

## Implementation Of The Promotional Mix Strategy On Yamaha Motors To Purchase Decisions During The Covid19 Pandemic At Pt Alfa Scorpii Medan

Dina Nadilla

Eka Prasetya College of Economics  
Merapi Street No. 8, Pasar Center, Kec. Medan City, North Sumatra 20212  
Email : Dinanadilla0207@gmail.com

### ABSTRACT

This research is motivated by the intense competition carried out by several automotive companies to promote their products, coupled with the COVID-19 pandemic which makes the competition even tighter in modern times like today. The purpose of this study is to provide an overview of the form and influence of the promotion carried out by PT Alfa Scorpii Medan on Yamaha products. The data collection method in this study used quantitative methods by distributing questionnaires to respondents measured by a Likert scale, Then collecting data that meet the validity and reliability test requirements, tested through descriptive analysis, and tested using multiple regression analysis. Based on data analysis and discussion, the partially advertising variable has a significant positive effect on purchasing decisions where  $t_{count} 9.502 > t_{table} 1.985$  and the significance level is  $0.001 < 0.05$ . The sales Promotion variable partially has no significant effect on purchasing decisions where  $t_{count} 1.748 < t_{table} 1.985$  and the significance level is  $0.084 > 0.05$ . Simultaneously obtained  $F_{count}$  of  $92.066 > F_{table} 3.09$  with a significance level of  $0.001 < 0.05$ , it can be concluded that  $H_a$  is accepted, meaning that Advertising and Sales promotion have a positive and significant effect on purchasing decisions.

**Keywords:** Advertising, Sales Promotion, and purchase decisions

### INTRODUCTION

Rapid population growth in modern times, causes people to tend to improve their welfare. And meet the needs of clothing, food and shelter, because in essence these are the main needs of everyone. Transportation is an important part that cannot be separated from human life because transportation has a big influence on building the economy. Communities carry out many activities with different goals every day so that people need transportation to support mobility, besides that with transportation it will increase effectiveness and efficiency in carrying out activities (Putra, 2019). This situation is an opportunity for automotive company entrepreneurs. In this case, it must be truly effective and precise in implementing the company's promotional mix strategy. In the business world, competition between companies is a condition that cannot be avoided. This causes companies to continue to make marketing efforts so that consumers continue to use these services or products. When consumers repurchase certain products, it indicates that they have felt satisfaction (Arief, 2021).

Consumers today are faced with many choices in choosing a Yamaha motorcycle dealer or another brand motorcycle dealer that suits their interests and needs. The purchasing decision of a company cannot be separated from the type of promotion mix strategy used. Coupled with the Covid pandemic that has hit Indonesia since 2020, this shows that companies must immediately implement the existing promotional mix strategy to increase resale.

Companies use advertising to inform, remind and persuade consumers to buy the products they offer. Advertising costs are indeed very high, but advertising can increase the market share of the products offered by the company. Companies use promotions to influence consumers. This promotion is also very effective in getting consumers to buy the products offered by the company. Purchasing decisions are purchasing decisions made by consumers or buyers who are also influenced by habits. Purchase habits include when the purchase is made, in what quantity the purchase is made, and where the purchase is made. PT Alfa Scorpii Medan is a company dedicated to Yamaha motorcycle dealers and Yamaha vehicle services. PT Alfa Scorpii concession goal is the same as that of other companies: maximum profit. One of the strategic steps taken by the company to maximize profits is to increase promotional activities. By increasing promotional activities so that the promotional mix can attract consumers to buy Yamaha brand motorcycles, it is expected that sales will also increase and the profits will be maximized.

Based on the results of research conducted by (Dwi Septi Haryani, 2019) advertising and sales promotions have a positive and significant effect on purchasing decisions. Contrary to research (Firliyanti Kaluku, Silvya L. Mandey and Djurwty Soepono, 2018) Advertising and sales promotion have a negative and insignificant effect. Contrary to research (Firliyanti Kaluku, Silvya L. Mandey and Djurwty Soepono, 2018) Advertising and sales promotion have a negative and insignificant effect.

