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## An Analysis of the Impact of Promotion Strategies on Buying Decision and Buying Amount on Dunkin' Donuts Jambi, Indonesia

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Wella Sandria<sup>1</sup>, Theresia Dhian Kusumawati<sup>2</sup>, Veni Reza<sup>3</sup>, Veni Reza<sup>4</sup>

### **Abstract:**

*This study aims to determine the characteristics of Dunkin' Donuts consumers in Jambi City and analyze the impact of promotional strategies on buying decisions and purchase quantities at Dunkin' Donuts Jambi City. This study uses primary data obtained from the results of questionnaire answers from respondents to find out the reasons for consumers to decide to buy at Dunkin' Donuts, Jambi City. The number of samples in this study were 95 respondents by using purposive sampling technique. Analysis of the data used is descriptive quantitative analysis to describe the characteristics of consumers and chi-square test to determine the impact of promotional strategies with buying decisions and the amount of promotion. Based on the results of the analysis, it was found that the characteristics of the majority of respondents based on gender were women, based on the age of 21-22 years, based on semester level was 6 and based on purchase intensity was 1 time in 1 month. The results of the chi-square test indicate that promotional media have a positive and significant impact on buying decisions ( $X^2$  count 3.470 >  $X^2$  table 2.7326) and promotional media have a positive and significant impact on the buying amount ( $X^2$  count 12.1992 >  $X^2$  table 5,2260).*

**Keywords:** *Buying Amount, Buying Decision, Promotion Strategies*

### **1. Introduction**

The culinary industry is an industry that has many types and variations of its products. The development of the culinary business in Indonesia can be seen clearly with the emergence of various food companies with new brands. In recent years, the culinary business can be said to have increased. More and more business people or investors are opening businesses in the culinary field, such as cafes, restaurants, or even just opening outlets on the side of the road. Not just thinking about the taste of the food or drink being sold, but also

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<sup>1</sup> Management Department, Universitas Muhammadiyah Jambi, Indonesia  
[wellasandria@umjambi.ac.id](mailto:wellasandria@umjambi.ac.id)

<sup>2</sup> Management Department, Sekolah Tinggi Ilmu Ekonomi Gontiasari, Indonesia  
[theresia\\_dhian@stie.gontiasari.ac.id](mailto:theresia_dhian@stie.gontiasari.ac.id)

<sup>3</sup> Islamic Banking Department, Sekolah Tinggi Agama Islam H.M. Lukman Edy, Indonesia  
[venireza@staile.ac.id](mailto:venireza@staile.ac.id)

<sup>4</sup> Management Department, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia  
[astri.ayu@lecturer.pelitaIndonesia.ac.id](mailto:astri.ayu@lecturer.pelitaIndonesia.ac.id)

needing to pay attention to the uniqueness of the menu, the comfort of the place, the hygiene of the food or drink, and other product innovations so that it can attract consumers to make purchases.

In Indonesia, a variant of culinary product that has a high level of competition and is in demand by all circles is donuts, marked by the increasing number of various donut brands circulating, one of which is Dunkin' Donuts. Dunkin' Donut (DD) is an international restaurant and food franchise specializing in the production of donuts founded in 1950 by William Rosenberg in Quincy, Massachusetts. With more than 7,000 restaurants spread across more than 35 countries. For the Indonesian region, since 1985, Dunkin' Donuts Indonesia has held the master franchise for DD and now there are more than 225 outlets spread across major cities in Indonesia. Marketing research institutes state that Top of Mind DD in Indonesia has reached 91.8% and the level of consumer satisfaction Indonesia against DD reached 80.8% (Dunkin' Donuts Indonesia, 2020)..

Dunkin' Donuts fans are not only young executives and socialites, students also often use the DD booth to just spend time together, discuss and even have business talks. When compared to the campus atmosphere, off-campus dining places clearly present a different atmosphere, such as internet network facilities, comfortable tables and chairs, and other excellent services. This type of consumer with a student background also occurs at Dunkin' Donuts outlets in Jambi City. Students who come from various university backgrounds and regional origins. This is because the location of Dunkin' Donuts is on an arterial road that is often crossed by students. Not only food and beverage products, Dunkin' Donuts Jambi also offers a comfortable, clean atmosphere, excellent service, wifi, cool rooms, friendly promotional prices and adequate rooms for studying. Plus there are many promotional programs every day that are very attractive to students. According to Tjiptono dalam Radji and Kasim (2018), in essence, promotion is a form of marketing communications. Marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind target market for the company and its products to be willing, accepting, and loyal to products offered by the company. Promotion of one of the variables in the mix very important marketing implemented by companies in marketing its product or service. Promotion is one of the determining factors for the success of a company marketing strategy program. No matter how high a product is, if consumers have never heard of it and am not sure that the product will be of any use to them, then they will never buy it.

