

# THE EFFECT OF SALES PROMOTION AND MOBILE MARKETING ON PURCHASE OF BAKSO MARGANA BRANCH MAP NUMBER 91 POST COVID-19

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## ABSTRACT

The purpose of this study was to find out how much influence sales promotion and mobile marketing have on purchasing decisions at Bakso Margana Restaurant, Jalan Peta No. 91 branch. The method used in this research is a quantitative method with a descriptive research type. The population used in this study were consumers who had bought Bakso Margana Restaurant products, Jalan Peta No. 91, aged 34-45 years with a sample size of 100 respondents. Sampling was used in this study, namely, the purposive sampling method. Based on the results of the study using descriptive analysis with the help of SPSS for Windows software, it shows that the Sales Promotion and Mobile Marketing variables are included in the very good category with no significant effect simultaneously and there is a partial effect on the Product Purchasing Decision of the Bakso Margana Restaurant, Jalan Peta No. 91.

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## 1. INTRODUCTION

In 2020, a virus emerged that shocked the world, namely COVID-19. This virus has spread widely in various countries and has had a very significant impact on various sectors, including the global economy. The COVID-19 pandemic continued until 2022 before gradually subsiding (Pitaloka et al., 2020). The impact of the COVID-19 pandemic is being felt around the world, including in Indonesia. The Indonesian economy has been significantly impacted by the spread of the virus. One of the sectors that has been badly affected is Micro, Small and Medium Enterprises (MSMEs) (Savitri et al., 2020). MSMEs are the backbone of the Indonesian economy, but the COVID-19 pandemic has caused many MSMEs to face serious challenges. MSMEs are experiencing a negative impact from the COVID-19 pandemic due to social restrictions, business closures, and changes in consumer behavior. Restrictions on mobility and social activities reduce the number of customers who access MSME businesses directly. Business closures, especially in the food and retail sectors, have an impact on MSME income. In addition, changes in consumer behavior, such as shifting towards online purchases or reducing non-essential spending, also affect the performance of MSMEs.

MSMEs (Micro, Small and Medium Enterprises) are a diverse sector and play an important role in the Indonesian economy. However, among the various types of MSME businesses, the culinary sector has been one of the most affected by the COVID-19 pandemic. Food and drink are basic needs that are very important for the community. This causes many Micro, Small and Medium Enterprises (MSMEs) in the culinary field. This pandemic has resulted in various negative impacts on MSMEs in the culinary field, for example social distancing measures and closing public places limit community activities and reduce the number of customers visiting restaurants, food stalls or coffee shops. This has a direct impact on the income and sustainability of culinary MSME businesses.

In addition, changes in consumer behavior are also an important factor affecting MSMEs in the culinary field. Many consumers prefer to cook at home and avoid eating in public places as a precaution against spreading the virus. Demand for on-site food and beverage services has also decreased significantly. Then, logistical and supply aspects have also become obstacles for MSMEs in the culinary field during the pandemic. Disruptions to the supply chain, especially in terms of procurement of raw materials and food ingredients, can lead to increased operational costs and difficulties in maintaining consistent menu availability.

The COVID-19 pandemic has also forced MSMEs in the culinary field to adapt to changing consumer needs. Many MSMEs have to change their business model, such as improving delivery or delivery services, strengthening their online presence, or even introducing the concept of ready-to-eat food.

Bakso Margana Restaurant is an example of MSMEs in the culinary field which have also experienced a significant impact due to the COVID-19 pandemic. Bakso Margana Restaurant is a culinary MSME that sells meatball products and has been operating since the 90s. They are known for their typical Solo meatball products which have been successfully introduced to the people of Bandung City. Bakso Margana Restaurant has successfully expanded its business by opening 20 branches in various locations in Bandung. One of the branches located at Jalan Peta no. 91, behind RS. Imanuel, is the fourth branch of the Bakso Margana Restaurant network. They offer their main product in the form of meatballs with two variants, namely minced meatballs and egg meatballs.

