

## International Journal of Management Progress

### The Effect of Promotion Mix on Consumer Loyalty at PT. Hadji Kalla Sidrap Branch

#### Affiliation

**Ulyana Muslimin**

Universitas Muslim Indonesia Makassar,  
Indonesia

E-mail: [ulhymuslimin653@gmail.com](mailto:ulhymuslimin653@gmail.com)

**Mulyana Machmud**

Universitas Muslim Indonesia Makassar,  
Indonesia

**Hasanuddin**

Universitas Muslim Indonesia Makassar,  
Indonesia

#### Citation in APA Style:

Hardin, Suriadi, Dewi, I. K., Yurfiah, Nuryadin, C., Arsyad, M., ... Nurlaela. (2019). Marketing of innovative products for environmentally friendly small and medium enterprises. *IOP Conference Series: Earth and Environmental Science*, 235(1). <https://doi.org/10.1088/1755-1315/235/1/012035>



*Survival Science*

## The Effect of Promotion Mix on Consumer Loyalty at PT. Hadji Kalla Sidrap Branch

Ulyana Muslimin, Mulyana Machmud and Hasanuddin<sup>1</sup>

<sup>1</sup>Universitas Muslim Indonesia, Makassar, Indonesia

E-mail: [ulhymuslimin653@gmail.com](mailto:ulhymuslimin653@gmail.com)

**Abstract:** This study selects the products marketed by PT. Hadji Kalla Sidrap Branch, because it uses a promotional mix which includes advertising, sales promotion, personal selling, and publicity. The purpose of this study was to determine the effect of the promotion mix on consumer loyalty at PT. Hadji Kalla Sidrap Branch. The population in this study are customers who purchase Yamaha cars at PT. Hadji Kalla, Sidrap branch. The number of samples taken in this study were 30 respondents. The results of this study indicate that from the results of the regression analysis on testing simultaneously (Test F), it turns out that the research results prove that together the promotion mix variable has a significant effect on the purchasing decision variable. This can be proven from the Fcount value of 2.883 with a significance value (sig) of 0.035 which is smaller than the significance value (sig) of 0.05.

Keywords: Promotion Mix, Consumer Loyalty, PT. Haji Kalla

### 1. Introduction

In the current era of globalization, we know that every company must be faced with competition in marketing its products and services. This competition certainly cannot be avoided by every company, the higher the level of competition, the higher the level of creativity of a company. Therefore, every company must have a formidable weapon to win the competition, one of the efforts the company can do is to implement a marketing strategy.

Marketing has an important role in a company, because marketing is the company's main activity to distribute the resulting products or services to the hands of consumers, therefore companies are required to make the right strategy in marketing their products, one way that can be done is by mixing marketing. Product, price, distribution, and promotion are variables of the marketing mix that can influence and encourage consumers to use the products or services offered by the company. However, with increasingly fierce competition, companies must focus their efforts to win the sympathy of their consumers by doing promotions.

Promotion is needed by companies because on the one hand it convinces consumers of the products offered, while on the other hand it really determines the company's success in facing market competition. Promotions carried out by companies take many forms, therefore there is a concept of promotion mix.

Consumers can find out all the information about the products or services offered, with the promotion carried out by the company in terms of type, color, shape and price as well as quality, and then consumers will determine the decision whether to continue to buy or not.

The motorized vehicle industry is an industry that is developing very rapidly throughout the world and including in Indonesia. Motorized vehicles are a very important requirement in directly supporting community activities. This can be seen by the increasing number of motorized vehicle users in various activities in the community.

The marketing of motorized vehicles is characterized by a variety of alternative products that are increasingly sophisticated and modern, several well-known brand competitors. These brands are competing to seize the automotive market. In an effort to market their products, companies are generally faced with various problems. For example, there is intense competition with similar business actors, increasingly complex consumer behavior towards a product caused by changing consumer tastes and uncertain economic conditions.

The company will be successful in getting customers in large numbers if the value can provide satisfaction for customers. The creation of customer satisfaction can provide several benefits, including a harmonious relationship between the company and consumers, providing a good basis for repeat purchases, forming a word of mouth recommendation that benefits the company.

