



Volume 23 NO 1, Januari 2021

# Jurnal Ekonomi dan Bisnis Dharma Andalas

## Public Relation Moderates Between Sales Promotion With Purchase Decisions On XX Ready Foods In 2020

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### ABSTRACT

*This study is entitled moderating public relations between sales promotion and purchasing decisions on XX ready food in 2020; this research is a descriptive study using a quantitative approach. A sample of 90 respondents who are consumers of fast food, data collection methods using questionnaires. The data analysis technique used is the SEM model analysis of the SmartPls analysis tool. The results showed that sales promotion has a significant positive effect on purchasing decisions, and public relations quasi moderates between sales promotion and purchasing decisions.*

**Keywords:** purchasing decision; public relation; sales promotion

### ABSTRAK

Penelitian ini berjudul public relations memoderasi antara promosi penjualan dan keputusan pembelian makanan siap saji XX tahun 2020; Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif. Sampel sebanyak 90 responden yang merupakan konsumen fast food, metode pengumpulan datanya menggunakan kuesioner. Teknik analisis data yang digunakan adalah analisis model SEM dengan alat analisis SmartPls. Hasil penelitian menunjukkan bahwa promosi penjualan berpengaruh positif signifikan terhadap keputusan pembelian dan hubungan masyarakat quasi moderat antara promosi penjualan dan keputusan pembelian.

**Kata kunci:** keputusan pembelian, public relations; promosi penjualan

### INTRODUCTION

The people's lifestyle is often associated with excessive use of unag, which is not according to the needs so that excessive consumption of goods by prioritizing pleasure without considering needs. The number of online sellers can trigger people to make purchases (Altsiel Tom & Grow, 2006). Online sales, especially ready-to-eat food, are very much in demand by the public. Fast food companies in the current pandemic are still in great demand by consumers, especially those who can enjoy by buying online. Current marketing is not only

done with conventional marketing models, which are often known as the 4 P mix (Product, Price, Place, Promotion) but must be added with public relations. (Anom, 2004)

Communication in everyday life is very important because communication is a way for a person to interact with others. With the existence of a interwoven good communication will certainly generate good relationships, therefore a company should have good communication with consumers to make the good relationship and in harmony with consumer. Therefore it takes a Public Relation in

maintaining the stability of the good relationships with consumers in order to create a harmonious relationship between companies and consumers as well as the positive image of the company was staying awake (Suciwati, 2013)

Public relations helps companies communicate with customers, shareholders, government officials, employees, and the community (Mulia, 2019). According to (Ardianto 2013,p 120-121), the entry of public relations to marketing, due to increased consumer demand and interest, prices increasingly competitive, need to expand distribution and the number of promotions from similar products/services. changing the way of marketing by including Public relations into it caused by

1. There is a critical attitude of consumers and tight government supervision.
2. Product recalls always adorn the headlines in the media mass.
3. There is a negative impression to consumers on each product offered.
4. The need for advertising with reflective content social needs and responsibility of producers.
5. Many product and company issues often arise.
6. Problems with the company's image and products that must always be maintained improved.

Public Relations serves to establish two communication directly between the company and the public internally and externally and to foster a mutually beneficial relationship with audiences or parties which are considered important by the company (Maryam, 2017).

Purchases made are one of the consumer's decisions to choose one type of product/item they like. (Andries, Lengkong, & Loindong, 2016) states that were purchasing decisions include (a) problem recognition, (b) information search, (c) alternative evaluation, (d) post-purchase behavior. The existence of

very tight competition makes consumers range to change in the selection of a product, especially if the seller is unable to attract buyers, it may not sell. Therefore the seller sets sales promotion as the main target besides public relations as a supporting activity.

This study aims to determine whether there is a relationship between sales promotion and purchasing decisions driven by public relations. The theory of stimulus-response (S-R) states that behavior change depends on the quality of the stimulus given to the communicant so that it can be accepted or rejected, which is called a response (Anom, 2004). It can be concluded from this theory that purchasing decisions can occur if there is reciprocal communication with a good response. Therefore, good sales promotion and public relations greatly affect purchasing decisions.

#### **Stimulus Theory - Response (S-R)**

The S-R theory was developed by Hovland et al. in 1953, covering components of attitude, opinion, behavior, cognitive, affection, and conation. Stimulus theory is a communication process that runs in one direction. The elements of the response stimulus model are (a) the message given to the communication as a stimulus, (b) the effect of stimulation on the attitude of communication (Apriwati Sholihat, 2018). In this theory, the material object of psychology and communication science is the same; namely, the human being soul includes components: attitude, attention, motivation, opinion, acceptance, behavior, affection, and conation cognition (Luhmann & Barrett, 2020).

#### **Buying decision**

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers (P. dan G. A. Kotler, 2008).