Sales of Bakso Margana Restaurant have decreased significantly during the COVID-19 period to date. As a restaurant serving Solo's signature meatballs, Rumah Makan Bakso Margana relies on customers visiting their restaurant. However, with social restrictions and the closure of places to eat, the number of customers coming in person has drastically reduced. In addition, changes in consumer behavior also affect sales of Bakso Margana Restaurant. Many consumers prefer to eat at home and avoid public places to minimize the risk of spreading the virus. This has an impact on the frequency of their customer visits.

Bakso Margana Restaurant needs to do in-depth research, especially in terms of the company's marketing strategy. The main goal is to increase the revenue yield of their business. By doing the right research, Bakso Margana Restaurant can evaluate and optimize the marketing mix they use. This will help them deal with market challenges and changes, and develop effective strategies to recover better revenue growth.

Based on the results of the pre-survey conducted, there are several elements that are considered good in selling Bakso Margana Restaurant products. However, there are also several elements that are considered unfavorable, including innovation, service, and promotion. According to Alberta and Wijaya (2021), the promotion mix consists of eight different forms of promotional tools. These promotional tools include advertising, sales promotion, events and experiences, public relations and publicity, online and social media marketing, mobile marketing, direct and database marketing, and personal selling.

Several problems related to the promotion mix of Bakso Margana Restaurant. Several aspects of concern are sales promotion, events and experiences, online and social media marketing, mobile marketing, as well as direct and database marketing. These problems have the potential to affect the income of Bakso Margana Restaurant. Therefore, the question that arises is how the promotion mix can be improved to increase the income of Bakso Margana Restaurant after the COVID-19 pandemic. Apart from that, it is also necessary to consider adjustments to the target market for Bakso Margana Restaurants, the majority of which are between 35-45 years old.

In this study, the focus will be on two aspects of the promotion mix, namely sales promotion and mobile marketing. By focusing research on sales promotion and mobile marketing, it is expected to provide a deeper understanding of the influence of these two promotional tools on sales and purchasing decisions at Bakso Margana Restaurant. The results of this study are expected to provide useful insights in developing effective promotion strategies for MSMEs in the culinary field, especially Bakso Margana Restaurants, in facing marketing challenges in the digital era and improving their business performance.

Sales promotion was chosen as one of the research focuses because it is a form of promotion that has a significant influence on consumer purchasing decisions. Sales promotion includes various activities aimed at encouraging purchases, such as price discounts, free gifts, and loyalty programs. In the context of Bakso Margana Restaurant, research will explore the effect of sales promotion on increasing sales and consumer purchasing decisions. In addition, sales promotion also plays an important role in efforts to increase sales. Through various promotional activities, Bakso Margana Restaurant can increase consumer awareness and interest in their products.

By implementing an effective sales promotion, Bakso Margana Restaurant can encourage consumers to purchase their products. Promotions that are attractive and provide added value to consumers can create a positive incentive to choose Bakso Margana Restaurant as a food choice. In addition, sales promotion can also help Bakso Margana Restaurant to differentiate itself from competitors in the culinary market. In intense competition, creative and effective promotional activities can be a significant differentiator in attracting and retaining consumers. By combining sales promotion with good product quality and service, Bakso Margana Restaurant can create a positive experience for consumers, which in turn can increase customer loyalty and support long-term sales growth.

However, the results of the pre-survey showed that the sales promotion carried out by the Bakso Margana Restaurant was considered not effective and attractive enough. They don't use social media well, they even only have an Instagram account for sales. Not only sales promotion, mobile marketing was also chosen as a research focus because it is an increasingly important promotional tool in today's digital era. Mobile marketing includes the use of mobile technologies, such as apps, text messages, and social media

marketing, to reach consumers effectively. In this research, we will investigate the effectiveness of mobile marketing in increasing consumer awareness about Bakso Margana Restaurant and influencing their purchasing decisions.