PT. Hadji Kalla Sidrap Branch was chosen as the object of research because it is an automotive company, which has implemented 3S (Sale, Service, and Spare Part), and is a large company that provides Toyota brand car products, where this brand is well known to the public and is one of them. a car brand that has been in Indonesia for a long time. In marketing its products, PT. Hadji Kalla Sidrap Branch uses a promotional mix which includes advertising, sales promotion, personal selling, and publicity. Based on the observations made, it is known that low prices alone, quality products and smooth distribution are not the main things consumers decide to buy a motorcycle. However, the service, convenience, speed of the service system, and the promotional activities carried out greatly determine consumers in making purchase decisions. This means that consumers have begun to be efficient and rational in making decisions for motorized vehicles

Based on the background description above, the main problem in this study is whether the promotion mix affects consumer loyalty at PT. Toyota Hadji Kalla Sidrap Branch?, while the purpose of this study was to determine the effect of the promotion mix on consumer loyalty at PT. Hadji Kalla Sidrap Branch.

## **2. Literature Review**

### *2.1. Overview of Promotion Mix*

According to Stanton quoted by Swastha (2009: 238), he argues that the promotion mix is the best combination of strategies from the variables of advertising, sales promotion, personal selling, public relations and direct marketing.

According to Philip Kotler and Kevin Lane Keller (2016), "Advertising is all forms of non-personal presentation and promotion of ideas, goods, or services by a certain sponsor that requires payment." Advertising can be used to build a product image in the long run. Furthermore, according to Peter and Olson (2000: 181) states that advertising is the presentation of non-personal information about a product, brand, company or store which is carried out for a certain fee.

Lee and Johnson (2007: 3) state that advertising is commercial and non-personal communication about an organization and its products that are transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct email (direct posting) outside advertisements room, or public transportation. Likewise, stated by Fandi Tjiptono (2005: 226) states that advertising is a form of indirect communication based on

information about the advantages or advantages of a product, which is arranged in such a way as to create a pleasant feeling that will change one's mind to make a purchase.

Based on the above understanding, it can be concluded that advertising is all forms of non-personal presentation intended to promote ideas, or provide information about the advantages and benefits of a product that is financed by certain sponsors.

According to Philip Kotler and Kevin Lane Keller (2016), sales promotion consists of a collection of various incentive tools, most of which are short term, designed to encourage the purchase of a particular product/service more quickly and/or more by consumers or traders. According to Peter and Olson (2000: 181), sales promotion is a direct design aimed at consumers to make purchases.

According to Nickels, quoted by Swastha (2009: 279) sales promotion is marketing activities other than personal selling, advertising, publicity, which encourages the effectiveness of consumer and merchant purchases by using tools such as demonstrations, exhibitions, demonstrations, and so on. .

Based on the opinions of the experts above, it can be concluded that sales promotion is a communication activity that is not advertising, publicity, or personal selling. The aim is to attract consumers to buy, namely by making displays in shops, exhibitions and demonstrations using sales tools such as posters, leaflets, and sticky pictures. Usually this activity is also carried out in conjunction with other promotional activities, the cost is relatively cheaper than advertising and personal selling. In addition, sales promotions are also more flexible because they can be done at any time with available costs and anywhere, while the sales that occur are not continuous and short-term.

According to Philip Kotler and Kevin Lane Keller (2016), sales promotion includes customer promotion tools as follows:

1. Samples, in the form of a free offer on a number of products or services.
2. Coupons, namely certificates that give the holder the right to get a price reduction as printed when buying certain products.
3. Offer cash returns (rebates), namely by offering savings to consumers from the usual price by getting a product listed on the label or packaging.
4. Premium (gifts), items offered at a relatively low cost or free as an incentive when buying certain products.
5. Prizes (contests, sweepstakes, games), prizes are offers of opportunities to win cash, travel or goods for buying something.
6. Customer loyalty gifts, these prizes in the form of cash or other forms that are proportional to the loyalty of a person or a group of suppliers.
7. Free trial, inviting potential buyers to try certain products for free in the hope that they will buy the product.
8. Product warranty, a promise given by the seller either explicitly or implicitly that the product will work according to specifications or if the product fails, the seller will repair or refund the customer for a certain period.
9. Joint promotions, two or more brands or companies working together (tie-in promotions), issuing coupons, refunding and holding contests to increase their attractiveness.
10. Cross promotion, using a brand to advertise other unsold brands.
11. POP displays and demonstrations, POP displays and demonstrations take place at the point of purchase or sale.
12. Discounts (deducted from invoices or from price lists), discounts that are directly deducted from the list price for each purchase during a specified period.

