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Influence of location and promotion on consumer purchase decisions of Geprek Express Samarinda city

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ABSTRACT

This article was created with the aim of identifying the influence of location and promotion on purchasing decisions at Geprek Express outlets in Samarinda, with a population of 258 people, where the sample in this study used 15% of the total population, namely 39 people. To get the data in this study, the author uses a questionnaire or a questionnaire, with a simple linear regression data analysis method and multiple linear regression analysis. The results of the partial calculation show that the T-count number has a lower number than the Ttable can be said that there is a joint influence of location and promotion on purchasing decisions at Geprek Express Gerai Bumi Sempaja outlets, Samarinda city. So marketing field of Geprek Express in Samarinda City to further increase promotional activities so that the products from Geprek Express are better known by the wider community so as to foster public interest in buying these products.



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Introduction

Business is an activity or activity that is attempted by a person or group of people to gain profit or profit. At this time the business in our country is growing. Various kinds of businesses have started to emerge, such as the property business, manufacturing business, and what has been growing recently is culinary. Business in the culinary field is one of the businesses chosen by several businessmen to run because it is considered to have good prospects. Food cannot be separated from human life because it is a basic human need. Not only as a basic need, food is also a source of energy in the form of carbohydrates, protein, calories, and iron that can provide energy for those who consume it, apart from being a source of energy intake for humans, food in modern times has also developed its function, for some people, especially People who have an entrepreneurial spirit have a function as a source of income for them. As a matter of fact, nowadays we find a lot of culinary businesses established everywhere. Culinary businesses that are established can vary, such as from simple stalls on the side of the road, food outlets, middle level such as simple restaurants, to the most luxurious ones found in malls and hotels with relatively expensive prices (Hermawan, 2012).

In today's millennial era, people, especially young people, tend to look for something varied, which has an appeal compared to only the quality of the products being sold. For example, a shop selling coffee on the side of the road does not have a great appeal to young people (Setiadi & SE, 2015). However, coffee shops in malls or classy places seem to have a great appeal, even though the products sold are not too different. The point here that distinguishes them is not quality, but appearance and variety or the way they serve it to satisfy

consumers, even before entering and eating or drinking at the place (Basu & Irawan, 2008). Along with the times and the population in the city of Samarinda which is growing from time to time, more and more people want to seek entertainment, more and more people will go out of their homes to seek physical and spiritual satisfaction. In the city of Samarinda, the development of tourism facilities is growing rapidly both in terms of transportation, restaurants, cafes, malls, cinemas and other facilities. This is also the impact of globalization and westernization that is happening in almost all parts of the world.

Samarinda is the capital city of East Kalimantan Province and will also be a candidate for a buffer city for the new national capital, whose population is diverse, both from the indigenous people of East Kalimantan (local residents) and from outside the province of East Kalimantan. This rapid population development has led to more and more food outlets or places to eat, both informal and formal. An example of a food outlet or place to eat in the city of Samarinda is "Geprek Express" which was established in 2015. The Geprek Express outlet, the Perum Bumi Sempaja branch, is one of the food outlets in the semi-formal category with the concept of a café and restaurant, which is located in a residential area. . The location factor of the outlet which is located in a residential area causes this outlet to be only known by certain people, namely residents who live in housing estates and residents who live not far from the residential area. Unlike the Geprek Express central outlet which is located on Jalan Sirajd Salman which is known to many people, almost every day it is never empty of buyers, especially during lunch hours.

The location factor also has a big influence on the operations and development of outlets. The location of the Geprek Express outlet, Perum Bumi Sempaja branch, is in the center of the city, but many are not aware of the existence of this outlet, especially in Samarinda, due to its less strategic placement and lack of intensive promotions. Therefore, promotion is needed so that it is better known by the wider community, not only certain people. Promotional activities have 2 impacts for the 1st company, namely, it is hoped that promotional activities will make outlets better known to potential buyers who have never bought the company's products, and the 2nd impact with the promotion of buyers who have already purchased the product, which are expected to buy the product. return and buy products that are being promoted by the manager. With the promotion, the company expects their sales to increase. Indeed, sales performance is not only caused by promotion, but also due to product quality, location, and price. With this research, the authors want to know the effect of promotion and location on purchasing decisions at Geprek Express Bumi Sempaja outlets. By knowing this relationship, the manager can be directed to choose the most appropriate marketing strategy, adapted to the condition of the outlet.

