

The Influence of Sales Promotion and Brand Image toward the Purchasing Decision in Shopee Platform

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ABSTRACT

The aim of this research is to know the influence of sales promotion and brand image to Shopee platform toward consumer purchasing decision by students in FISIP Slamet Riyadi Surakarta. The method uses survey. This research includes as quantitative explanative research. Research population is students of FISIP Slamet Riyadi Surakarta who buy products through Shopee. Technique sampling in nonprobability uses accidental sampling with 96 respondents. Technique of collecting data is questionnaire as primer data and files, documents as seconder data. Validity data test uses moment product test and reliability data test uses cronbach alpha test. Analysis technique uses multiple regressions analysis by doing classic assumption test. The result shows that, as simultanously, both of free variables influence purchasing decision, while, as individually, sales promotion does not give influence to purchasing decision as 0,848. Then, brand image gives significant influence to purchasing decision as 0,004.

KEYWORDS: sales promotion, brand image, consumers purchasing decision, shopee platform

PRELIMINARY

Pandemic period influences in any living field included in trading. Pandemic covid 19 has accelerated digital system in trading field. Pandemic period, also, has pushed acceleration to adopt digital system in shopping activity. Now, some consumers who has used digital system increases their activities in it and some who never use it try to use it for trading. Thus, amount of digital transaction increases very high in pandemic period in Indonesia. One of e-commerce platform named Shopee runs into 130% than last year. In 2020, there are 2,8 million transaction by users in Shopee platform. (detikNet.com)

Shopee is a trading application system which sells many products. This e-commerce platform makes a new trend in online trading and supports speed shopping up in digital system. Sales promotion demanded by Shopee is very interesting to consumers, such as discount up to 50.000 rupiahs for all items, voucher up to 90%, free for postal fee in minimum buying 0 rupiah, flash sale 99 rupiahs, shopping voucher 1 rupiah, cash back of Shopee coin

and digital product, also, some games which have many gift converted to coin for buying, etc. (<https://iprice.co.id/coupons/shopee/>). Therefore, Shopee is considered as the most favorite e-commerce in this pandemic period and consumers are getting interested in shopping on Shopee.

Promotion is very important to offer a product. Promotion is designed to increase involvement consumers to choose the product. Consumers must be exposed to promotion information, then understand the meaning and create an act toward brand for making a purchasing decision. Based on explanation above, the researcher is interested to research about how the influence of sales promotion and brand image on Shopee e-commerce impresses consumers in purchasing decision. E- Commerce in covid 19 periods pandemic runs the technology quickly included in trading, thus it can compete with others application. Therefore, formulation of the problem in this research is “Do sales promotion and brand image influence purchasing decision by consumers on Shopee platform?”

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This research, specifically, has purpose to know the influence of sales promotion and brand image toward consumer purchasing decision on Shopee platform. This long period pandemic makes many consumers do transactions using shopping online on Shopee platform to make easy in trading. This case is really makes researcher interested in research, will this platform be exist for next period. Also, sales promotion and brand image is as a based research to know deeply consumers reasons why they do shopping online on Shopee, whether both of those reasons have influenced consumers to buy a product or not. This research is hoped gives great ideas in growing the Indonesia economic up. Also, by doing this research expects can give the growth science up in Study of Business Communication and Marketing Communication as a subject taught in Communication Studies Program.

LITERATURE REVIEW

Sales Promotion

Communication is much needed factor in marketing or promotion activities. Promotion is very important for trading a product or service (Tjiptono, 2007 in Afifi, 2020). Promotion can communicate to consumer about advantages of the product. Belch & Belch (2012) marketing communication mix consists of advertisement, direct marketing, internet marketing, sales promotion, public relations and personal selling. Sales promotion is a part of promotion mix having purpose to inform and to persuade consumers, directly or indirect, about the products for selling (Kotler and Keller, 2009 in Afifi, 2020).

