The Effect of Promotion Strategy and Quality of Service on Consumer Purchase Decisions at Tendean Branch Mcdonald's In Jakarta Selatan

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ABSTRACT

This study aims to determine the effect of promotional strategies and service quality on consumer purchasing decisions at McDonald's Tendean Branch in South Jakarta. The method used is explanatory research with analytical techniques using statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that Promotion Strategy has a significant effect on purchasing decisions by 37.0%, hypothesis testing is obtained t count > t table or (7,580 > 1,989). Service quality has a significant effect on purchasing decisions by 50.9%, hypothesis testing is obtained t count > t table or (10.088 > 1.989). Promotion strategy and service quality simultaneously have a significant effect on purchasing decisions with the regression equation $Y = 9.146 + 0.257X1 + 0.527X2$ and the contribution of the influence is 56.8%, hypothesis testing is obtained F count > F table or (63.656 > 2.770).

Keywords: Promotion Strategy; Service Quality; Purchase Decision.

INTRODUCTION

The development of the business world at this time is characterized (Asah et al., 2015; Shah et al., 2021; Tuffour et al., 2022; Zarook et al., 2013) by intense competition. This situation reflects the dynamic climate of developing countries. Various tools and strategies have been adopted to address the competitive challenges developed by the company's leading marketing director in the competitive marketing arena. In today's marketing era to compete in a business where products are almost uniform, marketing communication activities are also required to be able to support differentiation compared to competitors. What companies must do to win consumers over competitors is to understand the needs and wants of consumers. Understanding consumer needs and wants can guide consumer purchasing decisions in a company's business. To do this, companies must be able to understand what consumers think, feel and need before they buy a product. One of the efforts so that companies can sell their products is to pay attention to marketing communication strategies, prices, and service quality. This can affect the decision-making process to buy a product (Hult et al., 2017; Kolko, 2015) .

The food & beverage business has very promising potential (Alonso, 2011; Baharuddin et al., 2015; Neylon et al., 2020; Prasetyawan et al., 2019). With a population in 2010 reaching 259,940,857 people who of course need to eat & drink every day, Indonesia is a very potential market for food & beverage culinary business. (Total Population of Indonesia 259 million, 2011) This market demand worth hundreds of trillions of rupiah is of course based on various characteristics of the types of restaurant service users. One type of place to eat that is relatively well known by the people of Indonesia is a fast food restaurant or better known as fast food.

These fast food outlets began to develop in the 19th century. Then in the 20th century, the fast food restaurant business increasingly spread to the continents of Europe, Africa, Australia and Asia such as Indonesia through the concept of franchising. As one of the fast food restaurant business players, McDonald's itself has managed to achieve double digit growth as recognized by Dian H. Supolo, Director of Marketing and Communication at McDonald's Indonesia (Hidayat et al., 2019; Shaharudin et al., 2011; Thamaraiselvan et al., 2019; Weng et al., 2017).

McDonald's as one of the second largest fast food restaurants in Indonesia also provides Drive Thru, Dine In Restaurant, and Delivery services for its consumers. In this study, the researchers chose the McDonald's branch of the Tendean Branch as the focus of the research object because of its location in the Commercial Housing area of the Tendean Branch which is adjacent to Puri Jaya Batavia Splash Water Advanture, Alfamidi Super, and also opposite the Cgv Cinema, Tendean Branch. This strategic location is very suitable for McDonald's target market which targets cluster residents or visitors to cinemas and swimming pools around Mcdonalds Tendean Branch who need food served quickly and at affordable prices. Apart from the above phenomena that the researchers have explained, Mcdonalds Tendean Branch continues to carry out promotional strategies to increase sales sales and increase Guest Count (GC) every day.

Business competition also occurs in the fast food restaurant (franchise) business. Business competition in the franchise sector. The last few years have been very tight. McDonald's Tendean Tangerang Branch, one of the fast food branches, must also be able to attract people to come and become McDonald's consumers (Kristiawan et al., 2021; Lee et al., 2013; Muchoki, 2016; Olannye & Edward, 2016).