13. Allowance, the amount offered in return for a retailer agreeing to display a manufactured manufacturer's products in a certain way.
14. Free goods, offering additional goods to consumers who buy a certain amount, it could also be when there are purchases that prioritize products with a certain taste or size.

According to Philip Kotler and Kevin Lane Keller (2016), there are several ways to create a sales promotion as an effective brand awareness building tool, namely as follows:

1. Ensure that the promotion carried out has the right reasons, for example doing a sales promotion at the opening of a new store, company birthdays, and other types of celebrations are good reasons for promotion.
2. Linking sales promotion activities to brand image.
3. Promotion as a means of communication as well as a sales task, a promotion is one of the many voices of a brand, sales promotion can help build brand awareness if it is said the right thing.

According to Nickels, quoted by Swastha (2009: 260) personal selling is the interaction between individuals, meeting each other face to face which is aimed at creating, improving, controlling or maintaining mutually beneficial exchange relationships with other parties.

Based on the aforementioned opinion it can be concluded that personal selling is the most cost-effective tool at the later stages of the buying process, particularly in building buyer's preferences, beliefs and actions.

Personal selling has 3 special characteristics as follows:

- 1) Personal Confrontation,  
Personal selling includes a lively, direct and interactive relationship between two or more people. Each party can observe the other's reaction more closely.
- 2) Tighten  
Personal selling allows for all kinds of relationships from sales relationships to friendly relationships. Salespeople usually really know what the customer's best interests are.
- 3) Responses  
Personal selling makes the buyer feel obliged to listen to the salesperson's conversation.

According to Philip Kotler and Kevin Lane Keller (2016), Public relations are various programs designed to promote or protect the image of a company or its individual products. Basu Swastha and Irawan (2008: 350), that publicity is encouraging non-personal demand for a product, service or idea by using commercial news in the mass media and sponsors are not subject to direct payments. It can be concluded that publicity is an indirect advertising and does not pay for the communication that is done. The nature of this publicity is not continuous and short-term.

The appeal of public relations and publicity is based on three specific properties as follows:

1. High credibility, stories and pictures about the news are more authentic and trusted by readers than advertisements.
2. The ability to catch buyers who were not targeted beforehand, public relations can reach a large number of potential buyers who tend to avoid sales force and advertising.
3. Dramatization, public relations has the ability to dramatize a company or product.

A public relations program that is well planned and coordinated with other elements of the promotional mix can be very effective. Companies establish marketing public relations to directly support company/product promotion and image formation. Public relations marketing can place stories in the media to draw people's attention to a product, service, person, organization or idea.

The main promotional tools for public relations marketing are as follows:

1. Publications,  
Companies rely heavily on published material to reach and influence their target market. Publication materials include annual reports, brochures, articles, periodic reports and company magazines, as well as audio-visual materials.
2. Events,  
Companies can attract attention to new products or other marketing activities by organizing special events such as news conferences, seminars, outings, exhibitions, contests and competitions, anniversaries, as well as sporting and cultural sponsorship that will reach target audiences.
3. News  
One of the main tasks of a public relations professional is finding or creating news that supports the company, its products, and its people. News creation requires expertise in developing story concepts, conducting research, and writing press releases.
4. Speech,  
Speech is another tool for creating product and company publicity. Appearance in the form of a speech can build a company image.
5. Community Service Activities,  
Companies can enhance their good image in society by giving money and time in good faith. Large companies will usually ask executives to support social events in the office or factory area where they are located. On other occasions, the company will donate a certain amount of money (usually in relation to the number of consumers who buy their product) for a specific reason. Cause-related marketing is increasingly being used by companies to build a good image in society.
6. Media Identity  
In a society with over-communication, companies have to compete for attention. Companies must compete for attention. They must strive to create an identity that society can immediately recognize. Visual identity is given by company logos, stationery, brochures, signs, business forms, buildings and dress code