(P. and K. L. K. Kotler, 2016) states consumers purchase decision-making process has the following steps:

a. **Problem recognition**, the buying process starts with the buyer's recognizing a problem or need. The buyer senses a difference between his or her actual state and the desired state. The need can be triggered by internal or external stimuli. The person has learned how to cope with this drive and is motivated toward a class of objects that he or she knows will satisfy the drive.

b. **Information search**, an aroused consumer may or may not search for more information. If the consumer's drive is strong and an affordable gratification object is at hand, the consumer is likely to buy the object then. If not, the consumer's need may simply be stored in memory. The consumer may undertake no further search, some further search, or a very active search for information bearing on need. There are two kinds of stimuli. The lighter situation called strengthening the attention by becoming more receptive to the product information. At this level, people are just more sensitive to product information. At the next level, maybe that person began to actively search for information: find readings, call friends, and visit the store to learn about a specific product. The main concern of marketers is the main information source becomes a consumer reference and influences each relative source on the next buying decision.

Consumer information sources are classified into four groups of reference: 1) Personal sources: family, friend, neighborhood; 2) Commercial sources: Advertising, salesman, distributor, packaging, display on shop; 3) Public sources: mass media, organization survey that determines level; 4)

Experience sources: handling, assessment, use products.

c. **Evaluation of Alternate**, some consumer uses the information to arrive at a brand choice set. Some basic concepts will explain the consumer's evaluation process—first, consumers trying to fulfill their needs. Second, a consumer looking for certain benefits the product. Third, consumers looked at each product as the collection of attributes with differing capabilities in providing benefits that are used to satisfy their needs.

d. **Purchase**, this process starts from the introduction of the issues, information retrieval, and evaluation of alternatives, purchase decisions, and post-purchase behavior. The task of marketers is to understand purchase behavior at every stage. The attitude of others, situation factors that can't estimate, as well as the risk that thought can affect the purchase decision. The consumer obtains the selected alternative or an acceptable substitute.

e. **Post-purchase behavior**, after purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The consumer will also engage in post-purchase actions and product uses of interest to the marketer. Consumers evaluate whether the selected alternative fulfill the needs and expectations immediately after use. Every purchase decision made by consumers in deciding to buy a product is always influenced by various factors such as advertising, sales promotion, and public relations (Tjiptono, Fandy dan Candra, 2011, p. 399).

The consumer decision-making process can be described as the phases that consumers go through in making a final purchase decision (Hanaysha, 2018). Basil (in (Hanaysha, 2018)) said consumers experience different phases

before reaching a conclusion therefore, a marketer must focus on the whole purchasing process instead of emphasizing solely on a purchase decision.

**Sales Promotion**

According to (Altsiel Tom & Grow, 2006), Sales promotion is an activity where short-term value is added to a product or service to stimulate purchases. Companies can use consumer sales promotions to attract consumers to want to try products or invite consumers to buy our products and not competitors' products. According to Mualla (in (Nangoy, Tumbuan, & Program, 2018)) The promotion can be defined as a "marketing activity involves the persuasion contracting process through which the sender defines of a commodity or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience mind, to appeal to their response behavioral about what promotes"

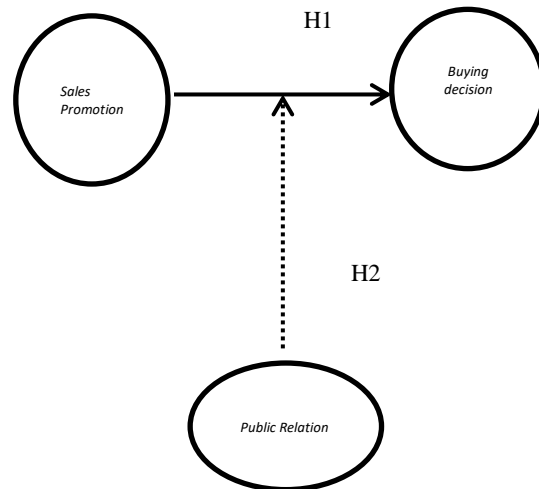
**Public Relation**

(P. and K. L. K. Kotler, 2016) states that public relations are building good relations with the community with the company by obtaining the desired publicity, building a good corporate image, dealing with rumors, stories, and unpleasant events. (Tunggal, 2008, p. 61) states public relations as a profession that manages the relationship between a company and its public that determines the company's life.

The advantages of a public relations strategy are that good public relations have much more credibility than other promotional media and are certainly cheaper to incur. Public relations should be placed as an important function in marketing products, especially for efforts to support other marketing communication activities such as advertising, sales promotion, and

personal selling (Sari, Noorlitaria, & Asnawati, 2018)

The factors that influence can be seen in figure 1.