Swastha, Irawan (2008) revealed that a strategically located location can attract consumers to visit and buy the company's products. Ghanimata, Kamal (2012) research conducted found the results that the location has a positive influence on purchasing decisions. Raharjanii (2005) location is a factor that prospective buyers consider to decide on a purchase. Apih Samtoso, Sri Yuni (2021) we can define a business location as a place to carry out activities or carry out daily production activities. There are several key factors in choosing a place to be used as a business location including the selection of a location that must be close to production resources such as production raw materials, labor, and ease of access to distribute products, this must be taken into account in order to reduce production costs, consider lifestyle in the environment This matter needs to be considered because the environment around the production is the main target for selling the products. Lupiyoadi (2006) said that the location of the business is the decision that the company has made to operate and the staff will be placed. Ghanimata (2012) business location is the location of a shop or retail kiosk in an area that is strategically located so that it can get maximum profit. Choosing the right place of business can determine the success of the business in the future.

There are several factors that can be taken into consideration when determining the location of the business to be carried out, including: the first is road access, the business location must be easily accessible by public transportation and private transportation. The second factor in choosing a place of business is visibility, i.e. the location of the business must be easy to see and can be seen clearly with a normal view from the side of the road. The third factor in determining the location of the business is the availability of a large business parking space and the safety of consumer vehicles must be guaranteed. And the fourth or final factor in determining the location of the business is that the owner must think about the company's expansion in the future, one of which is the business owner must think about the availability of land or a large place so that he can widen or enlarge his business in the future. Levy, Weitz (2007) location is a planning and implementation of a distribution program or distribution of a product or service through a suitable place or location. Swatha (2009: 124) location is a place where activities or activities will be carried out. After reading the explanations above, we can define the location or place of business as a decision to choose a place of business based on what has been selected based on several considerations such as strategic location considerations, easy locations to

distribute. In a short sense the location relates to where the company will be headquartered and conduct operations.

To introduce a product, promotion is needed. Tyas (2020) promotion is a communication activity between sellers and consumers, these activities seek to influence attitudes and behavior. McCarthy and Perreault cited by Tampubolon (2018) promotion is done so that the product is widely known by consumers so that consumers can find out the advantages of the product that they will buy. Agus Hermawan (2012) promotion is a priority component in marketing activities that aims to provide information to prospective buyers if the company makes new products that make potential buyers interested in buying. Promotion has a function as providing information, persuading, and the main goal is the decision to buy. Kotler, Armstrong (2008) promotion is very important in the marketing mix that companies can use so that sales of their products can increase and generate profits for the company. Sales promotion is a direct stimulus aimed at prospective buyers to be interested in buying. There are various types of sales promotions, namely momentary price reductions with vouchers, discounts, sweepstakes, etc. Kottler, Kelller (2008) apart from introducing sales promotion products, it is also useful to promote consumer awareness of prices. Muhammad Fakhru and Hanifa, Yasin (2014) promotion is one of the tools in marketing and is often referred to as a continuous process. This can be caused by promotions, promotions can lead to a series of further activities from the company. Now often known as the promotional mix, the best strategic combination of advertising variables, personal alternation or other promotional tools, all of which have been designed to meet sales objectives.

According to Doni Marlius (2017), purchasing decisions are decisions because of the interest that can be experienced by someone towards a product, wanting to buy, wanting to try, and wanting to use, or own the product. Nugroho (2017), the buying decision is a process that integrates and combines knowledge in order to evaluate several consumer attitudes and choose one of them. Kotler, Armstrong (2008) purchase decision is the process of the buyer's decision about what brand to choose. Jilly Bernadette Mandey (2013) basically, a purchase decision is a decision to buy a brand that is very liked, but there are two factors that can influence a buying decision, the first is another person's factor, if someone means a lot to consumers then that person can influence purchasing decisions. The second factor is the situation, buyers usually intend to buy a product based on several factors including income, the price of goods, and the benefits obtained when choosing a product.

Method

In this study the population is all consumers at Geprek Express Gerai Bumi Sempaja, Samarinda city. The sample in this research was taken using a simple random sampling technique. In this study, the sample used as the object of research by the author is as much as 15% of 258 consumers where the sample obtained is 39 respondents. Data collection techniques when viewed from the source, the data is divided into two, namely primary data and secondary data. To obtain primary and secondary data in this study, researchers used data collection methods including: (a) primary data, is data obtained directly from observations and questionnaires distributed to a number of respondents who are in accordance with the target and are considered representative of the entire population in this study, namely Gepre Express Bumi Sempaja outlet consumers, Samarinda city. (b) secondary data, is data obtained from other parties indirectly, has a relationship with research conducted in the form of company history, company scope, organizational structure, books, literature, articles, and sites on the internet. Literature Study, obtained through the literature that is used as reference material for compiling a literature review or theories in research. Books, secondary data can be obtained from books that will be used according to the needs of researchers. (Researchers as second hand) can also be from journals and reports (Sugiyono, 2017).