PT. RNF through McDonald's Indonesia is always fully committed to providing the best service for consumers, presenting the leading quality of food, and providing great benefits for the people of Indonesia. At this time, in order to attract consumers to experience all of McDonald's menus, the company which has branches in the commercial area of the Tendean Pasar Kemis branch in its operational process implements strategies by means of Personal Selling, Public Relations, or Direct Marketing regarding prices and service quality.

McDonald's is known as one of the fast food restaurants that is increasingly popular among the general public. McDonald's needs to make various marketing efforts to face the competition in this restaurant business, maintain engagement with consumers, and make it attractive and fair in the eyes of consumers.

As a fast food seller, McDonald's Tendean Branch systematically focuses on marketing communication activities by conducting direct sales activities to consumers while they are still in the restaurant area. Using the Promotion Mix strategy shows that it can help businesses easily explain the variety and benefits of various products to directly influence potential buyers in their purchasing decisions. Personal Selling (personal selling is a form of sales promotion that can be carried out by companies other than their products can be known directly by the public / potential buyers can also inspire the hearts of buyers to make direct purchases at that time, this method is face-to-face selling or often called personal selling.

Promotion is one of the marketing strategies in which the activities try to persuade, influence, and provide information so that they are willing to buy, accept and be loyal to the products and services provided. In marketing a product, the company needs to sell personally, namely the seller is directly involved in delivering the product to reliable prospective customers so that the company's products can be recognized by consumers and the company's product brand

can also be known by consumers. Brands that are known by consumers and salespeople who have the ability to market their products will influence the process of making consumer purchasing decisions at the company. The application of personal selling is expected to introduce consumers more about the company's products so that it will increase the sales offered by the company.

In carrying out activities in the world of marketing, there are elements of marketing communication that companies can use to achieve their goals, including advertising, direct marketing, personal selling, sales promotion, and public relations activities. Business can be supported through promotional activities (advertising) using mass media both print and electronic to inform your target audience and reach a wide audience. Through direct marketing activities (Direct Marketing) a PR (Public Relations) can send information directly such as direct mail, catalogs to consumers or target consumers who are considered potential sales. Through personal activities (Personal Selling), PR can help companies by directly addressing target consumers who are considered potential visitors.

Currently the problems that arise at the Restaurant Mcdonalds Tendean Branch, namely the decision to purchase Mcdonalds products from the Tendean Branch are influenced by promotion and service quality. In terms of products, Mcdonalds Tendean Branch has high quality and is aligned with the price, while in terms of price it turns out that the products offered from McDonald's products vary from other similar products, in terms of promoting McDonald's products using social media Instagram & tiktok, personal selling or table selling , and offers through the Mcdonalds Application which was socialized by the Guest Experience Leader Mcdonalds Tendean Branch, then in the middle of the year already using television media.

Due to a decrease in the number of consumers who come, a promotion strategy is carried out both in terms of price or improving the quality of employee service to consumers who come to the restaurant. Companies today rely on salespeople or Sales Persons to target and find potential buyers, turn them into consumers, then grow the business. According to Sistaningrum (2016), is a form of personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases.

The condition that is still an obstacle is the decline in consumers who come to the restaurant, which may be due to a pandemic or a lack of consumer confidence in service or comfort while at the restaurant and resulting in a decrease in sales.

Based on observations, it can be said from the data above that there are things that state that the promotions carried out are still not attractive enough to attract consumer buying interest, and it can be said that repeat purchase decisions are still lacking in McDonald's Tendean Tangerang Branch and are caused by the promotion strategy and quality of service. So, one way to improve purchasing decisions or increase the nutrition of customers who come is by doing a promotion mix strategy such as personal selling to all consumers who come to the restaurant by always offering attractive product promotions so that consumers will have the confidence to repurchase. So, the author conducted a study based on the background that occurred in the Restaurant with the title The Effect of Promotional Strategies and Service Quality on Consumer Purchase Decisions at McDonald's Tendean Branch in South Jakarta.