**Table 1.** Company Sales Data for 2017 to 2021

Year	Sales (units)
2017	9.711
2018	9.691
2019	9.408
2020	8.786
2021	9.167

Source : PT. Alfa Scorpii Medan, 2022

From the table above, PT Alfa Scorpii Medan has decreased from year to year, but the highest sales volume in 2017 was 9,711 units. From the explanation above, we can see that the share of motorcycle sales at PT Alfa Scorpii Medan has decreased in recent years. Therefore, the authors are interested in being able to examine the problems that occur in PT Alfa Scorpii Medan. And the author has a research subject entitled "Implementation of Yamaha Motorcycle Promotional Mix Strategy on Purchase Decisions During the COVID-19 Pandemic At PT ALFA SCORPII MEDAN".

## LITERATURE REVIEW

### Promotion Mix

According to Kotler and Keller (2016), promotion is a way of communication carried out by companies to consumers or target markets, to convey information about products/companies so that they want to buy. According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brand and products. Meanwhile, according to Limakrisna & Purba (2017) promotion is persuasive communication and a communication strategy that

includes a habit of mixing sales promotion activities, personal selling, direct marketing, and public relations.

### **Advertising**

Advertising is a form of communication that is arranged in such a way through the dissemination of information about the advantages or benefits of a product that it creates a desire to make a purchase. The AMA (American Marketing Association) defines advertising as a form of payment for presenting and promoting ideas, goods, or services in a non-personal manner by a clear sponsor. Meanwhile, what is meant by advertising is the entire process which includes the preparation, planning, implementation, and supervision of advertisements (Harman Malau, 2017).

Advertising has four main functions, namely informing the audience about the ins and outs of the product (informative), influencing the audience to buy (persuading), refreshing information that has been received by the audience (reminding), and creating a pleasant atmosphere when the audience receives and digests the information (entertainment). Advertising Indicators According to Tjiptono (2012:23) advertising is very important to have a critical communication function, namely:

1. Informing
2. Persuade
3. Remind
4. Giving Additional Value
5. Support Other Promotional Efforts

### **Sales Promotion**

Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and/or increase the number of items purchased by customers (Harman Malau, 2017). Through sales promotion, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (purchases without prior plans), or seek closer cooperation with retailers. A. F. Amel (2020) states that sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and or increase the number of items purchased by customers.

Sales promotion indicators (Musdedi, 2015:4) are:

1. The promos offered vary (giveaway, discount, bonus)
2. The conditions for getting the promo offered are clear
3. The promos offered are attractive and lead to purchases

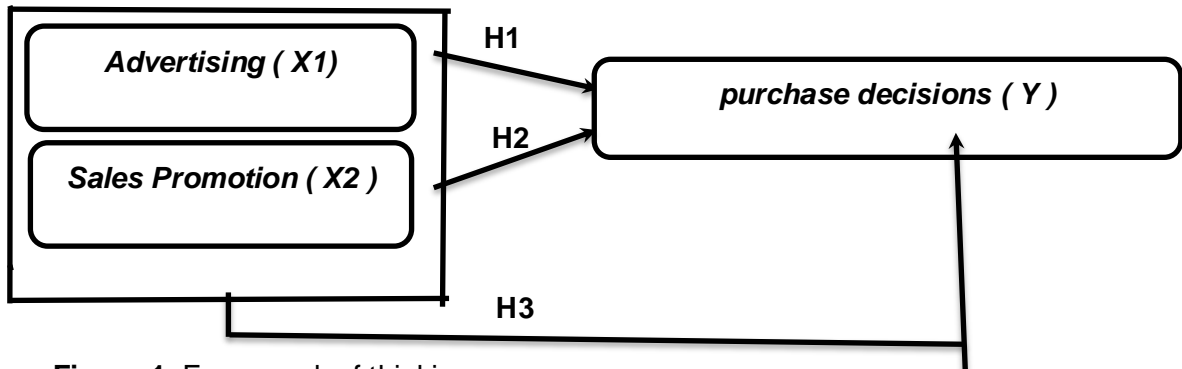
### **Purchase Decisions**

Purchasing decisions according to D. S. Haryani, (2019) are: "A decision is the selection of an action from two or more alternative choices". Someone making a purchase means having the best alternative out of all the alternatives that exist. In fact, the consumer has complete freedom to make the available alternatives. Selection is based on characteristics in the buyer's decision-making process. According to (Iriani, 2018) states that purchasing decisions are preferences formed by customers for brands in the choice set. These customers can also form an intention to buy the most preferred brand. According to (Edo Prasetyo, 2020) consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Indicators of the purchasing decision-making process that will be carried out by consumers Kotler (2005: 204), among others, are as follows:

1. Recognition of needs
2. nformation search
3. Evaluation of alternatives

4. Purchase decision
5. Post-purchase behavior

**Framework of thinking**



**Figure 1.** Framework of thinking

**Research Hypothesis**

H1: It is suspected that advertising has an effect on purchasing decisions for Yamaha motorcycles at PT Alfa Scorpii Medan

H2: It is suspected that Sales Promotion has an effect on purchasing decisions for Yamaha motorcycles at PT Alfa Scorpii Medan

H3: It is suspected that advertising and sales promotion affect the purchase decision of Yamaha motorcycles at PT Alfa Scorpii Medan

**RESEARCH METHOD**

This research is included in associative quantitative research which aims to find the effect between the variables X and Y. The research location of PT. Alfa Scorpii Medan on Jalan H. Adam Malik No.30. By distributing questionnaires then proceed with the data processing stage using quantitative analysis techniques. The data obtained through the distribution of questionnaires were processed using the SPSS (Statistics Product and Science Solution) application software version of IBM SPSS Statistics 28.0.1.0, and each respondent filled out the questionnaire using a Likert scale where each positive statement was given a score of 5, 4, 3, 2, and 1 (Bahrun, Alifah, & Mulyono, 2018; Saputra & Nugroho, 2017). The population in this study are motorcycle buyers of PT Alfa Scorpii Yamaha which will reach 9167 in 2021. The sampling technique in this study is the Slovin method. Based on the Slovin formula, the magnitude of retraction in the research sample is:

$$\begin{aligned}
 n &= \text{Sample size} \\
 N &= \text{Population size} \\
 e &= 10\% \text{ allowance for inaccuracy due to tolerable sampling error} \\
 n &= N / (1+(9167 \times 0,1)) \\
 n &= 9167 / (1+(9167 \times 0.01)) \\
 n &= 9167 / (1+91.67) \\
 n &= 9167/ 92.67 \\
 n &= 98.9/99
 \end{aligned}$$

Based on the above formula, the sample taken is 99 consumers as research respondents. Furthermore, the number of respondents was fulfilled to 100 respondents.

To determine the effect of advertising and sales promotion on purchasing decisions, multiple linear regression is used, with the formula:  $Y = \alpha + \beta_1 X_2 + \beta_2 X_2 + \beta_n X_n + e$

Information:

Y=Bound Variable.

X = Independent variable.

$\alpha$  = Constant.

$\beta$  = Slope

## RESULTS and DISCUSSION

### Validity and Reliability

The validity test was conducted to check the adequacy of the research instrument (questionnaire or statement) and the components to be measured. The criteria used to evaluate the effectiveness of each statement is  $r_{count} > r_{table}$ . Based on the results of the data validity test, all elements of survey questions Each variable in this study has a correlation coefficient ( $r_{count}$ ) greater than the value of  $r_{table} = 0.361$ , then the survey has been proven effective and it is used as a data collection tool.

A reliability test was conducted to verify the consistency of the research instrumentation. Commonly used test equipment is an internal test with the use of the Cronbach Alpha coefficient. If the Cronbach alpha value  $> 0.60$  then the questionnaire is declared reliable or consistent. The Cronbach alpha number of the advertising variable (X1), sales promotion (X2), and purchase decision (Y) are greater than each value slice (0.60), so each variable in this study is declared reliable and available as a data collection tool.

### Descriptive Statistics

**Table 2.** Descriptive Statistics ( $N=100$ )

Construct	Min.	Max.	<i>M</i>	<i>SD</i>
Advertising	29	50	40.32	4.528
Transactional	19	30	25.74	2.406
Organizational commitment	20	40	30.75	4.545

Note. *M* = Mean, *SD* = Standard Deviation.

