

The Influence of Promotional Mix Toward Customer Buying Decision in the Z Minimarket

Arina Sabila Rahma* and Annisa Rahmani Qastharin

School of Business and Management, Institut Teknologi Bandung, Indonesia

E-mail address: arina_sabila@sbm-itb.ac.id

Abstract - In Puri Indah Sidoarjo, there is a local minimarket, named Z. In running the business, Z experienced a lack of promoting its product or service to all of the target markets. The team also cannot ensure whether the promotion that is done is effective enough or not, while actually effective promotion is very needed by a company to ensure the information that wants to be delivered to customers is well conveyed and accepted. Therefore, this research is conducted to evaluate the influence of Z's promotional mix on the customer buying decision through customer perception, customer attitude, and purchase intention. Data is collected through questionnaires and analyzed using PLS-SEM and Kruskal-Wallis Test. The results show that there is a significant positive influence of the advertising (A) to customer perception (CP); of sales promotion (SP) to customer perception (CP); of customer perception (CP) to customer attitude (CA); of customer attitude (CA) to purchase intention (PUI); and of purchase intention (PUI) to customer buying decision (CBD). With the results obtained, this study could help Z to select the promotional mix strategy that should be continued and developed by Z.

Keywords - Customer Attitude, Customer Buying Decision, Customer Perception, Promotional Mix, Purchase Intention, Z

I. INTRODUCTION

The retail industry in Indonesia projected growth from 7-7.5% in 2019 to 10% in 2020 ^[1]. The growth of the retail industry can also be seen with the growth of minimarkets in Indonesia. Minimarket is one of the retailers that is still growing. Within one year, there were an additional 1000 minimarkets in Indonesia ^[2]. Since the industry is getting tighter, the local minimarkets should have a strategy and increase their performance to survive and strengthen its existence.

One of the local minimarkets that exist is Z. In running the business, the company experiences sales problems. The company cannot reach the sales target that has been determined. The sales target that was not

achieved became a concern for Z because the problem could slow down the company from reaching the BEP and expanding its minimarket. Based on the sales revenue data, the sales rise up in several months in some certain periods, e.g., the sales increase from January 2020 to April 2020. This phenomenon shows that Z has the potential for growth. However, Z has not reached all of its target market. There are 30% of potential customers who have not been reached by Z so that it hinders the achievement of sales targets. This shows that Z is still lacking in introducing its products or services advantages to all of its target market, which shows there is something lacking in Z's promotion strategy. The owner also said that promotional strategy in Z is still lacking. The team cannot ensure whether Z's promotion strategies that are already done are effective enough or not. Furthermore, they also did not know which one of the promotion strategies that can attract the customers to buy products at Z. Automatically, the team also did not know what promotion strategies needed to be maintained and further developed by Z. To develop a promotional strategy that is still lacking, the first step must be done by assessing Z's promotional strategy.

A promotion should be effective because it is a way to ensure whether a company's information is well delivered and accepted to the target markets or not. Furthermore, an effective promotion strategy could be used as a tool to survive in the industry. An effective promotion also could influence the customer buying decision. Before customers decided to buy the product or service from a company, they tend to seek information about the product or service provided by the company. By using promotion, a company actually can deliver information that are needed by the customer. A company can communicate with customers with several activities, one of them is promotion activities. In implementing the promotion strategy, there is one of the tools called promotional mix ^[3]. Through promotional mix, customers will get information about a product or service or store, which later will be interpreted by the customer into a perception. A good customer perception will make the customer act in a positive manner toward the store, which

^[1]G. Mediatama. (2020). *Industri Ritel Diproyeksikan Tumbuh 10%, Ini Pemicunya*. [Online]. Available: <https://industri.kontan.co.id/news/industri-ritel-diproyeksikan-tumbuh-10-ini-pemicunya>

^[2]M. Reily. (2019). *Retail Minimarket Masih Tumbuh 1000 Gerai Tiap Tahun*. [Online]. Available: <https://katadata.co.id/yulawati/indepth/5e9a5551954e4/retail-minimarket-masih-tumbuh-1000-gerai-tiap-tahun>