The definition of direct marketing according to the Direct Marketing Association is an interactive marketing system that uses one or more advertising media to generate responses and/or transactions that can be measured at a location. Philip Kotler and Gary Armstrong (2014) argues that direct marketing is the use of direct consumer channels to reach and deliver goods and services to customers without using marketing intermediaries.

Direct marketing is one of the fastest growing ways to serve customers. Direct marketers look for measurable responses, particularly customer orders. This is sometimes called direct order marketing. Today, many direct marketers use direct marketing to build long-term relationships with customers.

Although there are various forms of direct marketing such as direct mail, telemarketing, electronic marketing and so on, they all have four characteristics. Direct marketing is:

- 1) Nonpublic, messages are usually addressed to a specific person
- 2) Tailored, messages can be prepared to attract the intended audience
- 3) Latest, messages can be prepared very quickly
- 4) Interactive, messages can be changed depending on the person's response.



## 2.2. Review of Purchasing Decisions

According to Schiffman, Kanuk (2010), a purchasing decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, there must be several alternative options available. According to Philip Kotler and Gary Armstrong (2014), there are several stages in the process of making purchasing decisions, namely:

### 1. Introduction to Problems

The buying process starts when the buyer recognizes a problem or need, where that need can be triggered by internal and external stimuli. By gathering information from a number of consumers, marketers can identify the stimuli that most often generate interest in a product category, so that marketers can develop marketing strategies that trigger consumer interest.

### 2. Information Search

Consumers who are aroused by their needs will be motivated to seek more information, we can divide this into two levels. The first situation is a lighter search for information called a strength search. At the next level, people may enter the active information seeking level by searching for reading materials, calling friends and visiting shops to learn about the products they are going to buy.

### 3. Evaluation of Alternatives

Some basic concepts will help us understand the consumer evaluation process: first, consumers will try to meet a need. Second, consumers are looking for certain benefits from product solutions. Third, consumers will view each product as a set of attributes with different abilities to provide benefits that are used to satisfy those needs. The attributes of interest will vary according to the product purchased, they will pay the most attention to the attributes that provide the benefits they are looking for.

### 4. Purchasing Decisions

In this stage, it begins with an assessment of various alternatives that can be seen from the attributes attached to the product. With this indication, the consumer forms a choice between several products that are incorporated in the choice of device. In this stage the consumer can also form an intention to choose a product that he likes.

## 2.3. Previous Research

Previous research that discussed promotion mix was conducted by Novaria, Lisa et al. In 2013 with the title The effect of promotion mix on customer satisfaction at PT. BPR Wilis Putra Utama Banyuwangi, with the results of the study, it is known that simultaneously the variables of advertising, sales promotion, public relations and personal selling have a significant effect on customer satisfaction.

Based on the results of the research, partially, the variables of advertising, sales promotion, public relations and personal selling have a significant effect on customer satisfaction. That advertising has a significant effect on customer satisfaction, sales promotion has a significant effect on customer satisfaction, public relations has a significant effect on customer satisfaction and personal selling has a significant effect on customer satisfaction. The variable that has the dominant influence on customer satisfaction is sales promotion.

Another research has also been conducted by Arman, Andri in 2015 with the title Promotion Mix Analysis of Consumer Decisions to Buy Yamaha Motorbikes at CV. Sinar Utama Antasari Branch in Samarinda. With the results of the research that the regression direction coefficient between advertising variables ( $X_1$ ), personal selling (2), sales promotion ( $X_3$ ), and publicity ( $X_4$ ), states that there is a positive influence on consumer decision variables to buy Yamaha motorbikes at CV. Sinar Utama Antasari Branch in Samarinda (Y).

