THE EFFECT OF PROMOTION MIX ON BUYING DECISION ON SAMSUNG HAND-PHONES (A CASE STUDY AT SAMSUNG PLAZA IN BANDAR LAMPUNG)

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ABSTRACT

The objective to be obtained in the research is having a long-term contribution to marketing system of hand-phone product. It can be gained by using a survey method through questionnaire. It is a research in which the data collecting method uses questionnaire distributed to respondents, which consists of a set of questions on the problems being observed and asks the respondents to answer the questions. The method is used to know how far the effect of promotion mix on buying decision on Samsung hand-phones (a case study at Samsung plaza in Bandar Lampung). The location of research object is on jalanDiponegoro No.74, TelukBatung, Bandar Lampung. The analytical method used in the research is double linear regression method.

KEY WORDS : Promotion Mix, buying decision, marketing

1. Introduction

Samsung Plaza in giving hand-phone sale service especially on Samsung brand is done in great sales or in retail. The Samsung plaza also cooperates with outlets which want to sell Samsung hand-phonein Lampung by giving facilities and discount.

One of strategies made by Samsung Plaza in doing marketing activities and making customers loyal to buy is by using a promotion mix strategy which consists of advertising, sales promotion and individual sales. According to Swastha and Irawan (2011: 238) the objective and function of promotion are to inform and persuade people to buy the products. The amount of cost spent by Samsung Plaza can be seen in the table below

Table1. Promotion Cost to Lampung Marketing Area in 2013

Month	Biaya Promosi (Rp)			Total
	Advertising	Sales Promotion	Individual Sales	
January	1.422.000	2.422.000	1.477.000	5.321.000
February	2.350.700	1.350.000	2.405.400	6.106.100
March	3.869.000	2.869.000	1.924.600	8.662.600
April	3.200.000	2.200.000	2.255.900	7.655.900
May	3.100.000	2.455.000	2.143.400	7.698.400
June	4.014.000	2.754.000	1.069.000	7.837.000
July	3.112.500	2.112.000	2.167.300	7.391.800
August	2.575.000	2.075.000	1.330.700	5.980.700
September	4.422.000	2.422.000	2.477.100	9.321.100
October	4.850.000	3.565.000	3.212.900	11.627.900
November	5.039.100	2.439.000	3.105.500	10.583.600
Total	37.954.300	26.663.000	23.568.800	88.186.100

Source : Samsung Plaza, 2014.

Based on the above table, it can be seen that the promotion cost every month gets fluctuated. The highest advertising cost is in December as Rp. 5.039.100 and the lowest is in January as Rp. 1.422.000. The highest sales promotion cost is in October as Rp. 3.565.000 and the lowest is in February asRp. 1.350.000, then the highest individual sales is in October as Rp. 3.212.900 and the lowest is in June as Rp. 1.069.000. the use of promotion mix can be a benchmark for sales value, where the development of product sales value, in general the development of increasing or decreasing promotion cost followed by the increase or decrease of sales value. Promotion policy has been prioritized by the company to the marketing area of Bandar Lampung, that is to optimize the sales, which means that the promotion policy should be able to affect

the sales.The description on Samsung product sales at Samsung Plaza distributed in Table 2 below:

Table 2. Target dan Realization of Samsung Hand-phone Sales in Bandar Lampung in 2013

Month	Sales (Unit)		Obtained Target (%)
	Target	Realization	
January	2631	2234	84,91
Februariy	2655	2267	85,39
March	2684	2330	86,81
April	2674	2398	89,68
May	2694	2412	89,53
June	2701	2397	88,74
July	2706	2412	89,14
August	2711	2349	86,65
September	2723	2479	91,04
October	2735	2501	91,44
November	2738	2511	91,71
December	2848	2451	86,06
Average	**2708,33**	**2395,08**	**88,42**

Source : Samsung Plaza, 2014.

Based on the above table, it can be known that the sales realization fluctuates, but generally it can be said that all targets are not reached with average target achievement only as 88.42%,while the number of entrepreneurs gets increased, meant to optimize the product sales of Samsung. This condition indicates that the product sales of Samsung is not optimal along with the increase of promotion cost, so there is a gap between the expected promotion effects and executed promotion.

2. Research Method

2.1.1 Research Object

The object to be used as the location of the research is Samsung Plaza on JalanDiponegoro No. 74, TelukBetung, Bandar Lampung. Samsung Plaza is an authorized Samsung brand shop specifically selling varied products of Samsung such as television, refrigerator, AC, and hand-phone.

2.2 Populationand Sample

The population of the research is customers who buy Samsung Hand-phoneat Samsung Plaza in Bandar Lampung in 2014 as 638 customers.

2.3 Data Collecting Method

- Library Research
- Field Research which includes: observation, interview, documentation and questionnaire.

3. Result and Discussion

3.1 Validity Test and Reliability Instrument

The data validity test in the research using SPSS program indicated with Corrected-Item Total Correlation. The category of the test is if $r_{count} > r_{table}$, so the question items are considered valid, and vice-versa. Based on the result of the data processing it can be shown in the following table:

Table 7. Result of Validity Test of Advertising

Total Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item1	33.83	33.178	.404	.881
item2	34.00	26.276	.855	.846
item3	34.00	26.276	.855	.846
item4	33.53	33.016	.459	.878
item5	33.83	32.282	.415	.881
item6	33.83	33.178	.404	.881
item7	34.00	26.276	.855	.846
item8	34.00	26.276	.855	.846
item9	33.53	33.016	.459	.878
tem10	33.83	32.282	.415	.881

Instrument (X_1)

Source: Processed Data, 2015.