^[3]I. A. Khanfar, "The effect of promotion mix elements on Consumer Buying Decisions of Mobile Service : The case of Umniah Telecommunication Company at," *European Journal of Business and Management*, vol. 8, issue 5, pp. 94–100, 2016.

then brings up the customer's willingness to buy ^[4]. If the purchase intention is created, the possibility to make an actual purchase happen is higher ^[5]. Therefore, the author wants to assess Z's promotional strategy that has a significant influence on the customer buying decision as an initial stage before improving its promotion strategy. In this research, the effect of promotional mix toward customer buying decisions through customer perception, customer attitude, and purchase intention is investigated. By investigating these, the findings could provide insights for Z to select the effective promotion strategy to be continued and developed by Z.

II. HYPOTHESIS DEVELOPMENT

There are five hypotheses that is developed in this study as follows:

- H₁: There is a significant influence of advertising toward the customer perception.
- H₂: There is a significant influence of sales promotion towards the customer perception.
- H₃: There is a significant influence of customer perception toward the customer attitude.
- H₄: There is a significant influence of customer attitude toward the purchase intention.
- H₅: There is a significant influence of purchase intention toward the customer buying decision.

III. METHODOLOGY

The research approach in this study is carried out by looking for primary data. To collect the data, the quantitative approach is conducted in the form of a survey through a questionnaire and distributed to a determined sample of individuals. The questionnaire is closed-ended questions with five-point of likert scale. All respondents are obtained through offline and online questionnaires. Furthermore, this research used non-probability sampling, which is judgmental sampling. Furthermore, the population of this research is Z's customers who live or work in Puri Indah Sidoarjo, which amounts to 500 people. For the sample size, the formula is calculated using Slovin formula. Based on this formula, the

minimum number of respondents needed in this research is 223 respondents.

The data collected is analyzed using Partial Least Square SEM (PLS-SEM) since the method can be used for weak theory ^[6] and is able to find out the mediation effects. Furthermore, PLS-SEM could predict accurately and optimally ^[7]. By using this method, the influence of promotional mix toward customer buying decision through several mediating variables, i.e., customer perception, customer attitude, purchase intention, can be discovered. To get the PLS calculation, SmartPLS application is used. Moreover, the Kruskal-Wallis Test is also used to analyze whether there is a significant difference pattern in the respondent profile to each indicator. The findings from this test are used to provide more insights for Z that can be useful for developing Z's promotion strategy.

IV. RESULTS

After collecting 235 respondents, the data is analyzed using PLS-SEM and Kruskal-Wallis Test. The findings are explained as follows:

A. PLS-SEM

TABLE I
INDICATOR RELIABILITY RESULT

PI2	0.845	Reliable
PI3	0.892	Reliable
PS1	0.797	Reliable
PS2	0.769	Reliable
PS3	0.711	Reliable
CA1	0.827	Reliable
CA2	0.906	Reliable
CA3	0.887	Reliable
CA4	0.711	Reliable
PUT1	0.873	Reliable
PUT2	0.894	Reliable
PUT3	0.717	Reliable
CBD1	0.872	Reliable
CBD2	0.807	Reliable
CBD3	0.850	Reliable
CBD4	0.893	Reliable
CBD5	0.891	Reliable

^[4]Y. D. P. Limantara, "Pengaruh Customer Perception Terhadap Minat Beli Konsumen Melalui Multiattribute Attitude Model Pada Produk Makanan Organik," *Jurnal Manajemen Pemasaran*, vol. 11, issue 2, pp. 69–77, 2017.

^[5]C. C. Dapas, T. Sitorus, E. Purwanto, J. J. O. I. Ihlaauw, "The effect of service quality and website quality of zalora.com on purchase decision as mediated by purchase intention," *Quality - Access to Success*, vol. 20, issue 169, pp. 87–92, 2019.