Based on the value of the correlation coefficient ( $R$ ) obtained at 0.469 or 46.9%, this means that the relationship between the independent variables consisting of advertising ( $X_1$ ), personal selling ( $X_2$ ), sales promotion ( $X_3$ ), and publicity ( $X_4$ ), Simultaneously with the dependent variable, namely the consumer's decision to buy a Yamaha brand motorcycle at CV. Sinar Utama Antasari Branch in Samrinda ( $Y$ ) in the medium category.

Furthermore, based on the value of the coefficient of determination ( $R$ ) of 0.174 or 17.4%, which means that the four independent variables consisting of advertising ( $X_1$ ), personal selling ( $X_2$ ), sales promotion ( $X_3$ ), and publicity ( $X_4$ ) were investigated in the study. This gives an effect of 17.4% on consumer decisions to buy Yamaha brand motorbikes at CV. Sinar Utama Antasari Branch In Samarinda, this means that the influence is low. While the remaining 82.6% is influenced by other variables not examined in this study.

Tiyani, Dwintha Ririn also conducted research on the promotion mix in 2012, with the title Promotion Mix Analysis in increasing Daihatsu Car Sales Volume at PT. Jujur Jaya Sakti Makassar, with the results of an analysis of the promotion mix policy conducted by PT. Jujur Jaya Makassar shows that the increase in promotional costs in the promotion mix policy has an effect on the increase in sales volume of Daihatsu cars at PT Jujur Jaya Sakti Makassar.

Of all the promotional mix variables (advertising, personal selling, sales promotion, publicity and direct marketing) obtained after testing only the advertising variable which has the most dominant and significant influence in increasing the sales volume of Daihatsu cars at PT. Honest Jaya Sakti Makassar.

#### *2.4. Hypothesis*

Sugiyono (2017) defines a hypothesis as a temporary answer to the formulation of research problems, it is said to be temporary because the answers obtained are only based on empirical facts.

Based on the description of the previous main problems, the hypothesis in this study is that it is assumed that the promotion mix has an effect on purchasing decisions at PT. Hadji Kalla Sidrap Branch.

### **3. Methodology**

This research was conducted at PT. Hadji Kalla Sidrap Branch, Jalan Jend. Sudirman No. 27 Pangkajenne, Rijang Pitu, Sidrap. This research was conducted in January-March 2017. The population in this study are customers who purchase Yamaha cars at PT. Hadji Kalla, Sidrap branch. The number of samples taken in this study were 30 respondents. Furthermore, Wati (2018: 90) in Hardin, A.M. Azizu, Wa Ode DP Sari (2020: 60-61) states that the sampling technique is a method or method used to determine the number and members of the sample. Each member is, of course, a representative of the population that is selected after being grouped based on similarity of characters. The sampling technique used must also be tailored to the objectives of the study. The sampling method can be broadly grouped into 2 (two) groups, namely probability sampling and nonprobability sampling.

Methods of data analysis using 2 (two) tests, namely the instrument test (validity and reliability test) and hypothesis testing (test with  $t$ ,  $F$  statistics and coefficient of determination) with multiple linear regression approach and using SPSS version 21 (Hardin, LM Mustari, WODDP Sari, 2019: 16). From the research results collected, the analysis method will be presented as follows:

1. Descriptive analysis is an analysis to describe the promotional mix variables on customer loyalty at PT. Hadji Kalla Sidrap Branch.



2. Multiple Regression Analysis, which is an analysis to see the extent to which the promotion mix variable influences customer loyalty at PT. Hadji Kalla Sidrap Branch. Multiple regression analysis uses the equation formula quoted in Sugiyono (2017), namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Where:

$$a = \frac{\sum y - b \sum x}{n}$$

$$b = \frac{n \sum xy - \sum x \sum y}{n \sum X^2 - (\sum X)^2}$$

Information:

- Y = dependent variable (customer service)
- X<sub>1</sub> = Independent variable of advertising
- X<sub>2</sub> = Sales promotion independent variable
- X<sub>3</sub> = Independent variable of personal sales
- X<sub>4</sub> = independent variable of public relations
- X<sub>5</sub> = Independent variable of direct marketing
- a = Constant
- b = Regression Coefficient

#### 4. Results and Discussion

##### 4.1. Profile of Respondents

The profile of respondents in this study was reviewed based on gender, age, level of education, and occupation.