After further observation, at Bakso Margana Restaurant, the use of mobile marketing was considered to be less effective. This can be seen from the lack of promotional activities through mobile platforms such as mobile applications or websites. In addition, the lack of innovation in making mobile applications or websites that make it easier for consumers to place orders is also one of the problems faced by Bakso Margana Restaurant. This condition makes Bakso Margana Restaurant less able to compete with its more sophisticated competitors in terms of utilizing mobile marketing technology. Therefore, this research is important so that further research is carried out to increase the use of mobile marketing at Bakso Margana Restaurant so that it can increase sales and company competitiveness in the midst of increasingly fierce market competition.

In this study, previous research is used to facilitate research conducted. A previous study by Evan Elpanso and Sulaiman Helmi entitled "The Effect of Sales Promotion on the Decision to Buy MSME Products in Palembang City with Brand Image and Brand Quality Product as Mediation" showed the effect of sales promotion in increasing consumer purchasing decisions (Elpanso et al., 2022). The theory of planned behavior (TPB) perspective explains that brand quality, brand image, and sales promotion as antecedents can influence individual attitudes in showing certain behaviors, such as product purchasing decisions. Another study conducted by Riandhita Eri Werdani, Robetmi Jumppakita Pinem, and Nurul Imani Kurniawati with the title "The Effect of Types of Messages Marketing Fashion Products Through Mobile Marketing on Consumer Trust, Response, and Purchase Desire in Bandung" shows that the types of messages marketing fashion products via mobile marketing such as community, website addresses, and fashion product brands, differ significantly in influencing consumer trust, response, and purchase intentions in Bandung (Werdani, 2020).

### Research Hypothesis

The hypothesis in this study are:

H1: There is a positive and significant effect of Sales Promotion on Purchasing Decisions

H2: There is a positive and significant effect of Mobile Marketing on Purchasing Decisions

H3: There is a positive and significant effect of Sales Promotion and Mobile Marketing on Purchasing Decisions

## 2. METHOD

This study uses a quantitative method, because the researcher wants to know the results of the truth of the subject raised with the current hypothesis. Meanwhile, for this type of research using a descriptive type which seeks to describe a symptom, event and event that is happening now where the researcher tries to photograph the events and incidents that are the center of attention to then be described as it is. With this type of research using survey methods to subjects from Bakso Margana Restaurant, which aims to obtain valid results and data. By using a survey conducted by researchers, namely a questionnaire survey, the purpose of this study was to observe how the situation was to obtain general conclusions.

In this study, the independent variables were sales promotion ( $x_1$ ) and mobile marketing ( $x_2$ ) and the dependent variable in this study was purchasing decisions ( $y_1$ ). In the study of the effect of product quality and product variety on purchasing decisions at the Bakso Margana Restaurant, Jalan Peta No. 91, the measurement used for each variable is using a Likert scale.

In this study, the population taken was consumers from an unknown number of Bakso Margana Restaurants. In this study, the sample used was based on the population of the Bakso Margana Restaurant customers. With this, the researcher used the Cochran formula to calculate the unknown population.

The researcher used purposive sampling, this technique was taken because not all samples had the criteria that the author had determined. Therefore, the authors chose a purposive sampling technique by setting certain considerations or criteria that must be met by the sample used in this study.

According to Sugiyono (2013) it is the most strategic step in research, where the main objective of research is to obtain data. Without knowing the data collection techniques, the researchers did not get data that met the standards set. Data collection can be done in various settings, various sources, and various ways when viewed from the settings, data can be collected in natural settings, in laboratories with experimental methods, at home with various respondents, at seminars, discussions, and so on. collection techniques According to Sugiyono (2013), data collection techniques can be carried out by means of interviews (interviews), questionnaires (questionnaires), observation (observations), and a combination of the three. Then this study uses primary data collection techniques and secondary data.

