that buyers have about which brand consumers will choose (Fauzi & Ali, 2021). Purchasing Decision indicators include: 1) Stability in a product; 2) Habits in buying products; 3) Provide recommendations to others; 4) Decide to buy because you like the brand; 5) Buy according to needs and wants; 6) Consumer loyalty not to change their purchase decision; 7) Repurchase; and 8) The quality of the products obtained by the buyer (Sivaram, Hudaya, & Ali, 2019).

Conceptual Framework

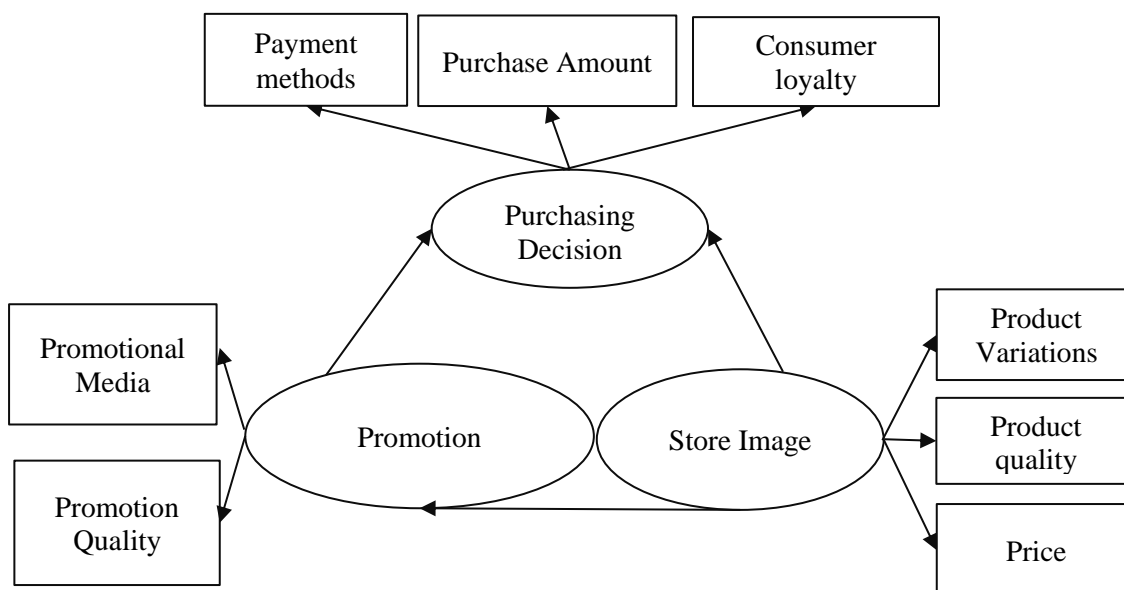


Figure 1. Conceptual Framework

Based on the conceptual framework above, promotion and store image affect purchasing decisions at daryanto store. In addition to the two exogenous variables that affect student interest in elections, there are other influencing factors, including:

- 1) Price: (Ricardo, 2021), (Ikhsani & Ali, 2017), (Hernikasari, Ali, & Hadita, 2022).
- 2) Service quality: (Ali & Mappesona, 2016), (Sari & Ali, 2019), (Binsar, Pangaribuan, & Ali, 2018), (Athar, Sutanto, & Kusmayadi, 2020).
- 3) Product variations: (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017), (Widodo, Silitonga, & Ali, 2017).

RESEARCH

This study used descriptive quantitative methods, with a population of 200 respondents and a sample of 90 respondents. The sampling method is using *simple random sampling* and processing primary data using SPSS version 27. The measurement scale uses a Likert scale of one to five. The tests carried out are t test, f test and determination coefficient test. Primary data is obtained from questionnaires sent to consumers from the store via email to be filled out. The primary data is then inputted into Microsoft Excel and used to perform data analysis. The data obtained have been tested for validity and reliability, and declared valid and reliable. Questions asked to consumers about purchasing decisions made at daryanto stores (Ali, H., & Limakrisna, 2013).

RESULT AND DISCUSSION

Results

T-Test

Table 1. Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	1 8,010	2,329		7,733	<.001
P.K	,158	,063	,230	2,518	,014
P.B.N	,350	.070	.456	4,990	<.001

- a. Dependent Variable: Purchase Decision
- b. Source: SPSS 27 Output

The T test uses a significance value of alpha (α) = 5%. The measurement results based on the output of SPSS version 27, obtained the value of t-table = $(0.05/2) = 0.025$ and $df = n-k-1 = (n-2-1) = (90-2-1)$, so the result of t-table is 1.988. The result of t-count > t-table ($2.518 > 1.988$) and alpha significance value (α) which is 0.014 (<) 0.05. So promotions have a positive and significant effect on purchasing decisions at daryanto store partially. The t-count result > t-table ($4.990 > 1.988$) and the alpha significance value (α) is 0.001 (<) 0.05. So the image of the store has a positive and significant influence on purchasing decisions at daryanto store partially.

