

The Influence of Online Sales Promotion on Purchasing Decision Factors at PT Heri Daya Integra Karawang

Sintya Azizah¹, Widya Lelisa Army^{2,3}, Tutik Rahayu³

Universitas Pertiwi

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Abstract

This research was conducted at PT Heri Daya Integra Karawang, with the aim of knowing the effect of sales promotion online and purchasing decision factors, as well as analysis of the influence of promotions in sales promotions online on purchasing decisions at PT Heri Daya Integra Karawang. The total number of research respondents was 60 people who were selected using Purposive Sampling techniques. This research explains that online sales promotions are included in the good category, as well as consumer purchasing decision factors that are included in the good category. Apart from that, there is the influence of sales promotions online on purchasing decision factors by consumers of PT Heri Daya Integra Karawang, and according to the calculation results seen in the table, a simple correlation coefficient of $r = 0.880$ and a determination coefficient of $R = 12 = 0.774$ are obtained. got $T_{count} (14.08) > T_{table} (1.67)$ so it can be concluded that there is an influence between online sales promotions on purchasing decision factors. And there is a significant test on a simple relationship obtained if $F_{count} (198.18) > F_{table} (4.00)$ on $\alpha = 0.05$ and significance value ($sig.$) < 0.05 ($0.00 < 0.05$), it can be concluded that online sales promotions have a significant and linear influence on purchasing decision factors.

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Corresponding Author:

Sintya Azizah

Universitas Pertiwi

Email : 21120179@pertiwi.ac.id

1. INTRODUCTION

A company's business increasingly shows its presence in public life in daily life. Various types of company sectors are starting to emerge with various unique characteristics to attract consumers and potential consumers. This business is increasingly found in various regions. An attempt at the development of the business world, which is caused by factors *marketing* from the company's products and services to customers and potential customers. *Successful* transactions are promotional activities that can show products and services not only of their quality but also that they can fulfill public needs.

The use of information technology in various activities in the business world now has increasingly advanced dynamics of change. This development is known by the very fast dissemination of information, one of which is indirect promotional activities (*Online*), where currently buying and selling activities can be done via social media, namely Facebook, LinkedIn, *whatsapp*, *email*, and so on.

According to Achmad., Zainul., Kadarisman (2015: 4) digital activities *marketing* or online promotional activities, namely activities that are transactional in nature by offering products with the help of online media (networking *Online*) which does not involve direct interaction or meetings between the parties involved.

A business that can carry out promotional activities for goods and services that are tailored to customer needs, so that candidates can be guaranteed *customers* will carry out transactions on the goods and services offered. Activity *marketing* the company's goods

and services are believed to be able to support the business development activities carried out by the company and will assist in decision making regarding customer purchasing intentions.

According to Rohmah and Lubis (2018: 2), there is an influence that occurs between business promotions and decisions to purchase products or services where promotions include examples of direct persuasion through all incentives managed to support product purchases. Promotion in transactions is a marketing variable factor which has a function in conveying news related to the company's goods and services. Consumers have different characteristics and perceptions of the company's goods and services, so there is a need for stimulation that will arouse the attention of potential customers until they make decisions. Transaction decisions do not take place spontaneously but through various stages of the process that must be gone through.

The definition of purchasing decisions based on Kotler and Armstrong (2016: 181) is that purchasing decisions are the character of customers who create opinions about brands in a group of choices and form goals by purchasing brands that are often in demand by customers.

PT Heri Daya Integra Karawang is a company with its address at Citra Kebun Mas, Kondangjaya, Kec. East Karawang, Kab. Karawang. PT Heri Daya Integra Karawang has been implementing this *marketing* in transactions to get customers through promotional means *Online*. One of which is *marketing* with networking *social*. Examples of networking *Online* offered to market the goods to be sold are email, and *WhatsApp* just. There is no other social media used by the business owner.

Table 1.1
Sales Promotion Problem Phenomenon

NO	MOON	TARGET OBJECT NAME	PROMOTION MEDIA
1	2019	PT. Asian Isuzu <i>Casting Center</i>	<i>Email</i>
		PT. AT Indonesia	<i>Email</i>
		PT. Exedy Indonesia	<i>Email</i>
		PT. Hino Motors <i>Manufacturing</i> Indonesia	<i>Email</i>
		PT. Jtekt Indonesia	<i>Email</i>
		PT. Tokai Rubber Indonesia	<i>Email</i>
2	2020	PT. Asian Isuzu <i>Casting Center</i>	<i>Email</i>
		PT. AT Indonesia	<i>Whatsapp</i>
		PT. Exedy Indonesia	<i>Whatsapp</i>
		PT. Hino Motors <i>Manufacturing</i> Indonesia	<i>Email</i>
		PT. Jtekt Indonesia	<i>Email</i>
		PT. Tokai Rubber Indonesia	<i>Whatsapp</i>
3	2021	PT. Asian Isuzu <i>Casting Center</i>	<i>Email</i>
		PT. AT Indonesia	<i>Whatsapp</i>
		PT. Exedy Indonesia	<i>Email</i>
		PT. Hino Motors <i>Manufacturing</i> Indonesia	<i>Email</i>
		PT. Jtekt Indonesia	<i>Whatsapp</i>
		PT. Tokai Rubber Indonesia	<i>Whatsapp</i>
4	2022	PT. Asian Isuzu <i>Casting Center</i>	<i>Whatsapp</i>
		PT. AT Indonesia	<i>Email</i>

