THE INFLUENCE OF ADVERTISING AND SALES PROMOTION ON PURCHASING DECISIONS AT GULTIK STORES IN BALIKPAPAN CITY

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ARTICLE INFO	ABSTRACT
	Individual Gultik Shop in Balikpapan City. This type of food is very popular among young people in Jakarta, and this food needs to be further developed and served among young people in the city of Balikpapan. How to introduce Gultik Rakyat is also simple. Gultik Rakyat is a food made from hamburger curry which is then made by boiling until cooked, then the meat is cut into small pieces then the meat is blended with gravy that is suitable for serving by buyers. The testing technique used is a quantitative method with important information taken using polls, the number of residents who are respondents are buyers who have bought groceries at Toko Gultik Rakyat. In the results of various straight relapse investigations, the direction of a positive relationship is seen from the value of a positive relationship coefficient, then the large value of the driving variable is SIG. $0.002 < 0.05$ and tcount of $4.008 >$ ttable of 1.661. Promote variables to specific GIs. $0.004 < 0.05$ and tcount of $3.884 >$ ttable of 1.661. In the F esteem test, it was found that Fcalculate esteem was 32.190 with an importance value of 0.000 and critical F esteem < 0.05. As a result, H0 is rejected and Ha is recognized. That is, the independent factors of publication (X1) and transaction progress (X2) act simultaneously or together on the dependent variable on the purchase option (Y). Meanwhile, judging from the results of the connection test, it was found that the relationship coefficient (R Square) is 0.425, and this means that the relationship between promotion and promotion factors on the purchase choice variable is strong.

Introduction

The times have encouraged increasingly fierce competition in various activities, including business activities such as selling goods. This also causes makers to be good at selling the products they produce (Saputra & Ardani, 2020). Promotion or marketing is one way and strategy carried out by producers. Marketing plays an important role in business operations. As shown by (Islahiha, Mulyadi, & Lisnawati, 2023) an organization must determine the right promotion system so that its business can meet and win the competition, so that what was planned previously can be fulfilled.

One of the items needed is food. Meat has recently become a popular dish. Meat is a popular food ingredient derived from animals and enjoyed by many people, ranging from the young to the elderly (Haryani, 2019). In addition to having a distinctive taste

and chewy surface, meat also has various types and qualities that can be used for various favorite menus that can be enjoyed by fans.

One of the rising meat food patterns is Hamburger Curry. The beef curry tastes good and savory, and the ingredients are easy to find. But, even though it is a famous food, the culinary business has its worries and difficulties, for example, buyers buy which causes a decrease in transactions. According to (Jamaluddin & Fathor, 2021), the decline in transactions is due to the absence of information from makers to showcase their goods. In addition, the existence of contests from makers who create similar goods makes customers confused to choose (Radjapati, Tumbuan, & Soepeno, 2018).

That way progress turns into important work in such a way. Transaction progress consists of several driving devices, mostly current, that make buyers speed up the purchasing system or increase the number of transactions (Selly, Lie, Efendi, & Nainggolan, 2019).

The promotion mix consisting of the following components is a fundamental instrument used to achieve corporate communication objectives: 1) Advertising, which is a form of marketing that uses various media to drive purchases. 2) Eye to eye Selling (Individual Selling), which is a type of individual promotion with oral introductions in discussions with potential buyers that lead to refreshing purchases. (3) Bidding progress, in particular the type of progress beyond the above three structures planned to bind the purchase. (4) Publicity, which is a type of non-personal promotion of certain businesses or services by reading news and information about them (generally scientific in nature) 5) Direct promotion, which is a type of direct personal selling aimed at influencing the shopper to buy. (6) Intelligent Media, especially middle-person devices designed using PCs that utilize components such as sound, images (visual), and messages to convey messages (Napitupulu, br Sirait, & Zega, 2022).

In its marketing activities, a company also urgently needs to increase offers as a tool to attract clients' buying interest. The right sales promotion system will have a significant impact in attracting customers to make purchases because the type and field of business continue to grow. According to A. "One of the variables in the marketing mix that is very important to be applied by business actors in marketing their products is sales promotion." Supply improvement activities are not only the ability of correspondence between the company and the buyer but also a tool to influence customers in the activity of buying or using goods according to their needs and desires (Orinaldi, 2020).

A brief history of Gultik, the name Gultik was given by young people in South Jakarta in the 1980s who got the opportunity to hang out at night while eating glue on Jalan Mahakam Blok M, South Jakarta. This snack is called glue bend, or Gultik because it is close to glue sellers (Putra & Dahmiri, 2018).

The word "market" is the root of the word "marketing". An easy way to think of a market is as a meeting place for a group of sellers and buyers to do business and exchange goods. The market is where customers with their requirements and

requirements are willing and ready to participate in trading to meet those needs and needs.