According to Shimp (2014) promotion has five very important functions for a company, namely the function of providing information, persuading, reminding, adding value and assisting other efforts of the company. Meanwhile, according to Tjiptono (2008) the objectives of promotion include growing customer perceptions of needs, introducing and providing understanding of the brand, encouraging the selection of a product, persuade customers to buy the product, compensate for the weaknesses of other marketing mix elements and instill the image of the product and company.

The promotional programs carried out by Dunkin' Donuts Jambi City are (1) Member DD Card is a promotion in the form of a member / program here Dunkin' Donuts offers discounts to its consumers if consumers use a DD Card member card; (2) The Free Donut Add Line at @dunkinindonesia is a promotion of Dunkin' Donuts in providing free donuts to consumers by adding an official account @dunkinindonesia after which consumers receive the next procedure followed by consumers so that consumers get free donuts from Dunkin' Donuts; (3) BCA credit card users are a promotion given by Dunkin' Donuts in the form of providing a special offer to buy 1 drink get 2 drinks for consumers who use a BCA debit or credit card every Friday, Saturday, Sunday.; and (4) Telkomsel Short Message Service (SMS) is a buy 6 get 6 free promo program for consumers who use Telkomsel cards.

A consumer who wants to choose must have an alternative choice. According to Setiadi in Sangaji and Sopiah (2013), the essence of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave. The promotional program carried out by the Dunkin' Donuts company in Jambi City in order to attract buying decisions and increase the number of consumer purchases is very diverse. Among others, the existence of a member card, promo buy 6 get 6 free, buy 1 drink get 2 drinks for consumers who use BCA debit or credit cards. However, the promotional program carried out by Dunkin' Donuts in Jambi caused a gap that occurred to consumers, one of which was consumer complaints about the buy 6 get free 6 promo. In this case, the Dunkin' Donuts Jambi company must be able to compete with new donut companies to maintain their products. Dunkin' Donuts Jambi must be able to improve existing services and facilities so that consumers do not switch to competing donut companies. Based on this background, researchers are interested in conducting research to analyze the

impact of the promotional strategy carried out by Dunkin' Donuts in Jambi City on buying decisions. In this case, the researcher limits the research respondents to students of Economics and Business Faculty, University of Muhammadiyah Jambi who have consumed Dunkin' Donuts in Jambi City.

## **2. Theoretical Background**

### **Promotional Strategy**

Communication is very important for marketing activities to disseminate information, influence / persuade, and remind the target market so that the products of a company can be accepted, purchased, and consumers become loyal to the products offered by the company (Khusna & Oktafani, 2017). Marketing strategy in general is an effort to market a product, be it goods or services, using certain plans and tactics so that the number of sales is higher. Marketing strategy can also be interpreted as a series of efforts made by the company in order to achieve certain goals, because the potential to sell a proposition is limited to the number of people who know about it. According to John and Richard (2014), the term strategy, by managers is defined as a large-scale long-term plan to interact with the competitive environment to achieve company goals. A strategy is a game plan that will be carried out by the company. A strategy that reflects the company's awareness of, when, and where how the company is against whom and for the goals of a company. According to Agustina (2011), promotion is a form of marketing communication. Meanwhile, according to Saladin (2002) promotion is a communication of information between sellers and buyers that aims to change the attitudes and behavior of buyers, who previously did not know to become familiar so they decided to buy and remember the product. That is, the promotion is not just communicating or conveying information, but also wants communication that is able to create conditions where people are willing to choose and have products. Promotion is defined as the coordination of all the efforts of vendors to create channels of information and persuasion in selling their goods and services, or to promote the idea. Therefore, promotion mix is a basic tools used for communication, with the aim of promoting the goods as well as the services offered by the organization (George in Ismajli et al., 2013).

