

**THE INFLUENCE OF PROMOTION ON CONSUMER BUYING INTEREST IN
GARUDA BEANS AT PT. SINAR NIAGA SEJAHTERA
PALEMBANG**

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Abstract

The era of globalization is getting closer and closer, where free trade is a phenomenon that must be faced with thorough readiness of the various production factors owned by the company. The aim of the research is as follows: "To find out and describe the influence of promotions on consumers' buying interest in garuda nuts at PT Sinar Niaga Sejahtera. The research object was consumers of PT Sinar Niaga Sejahtera who had consumed Garuda nuts more than twice. PT Sinar Niaga Sejahtera is located at Jl. Soekarno Hatta No. 234, Siring Agung, Kec. Ilir Bar. I, Palembang City, South Sumatra 30153 data taken in 2023. Stratified sampling is a technique for taking populations that are grouped into certain strata and then samples are taken randomly in balanced proportions according to position in the population. The number of samples is the same as the population, namely 100 people.

Keywords: Promotion, Purchase Interest

Introduction

The era of globalization is getting closer where free trade becomes a phenomenon that must be faced with the mature readiness of various factors of production owned by the company. The influence of free trade is now difficult to contain, all countries in the world will feel the impact, for that the company must be prepared as well as possible so as not to be crushed by the development of the flow of globalization of the world.

In accordance with the above sentences, Promotion is seen as a communication activity for buyers and sellers and is an activity that helps in making decisions in the field of marketing and directing and sensitizing all parties to do better. Swastha in the journal (Susiladewi 2020) Proper promotion will increase consumer buying interest.

Based on BI data, a decrease in the sales index on a monthly basis occurred in all retail sectors surveyed, namely spare parts and accessories; beverage and tobacco food; motor vehicle fuel; information and communication equipment; household supplies; cultural and recreational goods; and other goods. However, when compared to September 2022, the sales index in September this year is slightly better, which is to grow 1% (year-on-year).

According to Endhar et. al in the journal (Nico Rifanto Halim, Donant Alananto Iskandar 2019, the conditions that must be met by the company in order to be successful in competition is to try to achieve the goal to create and maintain consumers one way is to continue to promote sales in

order to continue to attract the interest of consumer buying.

Promotion is one form of marketing communication that is done to spread information, and influence people to be willing to buy the product. In other words, the purpose of promotion is to market the product to as many people as possible so that they know about what products are offered and what benefits they will get. Promotion can be done in many ways. It can be by creating visual content in magazines or in billboards, or audio-visual content in the form of advertisements on radio and television.

Yosin Rahmawati (2019) The Influence of Marketing Mix On Consumer Buying Interest (Case Study of Cheap Light Shops Discounted). The results of the study show that the marketing mix (products, prices, location and promotion) affects consumer buying interest in Cheap Light stores as evidenced by the value of F count > F tables or $5.805 > 2.49$ with a significance value of 0.000. Anggi Nur Zakiah (2021) Effect of Innovation Products, Prices and Promotions. The results showed that partial (test) Innovation Products (X1) and Promotion (X3) had a significant effect on Buying Interest (Y), while Price (X2) did not have a significant effect on Buying Interest (Y). Simultaneously (test F) shows that there is a significant influence between Product Innovation variables (X1), Price (X2), and Promotion (X3) against Buying Interest (Y). And the contribution of all Adjusted R² free variables is 73.2% to Buy Interest (Y), while the remaining 26.8% is explained by other unknown factors or variables and not included in this study.

In this study the product that will be the focus of the research is garuda nuts. The sales target that has been set by PT Sinar Niaga Sejahtera for the last 1 year has fluctuated. while for other products such as gery, chocolates, leo, and clevo sales are Stable.

Therefore, the author focused his research on garuda beans by providing target data and carried out by all parties in the company, following the data over the past 5 years which is only focused on modern trade stores in accordance with the research studied by the author.

Table 1.1 Data penjualan selama 5 tahun terakhir

No	Tahun	Target	Pencapaian	Persentase
		(rata-rata)	(rata-rata)	(%)
1	2019	145.342.117	149.663.564	+ 2,9%
2	2020	146.795.538	142.514.000	- 2,9%
3	2021	146.795.538	150.268.098	+ 2,4%
4	2022	150.343.097	158.582.610	+ 5,4%
5	2023	158.485.679	165.485.462	+ 4,4%

All activities that have a directly or indirectly related will usually combine several forms of promotion, for example, such as advertising, discounts, or Company-branded t-shirts. For example, in area A is known there are shoe stores that put ads on a social media platform. In the ad displayed by social media, the shoe store offers a special price for the type of shoes with a famous brand. Not only that, shoe stores also include information that purchases can be done anytime and anywhere or known as online buying and selling.

