

INFLUENCE AND PROMOTION ON PURCHASE DECISIONS FOR MR DIY PRODUCTS IN PALEMBANG CITY

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Abstract: This research aims to determine the significant influence of promotions and impulse buying on the purchasing decisions of MR.DIY Indonesia products. This study uses primary data. The population in this research consists of customers or consumers of MR.DIY Indonesia, with a sample size of 120 respondents. The sampling technique employs Slovin's formula. The analytical techniques used in this study include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, T-tests, F-tests, and the coefficient of determination, using SPSS software. The results show that there is a significant influence of promotions and impulse buying on the purchasing decisions of MR.DIY Indonesia products.

Keywords: Promotion, Impulse Buying, Purchase Decision

INTRODUCTION

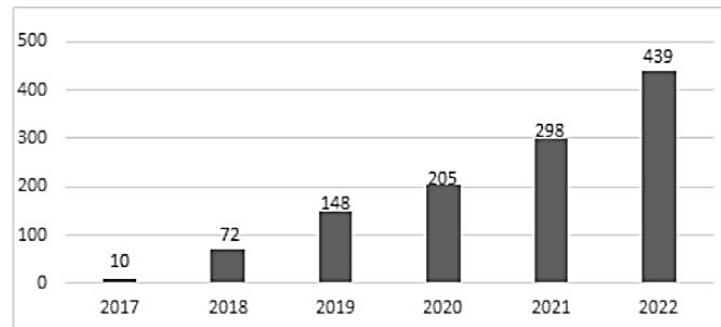
The Retail Industry is an economic sector that focuses on selling goods and services to end customers directly. Retail covers a wide range of activities from the procurement of goods, to storage, to the sale and distribution of products. This sector serves as a bridge between producers and consumers, allowing consumers to get the products they need in a convenient way. Although retail has been around for a long time, they have grown rapidly. The industry expanded from traditional markets and grocery stores to shopping centers and is now turning to dominating digital platforms. The retail industry includes all actions taken to sell goods directly to customers. It has various forms, such as online marketplaces, e-commerce, and brick-and-mortar stores.

Successful Retail Companies tend to focus on customer experience and innovation in product offerings to understand consumer behavior. The Retail Industry continues to transform, and it is critical that businesses understand these dynamics so they can compete and adapt to changing markets. The retail industry greatly influences the economy, creates jobs, and encourages other sectors to thrive. The retail industry also assists in infrastructure development, creating jobs, and increasing global competitiveness.

Despite the emergence of supermarkets and minimarkets, the Indonesian government is encouraging the growth of the retail industry by implementing policies that make investment easier and also imposing regulations to protect traditional markets and small traders.

Mr. DIY is a retail store originating from Malaysia, this company sells goods in at least ten categories: hardware, electronics, household appliances, furniture, car accessories, stationery and sports equipment, toys, gifts, computer and cellphone accessories, jewelry, and cosmetics. MR.DIY offers at least 18,000 product variations at typically reasonable prices. In Indonesia MR.DIY was first founded in 2017. MR.DIY opened its first shop in Mega Bekasi Hypermall, West Java. Currently, MR.DIY Indonesia has grown rapidly with more than 600 stores throughout Indonesia and has many branches in other countries. The owners, two brothers Tan Yu Yeh and Tan Yu Wei, are from Indonesia.

Figure 1
Growth of MR. DIY Store in Indonesia 2017-2022

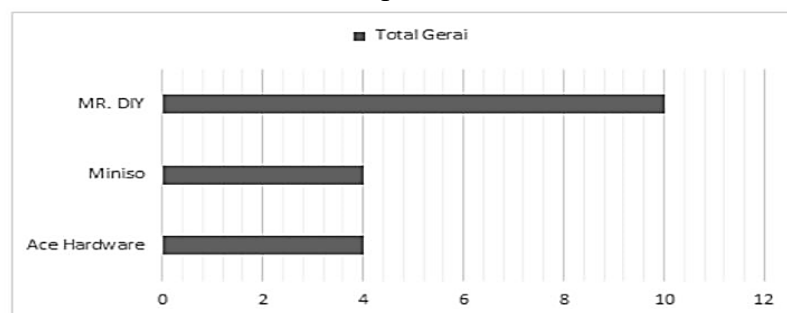


Source: (Maria Wijaya, 2023)

Mr launch. DIY in Indonesia began with the establishment of 10 outlets in 2017. Even in the midst of a pandemic, MR. DIY has succeeded in continuing to develop its presence in Indonesia, until 2022 it will reach 439 outlets. Despite economic growth facing challenges due to the pandemic, MR expansion. DIY remains strong, especially as the brand has been well received by consumers. Each store offers a variety of products, including gifts, computers, cell phone accessories, jewelry, and cosmetics, all at the lowest prices available. Increased outlets correlate with increased sales. With the inauguration of 400 outlets, MR. DIY has achieved MURI's record as the household appliance shop with the most branches in Indonesia. This strengthens MR's position. DIY as a fast-growing retailer in the industry and supports their goal of becoming the largest home appliance store in Asia and perhaps the world.