##### a. Characteristics of Respondents Based on Gender

The following is data about the characteristics of respondents based on gender:

Table 1. Characteristics of Respondents by Gender

No.	Gender	Amount	
		Frequency	Percentage
1	Women	13	43%
2	Man	17	57%
Total		30	100%

Source: Processed Primary Data 2017

Based on table 1, it shows that most of the respondents were male as many as 17 people (57%) and the rest were women as many as 13 people (43%). This happens because the customer respondents of PT. Hadji Kalla, Sidrap Branch, is mostly male.

##### b. Characteristics of Respondents by Age

The following is data about the characteristics of respondents based on age.

Table 2. Characteristics of Respondents by Age

No.	Respondent Age	Amount	
		Frequency	Percentage
1	20- 24 Year	3	10%
2	25 – 30 Year	12	40%
3	>31 Year	15	50%
Total		30	100%

Source: Processed Primary Data 2017

Based on table 2 above, it shows that most of the respondents were over the age of 31 years, as many as 15 people (50%). There are 12 people between 25-30 years old (40%) and the rest are 21-25 years old as many as 3 people (10%). This shows that the customer population of PT. Hadji Kalla Sidrap Branch is mostly > 31 years old.

c. Characteristics of Respondents based on Education Level

The following is data on the characteristics of respondents based on their latest education.

Table 3. Respondents Education Level

No	Education Level	Amount	
		Frequency	Percentage
1	Senior High School (SHS)/Vocational High School (VHS)	2	7%
2	3-year diploma (D3)	3	10%
3	Strata 1 (S1)	10	33%
4	Strata 2 S2	15	50%
Total		30	100%

Source: Processed Primary Data 2017

Based on table 3 above, it can be seen that of the 30 respondents who had been collected, 50% (15 people) had a Strata 2, 33% (10 people) had an Strata 1, as many as 10% (3 people) had a D3 education, and only 7% (2 people) respondents with SHS/VHS education. Based on this, Toyota Cars are more widely used or purchased by people with S1 and S2 education levels.

d. Characteristics of Respondents by Profession

Table 4. Characteristics of Respondents by Profession

No	Profession	Amount	
		Frequency	Percentage
1	Government employees	8	26%
2	Private employees	20	67%
3	Others	2	7 %
Total		30	100%

Source: Processed Primary Data 2017

Based on the table above, it can be seen that there are 8 people (26%) who work as civil servants, 20 respondents (67%) are private employees, while 2 respondents (7%) are among students and students.

#### 4.2. Regression Analysis

Regression analysis was performed to obtain an equation model from the research variables. This regression analysis is a statistical procedure used to analyze the relationship between the dependent variable and the independent variable. In this analysis, it should be noted that the level of significance required by each coefficient generated in the regression equation is 0.05.

a. Simultaneous Test (Test F)

The F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable. The results of the F Test calculation can be seen in the following table:

Table 5. F Test Calculation (ANOVA<sup>a</sup>)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.563	5	4.113	2.883	.035 <sup>b</sup>
	Residual	34.237	24	1.427		
	Total	54.800	29			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Direct Marketing, Sales Promotion, Advertising, Public Relations, Personal Selling  
Source: Output SPSS 21 (Statistic Package for Social Science 21) 2017

From the results of the regression analysis, it can be seen that together the independent variables have a significant effect on the dependent variable. This can be proven from the Fcount value of 2.883 with a significance value (sig) of 0.035. Because the significance value (sig) is less than 0.05, the regression model can be used to predict the promotion mix or it can be said that the promotion mix in the form of advertising, sales promotion, personal selling, public relations and sales personas has an effect on purchasing decisions.

b. Partial Test (t test)

The t test was conducted to determine the effect of each or partially the independent variables (advertising, sales promotion, direct marketing, public relations and personal selling) on the dependent variable (purchasing decisions). Meanwhile, partially the effect of the five independent variables on purchasing decisions is shown in the following table:

Table 6. Result of Partial Test Calculation (Coefficients<sup>a</sup>)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-15.998	8.974	-1.783	.087
	Advertising	.100	.219	.078	.653
	Sales promotion	.419	.379	.203	.280
	Personal Selling	.890	.322	.556	.011
	Public relations	.843	.310	.481	.012
	Direct Marketing	.189	.352	.098	.597

a. Dependent Variable: Buying decision

Source: Output SPSS 21 (Statistic Package for Social Science 21) 2017

From the table above, it can be seen that the multiple linear regression equation is as follows:

$$Y = -15,998 + 0,100X_1 + 0,419X_2 + 0,890X_3 + 0,843X_4 + 0,189X_5$$

Based on this equation, it can be explained that the effect of each independent variable on the dependent variable is as follows:

a) The Effect of Advertising on Purchasing Decisions

The results of partial testing (t test) between advertising variables and purchasing decision variables show the t value of 0.100, the regression coefficient is 0.456 and a probability value of 0.653 which is greater than 0.05. So it can be concluded that advertising does not have a significant effect on purchasing decisions. This can occur because the advertising carried out by the company is still classified as traditional and is not easily understood by readers where the lowest score is on the indicator of advertising using newspapers or newspapers, because at this time where technological developments are so

rapid, consumers rarely use the media newspapers to find out a product but using online media that provide faster and more accurate information.

b) The Effect of Sales Promotion on Purchasing Decisions

The partial test (t test) between the sales promotion variable and the purchasing decision variable shows the t value of 0.419, the regression coefficient is 1.105 and the probability value is 0.280, which is greater than 0.05. So it can be concluded that sales promotions do not have a significant effect on purchasing decisions. This happens because the sales promotion carried out by the company is not yet attractive according to the buyers.

c) The Effect of Personal Selling on Purchasing Decisions

The partial test results (t test) between the personal selling variable and the purchasing decision variable shows the t value of 0.890, the regression coefficient of 2.763 and the probability value of 0.011 which is smaller than 0.05. So it can be concluded that personal selling has a significant influence on purchasing decisions, this happens because employees are able to explain the types of products they market, are able to respond to customer complaints quickly, and employees are able to provide services according to customer desires which can affect consumer purchasing decisions.

d) The Effect of Public Relations on Purchasing Decisions

The results of the partial test (t test) between the public relations variable and the purchasing decision variable show the tcount value of 0.843, the regression coefficient is 2.722 and the probability value is 0.012 which is smaller than 0.05. So it can be concluded that public relations have a significant influence on purchasing decisions. This occurs because the public relations that the company carries out, such as providing assistance in the form of educational scholarships, social service activities, and donations to parties in need, are able to attract consumers to purchase products.

e) The Effect of Direct Marketing on Purchasing Decisions

The results of the partial test (t test) between the direct marketing variable and the purchasing decision variable show the tcount value of 0.189, the regression coefficient is 0.536 and the probability value is 0.597 which is greater than 0.05. So it can be concluded that direct marketing does not have a significant effect on purchasing decisions. This happens because consumers still feel uncomfortable when making transactions at the company, and are still uncomfortable with the facilities provided by the company.

Based on the results of the analysis and discussion above, it can be seen that the promotion mix has an effect on purchasing decisions, so the hypothesis which states it is assumed that the promotion mix has an effect on purchasing decisions at PT. Hadji Kalla Sidrap Branch proven or accepted.

## 5. Conclusion

This study aims to determine the effect of promotion mix on purchasing decisions at PT. Hadji Kalla Sidrap Branch. From the formulation of the proposed research problem, the data analysis that has been carried out and the discussion that has been stated in the previous chapter, it can be concluded, namely, from the results of the regression analysis on testing simultaneously (Test F), it turns out that the research results prove that together promotion mix variable has a significant effect on purchasing decision variables. This can be proven from the Fcount value of 2.883 with a significance value (sig) of 0.035 which is smaller than the significance value (sig) of 0.05.