METHOD

The population in this study amounted to 100 respondents McDonald's Tendean Branch in South Jakarta. The sample in this study amounted to 100 respondents. The type of research used is associative, where the aim is to determine the effect of the independent variables on the

dependent variable, either partially or simultaneously. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

RESULT AND DISCUSSION

This test is used to determine the minimum and maximum scores, mean scores and standard deviations of each variable. The results are as follows:

Table 1. Results of Descriptive Statistics Analisis Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Promotion Strategy (X1)	100	32	48	38.46	4.093
Service Quality (X2)	100	30	45	38.38	3.681
Purchase Decision (Y)	100	32	46	39.25	3.566
Valid N (listwise)	100				

Promotion Strategy obtained a minimum variance of 32 and a maximum variance of 48 with a mean score of 3.846 with a standard deviation of 4.093. The quality of service obtained a minimum variance of 30 and a maximum variance of 45 with a mean score of 3.838 with a standard deviation of 3.681. Purchase decisions obtained a minimum variance of 32 and a maximum variance of 48 with a mean score of 3.925 with a standard deviation of 3.566.

Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Multiple Linear Regression Test Results

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	9.146	2.682		3.410	.001
Promotion Strategy (X1)	.257	.071	.295	3.611	.000
Service Quality (X2)	.527	.079	.544	6.664	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the regression equation Y = 9.146 + 0.257X1 + 0.527X2. From this equation, it is explained as follows:

1) A constant of 9.146 means that if the Promotion Strategy and service quality do not exist, then there is a purchase decision value of 9.146 points.
2) The Promotion Strategy regression coefficient is 0.257, this number is positive, meaning that every time there is an increase in the Promotion Strategy of 0.257, the purchasing decision will also increase by 0.257 points.
3) The regression coefficient of service quality is 0.527, this number is positive, meaning

that every time there is an increase in service quality of 0.527, the purchasing decision will also increase by 0.527 points..

a. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship of the independent variable to the dependent variable either partially or simultaneously. The test results are as follows:

Table 3. Results of Testing the Correlation Coefficient of Promotional Strategies on Purchase Decisions

Correlations[b]

		Promotion Strategy (X1)	Buying decision (Y)
Promotion Strategy (X1)	Pearson Correlation	1	.608[**]
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.608[**]	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=100

Based on the test results obtained a correlation value of 0.608, meaning that the Promotion Strategy has a strong relationship with purchasing decisions.

Table 4. Results of Testing the Correlation Coefficient of Service Quality on Purchase Decisions.

Correlations[b]

		Service quality (X2)	Buying decision (Y)
Service Quality (X2)	Pearson Correlation	1	.714[**]
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.714[**]	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=100

Based on the test results obtained a correlation value of 0.714, meaning that service quality has a strong relationship with purchasing decisions.

Table 5. Results of Testing the Correlation Coefficient of Promotion Strategy and Service Quality Simultaneously on Purchase Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753[a]	.568	.559	2.369

a. Predictors: (Constant), Service Quality (X2), Promotion Strategy (X1)

Based on the test results obtained a correlation value of 0.753, meaning that Promotion

Strategy and service quality simultaneously have a strong relationship with purchasing decisions.

Coefficient of Determination Analysis

The analysis of the coefficient of determination is intended to determine the percentage of the influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 6. Test Results of the Coefficient of Determination of Promotional Strategies on Purchase Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608ᵃ	.370	.363	2.846

a. Predictors: (Constant), Promotion Strategy (X1)

Based on the test results obtained a determination value of 0.370, meaning that Promotion Strategy has a contribution of 37.0% influence on purchasing decisions.

