



The Effect of Promotional Mix on Purchase Decisions for Honda Brio at PT. Honda Internusa

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ABSTRACT: This study aims to determine and analyze how much influence the promotion mix has on purchasing decisions for Mobil Honda Brio at PT.Honda Internusa Makassar. The model used in this study is the method of observation, interviews, questionnaires, and literature study using a Likert scale, and the method of determining the sample used is non-probability sampling with purposive sampling of 100 samples. The analytical method used is multiple linear regression (multi linear regression). The results of the multiple linear regression analysis stated that the regression equation $Y = -17.508 + 0.595 X_1 + 0.823 X_2 + 0.777 X_3 + 0.13 X_4$. The results of the correlation analysis of determination (Adjusted R Square) of 0.239 which shows that the promotion mix variable is able to contribute 23.9%, the remaining 76.1% is influenced by other variables that are not examined. The results of the t-test resulted in the conclusion that advertising, personal selling and sales promotion had a significant effect on purchasing decisions and the results of the F test explained that the four promotional mix variables had a significant simultaneous effect on purchasing decisions.

KEYWORDS: Promotional mix; purchasing decisions

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I. INTRODUCTION

Given the rapid growth of goods and services needed by consumers, increasing numbers, both in quantity and type, this encourages companies to race against each other in order to satisfy consumer needs. With this, how to produce goods and services according to consumer desires. This situation resulted in the creation of increasingly fierce competition, especially companies that produce similar goods and services. Subsequent developments, consumers become a key determining factor for the success or failure of a company in marketing its products. Companies must be able to identify early on what are the needs and expectations of consumers today and in the future.

According to the marketing concept, the success of a company if the company can better meet the needs of consumers. This shows that the company has entered the era of competition. In line with this, efforts that can be made in marketing a product are by carrying out promotional activities which include, advertising, sales promotion, personal selling, public relations, so that prospective consumers are more familiar with, understand, and have sympathy for the products offered. Promotion is faced with various kinds of activities that companies can do to communicate the advantages of their products in order to persuade potential buyers (Haeruddin, 2021).

Marketing must also realize that consumers find a wide variety of products in various categories or types. In the midst of so many choices, customers tend to choose the offer that best suits their individual needs and expectations. They buy based on their view of value, so it's no wonder that today's leading companies are those that manage to satisfy and even please their target customers (Musa et al, 2022).

The decision-making process to buy an item by consumers varies according to the type of purchase decision. Buying is an amazing part of everyone's life, because buying is a routine activity that we rarely realize in depth about the psychological processes involved. Companies must also be able to understand consumer behavior in their target market, because the survival of companies trying to meet consumer needs and desires is highly dependent on consumer behavior patterns. If the company is able to determine its marketing strategy by

creating quality goods or services at prices that are in accordance with consumer desires, consumers will learn, try, and accept the product. The process of consumer acceptance of a product will be implemented in the form of a buyer's decision.

Likewise with PT. Honda Internusa is one of the Honda Car Dealers in Makassar, of course very concerned about the effective sales promotion system for vehicles with the Honda Brio Car brand. To increase sales volume, it is necessary to carry out an effective promotion mix, PT. Honda Internusa carried out a promotional mix such as direct marketing which was carried out in the form of exhibitions at shopping centers (Carrefour Mall), PT. Honda Internusa also carries out a personal sales promotion mix that offers a browser in crowded places such as shopping malls, coffee shop, restaurant, and so on. Then PT. Honda Internusa is also active in advertising on social media. The promotional mix is one of the guidelines used to increase sales volume on sales of Honda Brio products.

Table 1 Honda Brio Car Sales at PT. Honda Internusa in Makassar City 2018-2022

| Year | Sales Volume (Units) |
|------|----------------------|
| 2018 | 468 |
| 2019 | 396 |
| 2020 | 356 |
| 2021 | 230 |
| 2022 | 255 |

Source: PT. Honda Internusa (2022)

Based on the table above, it can be seen that the sales of Honda Brio have changed every year. Changes in the level of sales are influenced by various factors, including economic factors and increasingly fierce competition where many competitors have sprung up offering various types of brands and specifications of the vehicles offered which also enliven the automotive industry in Makassar. Therefore, it is very important for the company PT. Honda Internusa to analyze or observe an effective marketing strategy, so that companies can know and understand the nature of their customers by choosing the right strategy.