Several factors that influence the background of the MR.DIY product retail industry in Indonesia are market demand, the increase in the number of consumers in the middle class who have higher purchasing power, and the needs of people who increasingly need various products for home repairs and decoration. MR.DIY has a business model with the One-Stop Shopping concept, this concept offers various products in one place to make it easier for consumers and attract the interest of more visitors. MR.DIY also provides affordable prices and offers all types of goods ranging from household appliances, stationery, toys, to electronics. with competitive prices compared to other retailers such as ACE which focuses on household furniture (heavy equipment) and Miniso has products that are famous for their unique designs. MR DIY is perfect for lower middle class consumers looking for quality and balanced prices. Low pricing strategies make products more accessible to many people. There is also competition in the retail market, that is, fierce competition with other retail stores offering similar products, both local and international.

Figure 2
Mr. DIY's Competitor in Indonesia



Sumber: (Maria Wijaya, 2023)

From the image above, it is clear that the total outlets on MR.DIY are superior to Miniso and Ace Hardware. This can make MR.DIY a consumer choice.

Mr. Business phenomenon. DIY can be seen from their growth and adaptation in the retail market. Mr. DIY in Indonesia shows a significant influence based on impulse buying with an attractive shop layout, meaning that strategic shop design and easily accessible products encourage consumers to buy unplanned goods and the use of attractive displays and strategic product placement are of concern to customers, thereby increasing the possibility of impulse purchases. MR.DIY uses effective promotions such as discounts and special offers such as seasonal discounts, bundling and special offers that attract consumer attention and encourage quick purchasing decisions and there is promotional activity on social media and online platforms to expand reach, increase product visibility, and encourage consumers to make purchases. This can help strengthen their position in the Indonesian retail market.

Figure 3
MR.DIY Promotion



Source : mrdiy.com/id

Promotions at MR.DIY, especially those seen in the image above, are carried out with several strategies to attract customers, namely by carrying out promotions on the website. There are special discounts with discount offers of up to 30% in certain periods. This attracts consumers to buy goods at cheaper prices as long as the promotion is in effect. MR.DIY also provides affordable prices and emphasizes "Always Low Prices" or always low prices as MR.DIY's main strategy to give the impression that the products in this shop are more affordable than other places but still provide quality products. These techniques create an attraction for customers to shop at MR.DIY, especially in promotional periods.

Against this background, research entitled “The Influence of Promotion and Impulse Buying on MR DIY Indonesia” Product Purchase Decisions is expected to fill gaps in the existing literature.

LITERATURE REVIEW

Researchers chose this theory because it is very relevant to explain how promotions carried out by the Company can influence Purchasing Decisions, especially in the context of impulsive buying. In 1953, Hovland, Janis, and Kelly proposed the S-O-R theory, which stands for Stimulus (message) – Organism (communicant/recipient) – Response. The letter "O" located between "S" and "R" indicates the role of cognition, which can be interpreted as the process of acquiring, storing, obtaining, and changing knowledge mentally or rationally. According to this theory, when organisms are given certain stimuli, they will perform certain behaviors, as when certain stimuli receive certain reactions, so that a person can anticipate and estimate the suitability between the message and the recipient's reaction. (Amalia, 2022). According to the S-O-R model, if the stimulus gets attention (received) from the organism, then the organism understands the stimulus and continues the process. Furthermore, the organism processes the stimulus so that there is a willingness to act (behave) based on the stimulus it has received. to produce an action effect based on the recipient's response to the stimulus.

Definition of Impulse Buying

When a customer decides to buy something while in a store, it is called impulse buying. (Hafidz & Tamzil, 2021). Consumers who make purchases that they did not previously plan to make before entering the sales area of goods or services are known as impulse buying. (Maulana & Supriyono, 2021). Impulse buying behavior does not consider the future consequences of unplanned purchases; however, consumers experience negative emotions after the purchase, which increases stress. (ARIFANTI & GUNAWAN, 2021).