The table above provides information about N or the number of valid data is 100, while the missing data (Missing) is 0. The minimum Advertising value is 29, Sales Promotion 19 and Purchase decision 20. Maximum Advertising value is 50, sales promotion 30, and purchase decision 40. Mean is the average value of Advertising as much as 40.32, sales Promotion 25.74, and Purchase decision 30.75. Std. The deviation or standard deviation of Advertising is 4,528, Sales Promotion is 2,406, and Purchase decision is 4,545.

### Multiple Linear Regression Analysis

**Table 3.** Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	T	Sig.
constant	-4.859	3.018		-1.610	.111
advertising	.723	.076	.721	9.502	<.001
Sales promotion	.250	.143	.133	1.748	.084

Based on table 4, the multiple regression equation can be described as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = -4.859 + 0,723X_1 + 0,250X_2 + \epsilon$$

1. The constant -4.859 indicates that the Advertising variable and Sales Promotion are equal to zero, the number of purchase decision still have a constant value of -4.859.
2. The regression coefficient for the Advertising variable is 0.723, indicating that if there is an additional 1-level Advertising, the number of purchase decision increase by 0.723 assuming other variables are held constant.

3. The regression coefficient for the Sales promotion variable is 0.250 and this indicates that if there is an additional 1 level, the number of purchase decision increase by 0.250

### T Test (Partial)

**Table 4.** T Test (Partial)

Model	B	Std. Error	Beta	T	Sig.
contanta	-4.859	3.018		-1.610	.111
advertising	.723	.076	.721	9.502	<.001
Sales promotion	.250	.143	.133	1.748	.084

a. Dependent Variable: purchase\_decision

Based on the SPSS "Coefficients" output table above, it is known that the Significance value (Sig) of the Advertising variable (X1) is 0.001. Because of the value of Sig. 0.001 < probability 0.05 and it is known that the tcount value of the Advertising variable (X1) is 9.502. Because the tcount value is 9.502 > ttable 1.984, it can be concluded that H1 or the first hypothesis. This means that there is an effect of Advertising (X1) on Purchase Decisions (Y). These results support previous research by (Sandy, Arifin, & Yaningwati, 2014), (Natalia & Mulyana, 2014) which states that there is a significant effect of advertising on purchasing decisions, and according to the hypothesis proposed, namely advertising has an effect on purchasing decisions.

Sales Promotion (X2) is 0.084. Because of the value of Sig. 0.084 > 0.05 probability and Then because the value of tcount is 1.748 < ttable 1.984, it can be concluded that H2 or the second hypothesis is rejected. This means that there is no influence of Sales Promotion (X2) on Purchase Decisions (Y).

### F Test (Simultaneous)

**Table 5.** Simultaneous Test Results

Model	B	Std. Error	Beta	T	Sig.
Regression	1339.244	2	669.622	92.066	<.001 <sup>b</sup>
Residual	705.506	97	7.273		
Total	2044.750	99			
Regression	1339.244	2	669.622	92.066	<.001 <sup>b</sup>

a. Dependent Variable: purchase decision

Based on the SPSS output table above, it is known that the value of Sig. is 0.001. Because of the value of Sig. 0.001 < 0.05 and the calculated Fvalue is 92.066 > Ftable 3.09, then according to the basis of decision-making in the F test, it can be concluded that the hypothesis is accepted, or in other words Advertising (X1) and Sales promotion (X2) simultaneously affect the purchase decision (Y).

### Coefficient Of Determination Analysis

**Table 6.** Koefision Determinasi (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Model
1	.809 <sup>a</sup>	.655	.648	2.697	1

Note.  $R^2 = .13$  ( $p < .01$ ) \*\* $p < .0$

For research using survey data (primary data) which is a cross-section, then R2 which is worth 0.2 or 0.3 can be said to be good enough. Meanwhile, for research with time series data (secondary data or time series data), R2 will tend to have a larger value. From the table it can be seen, R = 0.809 and R2 = 0.655. This means that the influence

of Advertising and Sales Promotion on purchasing decisions is 65.5% and the remaining 34.5% is influenced by other factors not examined.