The main purpose of this study is to provide an overview of responses to problem formulation questions (Prasetio & Rismawati, 2018). The following is the formulation of the objectives of this study:

1. To find out the influence of advertising on purchasing decisions at Gultik rakyat shops in Balikpapan City.
2. To find out the influence of sales promotion on purchasing decisions at Gultik rakyat shops in Balikpapan City.
3. To find out the influence of advertising and sales promotion together on purchasing decisions at the People's Gultik shop in Balikpapan City.

Research Methods

The research was carried out for approximately two months, from June to July 2023. The research location is at Kedai Gultik Rakyat which is located at Jln. Jendral Sudirman, Klandasan Ulu, Balikpapan Kota District, Balikpapan City, East Kalimantan Province.

Data Type

1. Quantitative data is information collected orally (orally / words) in the form of sentences or narratives about how advertisements and sales promotions affect customers' decisions to buy from Gultik stores in Balikpapan City.
2. Quantitative data is information in the form of numbers or numbers obtained from respondents' responses to questionnaire statements.

Data Sources

1. Primary Data

Primary data is a data source that directly supplies data to data collectors. Examples of primary data include data selected from respondents through questionnaires or data obtained through researcher interviews with resource persons. Important information in this study is information from direct respondents, especially information due to publicity and progress of offers on purchasing options at Gultik stores in Balikpapan City.

2. Secondary Data

(Sidiq, Choiri, & Mujahidin, 2019) optional information is a source of information that does not directly provide information to the information collector, for example, information obtained from sites, articles, or distribution of diaries, magazines, etc.

Population

Population is a broad category of things or people with certain qualities and characteristics that are studied and then analyzed by researchers. The population in this study is all individual supermarket buyers in Balikpapan City.

Sample

(Sidiq et al., 2019) that role models are important for the number and quality driven by the people. Samples taken from large populations can be used if researchers

cannot investigate every aspect of the population, for example, due to time, resource, or financial constraints. The sample selection method in this study uses nonprobability testing with purposive examination procedures (Siahaan & Putriku, 2021).

Data Collection Techniques

The data collection methods used in this study are:

1. Perception, especially direct perception by the maker of exploration objects at the Gultik Individu Store in Balikpapan City.
2. Writing studies, especially collecting information from several reference books, diaries, expositions, and others related to research factors.
3. The data obtained from the written report in the records of Kedai Gultik Rakyat Kota Balikpapan is documentation.
4. Polling is the maker of collecting important information by distributing surveys to buyers of Kedai Gultik Rakyat Kota Balikpapan. The poll presented in this study was using the Likert scale. The Likert scale consists of the development of explanations about the disposition of respondents to the items studied.

Data Processing and Analysis Techniques

In quantitative examination, information inquiry is the act of having information from all respondents or different sources of information gathered (Yel & Nasution, 2022). Data analysis activities include grouping data according to variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, and performing calculations to test hypotheses.

Results and Discussion

Overview of the Research Object

Kedai Gultik Rakyat in Balikpapan. This type of food is very popular among young people in Jakarta, and this food wants to be further developed and introduced to young people in Balikpapan. The way of presenting Gultik Rakyat is also simple. Gultik Rakyat is a food made from Gulai sapi Then made by boiling until cooked, then the meat is cut into small pieces after that the meat is mixed with soup that is ready to be served by consumers.

Description of Respondent Identity

The description of the respondent's identity can be broken down by the respondent's gender, respondent's age, and respondent's occupation:

Table 1
Distribution of respondents by gender

No	Gender	Frequency (F)	Percentage (%)
1	Man	45	47%
2	Woman	51	53%
	Total	**96**	**100%**

Source: Primary Data processed 2023

Based on Table 1 respondents by gender, where men were 45 respondents with a percentage (47%) and women as many as 51 respondents with a percentage (53%). From the table above, it can be seen that the most dominant respondents are female.

Table 2
Distribution of respondents by age

No	Age	Frequency (F)	Percentage (%)
1	7 – 12	3	3%
2	13 – 18	11	11%
3	19 – 24	18	19%
4	25 – 30	32	33%
5	31 – 36	11	11%
6	37 - 42	16	17%
7	43 – 47	5	5%

	Total	96	100%

Source: Primary Data After Processing 2023

Based on 2 respondents according to age, where the age of 7-12 years as many as 3 respondents with a percentage (3%), the age of 13-18 years as many as 11 respondents with a percentage (11%), the age of 19-24 years as many as 18 respondents with a percentage (19%), the age of 25-30 years as many as 32 respondents with a percentage (33%), the age of 31-36 years as many as 11 respondents with a percentage (11%), the age of 37-42 years as many as 16 respondents with a percentage (17%), and aged 43-47 years as many as 5 respondents with a percentage (5%). From the table above it can be seen that the most dominant respondents are aged 25-30 years.