**Figure 1.**  
**The factors that influence the buying decision**

Additionally, sales promotions influence and stimulate customers' purchase decisions by conveying to them that the products or services of a certain brand are better than those of competitors (Hanaysha, 2018). In general, sales promotions techniques, regardless of their type (monetary or non-monetary), constitute significant variables that influence consumers' purchase intentions. (Santini, Sampaio, Perin, Espartel, & Ladeira, 2015) states that there is a positive effect of sales promotions on consumer behavior

**H1** : *sales promotion have a positive effect on buying decisions*

In the second hypothesis, a moderating role of public relation in the relationship between sales promotion and buying decision is expected. (Ariprayugo, Suryono, Santoso, & Manajemen, 2016) showed that public relations have a positive effect significant to the purchase decision. Public Relations has a significant influence on the Purchasing

Decision, and the effect is positive (Andries et al., 2016).

**H2** : *public relation* can moderate strongly between sales promotion to buying decision

**RESEARCH METHODS**

The object of this research is fast food in the North Surabaya area, the research year 2020. Sampling in this study using a purposive sampling technique. To determine the number of samples in the study, the writer used the Slovin formula Umar in (Astut, 2019). There were 90 respondents from a total population of 150 consumers. The method of collecting data through questionnaires was open and closed. The operational definition includes:

a. Independent Variable:: *Sales Promotion* (X1)

Sales promotion, according to (Razati, 2008), namely the activity of introducing products to the public as a consumer of PT X engaged in fast food, with indicators of sales frequency, quality of promotion, and timing.

b. Dependent Variable: Purchase Decision (Y)

Purchasing decisions are things that take consumers into account before deciding to buy a product. In the research, indicators used are product stability, purchasing habits, recommendations, repurchase. (Astut, 2019)

c. Moderation Variables: *Public Relation* (Z)

Public Relations, namely interactions that provide a public opinion as input that is beneficial for both parties and is a professional profession in the field, is an important factor for future company goals (Andries et al., 2016). Public relations indicators consist of news, community service, and corporate identity.

The data analysis technique uses SEM with the SmartPls 7.0 analysis tool

by testing the inner model and the other model, with the following formulations:

$$Y = \alpha + \beta_1 X_1 + \beta_1 X_1 Z_1 + e$$

Information :

Y = Purchase Decision

α = Constant

β<sub>1</sub>= Koefisien

X<sub>1</sub>= *Sales Promotion*

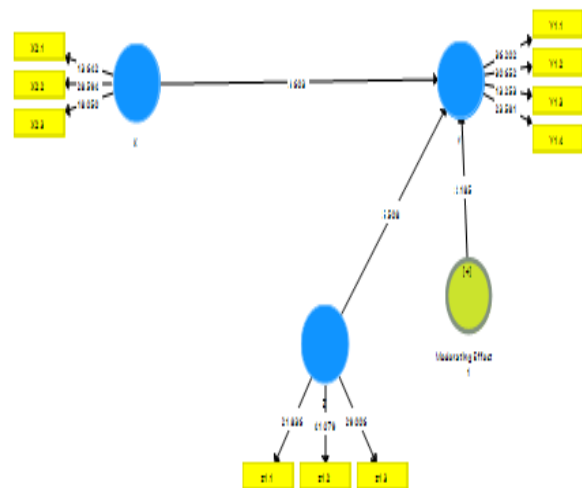
Z<sub>1</sub>= *Public Relation*

e = Error

Reason use SEM because SEM is a collection of statistical techniques that allows measurement of a relatively complex set of simultaneous relationships. According to (Ghozali, 2011, p. 152) Structural Model is a model regarding relationship structures that form or explain causality between factors.

**RESULTS AND DISCUSSION**

This research is about purchasing decisions where the X variable is sales promotion, and the moderating variable is public relations. Hypothesis testing is done using the SEM model with the SmartPls analysis tool. The image below is a model in SEM where there is a variable X against Y and a variable Z as a moderating variable.



**Figure 2**  
**Shape SEM**

**Table 1.**  
**Outer Model**

matrics	Cronbach's Alpha	Average Variance Effect
Moderating effect1	1.000	1.00
X	0,778	0,691
Y	0,881	0,745
Z	0,832	0,754

Table 1 is about testing using an outer model where Cronbach's alpha is used to determine the reliability value, with a minimum value of 0.7, and for an ideal value of 0.8 - 0.9 from the table above, it can be stated that the variable has a reliability value. Average Variance Effect (AVE) with a minimum value of 0.5, from table 1, the AVE value exceeds 0.5, and it can be concluded that latent variables are able to explain more than half the variance of the indicators in the average.