Based on the results of the pre-survey conducted by researchers on sales promotion, there are still problems regarding the promotion of Garuda nut sales conducted by PT Sinar Niaga

Sejahtera. That respondents answered more than 50% agree regarding the statement about the sales promotion, among others, providing product rebates, distributing product samples to be tasted, giving banded gifts and giving coupons that arouse to shop, anticipation in the event helps consumers to come at the event, and hold a quiz event to win attractive prizes to make purchases, sales promotions made by PT Sinar Niaga Sejahtera have not satisfied consumers. Paying attention to the phenomenon, the authors consider it necessary to further review to find out how the influence of sales promotion on consumer buying interest, so that the authors conducted further research with the title "Influencing the Promotion of Consumers In Nuts Garuda PT Sinar Niaga Sejahtera".

Literature Review

Promotion (promotion) is done by marketers to support sales. Promotion communicates useful information about a product or service to influence potential buyers. Products for the services produced can be known by customers, it takes an effort to communicate the product or service through promotional activities. Therefore, promotion is all the activities that the company does to communicate the product on the target market.

Warren & Keegan (2017) states that promotion refers to consumer communication programs or sales that are paid with limited duration that add real value to a product or brand. According to Kotler & Armstrong (2018) sales promotion is the shortest short-term promotional mix tool. Sales promotion provides short-term incentives to encourage the purchase or sale of a product or service.

According to Zahara & Sembiring (2020) promotion is an activity to provide information to the public about the products that will be offered so that consumers are interested in buying the products or services offered. According to Hadibrata et al. (2017) Promotion is defined as a form of marketing communication, is a marketing activity that seeks to disseminate information, influence / persuade consumers to choose their products to be willing to accept, buy, and be loyal to the product offered by the company concerned.

It can be concluded that promotional activities are communication activities between buyers and sellers regarding the existence of products or services to ensure and refinance the product or service so that it can affect the attitude and behavior that encourages communication and marketing activities. Promotions in this study were measured by indicators: advertising, sales promotion, direct marketing, and word of mouth (Kotler & Keller, 2016).

A promotional indicator is a parameter or metric used to measure the success or effectiveness of a promotional campaign. Here are some common promotional indicators that are often used:

1 Awareness Level (Awareness):

Indicator: The number of people who recognize or know the product or brand after the promotion campaign.

Measurement Methods: Surveys, social media analysis, or data site traffic measurement.

2 Interest (Interest):

Indicator: The level of consumer interest or interest in the product or service after the promotion campaign.

Measurement Method: Analysis of social media interactions, participation in promotional events, or online search data.

3 Consumer Participation:

Indicator: The number of people participating in events or promotional activities.

Measurement Method: Participant registration, participation in contests, or direct interaction in the event

4 Social Media Interaction:

Indicator: The number of likes, comments, shares, or retweets related to promotional campaigns on social media platforms.

Measurement Method: Statistical analysis of social media platforms.

5 Conversion Rate:

Indicator: Percentage of increases in certain actions after exposure to the campaign, such as product purchases or website subscriptions.

Measurement Method: Delaying conversions through promo codes, affiliate links, or sales data analysis.

6 Return on Investment (ROI):

Indicator: Efficiency of promotional expenses in generating revenue or other business value.

Measurement Method: Calculate net income from promotional investments compared to promotional costs.

7 Brand Equity (Brand Equity):

Indicator: Increased perception and brand value after the promotion campaign.

Measuring Methods: Brand perception surveys, customer data analysis, or improvement in brand preferences.

8 Customer Loyalty:

Indicator: Customer retention rate or repurchase frequency after promotion campaign.

Measuring Method: Analysis of customer satisfaction survey data, or loyalty programs.

9 Effectiveness of Advertising Media:

Indicator: The extent to which the ads in the promotional campaign achieved its goals.

Measurement Method: CPM (Cost Per Mille), CTR (Click- ThroughRate) or analysis of the effectiveness of online advertising.

10 Achievement of Marketing Goals:

Indicator: The extent to which the promotion campaign achieves the marketing objectives that have been set.

Measurement Method: Assess the achievement of sales targets, market share, or other marketing objectives.

Understanding buying interest is a desire that arises in the consumer in a product as an impact of a process of observation and consumer learning of a product. Consumers who have a buying interest in a product show the attention and pleasure of the product followed by the realization of buying behavior. Interest in buying or purchasing intention is the tendency of interested consumer attitudes and then take actions related to the purchase through various stages and levels of possibilities to the ability to buy certain products, services or brands.