Indicators of Impulse Buying according to (Sumampow et al., 2022) are:

1. Often shop directly
2. Often shop without thinking long term.
3. sometimes think about shopping for just a few moments..
4. if you see something you want, the desire to buy is high

Characteristics of Impulse Buying

According to (Nisa, 2015) impulse buying has several characteristics, namely:

a). Spontaneity

Consumers are motivated to buy now because this purchase is not anticipated. Often in response to direct visual attention in the sales space.

b). Strength, compulsion, and intensity

There may be an urge to take action immediately and forget about everything else.

c). Excitement and stimulation

Often, the rapid desire to buy is accompanied by emotions described as "shocking", "thrilling", or "wild".

Indifference to consequences

The urge to buy can be so difficult to avoid that its negative impacts are ignored.

Promotion is communication between sellers and buyers about the existence of a product or service in an effort to convince and update the product or service so that it can influence attitudes and behavior, which drives communication and marketing. (Ernawati, 2021). By adding value to goods or services to intermediaries or consumers, promotions achieve marketing goals cost-effectively. (Woen & Santoso, 2021). Promotion is an action

taken by a company to advertise the benefits of its products and attract customers to buy. (Pranata et al., 2022). The promotional mix, or promotional mix, consists of advertising, personal selling, sales promotion, and publicity. (Agustin & Komalasari, 2020). Promotion indicators according to (Agustin & Komalasari, 2020), namely: Advertising, Personal Selling, Sales Promotion, Public Relations.

Purchase Decision

Definition of Purchasing Decision

Individuals who are directly involved in the purchase and use of available goods are called decision makers. Buyers' decisions about which brands they will buy can also be part of their purchasing decisions. (Panji Ragatirta & Tiningrum, 2020). Consumers make decisions to buy goods or services that have been carefully selected to meet their needs. This is called a purchasing decision. (Tua et al., 2022). Consumer purchasing decisions are influenced by many factors, including technology, economics, culture, politics, product, price, location, promotion, physical evidence, people, and processes. Thus, consumers' attitudes toward this information are influenced by how they process it all and make conclusions about what they will do. (Haque, 2020).

Purchase Decision Making Process

According to (Suparyanto and Rosad (2015, 2020) People do not buy something because they do not need it, want it, or have the money to buy it. Instead, they buy something because they have a problem or need. If they do not have a need, they will not buy anything. However, there are manufacturers who sell these goods, and they are attractive.

RESEARCH METHOD

The method of this research carried out in this study is research with numbers and data as the main focus. In the quantitative research that researchers use in this project, the data that researchers collect will be processed using statistical methods to reach conclusions. Therefore, this project falls into the category of real experience-based research (empirical).

The population in this research focuses on consumers purchasing MR.DIY products. In research, the population used is a group of objects or subjects that have certain qualities and characteristics that have been determined by the researcher to be analyzed so that the researcher can reach relevant conclusions. (Amen, 2021). Population is not just the number of objects studied; it includes all the attributes or traits that the subject or object has.

The sample is the part of the population used for the study. Samples are taken as data sources and can be representative of the entire population or only part of the population. (Asrulla et al., 2023). In this study, the purpose of sampling was to determine the relationship between the distribution of variables in the target population and the same variables in the study sample (Otzen & Manterola, 2017). The purposive sampling method uses non-probability sampling and considers predefined respondents. This means that the sample is selected based on criteria that have been determined by the respondent. The following are the requirements for samples in this study:

1. Respondents know and use MR.DIY products.
2. Respondents know that MR.DIY products have various kinds of promotions such as product discounts via the website.

Primary data and secondary data are the two types of data used. Primary data are data collected directly from the source for research or analytical purposes; they are original because they are collected themselves through methods such as observation, experimentation,

survey, or interview. Secondary data is data collected and published by other people, such as research reports, articles, books and databases.

Data Source

The data was collected by researchers via Google Forms to search for questionnaires online. The questionnaire must contain samples determined by the researcher. Researchers will share Google Forms via social media.

Data Collection Techniques

Researchers will collect data through the use of Google Forms using questionnaires. Google Form is one of the most popular applications for creating and distributing questionnaires; it is free, easy to use, simple in operation, and enough to collect data from participants (Noor, 2017).