F-Test

Table 2. Anova

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	204,903	2	102,451	1 8,763	<.001 ^b
Residuals	475,053	87	5,460		
Total	679,956	89			

- a. Dependent Variable: Purchase Decision
- b. Predictors: (Constant), P, C.T.

If the significant value < 0.05, the independent variable has a significant effect on the dependent variable. Based on the results of the table above, the significance value is obtained at $0.001 < 0.05$. So the independent variable has a significant effect on the dependent variable simultaneously. This means that the promosi and image of the store have a positive and significant effect on purchasing decisions at daryanto store simultaneously (H3 received). Based on the results of SPSS 27 output above, an F value of $1 8.763 > 10.00$ was obtained. So the promotion and image of the store have a positive and significant influence on purchasing decisions at the daryanto store simultaneously.

Coefficient of Determination

Table 4. Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 ^a	.301	.285	2,337

- a. Predictors: (Constant), S

Based on the model summary table above, an r-square value of 0 is obtained. 301 or (30.1%). This shows the percentage of influence of independent variables, namely promotion and store image on dependent variables, namely purchasing decisions of 30.1%. This means $1 - 0.301 = 0.699$ or 69.9% were influenced by other variables that were not studied in this study.

Discussion

Based on the results of the above tests and literature review, researchers discuss the influence between variables as follows:

1. The influence of promotions on Purchase Decisions at daryanto store partially.

Promotion has a positive and significant effect on purchasing decisions at daryanto store, so what must be done daryanto store is: 1) Promotional media: where daryanto store needs to

determine what media is used in promoting the services they offer. For example, like youtube, instagram, facebook and so on; 2) Quality of promotion: where daryanto store must pay attention to the content of the promotion, so that it is easy to remember and attract consumers easily. In addition, quality promotions can be able to load services to *the point*.

The results of $t\text{-count} > t\text{-table}$ ($2.518 > 1.988$) and alpha significance value (α) are $0.014 (<) 0.05$. So promotions have a positive and significant effect on purchasing decisions at daryanto store partially. Where promotion is one way that every seller can do to convince consumers to decide on a purchase (**H1 Accepted**).

2. The influence of store image on purchasing decisions at daryanto store partially.

The image of the store has a positive and significant influence on purchasing decisions at the daryanto store, so what must be done by daryanto store is: 1) product variations: providing a variety of product variations, so that consumers have many choices in making purchases; 2) Product quality: provide the best product quality; and 3) Price: Provide a cheaper price than competitors who sell similar things, so consumers decide to buy at Daryanto Store. If daryanto store can apply product variations, product quality and price, it will affect purchasing decisions which include: 1) number of purchases: meaning that with many product variations, good product quality and cheaper prices than competitors, consumers tend to increase the quantity of their purchases; and 2) Consumer loyalty: where customer loyalty will be created, they can make repeat purchases at Daryanto Store.

The $t\text{-count}$ result $> t\text{-table}$ ($4.990 > 1.988$) and the alpha significance value (α) is $0.001 (<) 0.05$. So the image of the store has a positive and significant influence on purchasing decisions at daryanto store partially (**H2 Received**).

3. The influence of promotion and store image on purchasing decisions at daryanto store simultaneously.

Promotion and store image have a positive and significant influence on purchasing decisions at daryanto store simultaneously, so what must be done daryanto store is: 1) Promotion goals: determine the goals of promotions carried out by daryanto store; 2) Promotional media: determine the right media for promotion, so that promotional objectives can be conveyed to the crowd; 3) Price: This means that Daryanto Store provides cheaper prices than other competitors, so consumers are interested in deciding to buy at Daryanto Store.

The result of the $f\text{-count} > f\text{-table}$ ($1,8.763 > 10.00$) with an alpha (α) significance value of $0.001 < 0.05$. So promotion and store image have a positive and significant effect on purchasing decisions at daryanto store simultaneously (**H3 Accepted**).

CONCLUSION

Based on the literature review and discussion above, the researcher determines the following conclusions:

1. Promotions have a positive and significant effect on purchasing decisions at Daryanto Store partially, where with good promotions will make consumers confident to make purchase decisions.
2. The image of the store has a positive and significant influence on purchasing decisions at the daryanto store partially, where with a good store image it convinces consumers to make purchasing decisions at the daryanto store.
3. Promotion and store image have a positive and significant influence on purchasing decisions at daryanto store simultaneously.

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