According to Kotler and Keller (2012), the marketing communication mix consists of eight main communication models: (1) Advertising. Any paid form of non-personal presentation and promotion of ideas, goods or services through an identified sponsor. Examples: print and impression

advertisements, outer packaging, brochures and booklets, billboards; (2) Sales Promotion. Various short-term incentives to encourage trial or purchase of a product or service. Examples: lottery games, lotteries, samples, coupons, rebates, continuity programs; (3) Events and Experiences. Company sponsored activities and programs designed to create daily or brand-related interactions. Examples: sports, entertainment, arts festivals, street activities; (4) Public Relations and Publicity. Various programs designed to promote or protect the image of the company and its individual brands. Examples: media equipment, speeches, seminars, magazines; (5) Direct Marketing. Use of mail, telephone, fax, e-mail or the internet to communicate directly with or receive responses or dialogue from certain customers and prospects; (6) Interactive Marketing. Online activities and programs designed to engage customers or prospects directly and indirectly raise awareness, improve image, or gain sales of products or services. Examples: catalogs, letters, telemarketing, fax, e-mail, websites; (7) Word of Mouth Marketing. Oral, written, and electronic communication between people related to the advantages or experiences of buying and using products or services. Example: person to person, chat rooms, blogs; AND (8) Personal Selling. Face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and placing orders. Examples: sales presentations, sales meetings, samples, incentive programs, trade shows.

### **Consumer Behavior And Buying Decision**

Consumer behavior is a process that is closely related to the buying process, including activities of searching, researching, and evaluating products, and this is what underlies consumers to make buying decisions. Consumer behavior is carried out based on the process before and after consumers make purchases of goods and services. In consumer behavior, a buyer will make an assessment that will affect the next buying decision-making process. Sumarwan (2011) defines buying decisions as selecting an action from two or more alternative choices. A consumer who wants to make a choice, then he must choose an alternative choice. According to Kotler and Armstrong (2008), the buying decision is an alternative evaluation stage and the buying decision has an initial buying interest, which measures the tendency of customers to take a certain action on the product as a whole. The decision process and psychosocial activity involve while evaluating, acquiring, consuming or ordering of goods and services. The increasing numbers of consumers facing the issue of “confusion by overchoice” and disbelieving the claims of the

product, cutting through advertising “clutter” with the message has never been more important (Loudon & Della Bitta in Ahmad, et. al., 2014).

Pratiknyo and Mulyaningsih (2017) stated that in making a purchase, consumers can form some sub-decisions, namely: (1) Product Decision. That is, consumers make decisions to buy a product or use their money for other purposes; (2) Brand Decision. That is, consumers must make decisions about which brand to buy. Each brand has its own uniqueness and differences. In this case the company must know how consumers choose a brand.; (3) Dealer Decision. That is, the consumer must make a decision on which dealer the product will be purchased from. In this case, manufacturers, retailers and wholesalers must know how consumers choose a particular seller.; (4) Quantity Decision. That is, consumers can make decisions about how many products to buy at one time. In this case the company must prepare the number of products according to the wishes of the buyer.; (5) Decision Time. That is, consumers can make decisions about when to make a purchase. Companies must know what factors influence consumer decisions in determining the time of purchase and (6) Payment Method Decision. That is, consumers must make decisions about the method or method of payment for the product to be purchased. Companies must know the buyer's desire for how to pay for their products.

Purchasing decisions are defined as what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it (Kotler and Armstrong dalam Santoso and Sispradana, 2021). Decision making is a form of psychological construction, which means that although the decision cannot be seen, it can be inferred from observable behavior that a decision has been made so that it can be concluded that a psychological "decision-making" event has occurred. linking a meaningful commitment to action based on an observable action, assuming that people have made a commitment to take that action. Complex decision-making processes often involve several decisions. Marketers are usually interested in consumer buying behavior, especially the choice of which brand to buy. It should be noted that consumers also make some decisions regarding non-buying behavior. However, at the heart of consumer decision making is the integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave.