Suggestions put forward for consideration by the company as the right holder of the policy making authority, namely PT. Hadji Kalla Sidrap Branch in an effort to improve employee work performance is as follows: (1) For advertising variables, it is hoped that the

company management will be able to make more attractive advertisements, pay attention to the clarity of advertising messages, and reconsider the media used in accordance with technological developments, so that they can trigger consumers to make purchases of Toyota brand cars; (2) For the sales promotion variable, it is expected that the company management will pay more attention to the promotion strategies carried out mainly face to face; (3) For the personal sales variable, the activities carried out by the company's management for now are good enough, but the company is expected to further improve the salesperson's ability to explain the products being marketed so that consumers are interested in making purchases; (4) For the variable of public relations, the activities carried out by the company by holding social services, providing educational scholarships and giving donations have been able to attract consumers to make purchases of the company's products. Hopefully the company maintains activities related to the community; (5) For the direct marketing variable, the activities carried out by the company are still lacking where consumers still feel uncomfortable in making purchase transactions, and the facilities provided are still lacking and it is hoped that the company management will be able to improve and provide appropriate services and facilities to prospective buyers.

## References

- Arman, Andrian. (2015). Promotion Mix Analysis Against Consumer Satisfaction Buying Yamaha Brand Motorcycles at CV. Sinar Utama Antasari Branch in Samarinda. *eJournal Ilmu Administrasi Bisnis*.
- Fandy Tjipton. (2005). *Marketing Strategy*, Edisi 1. Yogyakarta: Andi Offset.
- Hardin, A.M. Azizu, Wa Ode DP Sari. (2020). The Influence of Competence, Organizational Culture, Spiritual Leadership on Organizational Behavior and Its Impact on Lecturer Performance at Higher Education in Baubau City. *International Journal of Management Progress* Volume 1 Number 2 February 2020.
- Hardin, LM Mustari, WODDP Sari. (2019). The Effect of Achievement Motivation, Fear of Success on the Performance of Farming Women in Ngkaringkaring Village, Baubau City. *International Journal of Management Progress* Volume 1 Number 1 August 2019.
- Kotler, Philip and Gary Armstrong. (2014). *Principles Of Marketing*, Harlow: Person Education.
- Kotler, Philip and Kevin Lane Keller. (2016) *Marketing Management* limited edition. United States of America: *Pearson Education*.
- Lee, Monle dan Johnson. (2007). *Main Principles of Advertising in a Global Perspective*, Second Printing was translated by Munandar and Priatma, Kencana. Jakarta: Prenada Media Group.
- Novaria, Lisa Novita, dkk. (2013). The Effect of Promotion Mix on Customer Satisfaction at PT. BPR Wilis Putra Utama . *Artikel Ilmiah Hasil Penelitian Mahasiswa*.



- Nurhayati, Risky. (2011). The Influence of Product Quality and Price on Customer Loyalty (Study on Yogyakarta “Veteran” National Development University Students Department of Business Administration, Class of 2009, Nokia Brand Cellphone Users) *Skripsi Jurusan Ilmu Administrasi Bisnis Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Pembangunan Nasional “Veteran” Yogyakarta*.
- Peter, Paul dan Jerry C. Olson. (2000). *Consumer Behavior*. Fourth edition. First printing. Jakarta: Penerbit Erlangga.
- Schiffman, Leon G. Leslie Lazer Kanuk. (2010). *Consumer Behavior, New Jersey*: Pearson Prentice Hall.
- Sugiyono. (2017). *Quantitative Research Methods, Qualitative, and R & D*. Bandung: CV. Alfabeta
- Swastha, Basu dan Irawan. (2008). *Modern Marketing Management*. Thirteenth Printing, Yogyakarta: Liberty Yogyakarta.
- Swastha, Basu. (2009). *Asaz-asaz Marketing*. Third edition. Seventh Printing. Yogyakarta: Penerbit Liberty.
- Triyani, Dwintha Riri. (2012) Promotion Mix Analysis in Increasing Sales Volume of Daihatsu Cars at PT. Honest Jaya Sakti Makassar, *Skripsi Universitas Hasanuddin, Makassar*.