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Promotion Strategies, Distribution, and Product Variations on Offline and Online Purchase Decisions at Aneka Salim Group Pekanbaru

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ABSTRACT

The purpose of this study was to determine and analyze the effect of promotional strategies, distribution, and product variations on offline and online purchasing decisions at Aneka Salim Group Pekanbaru. This research was conducted at Aneka Salim Group Pekanbaru which has a population of 1,200 customers with a sample of 200 customers. The sampling technique used is purposive sampling. The data analysis technique used in this research was smartPLS (Partial Least Square) software version 3.3.6. The results of this study showed that promotion did not have a significant influence on the purchasing decisions of Aneka Salim Group Pekanbaru, while distribution and product variations had a significant influence on purchasing decisions of Aneka Salim Group Pekanbaru. Based on the conclusions above, it can be proposed suggestions for companies to promote the Aneka Salim Group Pekanbaru strategy to create a balanced and equitable promotion system strategy between online and offline sales. In the distribution of Aneka Salim Pekanbaru Group, it can maintain a quality and quantity cross-check system in offline and online sales before being distributed to customers. As well as product variations, Aneka Salim Group Pekanbaru continues to innovate and adapt products to provide complete product variations to consumers. This is increasing so that the purchasing decisions of Aneka Salim Group customers can continue to improve.

Keywords: Promotion Strategy, Distribution, Variation, Purchase Decision

INTRODUCTION

The development of an increasingly modern era is in line with the increasingly dynamic development of human needs and desires. This has an impact on the pattern of human economic activity both in the fields of production, consumption, and distribution. In the last decade, business growth has increased. For business actors, this development can be both a challenge and an opportunity that requires them to find strategies that are appropriate to changing societal conditions (Pratama, 2020). One strategy that must be adjusted is the field of marketing. Marketing (Adrian et al., 2022) in business is a planned activity carried out by an organization or institution in conducting business in order to be able to accommodate market demand (Kotler and Amstorng, 2016). When discussing marketing, you definitely need marketing management so that marketing activities can run smoothly and on target. Marketing management is a scientific discipline that has important meaning in the business world, because the increasingly advanced technology in various fields requires every person or company institution to always compete in order to achieve the goals that have been set, namely obtaining maximum profits with minimum expenditure (Pratama, 2020). So that it will influence individuals, groups and organizations to choose, buy, use goods and services (Lukman et al., 2022; Nasution et al., 2022; Suyono et al., 2022) to satisfy consumer needs and desires which are consumer benchmarks in deciding to make purchases (Kotler and Amstorng, 2016).

Along with the development of technology, information and consumer behavior are instantaneous, so that in 2016 Aneka Salim Pekanbaru Group finally opened online stores at Tokopedia and Shopee. In the modern era, shops/businesses generally switch from selling offline to online because of the lifestyle of people who want everything practical and instant, so that offline stores can rotate sales to online in a drastic ratio, namely online sales are higher than offline, but the opposite is true. Aneka Salim Pekanbaru Group, whose offline sales are still superior to its online sales. This can be seen from online sales at the Aneka Salim Group Pekanbaru, which has not been able to take the market on online platforms, but continues to experience an increase in sales every year.

Until 2019 the Aneka Salim Group Pekanbaru was supported by additional sales, as well as the addition of the Photograph division at the Aneka Salim Group aimed at influencing the purchasing decision of the Aneka Salim Group Pekanbaru. So that 2020 should be a decline in the Indonesian economy because it experienced a contraction in economic growth of 2.07 percent (BPS, 2021) due to the Corona Virus (Covid-19). However, the Aneka Salim Group continued to experience an increase because the Aneka Salim Group Pekanbaru Photograph division took product photos to be sent to customers with a complete product catalog through sales intermediaries so that there were major changes to the marketing system at the Aneka Salim Group which resulted in an increase in Offline sales.

To achieve sales success for both online and offline sales, marketers must look beyond the various factors that influence buyers and develop an understanding of how consumers make purchasing decisions. Purchasing decision is a decision made by consumers because of the interest that someone feels towards a product and wants to buy, try, use, or own the product (Marlius, 2017). Purchase decisions made correctly will have an impact on customer satisfaction (Heriyanto, 2015).