While the definition of buying interest according to Howard in the journal (NUNUNG 2017) is a buying interest is something related to the consumer's plan to buy a particular product and how many units of products are needed in a certain period. It can be said that buying interest is a mental statement from consumers that reflects the purchase plan of a number of products with a specific brand. It is very necessary for marketers to know the buying interest of consumers in a product, both marketers and economists use variables of interest to predict consumer behavior in the future.

Buy interest is the consumer's tendency to buy a brand or take action related to the purchase measured by the level of possibility of consumers making purchases.

Here are some aspects of buying interest in consumers, including:

1 Interested in finding information about the product

Consumers who are aroused need will be encouraged to find more information. There are 2 (two) levels of stimulation or stimulant consumer needs, namely the level of lighter information search or strengthening attention and the active level of searching for information is by looking for reading materials, asking friends or visiting the store to learn certain

products

2 Interested in finding information about the product

Consumers who are aroused need will be encouraged to find more information. There are 2 (two) levels of stimulation or stimulants of consumer needs, namely the level of search for lighter information or attention reinforcement and active levels of information, namely by looking for reading materials, asking friends or visiting stores to learn certain products.

3 Considering buying

Based on the collection of information, consumers study competing brands as well as features of the brand. Evaluate options and start considering buying a product.

4 Interested in trying

Once consumers are trying to meet their needs, learning competing brands and also the features of the brand, consumers will seek certain benefits from product solutions and evaluate the product. This evaluation is considered a cognitively oriented process. That is, consumers are considered to judge a product very consciously and rationally that it causes interest to try.

5 Want to know the product

Once you have an interest in trying a product, consumers will have the desire to know the product. Consumers will view the product as a set of attributes with different abilities in providing benefits used to satisfy needs.

Research Method

The object of research is a consumer of PT Sinar Niaga Sejahtera who has consumed Garuda nuts more than 2 times. As for PT Sinar Niaga Sejahtera is located at Jl. Soekarno Hatta No.234, Siring Agung, Kec. Ilir Bar. I, Palembang City, South Sumatra 30153 data was retrieved in 2023

The scope of the study is so that research is directed and does not deviate from the subject matter, then the researcher limits the problem of the influence of promotion on the buying interest of agrida nut consumers in PT Sinar Niaga Sejahtera Variable which is used in this study is classified into: (1) independent variables (free), namely variables that explain and influence other variables, and (2) dependent variables (bound), namely variables described and influenced by dependent variables. An independent variable is a variable whose value depends on another variable, where the value will change if the variable that affects it changes. The dependent variable in this study is customer loyalty (Y). independent variables are variables that affect dependent variables, up whose influence is positive and negative influence.

In an activity both scientific and social, it is necessary to limit the population and the way of sampling. The sample taken must be representative means that it can start the whole of the population. While the population is the entire area of the individual, object, symptom or event for a generalization or a conclusion imposed.

Population

The generalization area consists of objects / subjects that have quality and characterity applied by research to be studied and then drawn conclusions. Of the 3 stores located in West Ilir 1 during the research 5 months back, 750 people were obtained who bought garuda nut products that were respondents in this study. So that the population of this study is 750 respondents.

Sample

Samples are part of the number of characteristics that the population has. When the population is sour, then the research is not likely to study everything that exists, so use the sample as a research material. Strata sampling is a population-tapping technique grouped in a certain strata then taken a random sample with a balanced proportion according to the position in the population. The number of samples is equal to the number of population, which is 100 people.

Results

Validity Test

After collecting questionnaires and respondents, then conducting a validity test back on the data obtained. Validity shows the extent of the accuracy and accuracy of a measuring instrument in performing its measuring function. Validity testing is done by using the productmoment correlation formula. r calculation is obtained from the output results, the value is further compared to the r value of the table from the statistical book.

Validity tests can be done by looking at the correlation between the scores of each item in the questionnaire with the total score that you want to measure, namely using the coefficient correlation pearson in the SPSS. If the value is significant (p value) > 0.05 then there is no significant relationship. While Value < 0.05 then there is a significant relationship.

This committee uses an analysis tool in the form of SPSS 26 (Sattistical Package for Social Science 26). The validity results of the data can be seen in the following table.