DISCUSSION

The questionnaire was distributed via the internet through various social media sites such as WhatsApp, Instagram, and Telegram. This method is used to obtain the data for this research. In addition, the researcher will process primary data from respondents who know and have purchased Mr. Diy products, are aware that Mr. Diy has many promotions, and have previously bought products at Mr. Diy stores. The researcher successfully collected 156 respondents. Each questionnaire was filled out in accordance with the research sample requirements.

The number of respondents who participated in filling out the questionnaire was 156 people, which provides a fairly representative picture for this research. This questionnaire aims to gather information regarding the level of knowledge and perception of the community towards products from Mr. DIY, a brand known for its various products and attractive promotions. Some questions in the questionnaire focus on whether respondents are familiar with Mr. DIY products and whether they have ever purchased products from that brand. In addition, other questions explore respondents' perceptions of the types of promotions offered by Mr. DIY, including discount programs, special offers, or other promotions that may influence purchasing decisions.

Table 1

Information	Total
Distributed Questionnaire	156
Unused Questionnaire	0
Used Questionnaire	156

Based on table 1, the number of respondents from the distributed questionnaire is 156 respondents. Some questions regarding familiarity with and previous purchases of Mr. DIY products have various types of promotions.

Gender of the Respondents

In the distributed questionnaire, the number of female respondents was far greater than the number of male respondents. This may be due to several factors related to the preferences or demographic characteristics of the audience involved in this research.

Table 2

Gender	Total
Male	62
Female	94

Based on table 2, female respondents far outnumber male respondents in filling out this questionnaire.

The Age of the Respondents

The age range of 15-20 years dominates the completion of this questionnaire with 146 respondents, indicating that this group has a high interest in purchasing items, especially those related to daily needs and lifestyle. At this age, individuals tend to have greater financial freedom and are active users of social media, which makes them more responsive to promotions and products like those offered by Mr. DIY. Meanwhile, the age group of 21-25 years only had 9 respondents, and the age group above 25 years tended not to participate in filling out this questionnaire, possibly due to lower shopping interest or time constraints.

Table 3

Ages	Total
15-20	146
21-25	9
26-30	0
31-35	1
>35	0
Total	156

From the data in Table 3, the age range of 15-20 years is the most represented in this questionnaire, with a total of 146 respondents. Meanwhile, the age group of 21-25 years has 9 respondents. Then, the age group 26-30 years has 0 respondents. Meanwhile, for the age group 31-35 years, there is 1 respondent, and for the age group >35 years, there are 0 respondents. This may be due to the fact that the majority in the age range of 15-20 have a high interest in purchasing items.

Instrument Feasibility Test

Instrument testing involves two stages of testing, namely validity and reliability. The purpose of this testing is to ensure that each statement in the questionnaire has good validity and consistency in measuring dependent and independent variables.

1. Validity Test

Validity Test Results

Table 4

VARIABLE	ITEMS	R count	R table	Results
X1	X1.1	0.577	0.158	Valid
	X1.2	0.575	0.158	Valid
	X1.3	0.555	0.158	Valid
	X1.4	0.581	0.158	Valid
	X1.5	0.620	0.158	Valid
	X1.6	0.660	0.158	Valid
	X1.7	0.662	0.158	Valid

VARIABLE	ITEMS	R count	R table	Results
	X1.8	0.581	0.158	Valid
X2	X2.1	0.432	0.158	Valid
	X2.2	0.465	0.158	Valid
	X2.3	0.620	0.158	Valid
	X2.4	0.376	0.158	Valid
	X2.5	0.486	0.158	Valid
	X2.6	0.551	0.158	Valid
	X2.7	0.564	0.158	Valid
	X2.8	0.435	0.158	Valid
Y	Y1.1	0.396	0.158	Valid
	Y1.2	0.623	0.158	Valid
	Y1.3	0.621	0.158	Valid
	Y1.4	0.637	0.158	Valid
	Y1.5	0.551	0.158	Valid
	Y1.6	0.659	0.158	Valid
	Y1.7	0.528	0.158	Valid
	Y1.8	0.644	0.158	Valid

Each statement in the survey has a significance level below 5% or 0.05. Therefore, the results of the pre-test validity test indicate that the survey is valid, as shown in the table above.

2. Reliability Test

Table 5
Reliability Test Results

Variable	Cronbach Alpha Results	Reliability Standard	Information
X1	0.749	0,7	X1 Reliable Statistic
X2	0.560	0,7	X2 Reliable Statistic
Y	0.728	0,7	Y Reliable Statistic

As shown in Table 4.5, the results of the reliability test on 156 participants indicate reliable reliability because the Cronbach's Alpha value exceeds 0.7.