3.2 Analysis of Double Linier Regression

The inferential analysis is meant to know how much the effect of independent variable on dependent variable by using double linear regression. From the result of data processing using computer program SPSS 17 it is obtained as follows:

Tabel 15. Output Regresi Linier Berganda

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.298	2.813		.106	.916		
	X1	.468	.059	.557	7.983	.000	.742	1.347
	X2	.567	.169	.301	3.359	.001	.450	2.224
	X3	.347	.158	.193	2.190	.032	.467	2.141

a. Dependent Variable: Y

Source: Data processed using SPSS, 2015.

From the above result, then it is inputted into the double linear regression, so it becomes the equation below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e_t$$

$$Y = 0,298 + 0,468X_1 + 0,567X_2 + 0,347X_3 + et$$

a (Constanta) = 0,298

when there is no change in advertising value, sales promotion and individual sales, so the buying decision is as 0,298.

$b_1 = 0,468$

Every change in advertising valueas 1, so it will affect the buying decision as 0,468

$b_2 = 0,567$

Every change in sales promotion value as 1, so it will affect the buying decision as 0,567.

$b_3 = 0,347$

When there is a change in individual sales value as 1, so it will affect the buying decision as 0,347.

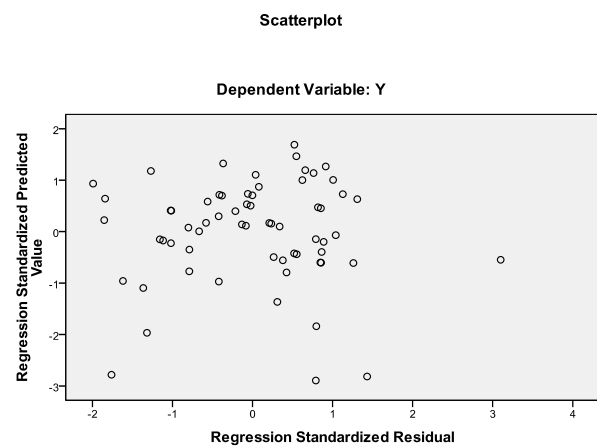Based on the output result of double linear regression it is obtained:

1. The product momen correlation value (R) = 0,885, meaning that the independent variables (advertising, sales promotion, and individual sales) has a strong correlationwith dependent variable (buying decision).

2. Value*R Square*/R Determination (R^2) = 0,783 changed to 78,3% means that the independent variables (advertising, sales promotion, and individual sales) has an effect as 78,3% on dependent variable (buying

decision), while the rest 21,7% is affected by other factors not examined.

3. Value*Adjusted R Square*as 0,772means that independent variables (advertising, sales promotion, and individual sales) gives a moderate effect on the dependent variable (buying decision).

4. Standar Error Value of the Estimate as 2,554 means the error in predicting buying decision as 2,554%.

3.3 Heteroskedastisitas Test

Heteroskedastisitas test is aimed at examining whether there is no equation of variants from an observation residual to another in the regression model. If the variant from the residual from an observation to another,there is Homoskesdatisitasor no Heteroskedastisitas.

Figure 2.Result of Heteroskedastisitas Test

4. Conclusion

Based on the result of discussion and analysis of each varial\ble of the research, it can be concluded:

1. The form of double linear regression of independent variables (advertising, sales promotion, and individual sales)and dependent variable (buying decision) yaitu :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e_t$$

$$Y = 0,298 + 0,468X_1 + 0,567X_2 + 0,347X_3 + et$$

2. The product momen correlation value (R) = 0,885 means advertising, sales promotion, and individual sales variables have a very strong correlation with

dependent variable (buying decision). The independent variables (advertising, sales promotion, and individual sales) have an effect as 78,3% on the dependentvariable (buying variable), while the rest 21,7% is affected by other factors not examined.

3. The partial hypothetical test using t_{test}, with the following hypothesis:

   a. Hypothesis variablefor Advertising (X_1)

      Results in a conclusion that t_{count} (7,983) > t_{table} (2,000) , so $H_0$is rejected, or in other words, the advertising affects the buying decision on Samsung hand-phone.

   b. Hypothesis variablefor Sale Promotion (X_2)

      results in a conclusion that t_{count} (3,359) > t_{table} (2,000), so $H_0$is rejected, or in other words, the sales promotion affects the buying decision on Samsung hand-phone.

   c. Hypothesis variablefor Individual Sales (X_2)

      results in a conclusion that t_{count} (2,190) > t_{table} (2,000), so $H_0$is rejected, in other words, the individual sales affect the buying decision on Samsung Hand-phone.

4. The result of the comprehensive influential tests through F_{test}, it is concluded that F_{count} (72,091) > F_{table} (2,76), so $H_0$is rejected. In other words, advertising, sales promotion, and individual sales affect the buying decision on Samsung hand-phone.

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