

The Effect of Promotion on Purchase Decisions Through Purchase Intentions as an Intervening Variable on Kopi Kenangan Merak in Samarinda

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Abstract

Researchers found that with the increasing competition in the culinary industry, Café Kopi Kenangan must maintain its marketing strategy to develop promotions and maximize its market potential. The purpose of this study was to determine how promotion affects purchasing decisions through purchase intention as a mediating variable at Café Kopi Kenangan Merak in Samarinda. The population in this study were customers who had made purchases at Café Kopi Kenangan Merak in Samarinda. This study uses quantitative descriptive methods. The sample used in this study was 213 participants who were taken by nonprobability sampling method using accidental sampling. This study collects data using a questionnaire that can be accessed via a Google Form link. SmartPLS version 4.02 was used to process the data. The results in this study indicate that promotion has a positive and significant effect on purchasing decisions, promotion has a positive and significant effect on buying interest, buying interest has a positive and significant impact on purchasing decisions, promotion has a positive and significant impact on purchasing decisions through buying interest as a mediating variable. With various promotions, it is expected to be able to attract and retain customers. Based on these findings, it is recommended that the cafe can schedule promotions via social media in a structured manner so that customers can enjoy it when visiting the cafe.

1. Introduction

People tend to be busier in this modern era. Due to their busy work schedules, they typically spend more time outside their homes to release stress, and they usually frequent coffee shops. Now, coffee shops are not just for enjoying coffee and a cozy atmosphere, but also for doing errands, meeting with friends, relatives, and business partners, or escape activities. Coffee shops in Indonesia are one of the promising business sectors and can attract the attention of modern society, especially teenagers and adults who can enjoy various goods in the shop or just relax and spend time with friends and family (Tanjung, 2020). Due to the rise of coffee shops, business owners must create advantages to increase their business profits to compete with other coffee shop businesses. It is not surprising that many coffee shops strive to gain a good reputation in the eyes of customers by creating a cozy interior design, strategic location, and attractive promotional activities, which generate good word of mouth and influence purchasing decisions.

Many coffee shops have emerged due to a fun lifestyle, especially for teenagers, and have become a favorite 'hangout' place (Oktavianingsih, 2022). One of the coffee companies in Indonesia is Cafe Kopi Kenangan. Cafe Kopi Kenangan contributes to the modern coffee market in Indonesia. Cafe Kopi Kenangan is considered successful in filling the price gap between packaged instant coffee served in shops and expensive coffee sold by international retailers. Cafe Kopi Kenangan's corporate development increased the popularity of brand quality, especially after securing venture capital such as Sequoia, India Arrive, Serena Ventures, and Alpha JWC Ventures. By introducing the flavor image of Indonesian specialty coffee, Cafe Kopi Kenangan intends to expand its market overseas. The local Indonesian coffee brand Kopi Kenangan received the title of "No. 1 Halal Contemporary Coffee" from MUI and also received the title of "Brand of the Year" from the World Branding Forum. Cafe Kopi Kenangan's first store was established in Kuningan and managed to sell 700 cups of coffee on the first day of opening.

As Cafe Kopi Kenangan's sales increased, there were many challenges and competition. Many other coffee beverage brands grew simultaneously and competed for the market, as the coffee trend increased in Indonesia. Kopi Janji Jiwa is the most preferred local coffee shop with a proportion of (50%), according to Databooks survey 2022. The second most favored coffee shop is Kopi Kenangan (49.1%), Kopi Kenangan Mantan, which is a milk coffee concoction with a sweet taste derived from palm sugar. According to the Top Brand Award, Kopi Kenangan became the most popular local coffee in Indonesia in 2023 with a 39.70% increase in sales. One of the store's flagship menus is "Kopi Kenangan Mantan." Kopi Janji Jiwa took second place with a percentage of 39.50%. In contrast to the previous year, Kopi Kenangan in 2023 was preferred over Kopi Janji Jiwa as the most popular local coffee shop in Indonesia.

One type of marketing communication is promotion (Fandy Tjiptono, 2017). The promotion aspect is indeed one of the main concerns for managers, especially regarding how to communicate with customers through various promotional activities carried out by Febrianti et al. (2021). Social media has been widely used by business people as a promotional strategy to attract consumers (Febrianti et al. 2021). In business, especially coffee shops, promotion is an important part of purchasing decisions. Commercial activities, especially promotions in coffee shops, have a big impact on society where most people like promotions. With promotions, customers will be more interested in buying. Promotion is an action or action taken by a business to show the benefits of a product to customers and attract them to buy it (Tanjung, 2020). Although various types of media can be used for promotion, such as offline, online, and mass media, along with technological advances and the times, promotions are increasingly being carried out through online media because they reach a large audience are more efficient, and do not require large costs.