Based on the results of a pre-survey conducted on random prospective buyers of the Aneka Salim Group, potential buyers are more familiar with the Aneka Salim Group offline due to sales marketing that actively trades products compared to online marketing which is still passive. This is because by shopping offline, customers can see the physical product according to expectations and order quickly in large quantities and can be delivered directly to their destination. To understand the occurrence of the phenomenon of sales instability in the Pekanbaru Aneka Salim Group, it is necessary to do further analysis of the data presented in the study. The purpose of this study was to determine and analyze the effect of promotion (Akmal et al., 2023; Fajri et al., 2021), distribution and product variety strategies on purchasing decisions of Aneka Salim Group Pekanbaru customers.

In previous research found several research results related to this research. In research conducted by Rate, et al (2015) that the promotion (Heimerl et al., 2020; Useche et al., 2018) strategy has a positive and not significant effect on purchasing decisions. In the research conducted by Mandey (2013), the results show that there is a positive and significant effect of distribution variables on purchasing decisions. This is also supported by previous research by Firdiansyah and Prawoto (2021) that product variation has a positive effect on purchasing decisions, because the better the product variation variables are carried out, the stronger the purchase decisions that occur. So that it can be concluded because there are indications of problems with promotion strategy, distribution and product variations on purchase satisfaction (Chandra et al., 2023) at Aneka Salim Group Pekanbaru.

Based on the background and existing phenomena, the purpose of this study was to determine and analyze the influence of promotion, distribution and product variety strategies on offline and online purchasing decisions at Aneka Salim Group Pekanbaru.

LITERATURE REVIEW

Buying decision

Purchasing decision is a decision because of the interest that someone feels towards a product, and wants to buy, try, use, or own the product (Marlius, 2017). According to (Widiastuti and Widowati, 2014) indicators for purchasing decisions are: (1) product (2) price, while according to (Bowo et al., 2013) are: (3) brand.

The influence of promotional strategies on purchasing decisions

Promotional strategies are a collection of mostly short-term incentive tools designed to stimulate faster and larger purchases of certain products or services by consumers or traders. If a product has the guts to promote goods, consumers will gradually increase their purchasing decisions. Therefore, to be able to maintain the product, in this case a good promotion strategy will provide added value and increase purchasing decisions in the minds of consumers (Putri and Noor, 2013). Promotion strategy indicators (Silfiani and Utomo, 2017) are; (1) personal selling, (2) mass selling, (3) public relations, (4) direct marketing. Previous research conducted by Adila and Aziz (2019), Andhini (2017), Rate, et al (2015) states that promotional strategies have a positive and significant effect on purchasing decisions. Previous research conducted by Adila and Aziz (2019), Andhini (2017), Rate, et al (2015) states that promotional strategies have a positive and significant effect on purchasing decisions. This can be interpreted that the promotion strategy variable has a positive and significant influence or the greater the customer's promotion strategy, the greater the customer's purchasing decision. Based on this description, a hypothesis is concluded:

H1: Promotion strategy has a significant positive effect on purchasing satisfaction of the Pekanbaru Aneka Salim Group

Effect of Distribution on Purchasing Decisions

Distribution can be interpreted as a marketing channel activity that seeks to expedite and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place and when needed). Distribution is an integral part of the supply chain of a product. The role of distribution is very decisive for the delivery of a product to the hands of consumers. An efficient process is needed, which guarantees that the product reaches the hands of consumers at a minimum cost. If the company has an efficient distribution channel system, then the company will be able to dominate the market (Ulus, 2013). Distribution indicators (Wijaya, 2013) include; (1) quantity adequacy, (2) service intensity, (3) completeness of product items. Previous research conducted by Taslim, et al (2019), Mandey (2013), Bahtiar and Rahardja (2017) states that there is a positive and significant effect of distribution variables on purchasing decisions. This can be interpreted that the distribution variable has a positive and significant influence or the greater the distribution, the more it can improve customer purchasing decisions. Based on this description, a hypothesis is concluded:

H2: Distribution has a significant positive effect on purchase satisfaction of the Pekanbaru Aneka Salim Group