	PT. Exedy Indonesia	Email
	PT. Hino Motors Manufacturing Indonesia	Whatsapp
	PT. Jtekt Indonesia	Whatsapp
	PT. Tokai Rubber Indonesia	Whatsapp
	TARGET OBJECT NAME	PROMOTION MEDIA
	PT. Asian Isuzu Casting Center	Email
	PT. AT Indonesia	Email
	PT. Exedy Indonesia	Email
	PT. Hino Motors Manufacturing Indonesia	Email
	PT. Jtekt Indonesia	Email
	PT. Tokai Rubber Indonesia	Email
	PT. Asian Isuzu Casting Center	Email
	PT. AT Indonesia	Whatsapp
	PT. Exedy Indonesia	Whatsapp
	PT. Hino Motors Manufacturing Indonesia	Email
	PT. Jtekt Indonesia	Email
	PT. Tokai Rubber Indonesia	Whatsapp
	PT. Asian Isuzu Casting Center	Email
	PT. AT Indonesia	Whatsapp
	PT. Exedy Indonesia	Email
	PT. Hino Motors Manufacturing Indonesia	Email
	PT. Jtekt Indonesia	Whatsapp
	PT. Tokai Rubber Indonesia	Whatsapp
	PT. Asian Isuzu Casting Center	Whatsapp
	PT. AT Indonesia	Email
	PT. Exedy Indonesia	Email
	PT. Hino Motors Manufacturing Indonesia	Whatsapp
	PT. Jtekt Indonesia	Whatsapp
	PT. Tokai Rubber Indonesia	Whatsapp

Promotion *Online* carried out by PT Heri Daya Integra Karawang, namely in 2019 it carried out a promotion to PT. Asian Isuzu *Casting Center*, PT. AT Indonesia, PT. Exedy Indonesia, PT. Hino Motors *Manufacturing* Indonesia, PT. Jtekt Indonesia, and PT. Tokai Rubber Indonesia via *Email*. In 2020 doing a promotion to PT. Asian Isuzu *Casting Center* through *Email*, PT. AT Indonesia via *WhatsApp*, PT. Exedy Indonesia via *WhatsApp*, PT. Hino Motors *Manufacturing* Indonesia via *Email*, PT. Jtekt Indonesia via *Email*, and PT. Tokai Rubber Indonesia via *WhatsApp*. In 2021 doing a promotion to PT. Asian Isuzu *Casting Center* through *Email*, PT. AT Indonesia via *WhatsApp*, PT. Exedy Indonesia via *Email* PT. Hino Motors *Manufacturing* Indonesia via *Email*, PT. Jtekt Indonesia via *WhatsApp* and PT. Tokai Rubber Indonesia via *WhatsApp*. In 2022 do a promotion to PT. Asian Isuzu *Casting Center* through *WhatsApp*, PT. AT Indonesia via *Email*, PT. Exedy Indonesia via *Email*, PT. Hino *Motors Manufacturing* Indonesia via *WhatsApp*, PT. Jtekt Indonesia via *WhatsApp*, and PT. Tokai Rubber Indonesia via *WhatsApp*.

Table 1.2
Phenomenon Problem Factors of Purchase Decisions

NO	TARGET OBJECT NAME	YEAR	SALES TARGET	CURRENT	SALES PERCENTAGE
1	PT. Asian Isuzu Casting Center	2019	400	380	95%
		2020	400	20	5%
		2021	400	400	100%
		2022	400	402	101%
2	PT. AT Indonesia	2019	400	445	111%
		2020	400	420	105%
		2021	400	400	100%
		2022	400	200	50%
3	PT. Exedy Indonesia	2019	400	200	50%
		2020	400	250	63%
		2021	400	450	113%
		2022	400	0	0%
4	PT. Hino Motors Manufacturing Indonesia	2019	400	546	137%
		2020	400	120	30%
		2021	400	500	125%
		2022	400	550	138%
5	PT. Jtekt Indonesia	2019	400	300	75%
		2020	400	0	0%
		2021	400	0	0%
		2022	400	510	128%
6	PT. Tokai Rubber Indonesia	2019	400	0	0%
		2020	400	480	120%
		2021	400	300	75%
		2022	400	50	13%

The problem in this table is that not all promotions carried out by PT Heri Daya Integra Karawang achieve sales targets. As in the table above, namely PT. Asian Isuzu Casting Center in 2019 and 2020 did not achieve sales targets, PT. AT Indonesia in 2022 did not reach its sales target, PT. Exedy Indonesia in 2019, 2020 and 2022 did not achieve sales targets, PT. Hino Motors Manufacturing Indonesia in 2020 did not achieve its sales target, PT. Jtekt Indonesia in 2019, 2020 and 2021 did not achieve sales targets, and PT. Tokai Rubber Indonesia in 2019, 2021, 2022 did not reach its sales target.