The stages of the buying decision process according to Qazzafi (2019) are: (1) Need Recognition. The buyer process begins with the recognition of a problem or need. The buyer recognizes a difference between the actual state and the desired state. The need can be driven by stimuli from within the buyer or from outside. Marketers need to recognize the various things that can drive a particular need or interest in consumers. Marketers need to research consumers for answers, what needs are felt, problems that arise, why they arise, and how that need or problem causes someone to look for this particular product; (2) Information Search. An intrigued consumer may or may not seek more information. If the consumer's drive is strong, and the object that can satisfy the need is available, the consumer will buy the object. If not, the consumer's needs just settle in his memory; (3) Evaluation of Alternatives. After searching for as much information as possible about many things, consumers must make an assessment of several alternatives and determine the next step. This assessment cannot be separated from the influence of the sources owned by consumers as well as the risk of being wrong in the assessment; (4) Purchase. After the initial stages were carried out, now is the time for the buyer to make a decision whether to buy or not. If the decision concerns the type of product, product form, brand, seller, quality and so on. For every purchase, the company or marketer needs to know the answers to questions concerning consumer behavior; and (5) Post Purchase Behavior. After buying a product, consumers will experience some level of satisfaction or no satisfaction. There is a possibility that the buyer has dissatisfaction after making a purchase, because maybe the price of the goods is considered too expensive. To achieve harmony and minimize dissatisfaction, the buyer must reduce other desires after the purchase, or also the buyer must spend more time evaluating before buying.

### **3. Methodology**

This study uses a quantitative approach. According to Martono (2014), quantitative research is research conducted by collecting data in the form of numbers/numerics. The data in the form of numbers are then processed and analyzed to obtain scientific information behind the numbers. One of the quantitative research methods is descriptive method. According to Darmawan (2013), descriptive problems are problems related to questions about the existence of variables. This research also uses a causal method, namely a causal relationship between the variables studied, namely promotional strategy (X) and buying decision (Y1) and buying amount (Y2). The data

used in this study are primary data and secondary data. According to Umar (2008) primary data is data obtained directly in the field by researchers as the object of writing, namely information collected from the first hand, collected and processed by researchers or data collectors themselves. This primary data was obtained from the results of questionnaire answers from Dunkin' Donuts respondents in Jambi City. While secondary data is obtained indirectly, including books, literature, journals from previous research and other scientific works. According to Sugiyono (2008), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population used was Dunkin' Donuts consumers in Jambi City which was limited to students of the Faculty of Economics and Business (FEB), University of Muhammadiyah Jambi, which was 1,973 people. While the sample is part of the population consisting of the population to be studied. Because in this study the population is very heterogeneous, the purposive sampling method will be used to limit the sample, namely sampling with the selection of subject groups based on certain considerations, both characteristics and objectives. The selected subject groups are those who are over 17 years old and have the status of active students at FEB UM Jambi. By using the Slovin formula and an error value of 10%, the research sample was found to be 95 respondents. Data collection techniques were carried out through distributing questionnaires, observations and interviews to respondents.

The instrument in this study was measured nominally, using the Guttman scale. According to Umar (2003), the Guttman scale is used to measure firmly and consistently about attitudes, opinions, perceptions of a person or group of people about certain phenomena that they want to know. The Guttman scale on the buying decision variable is only given 3 alternative answers, namely "buy", "don't buy", and "others", while the Buying Amount variable is given 4 alternative answers, namely "low" (purchase of 1-6 pcs), "medium" (purchase of 7-12 pcs), "high" (purchase >12 pcs) and "no answer". To answer the problem of how the characteristics of respondents, a quantitative descriptive analysis model is used. This study includes an analysis of the characteristics of respondents classified by gender, respondent's age, semester, and purchases of Dunkin' Donut products within a month. To answer the problem regarding the impact of promotional media on respondents' buying decision, the Chi-Square test formula is used, which is based on nominal research data. To answer the objectives regarding the impact of promotional media on the amount of respondents' purchases, the



Chi-Square test formula is used, based on the nominal data of the study. The chi square formula can be written as follows:

$$x^2 = \sum \frac{(fo - fh)^2}{fh}$$

X<sup>2</sup> : Value of Chi Square

fo : Observation Value (Observation)

fh : Expected Value

The expected frequency (fh) is calculated by the formula:  $fh = \frac{\text{Row Total} \times \text{Total}}{N}$

#### **4. Empirical Findings/Result**

##### **Response Characteristics**

Based on the characteristics of the respondents as shown in Table 1, shows the result that from a total of 95 respondents, it is known that there are more female respondents than male, namely 70 women and 25 men. The percentage of female respondents was 73.3% and male respondents were 26.3% of the total respondents. This means that the majority of those who fill out this questionnaire are women. This is because women have a consumptive nature compared to men, especially in consuming food and drinks. Women also have a hobby of culinary tours and enjoy hanging out with friends while enjoying food and drinks. In terms of age, the majority of respondents came from the age of 21-22 years, namely 41.1%, followed by the age of 19-20 years by 25.3%, the age of 23-24 years by 20%, the age of 17-18 years by 10.5% and age 25-26 years by 3.1%. This means that the products offered by Dunkin' Donuts are very suitable for millennials who are productive, creative and innovative. Then, based on the frequency of purchases in one month, it shows that 55.8% of respondents buy Dunkin' Donuts only once a month, 32.6% of respondents buy 2-3 times a month, and 11.6% who buy more than 4 times a month. This means that Dunkin' Donuts products are still in great demand by students while discussing or just hanging out with friends.