Sales promotion can attract consumers to make decision to buy more products (Rohmah, 2018). This theory is similar with Kotler, Amstrong theory 2008 in Afifi 2020, said that sales promotion is a shot term incentive supporting the process of buying and selling a product or service. In line with, Kotler, Keller (2009: 219) in Prasetyo, Rismawati (2018) explains sales promotion consist of short term incentive that can stimulate buying a product or service quickly by consumers. As for the type of sales promotion usually used to introduce product is free of charge, stamp, contest and lottery, rebate, premium (Rumyeni, Lubis: 50 in Rohmah, 2018).

Brand Image

Brand image be created well depends on how a company build good brand image and keeping it well. Brand image is an association group in the mind of consumers, so consumers who use one brand image will tend to use it consistently. Brand image is a faith of consumers likes association in consumers' memory (Kotler 2009 in Roisah, Riana, 2016). Brand image

will shape consumers. It is similar meaning with theory said that brand image is a representative from the whole consumers perception toward a certain brand image because the information and experience from that brand (Suryani 2008: 113 in Tamimi, Nugraha, Widiartanto, 2015). Consumers who have good image for a certain brand will be more possibility to do purchasing (Setiadi, 2003: 180). Some factors influencing brand image based on Kotler, 2008 in Miati, 2020 are:

- A. The excellence of brand association. The special of brand association can be trusted by consumers that attribute and benefit of brand can give pleasure and consumers' daily needs, so it is created good behavior to that brand.
- B. The strength of brand association. The strength of brand association is measured how the information can be saved and be received in consumers' memory, than that information can be managed. Consumers follow, manage, and interpret data. The differences of customers toward brand create perception of the differences purchasing behavior.
- C. The uniqueness of brand association. The strength and unique association is very important for the successes a certain brand. Make unique impress can create differences with other brand, so consumers can choose brand and settle it in their mind.

It can be conclude that brand image is a society mind toward a certain product or service which has known and used or consumed, and consumers will memorize about the strength and weakness of the goods and services.

Kotler, Amstrong, 2008: 181 in Dedhy Pradana, 2017 said by Miati, 2020, explains that consumers purchasing decision is buy a loved brand the most. It is similar with Kotler in Angio 2013: 7 said by Miati, 2020, purchasing decision is a consumer act to create reference among brands and buy a product they love the most. Based on explanation above, it can be conclude that purchasing decision in a certain goods or services depends on a brand image.

Consumers Purchasing Decision

Consumers purchasing decision is linked in how far the involvement of consumers toward the product will be sold in market. The consumer's involvement refers to in low and high involvement. The involvement is also focused to consumer's involvement with many products and selling. Consumers are in high and low involvement, so they are buying with high and low involvement. Both of approaches generate ideas that the degree of consumers involvement depends on the

degree of personal relationship which caused by product to consumer. The involvement degrees determined by how important of consumers see the product or services (Blackwell, Miniard, Engel, 2001).

Consumer purchasing decision is consumer decision to preference a certain brand in some options (Kotler 2005: 223 in Tamimi, Nugraha, Widiartanto, 2015). Purchasing decision is an activity related to consumer's act in buying product to fulfill needs (Kotler 2007: 227 in Tamimi, Nugraha, Widiartanto, 2015). Meanwhile, Kotler, (2007) in Roisah, Riana, (2016) explains that purchasing decision has seven components, namely purchasing decision toward kinds of product, product shape, brand, selling, numbers of product, purchase time, and payment method.

Refers to research before by Rohmah (2018) titled the influence sales promotion toward consumer purchasing decision on buying and selling site online called Elevenia. The result shows that sales promotion is influenced very significant toward consumers purchasing decision on buying and selling site online called Elevenia. Otherwise, Ari's research (2018) titled the influence sales promotion toward purchasing decision with brand awareness as variable mediation and the result shows that there are influence of sales promotion variable toward brand awareness, there are not influence brand awareness toward purchasing decision, but there are influence directly by sales promotion toward purchasing decision.