Table 3
Distribution of respondents by occupation

No	Work	Frequency (F)	Percentage (%)
1	Students	14	15%
2	ASN	18	19%
3	Police	9	9%
4	Guru	6	6%
5	Student	16	17%
6	Self-employed	18	19%
7	Entrepreneurial	5	5%
8	Doctor	3	3%
9	Nurse	4	4&
10	IRT	3	3%
	Total	**96**	**100%**

Source: Primary Data After Processing 2023

Based on Table 3 respondents by occupation, where the student profession 14 respondents with a percentage (of 15%), the civil servant profession 18 respondents with a percentage (of 18%), the police profession 9 respondents with a percentage (of 9%), the teaching profession is 6 respondents with a percentage (6%), the student profession is 16 respondents with a percentage (17%), the self-employed profession is 18 respondents with a percentage (19%), the entrepreneurial profession is 5 respondents with a percentage (5%), The medical profession was 3 respondents with a percentage (3%), the nursing profession was 4 respondents with a percentage (4%), and did not have a job as many as 3 respondents with a percentage (3%). From the table above, it can be seen that the most dominant respondents work as self-employed people.

Validity Test

The validity test in this study aims to determine the magnitude of the relationship between statement items and the total statement items for each variable. In this test,

researchers distributed questionnaires to 54 respondents. To find out the validity of each statement item in the research instrument can be seen through the recalculate and table columns. If the value of recalculate is greater than the table, then the statement is declared valid. The value of r with df = n − 2 is 96–2=94, so the calculated value at the significance level of 5% is 0.2006. If the calculated value > 0.2006, then the question item is declared valid.

This research is quantitative research with an associative approach consisting of two independent variables, namely advertising (X1) and sales promotion (X2), and the dependent variable is purchase decision. Advertising is a promotion carried out using tools or media aimed at the wider community. Sales promotion is a form of marketing communication that aims to attract new consumers, influence consumers to try new products, encourage consumers to attack more competitors' promotional activities, increase purchases without a plan or seek closer cooperation with retailers, overall sales promotion techniques have a lot of impact in the short term (Prilianto & Arini, 2023). Purchasing decision is a final decision to purchase goods and services through certain considerations. This research was conducted around the city of Balikpapan and the subjects of this research were people in the Balikpapan area.

Based on the results of the study, it is known that all statements contained in the free variable Advertising (X1) with advertising indicators, namely mission, message, and media used, and Sales Promotion (X2) with sales promotion indicators, namely promotion frequency, promotion quality, and time determination and Purchase decision variables (Y) with indicators, namely in buying, looking for information, plan purchases, and as you wish. All statements of each variable are valid because the value of recalculate is greater than the table. When viewed in the reliability test in the calculation of Cronbach Alpha for variable X, the results of reliability testing of variables X1, X2, and Y show that each variable is said to be reliable. The results of data processing that have been done previously also show that Ha is acceptable, namely advertising (X1) and sales promotion (X2) have a significant effect on purchasing decisions (Y) This can be seen from the significant value of 0.000 and the significant value of F < 0.05 (0.000<0.05). Therefore, it can be concluded that the results of this study can show that advertising and sales promotion variables have a positive and significant effect on purchasing decisions. This means that the sales promotion carried out by the people's Gultik shop is good, so if the company increasingly approaches consumers who can improve sales (X1) even better, sales promotion (X2) even better, then this can increase consumer purchasing decisions (Y) towards purchasing food products from Gultik rakyat in Balikpapan city.

This result is in line with research conducted, which states that advertising and sales promotion variables have a positive and significant effect on purchasing decision variables. The acquisition of the correlation coefficient (R Square) value of 61.1% of purchasing decisions was influenced by advertising and sales promotion, while the remaining 38.9% was influenced by other factors not studied in this study.

Conclusion

Based on the analysis of data that has been carried out in this study, it can be concluded from the results of a partial test (t-test), it was found that the advertising free variable (X1) has a significant influence on purchasing decisions (Y). This is reflected in a significance value that is lower than the predetermined significance level value, which is 0.002 which is smaller than 0.05. The results of the partial test (t-test) also show that the free variable of sales promotion (X2) has a significant influence on purchasing decisions (Y). This result can be seen from the significance value found at 0.004, which is also lower than the significance level value of 0.05. Through simultaneous tests or joint tests (Test F), it can be concluded that the two variables, namely work motivation (X1) and work environment (X2), together have a significant influence on the dependent variable, in this case, employee performance (Y). This conclusion is based on the results of the sig value produced by the F test, which is 0.011, which is lower than the previously set sig value, which is 0.05.

Thus, this study shows that advertising (X1) and sales promotion (X2) have a significant influence on purchasing decisions (Y), and work motivation (X1) and work environment (X2) together have a significant effect on employee performance (Y). These results provide an important snapshot of the factors that can influence purchasing decisions and employee performance in the context studied.

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