**Table 1. Respondent Characteristics**

Gender	%	Age	%	Semester	%	Intensity	%
Man	26,3%	17-18yo	4,2%	2	26,3%	1x	55,8%
Woman	73,7%	19-20yo	25,2%	4	11,6%	2-3x	32,6%
		21-22yo	41,1%	6	42,1%	4-5x	4,2%
		23-24yo	20%	8	20%	>5x	7,4%
		25-26yo	6,3%				
		27-28yo	2,1%				
		29-30yo	0%				
		Others	1,1%				
	<b>100%</b>		<b>100%</b>		<b>100%</b>		<b>100%</b>

Source : Processed Daya (2021)

To test how much influence the promotion strategy has on purchasing decisions, it can be done using the calculation of the difference between the observed frequency values (fo) and the expected frequency values (fh), then squared and divided by the expected frequency value (fh) as shown in the following table:

**Table 2. Observation Frequency Value**

Strategi Promosi	Buy	Don't	Yang Lainnya	Total
Dunkin' Donuts Member Card	5	0	0	5
Line Application	3	0	0	3
BCA Credit or Debit Card	2	0	0	2
Telkomsel SMS	40	0	0	40
Others	42	1	2	45
<b>Total</b>	<b>92</b>	<b>1</b>	<b>2</b>	<b>95</b>

Source : Processed Data (2021)

The testing process are :

- a. Members' Card of Dunkin Donuts

$$\text{Buy} : (92 \times 5) / 95 = 4,85$$

$$\text{Don't Buy} : (1 \times 5) / 95 = 0,05$$

$$\text{Others} : (2 \times 5) / 95 = 0,10$$

- b. Line App

$$\text{Buy} : (92 \times 3) / 95 = 2,9$$

$$\text{Don't Buy} : (1 \times 3) / 95 = 0,04$$

$$\text{Others} : (2 \times 3) / 95 = 0,06$$

- c. BCA Credit or Debit Card

$$\text{Buy} : (92 \times 2) / 95 = 1,94$$

$$\text{Don't Buy} : (1 \times 2) / 95 = 0,02$$

$$\text{Others} : (2 \times 2) / 95 = 0,04$$

d. Telkomsel SMS

Buy :  $(92 \times 40) / 95 = 38,73$

Don't Buy :  $(1 \times 40) / 95 = 0,42$

Others :  $(2 \times 40) / 95 = 0,85$

Others :  $(2 \times 45) / 95 = 0,95$

**Table 3. Expected Frequency Value (fh)**

Buying Decision	Member Card of Dunkin Donuts	Line Application	BCA Credit or Debit Card	Telkomsel SMS	Others	Total
<b>Buy</b>	4,85	2,9	1,94	38,73	43,58	92
<b>Don't Buy</b>	0,05	0,04	0,02	0,42	0,47	1
<b>The Others</b>	0,10	0,06	0,04	0,85	0,95	2
<b>Total</b>	5	3	2	40	45	95

Source : Processed Data (2021)

To test how much influence the promotion strategy has on purchasing decisions, it can be done using the calculation of the difference between the observed frequency values (fo) and the expected frequency values (fh), then squared and divided by the expected frequency value (fh) as shown in the following table:

**Table 4. Chi-Square Calculation of Promotional Strategies on Buying Decision**

Promotional Strategies	Buying Decision	Fo	Fh	$(fo-fh)^2$	$\frac{(fo - fh)^2}{fh}$
<b>Dunkin' Donuts Member Card</b>	Buy	5	4,85	0,0225	0,004639
	Don't Buy	0	0,05	0,0025	0,05
	Others	0	0,10	0,01	0,1
<b>Line Application</b>	Buy	3	2,9	0,01	0,003448
	Don't Buy	0	0,04	0,0032	0,08
	Others	0	0,06	0,0036	0,06
<b>BCA Debit/Credit Card</b>	Buy	2	1,94	0,0036	0,001855
	Don't Buy	0	0,02	0,0004	0,02
	Others	0	0,04	0,0016	0,04
<b>Telkomsel SMS</b>	Buy	40	38,73	1,6129	0,041644
	Don't Buy	0	0,42	0,1764	0,42
	Others	0	0,85	0,7225	0,85
<b>Others</b>	Buy	42	43,58	2,4964	0,057283
	Don't Buy	1	0,47	0,2809	0,597659
	Others	2	0,95	1,1025	1,160526
<b>Total</b>					<b>3,47054</b>

Source : Processed Data (2021)

Table 4 above shows that the chi-square value is greater than the table chi-square value, namely  $3.470 > 2.7326$  with a significant ( $< 0.05\%$ ). That is, the hypothesis testing is accepted and it can be concluded that there is an

impact of the promotion strategy on the buying decision of Dunkin' Donuts in Jambi City. Table 4 also states that 40 respondents or 42.10% of the total respondents decided to buy Dunkin' Donuts after reading Telkomsel SMS, while 42 people or 44.21% decided to buy Dunkin' Donuts after considering other factors at the time of purchase, such as variants of taste, price and so on. As many as 5 respondents or 5.26% decided to buy Dunkin' Donuts because they already had a member card. The results also show that as many as 3 respondents (3.16%) decided to buy Dunkin' Donuts products through their line application, by showing proof of the line application to the cashier. The smallest results are shown in respondents who decide to purchase Dunkin' Donuts products through the BCA debit/credit card promotion strategy (Bank Central Asia) which is 2 respondents (2.10%).

To test how much influence the promotion strategy has on purchasing decisions, it can be done using the calculation of the difference between the observed frequency values ( $f_o$ ) and the expected frequency values ( $f_h$ ), then squared and divided by the expected frequency value ( $f_h$ ) as shown in the following table:

**Table 5. Observation Frequency Value ( $f_o$ )**

Promotional Strategy	Amount Decision				Total
	Low (1-6 pcs)	Medium (7-12 pcs)	High (>12 pcs)	No Answer	
<b>DD Card's Member</b>	4	0	1	0	5
<b>Line Application</b>	2	0	1	0	3
<b>BCA's Credit/Debet Card</b>	1	1	0	0	2
<b>SMS From Telkomsel</b>	22	16	2	0	40
<b>Others</b>	27	11	4	3	45
<b>Total</b>	56	28	8	3	95

Source : Processed Data (2021)

The testing process are :

- a. Member Card of Dunkin Donuts

$$\text{Low : } (56 \times 5) / 95 = 2,95$$

$$\text{Medium : } (28 \times 5) / 95 = 1,47$$

$$\text{High : } (8 \times 5) / 95 = 0,42$$

$$\text{No Answer : } (3 \times 5) / 95 = 0,16$$

- b. Line Application

$$\text{Low : } (56 \times 3) / 95 = 1,77$$

$$\text{Medium : } (28 \times 3) / 95 = 0,88$$

$$\text{High : } (8 \times 3) / 95 = 0,25$$

$$\text{No Answer : } (3 \times 5) / 95 = 0,10$$

- c. Kartu Kredit/Debit BCA  
 Rendah :  $(56 \times 2) / 95 = 1,18$   
 Sedang :  $(28 \times 2) / 95 = 0,59$   
 Tinggi :  $(8 \times 2) / 95 = 0,17$   
 Tidak Menjawab :  $(3 \times 2) / 95 = 0,06$
- d. Sms Telkomsel  
 Rendah :  $(56 \times 40) / 95 = 23,58$   
 Sedang :  $(28 \times 40) / 95 = 11,79$   
 Tinggi :  $(8 \times 40) / 95 = 3,37$   
 Tidak Menjawab :  $(3 \times 40) / 95 = 1,26$
- e. Yang lainnya  
 Rendah :  $(56 \times 45) / 95 = 26,52$   
 Sedang :  $(28 \times 45) / 95 = 13,27$   
 Tinggi :  $(8 \times 45) / 95 = 3,79$   
 Tidak Menjawab :  $(3 \times 45) / 95 = 1,42$