^[6]C. Nitzl, "Partial Least Squares Structural Equation Modelling (PLS-SEM) in Management Accounting Research: Critical Analysis, Advances, and Future Directions," *SSRN Electronic Journal*, Dec 2016.

^[7]N. Urbach and F. Ahlemann, "Structural Equation Modeling in Information Systems Research Using Partial Least Squares," *Journal of Information Technology Theory and Application*, vol. 11, issue 2, pp. 5–40, 2010.

Indicator reliability can be measured by the number of outer loadings. The objective of check this reliability is to measure the consistency of the various indicators in each variable. The outer loading value should be higher than 0.5 and thus, it is acceptable. Moreover, the value of factor loading should be eliminated if it is less than 0.4^[8]. In results, it can be seen from Table I that the outer loading value of all indicators in each variable is passed the cut-off value, which means that all indicators are reliable.

TABLE II
INTERNAL CONSISTENCY RELIABILITY

Variables	Cronbach's Alpha	Composite Reliability	Reliability
Advertising (A)	0.904	0.926	Reliable
Sales Promotion (SP)	0.881	0.903	Reliable
Customer Perception (CP)	0.894	0.919	Reliable
Customer Attitude (CA)	0.854	0.902	Reliable
Purchase Intention (PUT)	0.778	0.869	Reliable
Customer Buying Decision (CBD)	0.914	0.936	Reliable

The second measurement that is required to be calculated is internal consistency reliability. It can be calculated in SmartPLS by producing the number of Cronbach's Alpha and Composite Reliability. The proposed threshold value for Cronbach's Alpha is 0.7 and above^[9]. Whereas, Composite Reliability is considered as good if the value is 0.7 or higher. Based on Table II, the Cronbach's Alpha and Composite Reliability values for all variables are higher than 0.7, which is considered as good reliability.

TABLE III
CONVERGENT VALIDITY

Variables	Average Variance Extracted (AVE)	Validity
Advertising (A)	0.677	Valid
Sales Promotion (SP)	0.511	Valid
Customer Perception (CP)	0.654	Valid
Customer Attitude (CA)	0.699	Valid
Purchase Intention (PUT)	0.691	Valid
Customer Buying Decision (CBD)	0.745	Valid

After testing the reliability, a construct validity test is needed to be measured. The construct validity test consists of two types, such as convergent and discriminant validity. The convergent validity can be measured by finding out the Average Variance Extracted (AVE) value

of each variable in this research. The general rule of thumb is that the AVE value should be 0.5 or above so it is acceptable and considered as valid^[8]. Table III presents the AVE value of each variable. Based on the calculation, the values of AVE for all variables are greater than 0.5, which means that all variables considered as valid.

TABLE IV
DISCRIMINANT VALIDITY

	A	CA	CBD	CP	PUT	SP
Advertising (A)	0.823					
Customer Attitude (CA)	0.635	0.836				
Customer Buying Decision (CBD)	0.622	0.809	0.863			
Customer Perception (CP)	0.658	0.737	0.704	0.809		
Purchase Intention (PUT)	0.374	0.588	0.566	0.531	0.831	
Sales Promotion (SP)	0.597	0.584	0.570	0.669	0.425	0.715

The discriminant validity can be found out by calculating the Fornell-Larcker Criterion. In order to avoid a lack of discriminant validity, the AVE's square root of a latent variable should be larger than the other latent variables^[8]. The output of Fornell-Larcker Criterion results is shown in Table IV. It can be seen that the all value of square root of AVE of each latent variable is greater than the other latent variables, which shows that the discriminant validity test is passed.

TABLE V
COLLINEARITY TEST

Indicators	VIF Value	Status
A1	2.594	Passed
A2	2.639	Passed
A3	2.213	Passed
A4	3.851	Passed
A5	6.370	Passed
A6	4.046	Passed
SP1	2.737	Passed
SP2	2.534	Passed
SP3	1.627	Passed
SP4	2.749	Passed
SP5	3.659	Passed
SP6	2.616	Passed
SP7	3.572	Passed
SP8	3.328	Passed
SP9	2.343	Passed
PI1	4.102	Passed

^[8]K. K. Wong, "Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS," *Marketing Bulletin*, vol. 24, issue 1, pp. 1–32, 2013.