Effect of Product Variation on Purchasing Decisions

Product variety is also interpreted as a product mix which is also called product choice, which is a collection of all products and goods offered and sold by certain sellers. Product mix refers to the number of variants offered by each product in a line. With the many variations of products offered, it creates customer satisfaction to be able to make purchasing decisions (Efnita, 2017). Indicators of product variation (Finthariasari et al., 2020) are: (1) product completeness, (2) product brand, (3) product size variations. Previous research conducted by Caroline, et al (2013), Pradwika and Hadi (2018), Firdiansyah (2021) states that product variation variables have a strong category relationship to purchasing decisions. There is a positive and significant influence between product variation and purchase decision, which means that the better the product variation variable is carried out, the stronger the purchase decision will be. This can be interpreted that the product variation variable has a positive and significant influence or the greater the product variation, the more it can improve customer purchasing decisions. Based on this description, a hypothesis is concluded:

H3: Product variety has a significant positive effect on purchase satisfaction of the Pekanbaru Aneka Salim Group

METHODOLOGY

This research was conducted at Aneka Salim Group Pekanbaru which is located at Jalan Durian No. 10ABC. This research was conducted from September 2021 to January 2022. In this study, the population was taken, namely customers who purchased online and offline purchases of Aneka Salim Group Pekanbaru. With a total population of 1,200 customers. The sample in the study was taken based on the Slovin formula so that 200 samples were obtained. The sampling technique in this study used a purposive sampling technique.

The types and sources of data used in this study include primary data obtained from questionnaires and secondary data through literature study in order to obtain data and theoretical foundations related to the research topic. The data analysis technique of this study uses the help of smartPLS (Partial Least Square) software version 3.3.6.

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis shows that the characteristics based on sex consist of 46% male and 54% female. Thus, it can be concluded that the sex of female respondents is the most dominant in this study. The characteristics based on age consist of 20% with age ≤ 20 (small or equal to 20 years), 44% with age range 21-30 years, 27% with age range 31-40 years, and 9% with age > 40 (over of 40 years). So, it can be concluded that the respondents who have the most dominant age in this study are in the age range of 21-30 years. The characteristics based on work consist of 14% students, 15% college students, 14% civil servants, 24% private employees, 16% self-employed, and 17% other jobs such as housewives. It can be concluded that the most dominant respondents in this study were respondents with jobs as private employees. The characteristics based on recent education consist of 1.50% to Elementary School, 10.20% to Middle School, 46.80% to High School/Vocational School, 32.70% to Strata 1 (S1), 7.80% to Strata 2 (S2), and 1% to Strata 3 (S2). So, it can be concluded that the most dominant respondents in this study were respondents with the last education up to SMA/SMK. The characteristics based on income/month consist of 16% income <500,000 (less than 500,000) per month, 9% income 501,000 – 1,000,000

per month, 38% income 1,001,000 – 3,000,000 per month and 37% income > 3,000 .000 (over 3,000,000) per month. Thus, it can be concluded that the most dominant respondents in this study were respondents with an income of 1,001,000 – 3,000,000 per month.

Analysis of Respondent Responses

Respondents' responses to the promotion strategy variable resulted in an overall average score of 4.73 thus the overall indicators of the promotion strategy variable can be said to be very good. Respondents' responses to the distribution variables resulted in an overall average score of 4.72, thus the overall indicators of the distribution variables can be said to be very good. Respondents' responses to product variation variables resulted in an overall average score of 4.72, thus the overall indicators of product variation variables can be said to be very good. Respondents' responses to the purchasing decision variable resulted in an overall average score of 4.76, thus the overall indicators of the purchasing decision variable could be said to be very good. So that all statements distributed to respondents can be concluded very well.

Preliminary Test

Validity test

The validity test shows that all question items for the promotion strategy, distribution, product variety, and purchasing decisions variables have a CITC (Corrected Item Total Correlation) value that is greater than 0.30. So, it can be concluded that all question items on each variable are considered valid.

Reliability Test

The reliability test shows that each research variable has a Cronbach alpha (α) value greater than 0.70, so it can be concluded that all variables used in this study have reliable values.

Multiple Linear Regression

Multiple linear regression analysis used in this study is path analysis or path analysis because path analysis is an extension of multiple linear regression analysis. So that the Path Coefficients analysis is obtained, as follows:

Table 1. Path Coefficients Testing Results (Resampling Bootstrapping)

Influence between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Promotion Strategy (X1) => Purchase Decision (Y)	0.228	0.250	0.167	1366.000	0.173	Not significant
Distribution (X2) => Purchase Decision (Y)	0.372	0.382	0.144	2580.000	0.010	Significant
Product Variation (X3) => Purchase Decision (Y)	0.370	0.341	0.186	1994.000	0.047	Significant

Source: SmartPLS output, 2022

From the results of table 1 regarding the path analysis regression equation above, the results of the interpretation of the regression coefficient of the promotion strategy variable are 0.173, which means it is not significant. The regression coefficient of the distribution variable is 0.01 which means it is significant. The regression coefficient of the product variation variable is 0.047, meaning it is significant. If product variations are carried out, it will affect the perception of Aneka Salim Pekanbaru Group customers in making purchasing decisions.