Classical Assumption Test

To ensure that the regression model used meets the basic assumptions necessary to produce valid and unbiased estimates, classical assumption tests are conducted. These assumptions are important to ensure that the results of the regression analysis can be correctly interpreted. The following are the conventional assumptions that are often tested in regression analysis:

The linearity theory states that the relationship between independent and dependent variables must be linear. Plotting residuals against predictions can be used to test whether the patterns formed indicate a linear relationship.

If all these assumptions are met, the resulting regression model will be more reliable and valid. If any of these are not met, it could lead to biased or inaccurate analysis results..

1. Normality Test

Table 6
Normality Test

Asymp. Sig. (2-tailed)	P-Value
<,001	0,05

From the data in Table 4.6, it can be concluded that the distribution of residual data in this study tends to be normal because the significance value is greater than 0.05, specifically <0.01.

2. Multicollinearity Test

Table 7
Multicollinearity Test Results

Variable	Tolerance	VIF
X1	0,452	2,211
X2	0,452	2,211

From the data in Figure 4.7, it is concluded that there is no indication of multicollinearity in this study because each independent variable has a VIF value below 10 and a tolerance value above 0.10.

3. Heteroscedasticity Test

Table 8
Heteroscedasticity Test Results

Variabel	P-Value
X1	0,001
X2	0,044

The results of the heteroscedasticity test using the Spearman rho method indicate that there is no significant difference in the residual variance between one observation and another. This means there are no visible signs of heteroscedasticity, as the significance values of the variables are above 0.05.

Multiple Linear Regression Analysis

Table 9
Multiple Linear Regression Analysis

Variable	Beta
Y	0,417
X1	0,621
X2	0,365

From the data in Table 4.9, it can be seen that the constant value (a) is 417. This indicates that if the Promotion variable (X1) and Purchase Decision variable (X2) are considered, the regression coefficient value for the Sales Promotion variable (X1) is 0.621 with a significance level of 0.01, indicating that Promotion (X1) has a positive and significant effect on Impulse Buying (Y). Meanwhile, the regression coefficient value of the Purchase Decision variable (X2) is 0.365 with a significance of 0.01, indicating that the Purchase Decision (X2) has a positive and significant effect on Impulse Buying (Y).

Hypothesis Testing

T Test

The hypothesis test used in this research employs the t-test to determine the extent of the influence of the independent variable (X) on the dependent variable (Y) partially. The influence of the independent variable on the dependent variable is considered present if the significance value of the t-test result is less than 0.05, and absent if the significance value is more than 0.05. Here are the results of the hypothesis testing.

- a. The Influence of Promotion (X1) on Impulse Buying (Y) Table 4.6 shows that the Sales Promotion variable (X1) has a significant influence on Impulse Buying (Y), with a variable significance value of 0.01, which is lower than 0.05. Therefore, the hypothesis (H1) is accepted: Promotion has a positive and significant effect on Impulse Buying among Mr. Diy's customers.
- b. The Influence of Purchase Decisions (X2) on Impulse Buying (Y) According to Table 4.6, the Purchase Decision variable (X2) has a significance value of 0.01, which is lower than 0.05. This indicates that Purchase Decisions affect Impulse Buying (Y). Therefore, the hypothesis (H2) is accepted: Purchase Decisions significantly and positively affect Impulse Buying among Mr. Diy's customers.

Model Feasibility Test

Coefficient of Determination

The coefficient of determination test measures how well the model can explain the differences between the dependent variable. The coefficient of determination ranges from 0 to 1, and a low R² value indicates that the independent variable does not provide much information for predicting the dependent variable.

Table 10
Coefficient of Determination Test Results

Model	Adjusted R Square
Reg	0,716

Based on the data in the previous table, the Adjusted R Square value reached 0.716, equivalent to 71.6%. This indicates that Sales Promotion, Reference Group, and Perception of Quality. Simultaneously able to explain 28.4% of impulse buying behavior. The remaining 28.4% is likely explained by other factors not examined in this study.

CONCLUSION

Based on the respondents' responses, it can be concluded that purchasing impulses have a positive and significant impact on the purchasing decision behavior of Mr Diy customers. Promotions also influence the purchasing decision behavior of Mr Diy consumers positively and significantly.

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