^[9]U. Sekaran and R. Bougie, *Research methods for business: A skill-building approach*, 5th ed. Haddington: John Wiley & Sons, 2010.

PI2	4.410	Passed
PI3	3.851	Passed
PS1	3.210	Passed
PS2	3.416	Passed
PS3	2.049	Passed
CA1	2.038	Passed
CA2	3.013	Passed
CA3	2.588	Passed
CA4	1.483	Passed
PUI1	2.013	Passed
PUI2	1.892	Passed
PUI3	1.365	Passed
CBD1	2.700	Passed
CBD2	1.991	Passed
CBD3	2.454	Passed
CBD4	3.290	Passed
CBD5	3.185	Passed

To test whether each indicator correlated with other indicators, the Variance Inflation Factors or VIF value need to be identified. The VIF value is preferred less than 10^{[10][11]}. If the VIF value is greater than 10, the collinearity is high. The results of this test using SmartPLS is shown in Table V. From the table, it can be seen that there are no indicators that exceed the threshold value, which shows that the collinearity test is passed and thus, there are no multicollinearity problems within all the independent variables.

After assessing the reliability, validity, and collinearity of the data, bootstrapping procedure is the next step of PLS calculation. In the bootstrapping procedure, the inner model and outer model can be analyzed so that the hypothesis developed initially can be tested. The result of the bootstrapping analysis is shown in Figure 1.

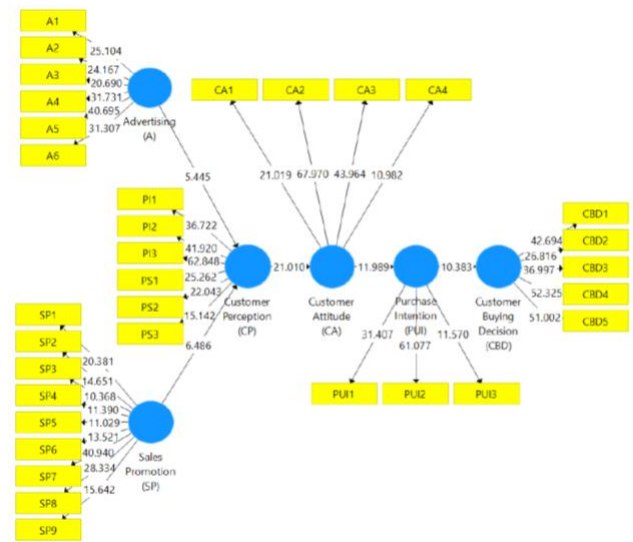


Fig. 1. Bootstrapping result.

Based on Figure 1, the outer model loadings are significant because all of the T-statistics are greater than 1.96.

TABLE VI
EFFECTS, VARIANCE EXPLAINED, AND STONE-GEISSER

Structural Path	Original Sample (O)	T Statistics (O/STDEV)	Coefficient of Determination (R ²)	Cross-Validated Redundancy The Stone-Geisser's (Q ²)
Advertising (A) → Customer Perception (CP)	0.401	5.445	0.552	0.351
Sales Promotion (SP) → Customer Perception (CP)	0.430	6.486		
Customer Perception (CP) → Customer Attitude (CA)	0.737	21.010	0.543	0.373
Customer Attitude (CA) → Purchase Intention (PUI)	0.588	11.989	0.346	0.229
Purchase Intention (PUI) → Customer Buying Decision (CBD)	0.566	10.383	0.321	0.236