Hopefully, this research can give discourse to develop for the next research with different aspect, but it is in line with buying decision of consumers' behavior. For further research discourse is about product quality, features, price, etc. to find out if those variables give the influences toward buying decision or not. Consumer buying decision is an important factor and as big role to run a business, because it can give good effect for continuity of a company. Buying decision can be reached when consumers buy or use product or services offered by the company. Also, Setiadi 2003: 11-15 says buying decision doing by consumer is very influenced by cultural factors, social factors, personal factor, and psychological factors.

HYPOTHESIS

Hypothesis is a research conclusion which is not perfect, and then it needs perfected using proof of truth by research. Hypothesis or provisional guess from this research is:

H₁: there is influences sales promotion toward purchasing decision partially

H₂: there are brand images toward purchasing decision partially

H₃: there are as together influences from sales promotion and brand image toward purchasing decision

RESEARCH METHODOLOGY

The method uses survey research. This research uses explanative quantitative research. Location of this research is on Slamet Riyadi University Surakarta at Faculty of Social and Political Sciences. Susetyo (2010) says population is a whole data or object studied in the form of certain characteristics toward symptoms, phenomenon, event or incidents. Population of this research is respondents who buy product from Shopee in 2021 as much 96 respondents. For taking sample the formula is:

$$n = \frac{Z^2}{4(\text{moe})^2}$$

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$= 96,04 \text{ rounded to } 96 \text{ respondent}$$

Explanation: n = number of samples

Z = 1,96 with confidence level 95%

Moe = Margin of error / maximum error rate 10%

Whereas, sampling technique non-probability uses *accidental sampling* or *convenience sampling*. Data type in this research is primer data from questionnaire and seconder data from library research such as book and journal. Measuring scale is reference to determine interval long and short, so measuring instrument produces quantitative data (Sugiyono, 2013). Variable measurement uses *linkert* scale.

This research uses formula by Karl Pearson to ensure how well an instrument used to measure concept. Based on the result of validity testing, all the research instruments reveal about sales promotion, brand image, and consumers purchasing decision is valid. It is because score $r_{\text{count}} > t_{\text{table}}$ and $p < 0,05$, then question from each variable can be followed to next research. Reliability testing reach score more than 0,6, so the data can be tested to the next step. Research testing uses formula of *alpha cronbach*. The result of realibility testing gets score cronbach alpha (r_{11}) > 0,6 that is sales promotion variable as 0,805, brand image as 0,755 and consumer purchasing decision as 0,717. It means that statement items in research instruments can be trusted for collecting data, thus all instruments testing consisting of validity and reliability fulfill the requirements to use in

research making decision. Analyzing used in this research is multiple regression analysis. Purpose of regression analysis is to get good predict score, that is as near as actual score. After get regression result, doing evaluate it included coefficient of determination (R^2) and Adjusted R^2 , Uji F, Uji T and Uji OLS⁸ (Widarjono, 2010).

RESEARCH RESULT

Classic assumption test on normality test shows score *Asymp. Sig. (2-tailed)* or probability (p) from each variable $> 0,05$. Kolmogorov-Smirnov Z shoes 1,009 and score of *Asymp.Sig (2-tailed)* or probability (p) got score 0,261, thus $>0,05$. This shows that regression equation model made is distributed normal. Whereas multicollinerity test, score of tolerance and VIF from sales promotion variable and brand image which has score tolerance from every variable more than 0, 10 and score VIF from every variable less than 10. It indicates no multicollinerity between sales promotion variable and brand image. Data multicollinerity test can be seen as follows:

Table 1 Coefficient (a)

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,991	1,009
	X2	,991	1,009
a Dependent Variable: Y			

While, heteroscedasticity test with sig. score or probability from each independent variable toward absolute independent variable is more ($>$) than 0,05, so it does not matter with heteroscedasticity, so a good and ideal regression model can be fulfilled. The Result of heteroscedasticity test can be seen at this table:

Table 2 The Result of heteroscedasticity test

Variabel	Sig.
(X ₁)	0,656
(X ₂)	0,949

Dependent Variable: abs

Table 3 explains about the result of multiple regression analysis. On table 3 score $R = 0,298$ means relation between sales promotion and brand image with consumer purchasing decision is positive and strong. Score R Square = 0,089. The result of analysis from regression equation is $Y = 8,185 + 0,017X_1 + 0,409X_2$.