Table 7. Test Results of the Coefficient of Service Quality Determination on Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714ᵃ	.509	.504	2.510

a. Predictors: (Constant), Service quality (X2)

Based on the test results, the determination value is 0.509, meaning that service quality has an influence contribution of 50.9% on purchasing decisions.

Table 8. Testing Results for Promotion Strategy and Service Quality Determination Coefficients on Purchase Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753ᵃ	.568	.559	2.369

a. Predictors: (Constant), Service quality (X2), Promotion Strategy (X1)

Based on the test results obtained a determination value of 0.568 meaning that Promotion Strategy and Service quality simultaneously have a 56.8% influence contribution to purchasing decisions, while the remaining 43.2% is influenced by other factors..

Hypothesis testing

Partial hypothesis test (t test)

Hypothesis testing with t test is used to determine which partial hypothesis is accepted. The first hypothesis: There is a significant effect of Promotion Strategy on purchasing decisions.

Second hypothesis: There is a significant effect of Promotion Strategy on purchasing decisions.

Table 9. Promotion Strategy Hypothesis Test Results on Purchase Decisions

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
1 (Constant)	18.882	2.702		6.988	.000
Promotion Strategy (X1)	.530	.070	.608	7.580	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (7.580 > 1.989), thus the first hypothesis proposed that there is a significant influence between Promotion Strategy on Buying decision is accepted.

Table 10. Service Quality Hypothesis Test Results on Buying Decision.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
1 (Constant)	12.716	2.642		4.812	.000
Service quality (X2)	.691	.069	.714	10.088	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the value of t count > t table or (10.088 > 1.989), thus the second hypothesis proposed that there is a significant influence between service quality on buying decision is accepted.

Simultaneous Hypothesis Testing (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis There is a significant influence between Promotion Strategy and Service quality on Buying decision.

Table 11. Hypothesis Test Results for Promotion Strategy and Service Quality on Buying Decision.

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	714.425	2	357.213	63.656	.000[b]
Residual	544.325	97	5.612		
Total	1258.750	99			

a. Dependent Variable: Buying decision (Y)
b. Predictors: (Constant), Service quality (X2), Promotion Strategy (X1)

Based on the test results in the table above, the calculated F value > F table or (63.656 > 2.770), thus the third hypothesis proposed that there is a significant influence between Promotion Strategy and Service quality on Buying decision is accepted.

Discussion

Promotion Strategy has a significant effect on Buying decision with a correlation of 0.608 or has a strong relationship with a contribution of 37.0% influence. Testing the hypothesis obtained the value of t count > t table or (7,580 > 1,989). Thus, the first hypothesis proposed that there is a significant effect between Promotion Strategy on Buying decision is accepted. Service quality has a significant effect on buying decision with a correlation of 0.714 or has a strong relationship with a contribution of 50.9% influence. Testing the hypothesis obtained the value of t arithmetic > t table or (10.088 > 1.989). Thus the second hypothesis proposed that there is a significant effect between service quality on buying decision is accepted. Promotion Strategy and Service quality have a significant effect on Buying decision with the regression equation $Y = 9.146 + 0.257X1 + 0.527X2$, the correlation value is 0.753 or has a strong relationship with the contribution of 56.8% influence while the remaining 43.2% is influenced by factors other. Hypothesis testing is obtained by the calculated F value > F table or (63.656 > 2.770). Thus the third hypothesis proposed that there is a significant effect between Promotion Strategy and Service quality on Buying decision is accepted.

CONCLUSIONS

Promotion Strategy has a significant effect on Buying decision with a contribution of 37.0% influence. Hypothesis test obtained value of t count > t table or (7,580 > 1,989). Service quality has a significant effect on buying decision with a contribution of 50.9% influence. Hypothesis test obtained value of t count > t table or (10.088 > 1.989). Promotion Strategy and Service quality have a significant effect on Buying decision with a contribution of 56.8% influence while the remaining 43.2% is influenced by other factors. Hypothesis test obtained value of F arithmetic > F table or (63.656 > 2.770).

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