**Table 6. Expected Frequency Value (fh)**

Amount Decision	Member Card DD	Line Application	BCA's Credit/Debet	SMS Telkomsel	The Others	Total
Low (1-6 pcs)	2,95	1,77	1,18	23,58	26,52	56
Medium (7-12 pcs)	1,47	0,88	0,59	11,79	13,27	28
High (>12 pcs)	0,42	0,25	0,17	3,37	3,79	8
No Answer	0,16	0,10	0,06	1,26	1,42	3
<b>Total</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>40</b>	<b>45</b>	<b>95</b>

Source : Processed Data (2021)

The results of the chi-square calculation of the promotion strategy on the buying decision of Dunkin' Donuts products can be seen in the following table :

**Table 7. Calculation of Chi Square Promotion Strategy on Amount Decision**

Promotional Strategies	Amount Decision	Fo	Fh	$(fo-fh)^2$	$\frac{(fo - fh)^2}{fh}$
<b>Dunkin' Donuts Member Card</b>	Low	4	2,95	1,1025	0,3737
	Medium	0	1,47	2,1609	1,47
	High	1	0,42	0,3364	0,8009
	No Answer	0	0,16	0,0256	0,16
<b>Line Application</b>	Low	2	1,77	0,0529	0,0298
	Medium	0	0,88	0,7744	0,88
	High	1	0,25	0,5625	2,25
	No Answer	0	0,10	0,01	0,1

Promotional Strategies	Amount Decision	Fo	Fh	$(fo-fh)^2$	$(fo - fh)^2$
					fh
BCA	Rendah	1	1,18	0,0324	0,0274
Debit/Credit Card	Low	1	0,59	0,1681	0,2849
	Medium	0	0,17	0,0289	0,17
	High	0	0,06	0,0036	0,06
Telkomsel	Low	22	23,58	2,4964	0,1058
SMS	Medium	16	11,79	17,7241	1,5033
	High	2	3,37	1,8769	0,5569
	No Answer	0	1,26	1,5876	1,26
Others	Low	27	26,52	0,2304	0,0086
	Medium	11	13,27	5,1529	0,3883
	High	4	3,79	0,0441	0,0116
	No Answer	3	1,42	2,4964	1,7580
<b>Total</b>					<b>12,1992</b>

Source : Proceed Data by Guttman Scale (2021)

From the table 7 above, the results show that the calculated chi-square value is 12.1992, which is greater than the chi-square table value of 5.2260 with an alpha value of <5%. That is, there is a significant impact of the promotion strategy on the amount of Dunkin' Donuts purchases in Jambi City. Table 1.2 also shows the results that 16 respondents (16.84%) decided to buy 7-12 pcs Dunkin' Donuts after reading Telkomsel SMS, followed by 22 respondents (23.16%) also decided to buy 1-6 Dunkin' Donuts after reading the SMS from Telkomsel. And as many as 27 respondents or 26.52% decided to buy Dunkin' Donuts as much as 1-6 pcs after considering other factors at the time of purchase, such as flavor variants, prices and so on. The smallest results in deciding the amount of Dunkin' Donuts product purchases are still shown in the promotional strategy through Dunkin' Donuts member cards, line applications and BCA debit/credit cards. With the buy 6 get 6 free promotion from Telkomsel SMS, they can already get 12 pcs of large donuts, by only paying for 6 donuts.

## 5. Discussion

### The Influence of Promotional Strategy on Buying Decision

The results of the chi-square calculation of the promotion strategy on purchasing decisions show a chi-square value of  $3.470 > 2.7326$  with a significant ( $< 0.05\%$ ) which indicates that the hypothesis testing is accepted and it can be concluded that there is an effect of promotion strategy on Dunkin' Donuts purchasing decisions in Jambi City. The results also stated that 42.10% of the total respondents decided to buy Dunkin' Donuts after

reading Telkomsel SMS, while or 44.21% decided to buy Dunkin' Donuts after considering other factors at the time of purchase, such as variants. taste, price and so on. A small percentage of respondents still decide to buy Dunkin' Donuts because it is influenced by the promotional strategy offered by the Dunkin' Donuts company in Jambi City. As many as 5.26% decided to buy Dunkin' Donuts because they already had a member card. This card was obtained because the respondent had previously purchased Dunkin' Donuts products. This means that there have been repeated purchases by students who have Dunkin' Donuts member cards. The results also show that as many as 3.16% decided to buy Dunkin' Donuts products through their line application, by showing proof of the line application to the cashier. This is in accordance with the results of descriptive analysis that the majority of respondents who answered the questionnaire were 19-22 years old, namely the average age who used the line application on their cellphones. The smallest results are shown in respondents who decide to purchase Dunkin' Donuts products through the BCA debit/credit card promotion strategy (Bank Central Asia) which is 2.10%. This is because there are not many FEB UM Jambi students who have BCA debit/credit cards, so that information about promotion strategies through this media is not available to students.