Furthermore, the purchase decision-making process begins with several steps until the customer finally chooses the item that is considered to meet his needs best. Every business must have a marketing mission and strategy to survive and thrive in competition. Marketing requires making good products, setting attractive prices, and easy access to target consumers. Business people must also be able to talk about the products they sell with their customers and potential customers (Gultom et al. 2022). According to Assauri, (2015) one of the factors that influence consumer purchasing decisions is habit. Routine shopping habits based on time, day, and place of purchase also influence the purchasing decisions that consumers will make. Purchasing decisions are made after consumers carry out various activities such as problem recognition, information search, alternative evaluation, and purchase.

Then according to Rizky, (2014) buyers' potential interests often conflict with their financial situation. Consumer buying interest is a desire that is hidden in consumers, no one knows what consumers are interested in and expect. In addition, according to Nulufi & Murwartiningsih, (2015) buyers who have a positive attitude towards the product will be more interested in buying the product. This can be explained by saying that consumers have purchase intentions for certain products or services, so they want to buy them. However, consumers may not buy the goods or services. When people buy goods and services offered by traders in the market, they usually do so based on instinct and interest. Nugroho, (2003:342) suggests that "Purchase intersect is an integrating process that combines knowledge to evaluate two or more alternative behaviors and choose one of them". Purchase interest represents the consumer's tendency to buy a product by planning the quantity, brand, and time of purchase to be made.

Another reason why this research was conducted was because of previous research that gave different results, Sholihat, (2018) found that promotion had a positive and significant on Riau consumers' decision to repurchase krema koffee, while however, Febriana, (2020) found that purchasing decisions were not influenced by sales promotion. On the other hand, Solihin research, (2020) shows that buying interest can offset the effect of promotion on purchasing decisions, this study contradicts Darmawan & Prabawani, (2020) which found that promotions are not significant and hurt purchasing decisions by using purchase intention as an intervening

variable.

Based on the explanation discussed above, the authors are interested in examining how: "The Effect Of Promotion On Purchase Decisions Through Purchase Intentions as an Intervening Variable At Café Kopi Kenangan In Samarinda".

Research conducted by Andika & Susanti, (2018) aims to see how marketing mix factors influence consumers' decision to buy a product Perfume in Azzwars perfume Lubeg. Study Usmar Wicaksono, (2017) found that interest purchase and purchase decisions for XL Axiata Starter Pack in Semarang were influenced by the promotion brands. Research conducted by Prasetyo & Rismawati, (2018) shows that promotion significantly affects the purchase decision. Studies by Fairuz et al. (2020) also found that promotions influence purchasing decisions positively and significantly. Research results in Saleem et al. (2019) promotion sales such as discounts, rebates, and gifts have a positive impact on decisions by consumers. The results of the study concluded that the promotion of real effect on the consumer's decision to make a purchase.

Based on the formulation of the hypothesis above, the conclusions that can be drawn are as follows:

H₁: Promotion has a positive and significant effect on Purchasing Decisions

Study Yoebrilianti, (2018) knowing the promotion has a significant impact on buying interest, this can happen directly or through lifestyle variables (Lifestyle) as a mediator. Priyanti et al. (2017) examined the influence of attitudes and advertising on buying interest consumers against brand Bata shoes in Pasar Raya Padang. The results showed that attitude and advertising greatly affect consumer buying interest.

Based on the formulation of the hypothesis above, it can be concluded that:

H₂: Promotion has a positive and significant effect on Purchase Intentions

The results showed that Purchase Intentions affect Purchase Decisions significantly and positively (Sukma et al. 2024). Penelitian conducted by Adil et al. (2018) concluded that the variable purchasing interest significantly affects purchase decision variables. Research conducted by Cyasmoro & Anggraeni, (2020) found that the factors of price, product quality, and promotion influence significant and positive impact on consumer purchasing decisions. Similar findings were also obtained from research by Ariella, (2018) which concluded that the price can affect the decision the consumer makes to make a purchase.

Based on the formulation of the hypothesis above, it can be concluded that:

H₃: Purchase Intentions has a significant effect on Purchasing Decisions

Research what Yunita et al. (2016), showed that buying interest acts as a variable mediation that can mediate the influence of ease of access to purchasing decisions significantly. Research conducted by Haniscara & Saino, (2021) found that variable Online Customer reviews and taglines have a positive relationship and statistically significant impact on purchasing decisions involving purchase intent as an intervening variable.