Table 2 2022 Market Share in Indonesia

| Honda Car Types | Sales Volume (Unit) | Percentage (%) |
|-----------------|---------------------|----------------|
| Brio Satya | 4.377 | 35 |
| HR-V 1.4 | 2.645 | 22 |
| Mobilo | 1.847 | 15 |
| Brio RS | 1.195 | 9 |
| Jazz | 1.195 | 9 |
| HR-V 1.8 | 414 | 3 |
| CR-V | 874 | 7 |
| Total | 12.547 | 100 |

Source : <http://otomotif.bisnis.com> (2022)

Based on table 2, namely the market share achieved by Honda cars seen from all brands in 2018, it can be seen that Honda Brio has the largest market share (Brio Satya) and fourth (Brio RS). Based on the conditions mentioned above where so many of the same products are offered from various manufacturers, so the authors are interested in conducting research with the title "The Effect of Promotional Mix on Purchase Decisions for Honda Brio at PT. Honda Internusa"

II. LITERATUR REVIEW

2.1. Promotional Mix

Companies in disclosing promotional policies need to pay attention to promotional activities that need to be considered in order to obtain an objective policy. According to Stanton quoted by Swastha and Irawan (2008:349) in his book Modern Marketing Management suggests that, Promotional Mix is the best combination of strategies from advertising variables, personal selling, and other promotional tools, all of which are planned to achieve program objectives. sale. It can be seen that the definition does not clearly mention several promotional mix variables other than advertising and personal selling, basically the promotional mix consists of four variables, namely advertising, sales promotion, personal selling, publicity and direct marketing.

Advertising is one of the most widely used forms of promotion by companies in promoting their products. Because through advertising the company can convey the expected positioning of the products it offers, thereby generating or raising awareness of target consumers. Advertising can be quite a persuasive incentive for potential buyers to directly buy the products offered. According to Jefkins (1995: 5) advertising is the most persuasive messages directed to potential buyers of certain goods or services at the lowest possible cost. Meanwhile, according to Swastha (1984:229) defines advertising is non-individual communication with a number of costs through various media carried out by companies, institutions, non-institutions, non-profits and individuals.

Personal selling is one of the promotional methods to achieve this goal, and this business requires a salesperson or better known as a salesman. According to Swastha (1984: 260) personal selling is more flexible than other promotional tools. This is because these salespeople can directly know the desires, motives and behavior of consumers and at the same time can see consumer reactions, so that they can immediately make adjustments as necessary. One of the functions of the sales force is to make face-to-face sales, where a salesperson from a company directly meets consumers to offer their products.

Sales promotion is the next factor in the promotional mix. Promotion is a term that describes a broad field, while sales promotion is only part of that promotion. According to Swastha (1984:279) broadly the function of sales promotion is to link advertising, personal selling, and public relations. According to Swastha (1984) defines sales promotion as marketing activities other than personal selling, advertising, and public relations, which encourage the effectiveness of consumer and merchant purchases by using tools such as demonstrations, exhibitions, demonstrations and so on. In the company, the sales promotion department can cooperate with other groups or entities, for example with consumers, dealers or other parts of the marketing department. Next is public relations or publicity is an effective complement to other promotional tools. Usually, the media is willing to publish a story if it is considered interesting enough or deserves to be a story. According to Swastha (1984:269) defines public relations as a management function that provides an assessment of public attitudes, the identity of the policies and procedures of individuals or organizations with the wishes of the community, and carries out a program of action to gain public understanding and recognition.

2.2. Buying decision

Various kinds of decisions must be made every day by every consumer, but sometimes consumers do not realize that he has made a decision (Haeruddin, 2021). Consumer decision making varies, depending on the purchase decision. Decision making can include how to choose, buy, use and evaluate goods or services. In this study, decision making is focused on purchasing and using goods or products. According to Sumarwan (2003: 292) there are various types of decision making that are adapted to the buying situation. The types include extended problem solving, limited problem solving, and routine problem solving.

