

## THE EFFECT OF PROMOTION, BUYING INTEREST AND TRUST ON PURCHASE DECISION ON PIZZA HUT JALAN SM RAJA

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**Abstrak:** Penelitian ini bertujuan untuk mengetahui apakah promosi, minat beli dan kepercayaan secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada Pizza Hut Jalan SM Raja. Teknik analisis data yang digunakan adalah metode kuantitatif asosiatif dengan bantuan program SPSS. Penelitian ini menggunakan regresi linier berganda. Sampel penelitian adalah 96 responden. Pengumpulan data primer menggunakan kuesioner. Hasil penelitian menunjukkan bahwa promosi secara parsial berpengaruh positif dan signifikan sebesar 0,434 terhadap keputusan pembelian pada Pizza Hut Jalan SM Raja. Niat beli secara parsial berpengaruh positif dan signifikan sebesar 0,489 terhadap keputusan pembelian pada Pizza Hut Jalan SM Raja. Kepercayaan secara parsial berpengaruh positif dan signifikan sebesar 0,138 terhadap keputusan pembelian pada Pizza Hut Jalan SM Raja. promosi,

**Kata Kunci:** Promosi, Minat Beli, Kepercayaan Dan Keputusan Pembelian.

**Abstract:** This study aims to determine whether promotion, buying interest and trust simultaneously have a positive and significant effect on purchasing decisions at Pizza Hut Jalan SM Raja. The data analysis technique used is the quantitative associative method with the help of the SPSS program. This study uses multiple linear regression. The research sample was 96 respondents. Primary data collection using a questionnaire. The results showed that promotion partially positive and significant effect 0.434 on purchasing decisions at Pizza Hut Jalan SM Raja. Purchase intention partially positive and significant effect 0.489 on purchasing decisions at Pizza Hut Jalan SM Raja. Trust partially has a positive and significant effect of 0.138 on purchasing decisions at Pizza Hut Jalan SM Raja. promotion,

**Keywords:** Promotion, Purchase Interest, Trust And Purchase Decision.

### A. Preliminary.

A person's buying behavior is said to be unique, because people's preferences, attitudes, and opinions on the same object can course different. Unique in question is In every product purchase, consumers have different preferences. In addition, consumers can also come from of multiple segments, so what? needed and wanted are also different. In this case, producers need to understand consumer behavior towards product purchases which can then be used as a basis for increasing buying interest, so that the products made have an attraction for consumers. Promotion is one of the important factors that can influence purchasing decisions. The better the promotion, it will increase consumer interest to choose and then make a purchase. A product can be said to be of high quality if the product is able to meet and satisfy customer needs.

Consumers want to get a product with a good promotion according to the price paid. Not a few consumers also think that expensive products are quality products, but even though Pizza Hut Jalan SM Raja always prioritizes quality, the prices offered by Pizza Hut Jalan SM Raja are relatively affordable for all people. The promotion set by Pizza Hut Jalan SM Raja is expected to increase consumer buying interest which will then continue to consumer purchasing decisions. Building consumer trust has been carried out by the company since its establishment. This is evidenced by the innovations that have been made by the company to always provide the best to consumers.

The phenomenon in this study is that there was a decrease in sales of Pizza Hut Jalan SM Raja in 2019 by Rp. 647.231.000 and in 2020 by Rp. 633.892.000. The decline in sales of Pizza Hut Jalan SM Raja shows that there is a decline in consumer purchasing decisions, which is caused by several factors, namely promotion and buying interest. Based on the pre-

survey, there is a problem at Pizza Hut Jalan SM Raja, namely where product promotion is not in accordance with consumer desires. The durability of the product has not been able to keep up with competing products of higher quality. Decreased consumer buying interest.

## **B. Research Methods**

This research is a type of quantitative research with an associative approach. Causal associative research is research that is intended to reveal causal problems between two or more variables (Sugiyono, 2018). This research was conducted at Pizza Hut Jalan SM Raja. The sample in this study is the consumers of Pizza Hut Jalan SM Raja as many as 96 respondents. Primary data was obtained by using a list of questionnaires.

## **C. Results And Discussion**

### **1. Effect of Promotion on Purchase Decision**

The results show that  $t_{count} 6.578 > t_{table} 1.986$  and significant  $0.000 < 0.05$ , then  $H_a$  is accepted and  $H_0$  is rejected, which states partially promotion has a significant effect on purchasing decisions. Many things are considered by consumers in choosing a product, including how to promote the product. The better the promotion of a product, the more consumers will make a purchase. If a product has a good promotion, more consumers will make purchasing decisions. The results of this study are in accordance with research (Adila, 2017), (Darmawan, 2017) and (Wicaksono, 2017), which show that promotion has a significant effect on purchasing decisions.

### **2. The Influence of Buying Interest on Purchase Decisions**

The results show that  $t_{count} 6.301 > t_{table} 1.986$  and significant  $0.000 < 0.05$ , then  $H_a$  is accepted and  $H_0$  is rejected, which partially states that buying interest has a significant effect on purchasing decisions. The stage of the consumer's tendency to take an action before actually deciding to make a purchase is called buying interest. Buying interest is a tangible thought form of several brands that are available in a certain period of time. Consumer buying interest to make a purchase can arise as a result of the stimulus (stimulus) offered by the company. Each of these stimuli is designed to influence consumer purchasing decisions. The results of this study are in accordance with research (Adila, 2017) and (Wicaksono, 2017),

### **3. The Effect of Trust on Purchase Decisions**

The results show that  $t_{count} 2.998 > t_{table} 1.986$  and significant  $0.003 < 0.05$ , then  $H_a$  is accepted and  $H_0$  is rejected, which states partially Trust has a significant effect on Purchase Decision. Building consumer trust has been carried out by the company since its establishment. This is evidenced by the innovations that have been made by the company to always provide the best to consumers. The existence of a positive assessment of the customer towards the company will make the customer persist in terms of purchasing decisions. The results of this study are in accordance with research (Wicaksono, 2017), which shows that trust has a significant effect on purchasing decisions.

### **4. The Influence of Promotion, Purchase Interest and Trust on Purchase Decisions**

The results show that  $F_{count}$  is 179.595 while  $F_{table}$  of 2.70 which can be seen at  $\alpha = 0.05$  (see attachment table F). Significant probability is much smaller than 0.05, i.e.  $0.000 < 0.05$ , so the regression model can be said that in this study Promotion, Purchase Interest and Trust simultaneously have a significant effect on Purchase Decision. Then the previous hypothesis is Accept  $H_a$  (reject  $H_0$ ) or the hypothesis is accepted. The better the promotion of a product, the more consumers will make a purchase. If a product has a good promotion, more consumers will make purchasing decisions. Consumer buying interest to make a purchase can arise as a result of the stimulus (stimulus) offered by the company. Each of these stimuli is designed to influence consumer purchasing decisions.

## **D. Conclusion**

Based on the results of research conducted by the author, the author can draw several conclusions. Promotion partially positive and significant effect on purchasing decisions at Pizza

Hut Jalan SM Raja. Buying interest partially positive and significant effect on purchasing decisions at Pizza Hut Jalan SM Raja. Trust partially positive and significant effect on purchasing decisions at Pizza Hut Jalan SM Raja. Promotion, buying interest and trust simultaneously have a positive and significant effect on purchasing decisions at Pizza Hut Jalan SM Raja.

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