Based on the formulation of the hypothesis above, it can be concluded that:

H₄: Promotion has a positive and significant influence on Purchasing Decisions mediated by Purchase Intentions

2. Research Methods

Research begins with planning, data collection, data processing, data analysis, and Article Writing. This study is a quantitative study that aims to determine and analyze the influence of exogenous variables on endogenous variables through intervening variables. Exogenous variables include promotion (X), endogenous variables are purchase decisions (Y), and intervening variables are Purchase Intentions (Z). Indicators of each of these variables are indicators of promotional variables (X): advertising, accuracy of promotional targets, and promotional time. Then the indicators of the purchase decision variables (Y): choice of product, choice of Brand, time of purchase, and payment method. Then the variable indicators of purchase intention (Z): the quality and service of the store.

In this study, researchers do not know the exact number of target populations, so to determine the required sample size used Lemeshow formula. This formula will produce the required number of samples even if the number of populations is not known in advance. Thus, the determination of the sample size is carried out using the Lemeshow formula (Lemeshow et al. 1997):

$$n = \frac{1,962 \times 0,5 \times 0,5}{0,1^2}$$

$$n = 96.04$$

The number of samples required for this study was 96 respondents, according to calculations made using the Lemeshow formula described earlier. However, this number was rounded up to 100 respondents to become the research sample.

3. Results and Discussions

Of the 213 participants, 50.7 percent were male or 108 people and 49.3 percent were female or 105 people. The majority were in the age range of 18 - 22 years at 56.3% or as many as 120 people, while 23 - 28 years at 33.8% or as many as 72 people, and 29 - 32 years at 7.5% or as many as 16 people. People. While > 33 years as much as 2.3% or as many as 5 people. From this analysis, it can be concluded that the majority of Memories Coffee Cafe customers in Samarinda City are in the age range of 18-22 years. This may be due to the hobby of young people drinking coffee. The majority of participants, 128 people or 60.1% of the total, were students. Furthermore, the data shows that 14 individuals, or 6.6% of the total participants are entrepreneurs. Meanwhile, the private sector accounted for 19.7% or the equivalent of 42 people from the total participants. Other job categories are represented by 28 individuals, which account for 13.1% of the total sample. Based on this distribution, it can be concluded that the main consumers of Kopi Kenangan in the Samarinda City area are dominated by students.

All indicators of digital marketing variables, purchase intentions, and purchase decisions have a value above 0.70. Therefore, it can be concluded that all variable indicators are valid. Furthermore, Cronbach Alpha for each construct > 0.70, Composite Reliability for each construct > 0.70, and Average Variance Extracted (AVE) for each construct > 0.50, meaning that all constructs are reliable and valid.

The path analysis test results are used to analyze whether each hypothesis is supported. The following is a path analysis table (Table 1), as well as a picture of the model built (Figure 1):

Table 1 Result Of Path Analysis Test (Specific Direct Effect)

| No | Variable | Original Sample | T-Statistic | P-Value |
|----|----------|-----------------|-------------|---------|
| 1. | P > PD | 0.199 | 2.121 | 0.034 |
| 2. | P > PI | 0.653 | 9.660 | 0.000 |
| 3. | PI > PD | 0.611 | 6.345 | 0.000 |

Table 2 Result Of Path Analysis Test (Specific Indirect Effect)

| No | Variable | Original Sample | T-Statistic | P-Value |
|----|-------------|-----------------|-------------|---------|
| 1 | P > PI > PD | 0,399 | 3,965 | 0,000 |