*The Effect Of Sales Promotion And Mobile Marketing On Purchase Of Bakso Margana Branch Map Number 91 Post Covid-19. Rachmad Aditya Suparto, et.al*

### 3. RESULT AND DISCUSSION

#### Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the effect of the independent variables, namely Sales Promotion and Mobile Marketing on the dependent variable, namely Purchase Decisions made on 100 respondents who had made a purchase at Bakso Margana Restaurant branch Jalan Peta No. 91. The form of the multiple linear regression equation is expressed in the equation mathematics, as follows:

$$Y = \alpha + b_1X_1 + b_2X_2$$

Information :

Y = Purchase Decision

= Benefit Perspective,

= Perspective of Convenience

$\alpha$  = constant coefficient

and = regression coefficient

By using the help of SPSS 29 on Windows, the results of multiple linear regression calculations are obtained as follows:

Table 1. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.307	1.974		4.208	.000
	Sales Promotion	.268	.090	.287	2.961	.004
	Mobile Marketing	.119	.078	.149	1.542	.126

Based on the results of data processing in table 4 above, the multiple linear regression equation model can be formulated as follows:

$$Y = 8.307 + 0.268 + 0.119$$

Based on these equations can be described as follows:

1. The constant ( $\alpha$ ) = 8.307 has a positive value indicating a unidirectional influence between the independent variable and the dependent variable. This shows a constant value, namely if the Sales Promotion () and Mobile Marketing () variables = 0. Then the Purchase Decision is 8.307.
2. Coefficient () () = 0.268. This shows that the Sales Promotion variable influences the Purchase Decision at the Bakso Margana Restaurant Jalan Peta No. 91 branch, in other words, if the Sales Promotion variable is increased by one unit, the Purchase Decision will increase by 0.268.
3. Coefficient () () = 0.119. This shows that the Mobile Marketing variable influences the Purchase Decision at the Bakso Margana Restaurant Jalan Peta No. 91 branch. In other words, if the Mobile Marketing variable is increased by one unit, the Purchase Decision will increase by 0.119.

#### Hypothesis testing

##### t test (Partial Test)

This test is used to test the influence of the independent variable partially on the dependent variable. The benefit of the t test is to test whether the independent variables consisting of Sales Promotion () and Mobile Marketing () partially affect the Purchase Decision (Y) of the Bakso Margana Restaurant, Jalan Peta No. 91.

To determine the value, it is necessary to have degrees of freedom with the formula:

a. Accuracy level ( $\alpha$ ) = 5%

b. Number of samples (n) = 100

c. The number of independent variables used (k) = 2

d. Degrees of freedom (df) = a-k = 100-2 = 98

e.  $t (\alpha/2 ; n-k-1) = (0.025 ; 97) = 1.985$

The t-test is a two-way test, so the value used is 1.985. In this study using SPSS 29 on Windows, the results are as follows:

Table 2. t test results (partial test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	8.307	1.974		4.208	.000
	Sales Promotion	.268	.090	.287	2.961	.004
	Mobile Marketing	.119	.078	.149	1.542	.126

Based on table 2 it can be seen that:

1. The Sales Promotion () variable has  $(2.961) > (1.985)$  and  $\text{Sig } \alpha 0.004 < 0.05$ . Then  $H_0$  is rejected and  $H_1$  is accepted. Thus it can be concluded that partially the Sales Promotion () variable has a significant effect on Purchase Decision (Y) at the Bakso Margana Restaurant branch Jalan Peta No. 91.
2. The variable Mobile Marketing () has  $(1.542) < (1.985)$  and  $\text{Sig } \alpha 0.126 > 0.05$ . Then  $H_0$  is accepted and  $H_2$  is rejected. Thus it can be concluded that partially the Mobile Marketing variable () has no partial effect of the Mobile Marketing variable on Purchase Decision (Y) at the Bakso Margana Restaurant branch Jalan Peta No. 91.

### F Test (Simultaneous)

The use of this F test is to test whether the Sales Promotion () and Mobile Marketing () variables jointly affect the Purchase Decision (Y) at the Bakso Margana Restaurant, Jalan Peta No. 91 branch.

