

The Influence of Friday, Saturday, Sunday Promotions on Consumer Purchasing Decisions at Alfamart Tanjung Gusta Outlets

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ABSTRACT

This study analyzes the effect of Friday, Saturday, and Sunday (JSM) promotions on consumer purchasing decisions at Alfamart Tanjung Gusta Outlets. JSM promotions are a routine marketing strategy that provides discounts on certain products. The method used in this study is a quantitative approach with data collection techniques through distributing questionnaires to consumers who shop from Friday to Sunday. The research sample consisted of 75 randomly selected respondents. The research instruments were tested for validity and reliability, and tested through classical assumptions and regression analysis using SPSS 20. The results showed that all items were declared valid and reliable, the data was normally distributed, and there were no symptoms of heteroscedasticity. However, the t-test results showed that JSM promotions did not have a significant effect on purchasing decisions partially. This finding indicates that the promotional strategy is not necessarily the main factor that drives consumers to buy. Therefore, Alfamart is advised to review its promotional communication approach to be more relevant to local consumer preferences.

Keywords: *Promotion, Purchasing Decision, Alfamart, Tanjung Gusta*

INTRODUCTION

Tanjung Gusta is one of the sub-districts located in Helvetia District. Based on the latest population data in 2017, Tanjung Gusta Sub-district has 17,289 people and 5,264 families (BKKBN, 2017). With this population, Tanjung Gusta Sub-district is one of the most densely populated sub-districts in Medan City. In addition to paying attention to store design aspects, companies also need to consider strategic location factors to increase attractiveness for potential customer (Noviyanti, 2021). The high population in Tanjung Gusta creates a great opportunity for Alfamart to utilize this potential by opening several outlets close to where the residents live. Easily accessible, safe, convenient, and strategic locations can encourage consumer interest in making more active purchases (Kariani & Rusni, 2021). The presence of Alfamart outlets in Tanjung Gusta Sub-district makes it easier for people to meet their daily needs for consumer goods with the hope that Alfamart outlets will always understand what the surrounding community needs and can create outlet conditions that are crowded with buyers. In addition, Alfamart makes it easy for customers to make other transactions by providing payment services for various bills and installments such as telephone bills, multifinance, electricity, water, insurance, data packages, and others.

The crowd of buyers in Tanjung Gusta Village is not only on weekdays but also on weekends. Saturday and Sunday are days when workers or employees have free time to do other activities. Employees whose companies do not work on Saturdays and Sundays usually go out of the house to gather with friends or family, just eat or drink at a restaurant, or go to the mall to shop for their own needs such as buying clothes or also visiting shops that provide consumer goods, kitchen equipment, electronic devices, and so on.

One of the promotional strategies that is always held by Alfamart is the Friday Saturday Sunday (JSM) promo. Through the estimation of promotional activities, it is expected to obtain an overview of its impact on increasing sales volume as well as the extent of profits generated as a return on the budget that has been allocated for promotional activities. The way this type of promotion works is similar to the cross-subsidy system, namely, providing discounts on promotional products and increasing the prices of products that are not selling well. The goods that are promotional products are consumer products such as toiletries, staple foods,

food ingredients, soft drinks, and others. The Friday Saturday Sunday (JSM) promo has become a method that can benefit both buyers and sellers. For sellers or providers of goods and services, the Friday, Saturday, and Sunday promo can increase the number of consumers. The more intensive an outlet carries out promotional activities, the higher the tendency of consumers to make purchases (Permatasari & Maryana, 2021). With the increasing number of consumers, store sales will certainly increase and the turnover of goods sold will be high. This will certainly increase the outlet's turnover from the sale of products that are promotional goods. Buyers will also be interested in other products outside of promotional goods after getting a discount on the purchase of promotional goods. This provides a great opportunity to attract loyal consumers who will come to shop again at the store. Therefore, customer satisfaction is a crucial aspect that cannot be ignored, especially in the midst of intense business competition which encourages businesses to continue to innovate in building customer loyalty in order to maintain their business sustainability and growth (Kusumayanti, Christie G. B. and Mulyana, 2021).