**Table 2.**  
**Inner Model**

Matrik	R Square	F Square
Y	0,66	
Z		0,364

Table 2 is an inner model where the R Square value is 0.66, then the influence between the X to Y variables can affect 66% and is categorized as substantial. The f square value in the Z variable is 0.364, where the f square value is above 0.35 is categorized as the strong influence of the predictor latent variable on the structural order.

The next test is to test the hypothesis using the bootstrapping test, where the results are as follows:

**Table 3.**  
**Hypothesis Test**

Matrik	Original S	T Statistik	P Value
Moderating Effect	-0,130	2,185	0,029
X → Y	0,284	3,603	0,000
Z → Y	0,483	5,508	0,000

Table 3 shows the results of testing the hypothesis which states that sales promotion (X) has a positive effect on purchasing decisions (Y) with a p value of 0.00, and the results of the moderating test can be concluded that the public relations variable (Z) can moderate sales promotion by purchase decision, where the original sample moderating effect value obtained a result of -0.0130 with a p value of 0.029 while the p value Z to Y is 0.00 from these results it can be concluded that the Z variable or public relations are quasi moderating because the p value is below 0.05.

The results of this study regarding the effect of sales promotion on purchasing decisions and public relations as research variables, H1 is accepted with a p-value of 0.00, which means that sales promotion has a significant effect on purchasing decisions due to high promotion by stimulating consumers of quality.

It suits with previous research from (Nangoy et al., 2018) with the title The Effect Of Advertising And Sales Promotion On Consumer Buying Decision Of Indovision TV Cable Provider. The result said there is positive effect of Sales Promotion toward Consumer Buying decisions. In this research, it is represented by the free offer from Indovision, extra program, discount, and compensation.

Products that can influence purchasing decisions, this is in line with the stimulus-response theory, which can provide stimulation in the form of messages to consumers about the products to be purchased; besides this research is supported by the results of research Razati, 2008 and (Wenas, Sepang, & Togas, 2014) which state that the decision Purchases can be increased because of good sales promotion.

Many organizations focus on sales promotions to develop and penetrate new markets, form positive brand image,

convey information, improve and elevate sales and add value to the products or services, as well as differentiate themselves from competitors.

Public relation is a moderating variable where H2 is accepted with a moderating value of p value 0.029 and a variable p value of Z to Y of 0.00 which can be interpreted as a quasi-moderation model where public relations can moderate sales promotion on purchasing decisions.

The results of this study are supported by (Andries et al., 2016) dan (Prakarsa, 2017). It can be concluded that successful purchasing decisions in addition to sales promotion are also encouraged by the existence of public relations where there is a good relationship with consumers so that the image company can be maintained.

Public relations is considered a process or activity that aims to establish communication between the organization and parties outside the organization (Rokhim, Lukiana, & Bahtiar, 2019). Cutlip, *et al.* state (Sari et al., 2018) that public relations are a management function that builds and maintains a good and beneficial relationship between an organization and the public that affects the success or failure of the organization.

Public relation covers a range of activities, for example, the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news, as well as for crisis management, such as damage limitation (Sualang, 2015).

Consumer, who would buy a product, will try to find as much information as possible before making a buying decision. Consumers usually go through the stages in making a buying decision. It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective is to

learn the way how the individuals, groups, or organizations choose, buy, use and dispose of the goods and the factors such as their previous experience, taste, price, and branding on which the consumers base their buying decisions.

The consumer purchase decision is influenced by a number of external forces such as consumer taste, income, competing products, advertising message, and advertising media, among others (Ajibola, 2019).

According to (P. dan G. A. Kotler, 2008) consumer purchase decision is to purchase the most preferred brand, the brand most likely to be purchased by consumers. The factor is the attitude of other people and situations that are not expected. The extent to which the attitudes people reduce the preferred alternative a person will depend on two things: the intensity of the negative attitudes of others towards the preferred alternative to the consumers and consumer motivation to comply with the wishes of others.

## CONCLUSION

The research entitled Moderating Public Relations between Sales Promotion and Purchasing Decisions in XX Ready Food, this study was processed using the SEM model of the SmartPls test tool and obtained the results of H1 research accepted that sales promotion has a significant positive effect on purchasing decisions while H2 is accepted which means public relations. Can moderate the sales promotion variable on purchasing decisions. Understanding the variables that affect consumer behavior and the decision-making process is not just the work of big corporations (Oluyemi, 2015), but also of professionals seeking to find the key areas of marketing studies.

In general, every company always wants to achieve success in its business field, in the sense that it always tries to

keep its business going. This situation can be achieved or occurs when the company succeeds in marketing its products properly. Thus, marketing needs to get the company's attention without neglecting other activities, such as production activities, finance, personnel, and so on.

From this perspective, the current study seeks to contribute to a better understanding of behaviors related to sales promotions and their relationship with consumer purchase intentions. Nevertheless, the study has methodological limitations that must be considered.

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