Based on Table VI, there are several measurements that can be identified, such as Original Sample, T-Statistics, Coefficient of Determination (R²), and Cross-Validated Redundancy The Stone-Geisser's (Q²). According to Table VI, all of the relationship in this model are positive. The Coefficient of Determination is explained about how good the independent variable can predict the dependent variable. The higher the value, the more accurate the prediction. From Table VI, it can be seen that the R² of Customer Perception (CP) is 0.552, which means that 55.2% of the variance of the Customer Perception (CP) can be explained by Advertising (A) and Sales Promotion (SP), while another 44.8% is influenced by other variables outside of this study. Furthermore, the R² of Customer Attitude (CA) is 0.543, which shows that the Customer Perception (CP) can explain 54.3% of the

^[10] C. F. Mela and P. K. Kopalle, "The impact of collinearity on regression analysis: The asymmetric effect of negative and positive correlations," *Applied Economics*, vol. 34, issue 6, pp. 667–677, 2002.

^[11] N. Nanicova, "Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe And Bistro," *Agora*, vol. 7, issue 2, 2019.

variance of the Customer Attitude (CA), while another 45.7% is affected by other variables outside of this research. Moreover, the R^2 of Purchase Intention (PUI) is 0.346, which tells that 34.6% of the variance of the Purchase Intention (PUI) can be explained by the Customer Attitude (CA), while another 65.4% is influenced by the other factors outside of this study. The last variable is the Customer Buying Decision (CBD) with R^2 of 0.321, which shows that Purchase Intention (PUI) can explain 32.1% of the variance of the Customer Buying Decision (CBD), while another 67.9% is influenced by the other variables outside of this research. After identifying the R^2 for each variable, the next step is to measure the Cross-Validated Redundancy The Stone-Geisser's (Q^2) by using the Blindfolding process in SmartPLS. From Table VI, it can be seen that all values of Q^2 are more than zero, which confirms the model's predictive relevance with respect to a particular construct.

TABLE VII
GOODNESS OF FIT (GoF)

	R^2	Q^2
Customer Perception (CP)	0.552	0.351
Customer Attitude (CA)	0.543	0.373
Purchase Intention (PUI)	0.346	0.229
Customer Buying Decision (CBD)	0.321	0.236
Goodness of Fit (GoF)	$\sqrt{\frac{(0.552 + 0.543 + 0.346 + 0.321)}{4} \times \frac{(0.351 + 0.373 + 0.229 + 0.236)}{4}} = 0.362$	

The existence of R^2 and Q^2 values creating the Goodness of Fit (GoF) value can be measured [8]. The GoF is an index used for full model fit to examine that observed data can be explained by the model [12]. The GoF value can be calculated by square root of average value of R^2 multiply by average value of Q^2 . By using this formula, the result of Goodness of Fit (GoF) value is 0.362 with the calculation shown in Table VII. With this number, it shows that the GoF value is large since the GoF values of 0.1 considered as small, 0.25 considered as medium, and 0.36 considered as large. It means that the empirical data can be explained sufficiently by the entire model built.

[12] S. Hussain, Z. Fangwei, A. F. Siddiqi, Z. Ali, M. S. Shabbir, "Structural Equation Model for evaluating factors affecting quality of social infrastructure projects," *Sustainability (Switzerland)*, vol. 10, issue 5, pp. 1–25, 2018.

TABLE VIII
HYPOTHESIS TESTING RESULTS

Hypothesis	Structural Path	T-Value	P-Value	Result
H1	Advertising (A) → Customer Perception (CP)	5.445	0.000	Accepted
H2	Sales Promotion (SP) → Customer Perception (CP)	6.486	0.000	Accepted
H3	Customer Perception (CP) → Customer Attitude (CA)	21.010	0.000	Accepted
H4	Customer Attitude (CA) → Purchase Intention (PUI)	11.989	0.000	Accepted
H5	Purchase Intention (PUI) → Customer Buying Decision (CBD)	10.383	0.000	Accepted