Table 3. F Test Results (Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.510	2	18.255	6.597	.002 <sup>b</sup>
	Residual	268.415	97	2.767		
	Total	304.925	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Mobile Marketing, Sales Promotion

Based on table 3, it can be seen that it is 6.597 with a significant level of 3.09. Therefore, in both calculations, namely  $> (6.597 > 3.09)$  and the significance level is  $0.002 < 0.05$ . This shows that  $H_0$  is rejected while  $H_3$  is accepted, which means that the independent variables Sales Promotion and Mobile Marketing simultaneously have a significant effect on the Purchase Decision of the Bakso Margana Restaurant, Jalan Peta No. 91.

### Coefficient of Determination

The coefficient of determination ( $r^2$ ) is used to determine how much the independent variable (X) contributes, namely Sales Promotion and Mobile Marketing, to the dependent variable (Y), namely Purchase Decision. The results of the calculation of the coefficient of determination are as follows:

Table 4. Test Results for the Coefficient of Determination

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.346 <sup>a</sup>	.120	.102	1.66348	1.864	

a. Predictors: (Constant), Mobile Marketing, Sales Promotion

b. Dependent Variable: Keputusan Pembelian

Based on table 4 above, it shows that the R value is 0.346 and the value is 0.120. This figure shows the Coefficient of Determination (KD) of 12%. This shows that the influence of the independent variables, namely Sales Promotion and Mobile Marketing on the dependent variable, namely Purchase Decision, is 12%, while the remaining 88% is influenced by other factors not examined in this study.

### Discussion

#### The Effect of Sales Promotion on Purchasing Decisions of the Bakso Margana Restaurant, Jalan Peta No. 91

Based on the results of the t test in this study, it shows that Sales Promotion has a partial effect on purchasing decisions of Bakso Margana Restaurant Jalan Peta No. 91. It is known that the Sales Promotion variable is  $(2.961)$  greater than  $(1.985)$  with a significance value less than 0.05, namely 0.004 ( $0.004 < 0.05$ ). It can be seen that the value is greater than . This shows that  $H_0$  is rejected and  $H_1$  is accepted. So it can be

concluded that the better the Sales Promotion, the higher the purchasing decision at the Bakso Margana Restaurant, Jalan Peta No. 91 branch.

#### **The Effect of Mobile Marketing on Purchasing Decisions of Bakso Margana Restaurant, Jalan Peta No. 91**

Based on the results of the t test in this study, it shows that Mobile Marketing has a partial effect on purchasing decisions of the Bakso Margana Restaurant Jalan Peta No. 91 branch. It is known that the Mobile Marketing variable is (1.542) smaller than (1.985) with a significance value greater than 0.05 i.e. 0.126 (0.126 > 0.05). It can be seen that the value is smaller than . This shows that H0 is accepted and H1 is rejected. Thus it can be concluded that partially the Mobile Marketing variable (X) has no partial effect of the Mobile Marketing variable on Purchase Decision (Y) at the Bakso Margana Restaurant branch Jalan Peta No. 91.

#### **The Effect of Sales Promotion and Mobile Marketing on Purchasing Decisions of the Bakso Margana Restaurant, Jalan Peta No. 91**

Based on the results of the F test that was carried out, it was obtained > (6.597 > 3.09) with a significant level of 0.002 which is smaller than 0.05 (0.002 < 0.05). These results indicate that H0 is rejected and H3 is accepted, meaning that the independent variables consisting of Sales Promotion and Mobile Marketing simultaneously have a significant influence on Purchasing Decisions.

#### **5. CONCLUSION**

Based on the results of research conducted by the author on 100 respondents, it can be concluded that Sales Promotion has a positive and significant influence on Purchase Decisions. It can be concluded that, increasing Sales Promotion will result in an increase in Purchasing Decisions at the Bakso Margana Restaurant Jalan Peta No. 91 branch. Mobile Marketing does not have a positive and significant influence on Purchasing Decisions. Sales Promotion (X) and Mobile Marketing (X) have a significant effect on Purchase Decision (Y) at the Bakso Margana Restaurant, Jalan Peta No. 91 branch.

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