A good promotion will influence the buyer's decision so that the buyer shops at an outlet. The buyer's decision is the final decision made by the buyer to get the product needed after prior consideration, in which the elements of the marketing mix and the characteristics of consumer behaviour play an important role in influencing the choice of a product (Devina et al., 2021), the more types of promotions held by Alfamart Stores, the more buyers will decide to shop at that place. Nonetheless, it is essential to recognize that financially responsible consumers are typically more discerning in their purchasing decisions. Those who consistently practice sound financial management are often skilled in handling their finances, which includes budgeting, saving, controlling expenses, making investments, and meeting financial commitments in a timely manner (Manalu et al., 2024).

Alfamart Stores will get new consumers who will later come back to shop. The Friday Saturday Sunday (JSM) promotion strategy carried out by Alfamart Stores is thought to influence the purchasing decision of a consumer who gets encouragement because something is interesting during the promotion. Based on this explanation, it is important to research the extent to which promotion influences purchasing decisions at Alfamart Tanjung Gusta Stores. This research is expected to provide a real picture of the effectiveness of Friday, Saturday, and Sunday promotions in consumer decision-making. Promotion is an activity that aims to inform the value or superiority of products and encourage consumers to be interested in making purchases (Kotler & Keller, 2012). To hold a promotion, each company must be able to determine exactly which promotional tools are used in order to achieve success in sales. Promotion is the activity of conveying information between sellers and buyers so that products can be recognized by the public and the public or buyers can buy them (Husein, 2002). Promotion indicators include: Promotional Message: It is a measure of how well the promotional message is carried out and delivered to the market, Promotion Media: It is a media used by companies to carry out promotions and Time Promotion: This is the length of promotion carried out by the company. Purchasing decisions are a series of processes that start with consumers recognizing their problems, seeking information about a particular product or brand, and evaluating the product or brand to see how well each alternative can solve their problems, which then leads to a purchasing decision. The Purchasing decision process is a five-stage process that consumers go through, starting from recognizing problems, seeking information, evaluating alternatives that can solve their problems, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has a long-lasting impact afterward. Purchasing decisions are a series of processes that start with consumers recognizing their problems, seeking information about a particular product or brand, and evaluating the product or brand to see how well each alternative can solve their problems, which then leads to a purchasing decision (Tjiptono, 2014). The Purchasing decision process is a five-stage process that consumers go through, starting from recognizing problems, seeking information, evaluating alternatives that can solve their problems, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has a long-lasting impact afterward (Kotler dan Keller, 2012). There are three indicators in determining purchasing decisions (Kotler dan Keller, 2012): Consistency in a product: When making a purchase, consumers choose one of several alternatives. The choices available are based on quality, quality and other factors that provide certainty for consumers to buy the products they need. Good product quality will build consumer enthusiasm so that it supports consumer satisfaction, Habits in purchasing products: Habit is the repetition of something continuously in making the same product purchase. When consumers have made a purchase decision and they feel that the product is

already attached to their mind and even the benefits of the product have been felt. Consumers will feel uncomfortable if they buy another product and Speed in purchasing a product: Consumers often make decisions using simple choice rules (heuristics) (Selvi et al., 2023). Heuristics are processes that a person uses to make decisions quickly, using general guidelines in only a portion of the information. This study aims to determine how promotions influence consumer purchasing decisions in Tanjung Gusta Village.

METHODS

This study uses a quantitative approach. Quantitative research is research based on a positivist philosophy that examines a certain population or sample and random sampling using tools to collect data, analyze statistical data ((Sugiyono, 2017). In this study, promotion is an independent variable while the dependent variable is the purchasing decision. This study was conducted in April, 2023 at the Alfamart Tanjung Gusta Outlet. In this study, the researcher used a questionnaire to collect data from respondents as a technique and this study used a questionnaire that had a Likert scale index.

In this study, the research sample is people who shop at Alfamart Tanjung Gusta on Friday, Saturday, Sunday. The researcher will distribute the questionnaire link to respondents who are willing to fill in and answer some questions in the questionnaire.

RESULTS AND DISCUSSION

Validity Test

Validity is a trial of research questions with the aim of seeing to what extent respondents understand the questions asked by researchers (Sahir, 2021). The results of the validity test on the research variables, namely the promotion variable on purchasing decisions, can be seen in the following table:

Table 1: Results of Promotion Variable Validity Test using SPSS 20

Goods	English: Pearson Correlation	r table	Information
X1_1	0,535	0,227	Legitimate
X1_2	0,432	0,227	Legitimate
X1_3	0,428	0,227	Legitimate
X1_4	0,597	0,227	Legitimate
X1_5	0,560	0,227	Legitimate
X1_6	0,473	0,227	Legitimate
X1_7	0,652	0,227	Legitimate
X1_8	0,661	0,227	Legitimate

Based on the table above, of the 8 promotional variable statement items submitted to 75 respondents, all were declared valid because the Pearson Correlation value was greater than the r table of 0.227.