After the PLS calculation is identified, the output supports hypothesis 1 since the T-Statistic on the influence of Advertising toward the Customer Perception shows a value of 5.445 (T-Value > 1.96 at 0.05 significance level), which means that Customer Perception is affected significantly by the Advertising. Furthermore, it can be seen that T-Statistic on the influence of Sales Promotion on the Customer Perception is 0.6486 (T-Value > 1.96 at 0.05 significance level), which indicates that the Sales Promotion has a significant effect on the Customer Perception. Thus, hypothesis 2 is accepted. Moreover, it shows that the influence of Customer Perception on the Customer Attitude has a T-Statistic of 21.010 (T-Value > 1.96 at 0.05 significance level). It means that the Customer Perception has a significant influence on the Customer Attitude, which supports hypothesis 3. Furthermore, the output also supports the hypothesis 4 since the T-Statistic on the influence of Customer Attitude toward the Purchase Intention shows a value of 11.989 (T-Value > 1.96 at 0.05 significance level), which means that Customer Attitude is affected significantly by the Purchase Intention. Lastly, Table VIII shows that the influence of Purchase Intention on the Customer Buying Decision has a T-Statistic of 10.383 (T-Value > 1.96 at 0.05 significance level). It means that the Purchase Intention has a noteworthy influence on the Customer Buying Decision, which supports the hypothesis 5.

TABLE IX
F SQUARE EFFECT SIZE

	A	CA	CBD	CP	PUI	SP
Advertising (A)				0.231		
Customer Attitude (CA)					0.530	
Customer Buying Decision (CBD)						
Customer Perception (CP)		1.187				
Purchase Intention (PUI)			0.473			
Sales Promotion (SP)				0.265		

The F^2 effect size has the objective to measure the effect strength of the independent variable to the dependent variable. The value of 0.02 is categorized as a low effect of the predictor variable in the structural model, 0.150 is considered a medium effect, while 0.35 is categorized as a strong effect ^[7]. The results show that Advertising (A) and Sales Promotion (SP) has a sufficient effect size since the values are 0.231 and 0.265, which is closer to 0.15 and below 0.35 respectively. Whereas, the Customer Attitude (CA), Customer Perception (CP), and Purchase Intention (PUI) has a large effect since the values are 0.53, 1.187, and 0.473, which is greater than 0.35.

B. Kruskal-Wallis Test

Based on the Kruskal-Wallis Test, it can be concluded that Z did not need to focus only on a certain gender product to be advertised since there is no significant difference indicators within the gender. Furthermore, Z should note that free delivery fee is an important sales promotion that should be maintained and advertised by Z since it is most liked by housewives, employees, and entrepreneurs. Furthermore, free delivery is also most liked and used by people who are already married. Besides, people who often buy products at Z tend to prefer and often purchase free delivery fees. Moreover, it is found that people who have the greatest interest in price discounts are people who often buy products in Z. Based on this finding, the price discount should also be promoted by Z to attract people who often buy products since they are sensitive to price. In addition, since people who do not buy often think that the latest product information from Z is not well conveyed through WhatsApp advertisements compared to people who more often to buy, Z cashiers should offer the information directly to all customers so that the information is well delivered. Lastly, banner advertisements are a good way to attract potential customers.

V. DISCUSSION

According to the PLS calculation, Advertising (A) has a significant positive effect to the Customer Perception (CP) in this study. It is in accordance with the previous research, which is that through the advertising, the customer perception about the product or service or brand is created ^[13]. Empirically, it is also aligned with previous research, in which advertising can influence the customer perception of the product significantly. In the advertising, there is information that is delivered. This information later will be accepted in the customer's mind

if it is based on their needs and wants, which then will be processed by the customers into a customer perception ^[14]. Since Z used advertising to promote new products or discounted products, it could tell the customers the product information in Z as well as the savings that can be saved by customers through its sales promotion, which makes the perception of informativeness and savings. Thus, the advertising has a significant positive effect on the customer's perception. Therefore, advertising is an important element of promotional mix that should be maintained and improved by Z by creating ads that consist of content that can build a perception of informativeness and savings since it has significant positive influence on the customer perception, which then leads to the customer buying decision through customer attitude and purchase intention.