The purchase decision is one indication that shows whether or not a product is accepted by consumers. Consumers will only buy products that are considered to meet their needs and desires. According to Malau (2017: 236) there are five stages of the buying decision process, namely requiring recognition, information seeking, evaluating alternatives, purchasing decisions, post-purchase behavior.

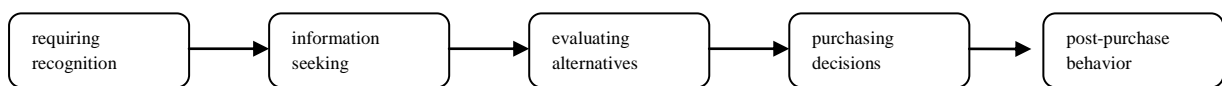


Figure 1. Buying Decision Process (Malau, 2017)

The buying process begins with need recognition, the buyer recognizes a problem or need. Needs can be triggered by internal stimuli when one of a person's normal needs for example, hunger or thirst rises to a high enough level to become a drive. Needs can also be triggered by external stimuli. At this stage the marketer must research consumers to find out what kinds of needs or problems arise, what causes them, and how they lead consumers to this particular product. Interested consumers may or may not seek further information. If the consumer's drive is strong and a satisfying product is close at hand, he is more likely to buy it later. otherwise, the consumer may store the need in memory or attempt to search for information related to the need. As more information is obtained, consumer awareness and knowledge of the brand and its available features may increase.

We have seen how consumers use information to arrive at a final set of brand choices. Marketers also need to know about alternative evaluation, that is, how consumers process information to arrive at brand choices. Unfortunately, consumers do not use a simple evaluation process and stay in all buying situations. Instead, some evaluation processes are at work. Consumers also arrive at various brands through several evaluation procedures. How consumers proceed to evaluate purchasing alternatives depends on the individual consumer and the particular buying situation. In some cases, marketers must also study buyers to see how they actually evaluate the brand alternatives. If marketers know what's going on in the evaluative process, they can take steps to influence buyer decisions (Tjiptono, 2008).

In the evaluation stage, consumers give ratings to brands and form purchase intentions. Generally, the purchase decision will buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The main factor is the attitude of others. Where the second factor is an unexpected situational factor. In this case, consumers may form purchase intentions based on factors such as expected income, expected price, and expected product benefits.

The marketer's job doesn't end when the product is purchased. After purchasing a product, the consumer will be either satisfied or dissatisfied and will engage in post-purchase behavior that is of interest to the marketer. What determines whether a buyer is satisfied or dissatisfied with a purchase lies in the relationship between consumer expectations and the perceived performance of the product directly. Customer satisfaction is the key to building profitable relationships with consumers to keep and develop consumers and reap the lifetime value of their customers (Hamid et al, 2022).

III. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

3.1. Conceptual Framework

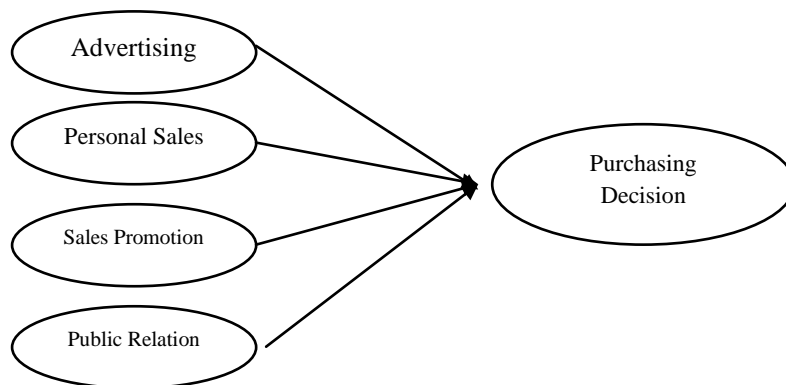


Figure 2. Conceptual Framework

3.2. Hypothesis

- H1. Promotional mix has a simultaneous effect on purchasing decisions on Honda Brio PT. Honda Internusa Makassar.
- H2. Advertising has a dominant effect on purchasing decisions for Honda Brio PT. Honda Internusa Makassar.

IV. RESEARCH METHOD

4.1. Research Design

Researchers use research methods with descriptive analysis in a quantitative approach, with the aim of describing and explaining the results obtained so that a conclusion can be drawn.