Coefficient of Determination (R^2)

Table 2. Model Feasibility Test Results (R Square)

	R Square	Adjusted R Square
Purchase Decision (Y)	0,856	0,853

Source: SmartPLS output, 2022

Based on the test results in table 2 above, the adjusted R2 value is obtained for the independent variables of promotion strategy, distribution and product variation on the dependent variable of purchasing decisions of 0.853 or equal to 85.3%. This means that the remaining 14.7% is explained by other variables not examined in this study.

Partial Test (t test)

Based on table 1 the results of calculations using smartPLS by looking at the Path Coefficients values which state the influence between variables. Based on the table, the results for each hypothesis testing can be explained as follows:

The Effect of Promotional Strategy on Purchasing Decisions

Based on the data contained in table 1, it is known that the business scale variable has a P value of 0.173. To be declared significant if the α value is 0.05 (P Value > 0.05). So, it can be concluded that H0 is accepted and Ha is rejected, which means that the promotion strategy variable does not have a significant or significant negative effect on the purchasing decision of Aneka Salim Pekanbaru Group.

Effect of Distribution on Purchasing Decisions

Based on the data contained in table 1, it is known that the business scale variable has a P Value of 0.010. To be declared significant if the α value is 0.05 (P Value > 0.05). So, it can be concluded that H0 is rejected and Ha is accepted, which means that the distribution variable has a significant or positive significant influence on the purchasing decision of Aneka Salim Pekanbaru Group.

Effect of Product Variation on Purchasing Decisions

Based on the data contained in table 1, it is known that the business scale variable has a P value of 0.047. To be declared significant if the α value is 0.05 (P Value > 0.05). So it can be concluded that H0 is rejected and Ha is accepted, which means that the product variation variable has a significant or positive significant influence on the purchasing decision of Aneka Salim Pekanbaru Group.

Discussion

The Effect of Promotional Strategy on Purchasing Decisions

The results of the data analysis of respondents' responses to the promotion strategy variable stated that the promotion strategy variable had an insignificant negative influence on the purchasing decision of the Pekanbaru Aneka Salim Group. The respondent's response is shown with the statement that the lowest score is 4.68 with the statement "Aneka Salim Group utilizes Instagram social media to inform products to consumers". This means that for online sales¸ Aneka Salim Pekanbaru Group has not utilized all social media features (such as: Instagram, Facebook, Shopee, Tokopedia). So that the promotion strategy for Aneka Salim Group Pekanbaru customers on online sales does not highlight the Aneka Salim Group Pekanbaru on the e-commerce platform, this is evidenced by the Aneka Salim Group Pekanbaru on e-commerce not being a star seller or the best online store on e-commerce commerce. So that the promotion strategy for online sales can be done by placing advertisements or advertisements on the "AdSense" feature on various social media with company-adjusted budgeting.

Meanwhile, in offline sales, the Aneka Salim Group Pekanbaru can make sales adjustments such as during the Covid-19 pandemic, sales continued to increase due to access to purchasing goods from China so that during the Covid-19 pandemic, the sales strategy from stationery experts focused on medical devices such as masks and hand sanitizers. from China with direct offers to customers through sales via Whatsapp or telephone. So, it can be concluded that Aneka Salim Pekanbaru Group has not been able to position a balanced and even promotion strategy between online and offline sales, resulting in an imbalance in the perspective of online and offline sales from customer responses and Aneka Salim Group Pekanbaru's promotion strategy which is more organized in offline sales, but not on online sales, until there is no significance in the promotion strategy variable. The results of this study are in line with previous research conducted by Nisa (2019), Repi, et al (2015) stating that promotional strategies have a negative and insignificant effect on purchasing decisions.