Tabel 4 22 Variabel X

Item	Pernyataan	R Hitung	R Tabel	Ket
X1.1	Saya merasa Iklan kacang garuda selalu memberikan informasi produk yang menarik	.552**	> 0.2096	VALID
X1.2	Menurut saya pesan yang disampaikan dalam iklan kacang garuda mampu membangkitkan	.701**	> 0.2096	VALID
	keinginan saya untuk mengetahui lebih dalam mengenai produk kacang garuda			
X1.3	Menurut saya Pesan yang disampaikan dalam iklan kacang garuda mampu mempengaruhi keputusan saya dalam menentukan kacang yang akan dikonsumsi	.706**	> 0.2096	VALID

X1.4	Menurut saya iklan kacang garuda sangat menarik perhatian	.795 ^{**}	> 0.2096	VALID
X1.5	Menurut saya iklan kacang garuda selalu memberikan kesan yang baik	.730 ^{**}	> 0.2096	VALID
X1.6	Iklan kacang garuda mampu menjangkau semua kalangan	.786 ^{**}	> 0.2096	VALID
X1.7	Menurut saya iklan kacang garuda frekuensi penayangan iklannya termasuk sering jika dibandingkan dengan produk kompetitor lainnya	.709 ^{**}	> 0.2096	VALID
X1.8	Saya merasa SPG atau MD penjual kacang garuda telah berhasil meyakinkan saya untuk menggunakan produk mereka	.380 ^{**}	> 0.2096	VALID

Sumber : Data primer diolah, 2024

Tabel 4 23 Variabel Y

Item	Pernyataan	R Hitung	R Tabel	Keterangan
Y1	Saat melihat iklan maupun artikel saya merasa tertarik untuk mencari informasi kacang garuda	.659 ^{**}	> 0.2096	VALID

Y2	Saya ingin mengetahui variant apa saja yang dimiliki kacang garuda	.485 ^{**}	> 0.2096	VALID
Y3	Dengan adanya promo kacang garuda saya mau untuk membelinya	.297 ^{**}	> 0.2096	VALID
Y4	Kacang garuda cocok masuk kedalam list daftar belanjaan saya	.616 ^{**}	> 0.2096	VALID
Y5	Saya merasa tertarik untuk mencoba mengonsumsi kacang garuda	.458 ^{**}	> 0.2096	VALID
Y6	Setelah diberikan tester saya tertarik ingin membeli kacang garuda	.587 ^{**}	> 0.2096	VALID
Y7	Saat mengonsumsi kacang	.635 ^{**}	>	VALID

	garuda saya ingin mencobai <i>flavor</i> yang lain		0.2096	
Y8	Saat SPG menjelaskan ke saya tentang produk garuda membuat saya ingin mengetahui lebih dalam akan kacang garuda	.695 ^{**}	> 0.2096	VALID

Y9	Saya sering membeli kacang garuda saat berbelanja	.687**	> 0.2096	VALID
Y10	Dengan adanya hadiah saya membeli kacang garuda lebih banyak dr biasanya	.569**	> 0.2096	VALID

Sumber : Data primer diolah, 2024

The table above shows that all the statement items used to measure the variables used in this study have more correlation coefficients than the table. For as many as 88 people, namely from the results show that all statement items (indicators) are valid. The table above shows that all the statement items used to measure the variables used in this study have more correlation coefficients than the table. For as many as 88 people, namely from the results show that all statement items (indicators) are valid.

Reability tests are used to determine the consistency of the measuring instrument whether the measuring instrument is reliable for further use. The results of the reability test in this study using coefesienCronbach alpha, where the instrument is said to be reliable if it has the coefficient of Cronbach alpha equal to or more.

Tabel 4 24 Uji Reliabilitas

Variabel	Cronbach's Alpha	Kreteria	Keterangan
Promosi	0.830	0,7	Reliabel
Minat Beli	0.775	0,7	Reliabel

Sumber : Data primer diolah, 2024

All the results of the rehabilitation test in the table above show that all variables have a large enough alpha coefficient, namely above so that it can be concluded that all the variable measuring items of the questionnaised researcher is Reliable which means that the questionnaised questionnaised in this study is a reliable questionnais for questionnais.

4.3.1.1 Analisis Regresi Linier Sederhana (Uji Parsial)

Analysis of research results on the influence of promotion on consumer buying interest in PT Sinarniaga Sejahtera is analyzed using quantitative methods. According to Ghozali (2018), the regression model used in this study is a simple linear regression analysis. Multiple linear analysis is done with the aim to determine the direction of the influence of free variables on bound variables, whether the effect is positive or negative.