Furthermore, supported by the previous study, Sales Promotion has a significant effect on the Customer Perception about products ^[13], this study also proves the same result, in which Sales Promotion has a significant positive effect. Moreover, the result shows that Sales Promotion has a greater influence toward Customer Perception rather than Advertising, which shows that the previous study is true since in the previous study, the sales promotion has the biggest relationship with the customer perception compared to other promotional mix ^[13]. The sales promotion built by Z has an objective to inform the new products as well as attract customer to buy since the price is discount or there is a freebie. With this objective, Z's sales promotion succeeded in creating a perception of informativeness and savings about the store in the customer's mind. Thus, the sales promotion needs to be maintained so that it can build a good customer perception.

As can be seen in the results, a statement in the previous study stated that customer perception influences the customer attitude significantly and positively can be proved in this study ^[4]. In this research, there is a significant positive relationship between Customer Perception and Customer Attitude. It also proves that sufficient customer perceptions can create a customer attitude ^[4]. The outcome of the attitude, positive or negative, is dependent on the customer's perception. Therefore, it is important to build a good perception of the store in the customer's mind so that the customer will act in a positive manner. If the attitude of Z's customers is favorable toward Z, the possibility of buying a product or service in Z is higher. Therefore, it is important to build a good perception of the store in the customer's mind so that the customer will act in a positive manner.

In the previous research, it is stated that customer attitude has a significant positive effect on the purchase

^[13]A. Khan, S. Hussain, S. A. R. Abidi, M. I. Kharal, "Impact of Promotion Mix on Consumer Product Perception," *Journal of Economics and Sustainable Development*, vol. 8, issue 3, pp. 89–99, 2018.

^[14]S. Gunawan, "The Impact of Motivation, Perception and Attitude toward Consumer Purchasing Decision: A Study Case of Surabaya and Jakarta Society on Carl's Junior," *IBuss Management*, vol. 3, issue 2, pp. 154–163, 2015.

intention^[4]. This statement is also proven in this study, in which the Customer Attitude (CA) influences the Purchase Intention (PUI) significantly and positively. Moreover, this study also found that the customer attitude influences the purchase intention positively, which as the customer attitude increases, the purchase intention will also increase. It is proved by the theory stated by Schiffman and Wisenblit^[15], that a positive attitude will increase the customer's willingness to buy. With these results, building a positive or favorable attitude is considered important for Z since it will increase the willingness of the customer to buy product or service in Z.

Lastly, the Purchase Intention (PUI) is proven to have a significant positive influence on the Customer Buying Decision (CBD). This finding shows that the previous research is true, which stated that purchase intention influences the purchase decision significantly and positively^[5]. Moreover, in this study, the relationship between purchase intention and customer buying decision is positive, which proves the theory stated by Schiffman and Kanuk^[5]. Thus, Z should be able to keep customer's willingness to buy products or services in Z high so that the actual purchase is also high.

VI. CONCLUSION

In this research, the influence of promotional mix toward customer buying decision through customer perception, customer attitude, and purchase intention is investigated. The outcome of this research is used to help Z to solve its problem. There are 235 respondents that are obtained in this study and the data is analyzed using PLS-SEM method. From the PLS calculation, all of the hypotheses are accepted, which shows that there is a significant positive influence of the advertising (A) to customer perception (CP); of sales promotion (SP) to customer perception (CP); of customer perception (CP) to customer attitude (CA); of customer attitude (CA) to purchase intention (PUI); and of purchase intention (PUI) to customer buying decision (CBD). Thus, it can be concluded that Z can maintain and improve the promotional mix that has been done because it is proven that promotional mix plays a positive and important role in the customer buying decisions through several its intervening variables, such as customer perception, customer attitude, and purchase intention. In addition, a comparison of indicators between the respondent profile is also discovered in this research to provide insights for Z and used to develop recommendations for Z.

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