Effect of Distribution on Purchasing Decisions

The results of data analysis of respondents' responses to the distribution variable stated that the distribution variable had a significant positive influence on the purchasing decision of the Pekanbaru Aneka Salim Group. Respondents are shown with the highest score statement with a score of 4.79 which states "Aneka Salim Group distributes the amount / quantity according to consumer demand with regard to quality". Because Aneka Salim Group Pekanbaru, in offline and online sales, cross-checks and pays attention to product packing by several administrations before being distributed or sent to customers, both in terms of quantity according to consumer demand, product quality (Jacksen et al., 2021) and timeliness of distribution. The results of this study are in line with previous studies conducted by Taslim, et al (2019), Mandey (2013), Bahtiar and Rahardja (2017) which state that there is a positive and significant effect of distribution variables on purchasing decisions.

Effect of Product Variation on Purchasing Decisions

The results of data analysis of respondents' responses to product variation variables stated that product variation variables had a significant positive influence on purchasing decisions of the Pekanbaru Aneka Salim Group. The respondent's response with the highest score of 4.77 is shown which states "Aneka Salim Group ensures the availability of the quantity of all types of products offered to consumers". This means that Aneka Salim Group Pekanbaru in offline sales and online sales evens out the variety of products to be sold, this is supported by the addition of the Photography division so that products sold offline will have the same variety as products sold online when uploaded to Aneka Salim Group e-commerce Pekanbaru. This is what makes product variations for online sales updated to follow the offline sales product variations of the Aneka Salim Group Pekanbaru. Aneka Salim Group Pekanbaru also innovates product variations that keep up with the times so as to create varied product variations for both offline sales and online sales as a form of customer satisfaction (Arif et al., 2021; Hidayat et al., 2022) for Aneka Salim Group Pekanbaru's needs for office stationery to customers. So that for the Aneka Salim Group's product variation variables, both online sales and offline sales are positively significant because there are many product choices. The results of this study are in line with previous research conducted by Caroline, et al (2013), Pradwika and Hadi (2018), Firdiansyah (2021) stated that product variation variables have a positive and significant influence on purchasing decisions.

CONCLUSION

Conclusion

Based on the data analysis and discussion that has been described in the study, it can be concluded that the promotion strategy variable has a negative and no significant effect on the purchasing decision of Aneka Salim Pekanbaru Group. This means that the higher the level of promotion strategy to customers, the higher the purchase decision cannot be determined. The distribution variable has a significant positive influence on the purchasing decision of the Pekanbaru Aneka Salim Group. This means that the higher the level of distribution, the higher the purchasing decision. The product variation variable has a significant positive influence on the purchasing decision of the Pekanbaru Aneka Salim Group. This means that the higher the level of product variation, the higher the purchasing decision.

Limitation

The limitation found in this study was that it was only carried out on customers of the Pekanbaru Aneka Salim Group so that the research results could only be applied to the Aneka Salim Group Pekanbaru. The number of respondents who were distributed amounted to 200 people, of course still not enough to describe the real problems at Aneka Salim Group Pekanbaru. As well as there are other factors that influence purchasing decisions, but in this study due to time constraints only using promotion, distribution and product variation strategy variables so that the results obtained are not able to fully explain the purchasing decision variables.

Recommendation

Based on the conclusions above, suggestions can be proposed that are expected to be useful for academics, namely further research is expected to be able to add independent variables that have an influence on purchasing decisions such as independent variables on price perception, product attributes, product design, interest in product reference, and purchase intention. As well as for companies for the promotion strategy of the Pekanbaru Aneka Salim Group, they can create a promotional strategy system that is balanced and evenly distributed between online and offline sales, so that there can be the same perspective between online and offline sales from Aneka Salim Group Pekanbaru customers. In the distribution of the Aneka Salim Group Pekanbaru in order to continue to maintain a quality and quantity cross check system in offline and online sales before being distributed to Aneka Salim Group Pekanbaru customers. As well as being responsive in receiving lists of orders and preparing transportation accommodations as well as a detailed schedule for distributing Aneka Salim Group customer orders as requested so that the purchasing decisions of Aneka Salim Group customers can increase. As well as product variations, the Aneka Salim Group Pekanbaru can continue to maintain innovation and product adjustments to provide a complete variety of products to Aneka Salim Group Pekanbaru consumers. This is intended so that purchasing decisions are influential and maintained for customer continuity so that new customers continue to grow and do not switch to other office stationery retailers.

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