The output of the data is processed with SPSS that partially promotion has a positive and significant effect on the purchase interest with a level of significance of $0.00 < 0.05$ as mentioned in the following table

Tabel 4 25 Koefisien Sederhana

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	21.529	2.474		8.704	0.000
Promosi	0.642	0.073	0.686	8.743	0.000

Sumber : Data primer diolah, 2024

The table above informs the model of the regression equation obtained by the constant coefficient and the variable coefficient in the Unstandardized Coefficients column B. Based on this table obtained the regression equation model: $Y = 21.529 + 0.642X_1 + e$.

In the table above the promotional variables affect positively and significantly to the buying interest obtained t count $8.743 > t$ table 1.9872 so that H_0 is rejected and H_a accepted that there is a significant influence of promotion Affected purchasing interest in PT Sinar Niaga Sejahtera Thus the hypothesis managed to confirm the theoretical empirically.

Tabel 4 26 Koefisien Determinasi

R	R Square	Adjusted R Square	Std. Error of the Estimate
.686 ^a	0.471	0.464	3.072

Sumber : Data primer diolah, 2024

The table above displays the value of r which is a symbol of the correlation coefficient value. In the above value the correlation is 0.686 This value can be interpreted that the relationship between the two research variables is in the interdisc category. Through this table also obtained the R Square value or coefficient of determination which shows how good the regression model is formed by the interaction of free variables and bound variables. The value of the Determination Coefficient obtained is 0.471 which can be interpreted that the free variable X (promotion) has a contribution influence of 47.1% on the variable Y (buy interest) and 52.9% others are influenced by other factors outside the variable X (promotion)

Discussion

Based on the results of the test it can be seen that the promotion has a partial and significant effect on the interest of buying so that it can be concluded that the first hypothesis is received. The theoretical framework of thought that promotion affects the buying interest in PT Sinar Niaga Sejahtera so that if the promotion is done well then it is expected that consumer buying interest becomes good as well.

The results of the hypothesis test using the SPSS tool version 26 that partial promotion has a positive and significant effect on buying interest in PT Sinar Niaga Sejahtera with a significance level of $0.00 < 0.05$ and t counts $8,743 > t$ table 1.9872 so that H_0 is rejected and

Ha is accepted that there is a significant influence on the buying interest in PT Sinar Niaga Sejahtera. Thus the hypothesis successfully confirms the theory empirically. As well as the magnitude of the influence of 47.1% on variables Y (minate) and 52.9% are influenced by other factors outside the variable X (promotion). And from the explanation above we can conclude that to create consumer satisfaction, PT Sinar Niaga Sejahtera needs to have a great promotional strategy in publicizing their products, because startegipromotion is also a fundamental tool that is planned to achieve the company's goals by developing competitive advantages that are used to serve the target market. Thus, PT Sinar Niaga Sejahtera must be able to provide good and optimal promotion to provide satisfaction consumers so that it can generate significant buying interest.

In accordance with the understanding of the promotion itself, promotion is one of the elements of marketing that plays an important role in introducing, informing, and influencing consumers. According to Kotler and Armstrong (2017:424), promotions include various activities, such as advertising, personal sales, sales, and public relations, which aim to create awareness, interest, and purchase. And buying interest is a desire that arises in the consumer against a product as an impact of a process of observation and consumer learning against a product. Interest in buying or purchasing an intention is the tendency of interested consumer attitudes and then taking actions related to purchases through various stages and possible levels to the ability to buy certain products, services or brands.

From the description above we can draw the conclusion that the promotional strategy is a factor that influences the creation of consumer satisfaction. Promotional strategies that are able to give a meaningful impression for consumers will be easier to get special attention from consumers. In increasingly strong and tight competition encourages companies to focus more on efforts to maintain consumer buying interest. To survive in the business environment, one of them by strengthening the strategy of promotion and building, maintaining, and maintaining consumer confidence so as to create satisfaction that aims to increase consumer buying interest.

Conclusion

The conclusion that can be drawn from the results of research on PT Sinar Niaga Sejahtera is as follows:

- 1 The implementation of the promotion carried out by PT Sinar Niaga Sejahtera, based on the results of the research turned out to be consumers consider the promsi strategy carried out by PT Sinar Niaga Sejahtera, is good. Because according to the customer response of PT Sinar Niaga Sejahtera, against the products sold is quite good, the company has also carried out a promotion strategy quite vocal, especially on trade promotion.
- 2 The obstacles faced by PT Sinar Niaga Sejahtera, in the implementation of the promotional strategy is the amount of the budget needed for promotional costs that still have to be more optimized and consumer tastes that can change according to the times.

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