## CONCLUSION

Based on the previous discussion regarding the results of the research that has been done, Advertising has a positive and significant effect on purchasing decisions on Yamaha motorbikes at PT Alfa Scorpii Medan. This influence is based on advertising activities carried out by PT Alfa Scorpii Medan while Sales promotion has a negative and not significant effect on purchasing decisions on Yamaha motorbikes at PT Alfa Scorpii Medan. This influence is based on sales promotion activities that PT Alfa Scorpii Medan does, such as providing discounts, rebates, and promos. Advertising and Sales promotion simultaneously have a positive and significant effect on purchasing decisions on Yamaha motorbikes at PT Alfa Scorpii Medan. The Adjusted R<sup>2</sup> value is 0.655 or 65.5%, which means that the purchasing decision variable is 65.5% influenced by advertising and Sales Promotion and the rest is influenced by other variables not included in this study.

## REFERENCES

- David, A. P. (2019). *Analisis Faktor Penentu Penanaman Modal Dalam Negeri Sektor Transportasi di Indonesia Tahun 1993-2018* (Doctoral dissertation, Universitas Andalas).
- Arief, M. (2021). Marketing Analysis: Security and Public Trust Online Shopping at Shopee. co. id. *Enrichment: Journal of Management*, 11(2), 345-352.
- Haryani, D. S. (2019). Pengaruh Periklanan Dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Perumahan Griya Puspandari Asri Tanjungpinang. *Jurnal Dimensi*, 8(1), 54-70.
- Anggelina, R. T. (2021). Analisis Pengaruh Periklanan Dan Promosi Penjualan Terhadap Keputusan Pembelian. *Business and Entrepreneurship Journal (BEJ)*, 2(2).
- Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management Fifteenth Edition* (15th editi). *New Jer: Pearson Education*.
- Tjiptono, F. (2015). *Strategi Pemasaran* (Edisi Keempat). *Yogyakarta: CV Andi Offset*.
- Nandan Limakrisna, T. P. P. (2019). *Manajemen Pemasaran: Teori dan Aplikasi Dalam Bisnis di Indonesia*.
- Malau, H. (2017). *Manajemen Pemasaran*. Bandung: Penerbit Alfabeta.
- Tjiptono, Fandy. (2012). *Strategi Pemasaran*, ed. 3. Yogyakarta : Andi.
- Amel, A. F. (2020). Pengaruh Promosi Penjualan dan E-Service Quality Terhadap Keputusan Penggunaan Aplikasi Ovo. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 11(2), 201-223.
- Mardiana, M. T. M. (2015). Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan Customer Membeli Cat Minyak Merek Avian Pada PT. Tirtakencana Tatawarna Samarinda. *Ekonomia*, 4(2), 052-060.
- Anoraga, B. J., & Iriani, S. S. (2014). Pengaruh gaya hidup dan kelompok acuan terhadap keputusan pembelian smartphone merek Samsung Galaxy. *BISMA (Bisnis dan Manajemen)*, 6(2), 139-147.
- Prasetyo, E. (2020). *Pengaruh Brand Equity dan Gaya Hidup Sebagai Variabel Moderasi Terhadap Keputusan Pembelian Smartphone Xiaomi (Studi kasus pada gerai xiaomi di bekasi cyber park)* (Doctoral dissertation, Universitas Bhayangkara Jakarta Raya).

- Kotler, Philip. 2005. *Manajemen Pemasaran*, Jilid 1 dan 2. Jakarta: PT: Indeks. Kelompok Gramedia.
- Pranatawijaya, V. H., Widiatry, W., Priskila, R., & Putra, P. B. A. A. (2019). Penerapan skala Likert dan skala dikotomi pada kuesioner online. *Jurnal Sains Dan Informatika*, 5(2), 128-137.
- Sandy, F. (2014). *Pengaruh bauran promosi terhadap keputusan pembelian (survei pada mahasiswa jurusan bisnis angkatan 2010-2012 Fakultas Ilmu administrasi pengguna Indosat di Universitas Brawijaya)* (Doctoral dissertation, Brawijaya University).