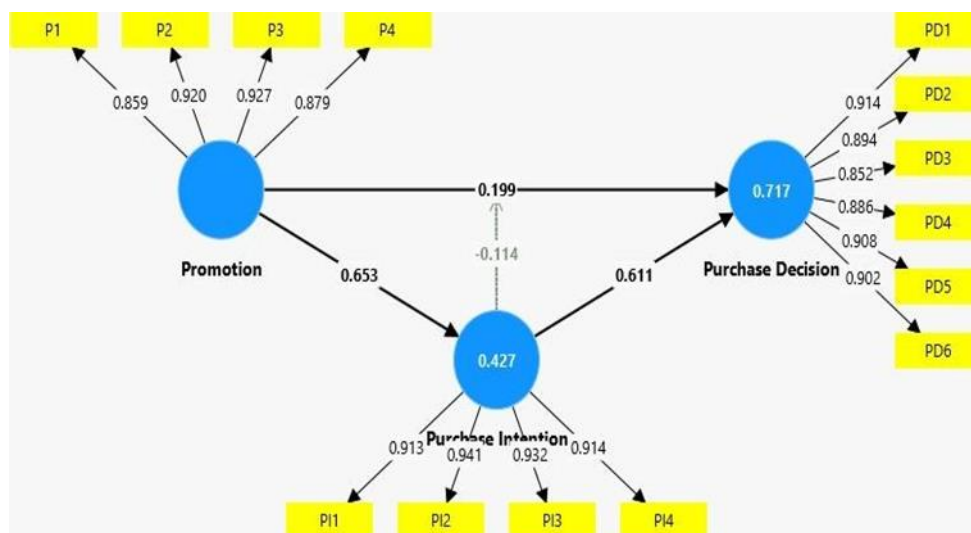


Fig. 1 Structural Model of PLS Algorithm

4. Discussion

The results revealed that various types of promotions offered by Cafe Kopi Kenangan Merak in Samarinda turned out to have a strong influence directly on purchase decisions without going through purchase intentions. It can be indicated that the more diverse and attractive forms of marketing promotions offered by the café, the more it will be able to increase the level of consumer decisions to make purchases of products sold at Cafe Kopi Kenangan Merak in Samarinda.

The findings of this study are consistent with the research of Abdulkarim, (2016) who found that the promotional mix koportun used significantly influenced consumers' decision to buy. Research by Simanjuntak et al. (2020) showed that promotions have a good and real impact on influencing consumers' buying decisions when they are at the shopping location.

The results of the study revealed that a variety of promotional activities offered by Cafe Kopi Kenangan Merak in Samarinda turned out to have quite a strong effect on purchase intentions. It can be seen that customers tend to like the variety of promotions that can make it easier for them to make purchase transactions. With a variety of attractive promotions, it will further stimulate consumer spending interest.

The findings of this study are consistent with two previous studies, namely Hardiyanto et al. (2020) and Hariyanto, (2015) who both showed a positive effect of promotion on consumer buying interest. This reinforces the conclusion that promotion plays an important role in influencing consumer buying interest.

The results of the study revealed that purchase intentions have a very strong effect on consumer purchase decisions. These findings indicate that the higher a person's intention and desire to purchase a product, the more likely it is that the consumer will take a step or a real decision to make a purchase transaction of the product. The findings of this study are consistent with the research of Adriana & Ngatno, (2020) which shows the strong influence of buying interest on purchasing decisions, and the research of Suryana & Dasuki, (2013) which shows the influence of buying decisions on repurchase loyalty. This reinforces the assumption that interests and buying decisions affect consumer loyalty levels.

The results of the study revealed that promotion has a positive and statistically significant effect on purchase decisions mediated by purchase intention variables. This finding indicates that the promotion provided by Cafe Kopi Kenangan Merak in Samarinda if designed with a variety and easy to understand, will be able to increase consumer buying intentions first.

The findings of this study are consistent with the research of Solihin, (2020) which shows that buying interest can offset the influence of promotions on purchasing decisions. Research by Adila & Aziz, (2019) found that promotions have a positive impact on consumer buying interest, which in turn will influence their buying decisions. This finding is in line with this study which also shows the positive influence of promotion on buying interest and buying decisions, with buying interest as a mediating variable.

5. Conclusion

Promotion has a positive and significant effect on purchase decisions. This indicates that the more targeted and effective the promotion given by Cafe Kopi Kenangan Merak in Samarinda, the more likely consumers are to buy at the Cafe. Promotion has a positive and significant effect on purchase intentions. This indicates that the more creative promotional activities carried out by Cafe Kopi Kenangan Merak in Samarinda will increase consumer buying interest in the products offered by Cafe Kopi Kenangan. Purchase Intentions have a positive and significant effect on variable purchase decisions. This indicates that the stronger the intention of consumers to buy at Cafe Kopi Kenangan Merak in Samarinda, the more likely they are to buy products at the Cafe. The promotion has a positive and significant effect on purchase decisions indirectly through purchase intention variables such as mediation. That is, the better the promotional activities carried out by Cafe Kopi Kenangan Merak in Samarinda will increase consumer buying interest, which in turn will encourage their purchasing decisions at the Cafe.

Collected that research on "The Effect of Promotion on Purchase Decisions through Purchase Intentions as an Intervening Variable in Cafe Kopi Kenangan Merak in Samarinda". Have conclusions based on the results of data analysis using the SEM-PLS method that tests empirical research models and hypotheses proposed based on primary data that has been collected from research respondents.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Viera Mariana Syahputri, Istimaroh; **data collection:** Viera Mariana Syahputri; **analysis and interpretation of results:** Viera Mariana Syahputri, Istimaroh; **draft manuscript preparation:** Viera Mariana Syahputri. All authors reviewed the results and approved the final version of the manuscript.

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