4.2. Population and Sample

According to Sugiyono (2017: 80), population is a generational area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

Based on the above understanding, the population in this study was taken in the last 5 years, namely 1,705 consumers who bought Honda Brio cars in Makassar City.

Sugiyono (2017: 81) states that the sample is part of the number of characteristics possessed by the population. The sampling technique in this study uses a non-probability sampling technique that does not provide equal opportunities for each member of the population to be a sample. Through purposive sampling technique means the technique of determination. The sample taken in this study must have the following criteria such as domiciled/worked/on duty in Makassar City and aged 21 years and over. Based on the Slovin formula, the number of samples used in this study was 100 respondents.

V. DISCUSSION

Based on the results of the analysis described previously, it is explained that simultaneously all X variables (advertising, personal selling, sales promotion and public relations) m have a significant influence on the Y variable (Purchase Decision) with a value of $F_{count} (7.445) > F_{table} (2, 47)$ with a significant level of 0.000 0.05. The results of the correlation coefficient analysis test showed that the relationship of the independent variables (advertising, personal selling, sales promotion and public relations) to the dependent variable (purchase decisions) was found to be 0.239 or 23.9 in the interval 0.23 – 0.39. From these results, it can be interpreted that the relationship between the independent variables and the dependent variable has a low level of relationship.

- **Advertising has a significant effect on purchasing decisions**

Advertising is a form of indirect communication based on information about the advantages or benefits of a product, which is arranged in such a way that it creates a pleasant feeling that will change a person's mind to make a purchase. According to Kotler (1999) advertising is any form of non-personal presentation and promotion of ideas, goods or services paid for by a particular sponsor. Statistically in the T test that advertising has a significant effect on purchasing decisions. This is caused by several things in the presentation of advertising on social media such as on Facebook so that consumers are interested in making purchases. The same research was also conducted by Nugraheni (2013) with the title *The Effect of Promotional Mix on Purchase Decisions at Rita Pasaraya Wonosobo*. The results showed that advertising (X1) has $t_{count} > t_{table}$ with a value (1,722 > 1,645).

- **Personal Selling has a significant effect on purchasing decisions**

Personal selling is direct or face-to-face communication between a seller and a potential customer to introduce a product to potential customers and form an understanding of the product so that they will then try to buy it. According to Tjiptono (2008) personal selling is direct communication (face to face) between the seller and prospective customers to introduce a product to prospective customers and form an understanding of the product so that they will then buy it. Based on the results of the T test that personal selling has a significant effect on purchasing decisions. This is because SPG Mobil Honda Brio in marketing its products establish communication that attracts consumers' attention. The same research was also conducted by Nugraheni (2013) with the title *The Effect of Promotional Mix on Purchase Decisions at Rita Pasaraya Wonosobo*. The results showed that personal selling (X2) has $t_{count} > t_{table}$ with a value of (3.704 > 1.645)

- **Sales Promotion has a significant effect on purchasing decisions**

Sales promotion is a short-term incentive to encourage desire and to try or buy a product/service. According to Kotler (2013) sales promotion is a way of encouraging trial or purchase of a product or service including customer promotions such as (samples, coupons, and premiums). Based on the results of the T test that sales promotions have a significant effect on purchasing decisions. This is because consumers are interested in the gifts given by PT. Honda Internusa Makassar. The same research was also conducted by Nugraheni (2013) with the title *The Effect of Promotional Mix on Purchase Decisions at Rita Pasaraya Wonosobo*. The results showed that sales promotion (X3) had $t_{count} > t_{table}$ with a value (6.304 > 1.645).

- **Public relations have no significant effect on purchasing decisions**

According to Jefkins (1995) public relations are all forms of planned communication, both external and internal, namely between an organization and its publics in order to achieve specific goals on the basis of mutual understanding. Based on the results of the T test that public relations have no significant effect on purchasing decisions. This is because the company in holding meetings with other companies does not convey the advantages of a product. The same research was also conducted by Nugraheni (2013) with the title *The Effect of Promotional Mix on Purchase Decisions at Rita Pasaraya Wonosobo*. The results showed that public relations (X4) had $t_{count} < t_{table}$ with a value of (0.744 < 1.645).

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