Data analysis in quantitative research is the result of data processing from the answers that have been given by respondents to statements that have been submitted by researchers to respondents through questionnaires that have been distributed late. After the data is collected, the researcher will group the data based on the variables from all respondents, present the data for each variable studied, and perform calculations to get answers to the problem formulations that have been compiled previously. Data analysis was also used to test the hypothesis proposed by the researcher, because the analysis of the data collected was to determine the effect of the variables (X1, X2) on the dependent variable (Y). In this study, researchers used several analytical techniques such as descriptive analysis and verification.

Descriptive analysis descriptive

Method is used to describe the facts that exist factually and systematically. The method used is as follows: (a) the results of the operation of the variables are arranged in the form of questions (questionnaires/questionnaires). Where is Promotion (variable X1), Location (variable X2) and purchasing

decisions (variable Y), each item of the questionnaire has five answers with different weights/values. (b) measurement of variables was carried out using a Likert scale using the following scoring method.

Verification

Analysis Verificative analysis was used in research to test hypotheses using statistical calculations. In this study, there are several statistical methods used. Based on the title of the proposal in this study, "The Effect of Location and Promotion on Purchase Decisions at the Geprek Express Bumi Sempaja Outlet, Samarinda City", to determine the effect of X1 on Y and the effect of X2 on Y, simple linear regression analysis was used. After that, to determine the effect of X1 and X2 on Y using multiple linear regression analysis with the following details: (a) to find out whether there is an influence of location on purchasing decisions at Geprek Express Bumi Sempaja outlets, Samarinda City, a simple linear regression technique is used as follows: $Y=a+bX$. (b) to find out whether there is an influence of promotion on purchasing decisions at Geprek Express Gerai Bumi Sempaja, Samarinda City in 2020, a simple linear regression technique is used as follows: $Y=a+bX$. (c) to find out the effect of location and promotion on purchasing decisions at Geprek Express Gerai Bumi Sempaja, Samarinda City in 2020, multiple linear regression techniques were used with the following formula: $Y=a+b_1 X_1+b_2 X_2$

Results and Discussions

Individual

Table 1. The results of the SPSS calculation output dependent variable: purchase decision (Y)

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	32.618	11.630		2.805	.008
Location (X1)	.007	.337	.003	.020	.984
Promotion (X2)	.429	.183	.369	2,346	.025

Dependent Variable: Purchase Decision (Y)

From the results of the SPSS calculation output that has been carried out, it is known that the $T_{\text{value}_{\text{count}}}$ for location (X_1) is 0.20 and the T_{table} 2.042 from the T_{count} and T_{table} , we can compare T_{results} 0, $20 < T_{\text{table}}$ 2.042, the researcher concludes that there is no influence of location (X_1) on purchasing decisions (Y) at Geprek Express Gerai Bumi Sempaja, Samarinda City. From the results of the SPSS calculation output that has been carried out, it is found that the $T_{\text{calculated}}$ promotion (X_2) value is 2.348 and the T_{table} from the T_{count} and T_{table} we can compare T_{count} 2.348 $> T_{\text{table}}$ then researcher concludes that there is an effect of promotion (X_2) on purchasing decisions (Y) at Geprek Express Bumi Sempaja outlets, Samarinda City.

Table 1. The results of the SPSS calculation output dependent variable: purchase decision (Y), predictor: constant, promotion (X2), location (X1)

Model	Sum of Squares	ANOVA ^a df	Mean Square	F	Sig.
Regression	119,350	2	1508,530	2,848	.071 ^b
Residual	41,904	36	1747,231		
Total	38	a			

Dependent Variable: Purchase_Decision(Y)

Predictors: (Constant), Promotion (X2), Location (X1)

From the output of the SPSS calculation that has been done, it can be seen that the $T_{\text{calculated}}$ for location (X_1) and promotion (X_2) is 2.848 and the F-table value is 3.32 from the results F_{count} and F_{table} compare F_{count} can We .

Conclusions

From the results of the research that has been carried out by researchers in order to determine the effect of location and promotion on purchasing decisions at Geprek Express Bumi Sempaja outlets, Samarinda City, it can be concluded as follows: There is no partial influence of location on purchasing decisions at Geprek outlets Express Bumi Sempaja Samarinda City, there is a partial effect of promotion on purchasing decisions at Geprek Express Bumi Sempaja outlets, Samarinda City, and simultaneously there is an influence of location and promotion on purchasing decisions at Geprek Express Gerai Bumi Sempaja, Samarinda City. From the results of research that has been carried out by the author, the results are as above, so he can convey the

following suggestions: Suggestions for the marketing field of Geprek *Express* in Samarinda City to further increase promotional activities so that the products from Geprek *Express* are better known by the wider community so as to foster public interest in buying these products.

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