The results of this study are also in line with the results of research conducted by (Khusna and Oktafani, 2017), where promotions consisting of advertising, sales promotion, personal selling, direct marketing and public relations have a positive effect on purchasing decisions. A positive and significant influence on purchasing decisions is also found in the results of Pratiknyo and Mulyaningsih (2017) research. In conceptual terms, promotion is the element in an organization's marketing mix that serves to inform, persuade, and remind the market and/or organization of a product, with the in hope of affect the recipient's feelings, beliefs, or behavior (Stanton et. al. in Satit et al. (2012). Promotion is intended for communicate messages to customers about the products or services offered by company (Reibstein in Satit et al. (2012).

### **The Influence of Promotional Strategy on Amount Decision**

The results of the chi-square calculation of the promotion strategy on amount decisions show a chi-square value of  $12.1992 > 5.2260$  with a significant ( $< 0.05\%$ ) which indicates that the hypothesis testing is accepted and it can be concluded that there is an effect of promotion strategy on Dunkin' Donuts amount decisions. in Jambi City. The results also stated that 16 respondents (16.84%) decided to buy 7-12 pcs Dunkin' Donuts after reading Telkomsel

SMS, followed by 22 respondents (23.16%) also decided to buy 1-6 Dunkin' Donuts after reading the SMS from Telkomsel. And as many as 27 respondents or 26.52% decided to buy Dunkin' Donuts as much as 1-6 pcs after considering other factors at the time of purchase, such as flavor variants, prices and so on. This is very consistent with the results of the chi-square calculation of the promotion strategy on buying decision, where the promotional strategy through Telkomsel SMS media attracts more consumers to buy Dunkin' Donuts products. This means that the promotional strategy through Telkomsel SMS has a strong impact in creating student interest in buying Dunkin' Donuts in Jambi City. The smallest results in deciding the amount of Dunkin' Donuts product purchases are still shown in the promotional strategy through Dunkin' Donuts member cards, line applications and BCA debit/credit cards. This is because there are not many students who have Dunkin' Donuts member cards, line applications and BCA debit/credit cards. The majority of FEB UM Jambi students are Telkomsel card users so that the decision to buy and the amount of the purchase is still strongly influenced by SMS from Telkomsel. Moreover, the promotion strategy through Telkomsel SMS media is considered very beneficial for students, especially students who have not worked. With the buy 6 get 6 free promotion from Telkomsel SMS, they can already get 12 pcs of large donuts, by only paying for 6 donuts.

From the results of the research above, it shows that promotion strategies are very important in marketing to increase buyer satisfaction and achieve company goals, namely the optimal number of product sales Agrilia and Zulaiha (2021). A business that does a good promotion strategy can increase consumer interest in maximizing the amount of their purchase.

## **6. Conclusion**

From the results of the study it can be concluded that the characteristics of the majority of respondents are women. In terms of age, it is dominated by teenagers, while many respondents buy once in a month. The results also show that the promotion strategy has a positive and significant effect on purchasing decisions for Dunkin' Donuts products in Jambi City. In line with this, the promotion strategy also has a positive and significant effect on the number of product purchases at Dunkin' Donuts. The two impacts are shown by the highest chi-square calculation results in the promotion strategy with Telkomsel SMS media and other promotions.



Because the location of Dunkin' Donuts in Jambi City is in 3 large malls (Jamtos, Lippo and JPM) with many visitors, it is hoped that the Dunkin' Donuts management will focus more on promotional strategies through the use of Telkomsel SMS which has often been carried out and this promo must be intensively carried out on Friday, Saturday, Sunday, because on those days the intensity of visitors is more crowded than normal days. Managers must also increase the innovation of flavor variants in food and beverages so that consumers can decide to buy more than 6 donuts per transaction. For further research, it is expected to be able to analyze other variables such as online promotion and word of mouth as part of a promotional strategy in influencing purchasing decisions and the amount of purchase.

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