Table 2: Results of the Promotion Variable Validity Test using SPSS 20

Goods	English: Pearson Correlation	r table	Information
Y_1	0,369	0,227	Legitimate
Y_3	0,527	0,227	Legitimate
Y_4	0,457	0,227	Legitimate

Y_5	0,441	0,227	Legitimate
Y_6	0,349	0,227	Legitimate
Y_7	0,454	0,227	Legitimate

Based on the table above, of the 6 items of purchasing decision variable statements submitted to 75 respondents, all were declared valid because the Pearson Correlation value was greater than the r table of 0.227.

Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct (Ghozali, 2018). The results of the reliability test on the promotion variable on purchasing decisions can be seen in the following table:

Table 3: Reliability Test Results

No	Variables	Cronbach is Alfa	Minimal Cronbach is Alfa Which determined	Information
1	Promotion	0,661	>0,6	Reliable
2	Purchase Decision	0,684	>0,6	Reliable

Based on the table above, it can be seen that all research variables have a higher reliability coefficient value than the predetermined Cronbach Alpha of 0.6. Therefore, the table above can be concluded that the results of this instrument have a high level of reliability, or are trusted.

Classical Assumption Test

a. Normality Test

The Normality Test is carried out to determine whether the independent variables and dependent variables are normally distributed or not (Sahir, 2021).

Table 4: Results of Normality Test using SPSS 20 (One-Sample Kolmogorov-Smirnov Test)

	Unstandardized Residual
N	75
Normal Parameters ^{a,b} Mean	0E-7
Std.Deviation	3.69244563
Most Extreme Differences Absolute	.153
Positive	.076
Negative	-.153
Kolmogorov-Smirnov Z	1.324
Asymp. Sig. (2-tailed)	.060

a. Test distribution is Normal

b. Calculated from data

Based on the table above, it is known that the significance value is $0.060 > 0.05$, therefore it can be concluded that the distribution of data in this study is normally distributed.

b. Linearity Test

Linearity testing is intended to show that the average obtained from a group of sample data lies on straight lines (Sahir, 2021). Based on the table above, the sig. Deviation from linearity value is $0.075 > 0.05$, so it can be concluded that there is a linear relationship between promotion and purchasing decisions.

Table 5: Linearity Test Results using SPSS 20

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian Promosi_JSM*	Between Groups	(Combined)	283.801	18	15.767	1.619	.087
		Linearity	5.700	1	5.700	.585	.447
		Devistion From Linearity	278.101	17	16.359	1.680	.075
	Within Groups		545.319	56	9.738		
	Total		829.120	74			

c. Heteroscedasticity Test

The Heteroscedasticity Test is to see whether there is inequality in the variance of the residuals from one observation to another (Sahir, 2021).

Table 6: Results of Heteroscedasticity Test using SPSS 20

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.288	1.816		1.259	.212
Promosi JSM	.021	.061	.040	.340	.734

a. Dependent Variable: RES2

Based on the table above, the significance value is $0.734 > 0.05$, so it can be concluded that there is no heteroscedasticity.

d. Uji T

The T-test is used to determine the partial contribution of each independent variable to the dependent variable (Sugiyono, 2017). Based on the table below, the promotion variable has no effect on the purchasing decision variable.

Table 7: T-Test Results using SPSS 20

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.154	2.968		7.127	.000
Promosi JSM	.007	.100	.008	.065	.948

CONCLUSION

Based on the results of the research that has been conducted on the influence of promotion on purchasing decisions at Alfamart Tanjung Gusta Outlet, it can be stated that all research instruments are valid and reliable. The data that has been obtained also meets the classical assumptions (prerequisite test) and there is no heteroscedasticity. However, the results of the t-test indicate that the promotion variable does not have a significant effect on consumer purchasing decisions partially. In other words, although the Friday, Saturday, and Sunday (JSM) promotion program has been routinely run, it is not certain that the promotion is a dominant factor influencing consumer decisions in making purchases in the area. Therefore, Alfamart is advised to re-evaluate the form of promotional communication and marketing strategies used to better suit the needs and tendencies of consumer behavior in the local area.

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