Table 3 the Result of Multiple Regression Analysis

Variable	B	Beta	T _{count}	Sig.	Conclusion
(Constant)	8,185				
Sales Promotion	0,017	0,019	0,192	0,848	H ₁ declined
Brand Image	0,409	0,296	2,979	0,004	H ₂ received
F _{count}	=	4,547	$p =$	0,013	
F _{table}	=	3,15			
t _{table}	=	1,986			
R	=	0,298 ^a			
R Square	=	0,089			
Adjusted R ²	=	0,069			

Source: research result, 2021

DISCUSSION

Research result shows that sales promotion does not influence purchasing decision as 0,848 ($p < 0,05$), then hypothesis 1 (H₁) declined, so it can be concluded that sales promotion, partially, does not give positive and significant influence toward consumers purchasing decision on Shopee platform. This result research is not line with Rohmah theory, (2018) said sales promotion does not attract consumers to do purchasing decision for more products.

According to the result of multiple linear regression analysis, probability score of brand image as 0,004 or $p (0,001) < 0,05$, then hypothesis 2 (H₂) be received. As partially, there are positive and significant influences from brand image to consumer purchasing decision on Shopee platform. This result has

relevance with Setiadi 2003: 180, consumers have positive image to a certain brand will tend to do purchasing process. Meanwhile, Kotler, Amstrong, 2008: 181 in Dedhy Pradana, 2017 stated Miati, 2020 argues that consumer purchasing decision depends on products they loved most. So, it can be conclude that brand image is an important thing to influence consumers in purchasing decision, so brand image is considered as one important variable to influence consumers purchasing decision.

The research result explains sales promotion and brand image, together, influence consumer purchasing decision on Shopee platform with probability score as 0,013 ($p < 0,05$). This research is in line with Kotler, Keller (2009: 219) in Prasetyo, Rismawati, (2018), sales promotion consists of short term incentive which can stimulate consumers to do

selling of goods or services quickly. So, one of variable influence come sales promotion out is consumer purchasing decision. Also, consumer purchasing decision is influenced to brand image. Kotler, Amstrong, 2008: 181 in Dedhy Pradana, 2017 stated Miati, 2020 says consumer purchasing decision is buy a brand like most. It can be conclude that sales promotion and brand image attached to a certain product will give the truth to consumers and it will create consumer purchasing decision of it.

CONCLUSION

Based on the result, it can be concluded that sales promotion variable (X1) does not give influence to purchasing decision as 0,848 ($p < 0,05$) in partially test. Then, brand image gives significant influence to purchasing decision as 0,004. Meanwhile, the result of simulant test or F test is both of sales promotion and brand image, have influence as 0,013 ($p < 0,05$) toward consumer purchasing decision on Shopee platform.

Thus, it can be concluded that sales promotion does not give positive and significant influence to consumer purchasing decision, while, individually, brand image gives positive and significant influence to consumer purchasing decision at Shopee platform. Whereas, simulant test shows that both of sales promotion and brand image gives significant and positive influence toward consumer purchasing decision on Shopee platform. It is hoped Shopee platform to increase the sales promotion. Shopee platform always keeps brand image in consumer mind too, thus they always trust with this application. Variable of brand image has beta score bigger than sales promotion that is as 0,296, so variable of brand image is the most influence to consumer purchasing decision.

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