The result of simply using sales promotions *Online* only on certain social media, namely *WhatsApp* and *email* impact on consumer purchasing decisions that are not optimal. This case was reviewed with transaction results which were sometimes below the achievements determined by the Company.

Based on the background that has been explained, the author is interested in studying the Effect of Sales Promotion in more depth *Online* on Purchasing Decision Factors. So, the author took the research title, namely "The Effect of Sales Promotion *Online* on Purchasing Decision Factors at PT Heri Daya Integra Karawang"

2. RESEARCH METHOD

This type of research is a type of quantitative descriptive research, according to Sugiyono (2019:16) quantitative methods can be defined as research methods based on positivist philosophy for researching certain populations or samples, collecting data using research instruments, data analysis, quantitative/statistical in nature, with the aim of testing the established hypothesis.

3. RESULT AND DISCUSSION

1. Data on Sales Promotion *Online* Based on the results of filling out the questionnaire with 60 respondents, the highest value was 90 and the lowest value was 36, distance 54 and standard deviation 11.44 and variance 130.79. Mean 74.30; median 74 and mode 90. This data is in the good category because it is the average value of the total Sales Promotion score *Online* (X) of 74.30 is located in the class interval 68 – 75, which is good.
2. Data regarding Purchasing Decision factors based on the results of filling out a questionnaire with 60 respondents obtained the highest value of 90 and the lowest value of 29 with a range of 61 and a standard deviation of 12.69 and a variance of 161.02. Mean 74.40; median 74 and mode 90. This data is in the good category, because seen from the mean value of the total score of the Purchasing Decision factors (Y) it is 74.40, located in the class interval 68 – 75, which is good.
3. According to the calculation results shown in the table, a simple correlation coefficient of $r = 0.880$ and a determination coefficient of $R = r^2 = 0.774$ are obtained. obtained $T_{count} (14.08) > T_{table} (1.67)$ at $\alpha = 0,05$ Thus, the hypothesis that explains if there is an influence between Sales promotions *Online* with an acceptable Purchase Decision. This means the better the sales promotion *Online* will be followed by a high level of Purchase Decisions. Besides that, the multiple determination coefficient of 0.774 shows that 77.4% of the variation in purchasing decisions can be explained by the type of sales promotion. *Online*, the remaining 22.6% was decided due to other elements outside of Sales Promotion *Online*. The simple real test results obtained $F_{count} (198.18) > F_{table} (4.00)$ at $\alpha = 0.05$ and significance value (sig.) < 0.05 ($0.00 < 0.05$) so it can be concluded that sales promotion online has a significant and linear influence on purchasing decision factors

4. CONCLUSION

Conclusion

According to the description explained in the research above, it can be concluded that according to the results findings and data analysis obtained a simple correlation coefficient of $r = 0.880$ and a coefficient of determination of $R = r^2 = 0.774$. obtained $T_{count} (14.08) > T_{table} (1.67)$ at $\alpha = 0.05$ Thus, the conjecture which explains that there is an influence between Online Sales Promotion and Purchasing Decisions can be accepted. This means that the better the online sales promotion will be followed by higher purchasing decisions. Besides that, the multiple determination coefficient of 0.774 shows that 77.4% of the variation in Purchasing Decisions can be explained by the type of Online Sales Promotion, the remaining 22.6% is determined due to other elements outside Online Sales Promotion. The simple real test results obtained $F_{count} (198.18) > F_{table} (4.00)$ at $\alpha = 0.05$ and significance value (sig.) < 0.05 ($0.00 < 0.05$) so it can be concluded that sales promotion online has a significant and linear influence on the factors decision purchase.

Suggestion-suggestion

1. Suggestions for Management

Management should issue a policy to the marketing team to improve the Sales Promotion system *Online* them, because the effectiveness of Sales Promotion can influence purchasing decision factors. The reasons behind the implementation of this policy are as follows: (1) considering the problem findings that consumers stated that

up to now there are still some consumers who do not know that PT Heri Daya Integra Karawang sends sales promotions via *email* namely in question 13 because it got the lowest value. The management of PT Heri Daya Integra Karawang needs to not only deliver *email* promotion only but it is also deemed necessary to contact consumers and customers after sending *email* so they know if there are email promotions that have been sent. (2) considering that the problem was found that consumers of PT Heri Daya Integra Karawang were still unable to confirm whether they would make a repeat purchase on a certain date and time, namely in question 10 because they received the lowest score. The management of PT Heri Daya Integra Karawang needs to create a promotional program or long-term contract so that consumers are able to make repeat purchases in the future with a definite date and time.

2. Suggestions for Further Research

It is hoped that it can strengthen strategies to improve Purchasing Decisions. Furthermore, further research is needed to explore the influence of factors other than Sales Promotion *Online* in an effort to improve Purchase Decisions

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