

The Effect of Restaurant Promotion on Consumer Intention to Buy in Jakarta

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Abstract in English

A consumer has the urge to buy a product, so that consumer already has an interest in buying a product. To attract consumers to buy, producers will communicate by promoting their products either online or offline. In this study, the method used by the author is a quantitative method. The type of research used is associative research, namely research that aims to determine the effect of one variable on another. This study aims to find out how promotion is at restaurants in Jakarta, to find out how much consumer buying interest is towards restaurants in Jakarta, to find out how much influence promotion has on consumer buying interest on buying interest at restaurants in Jakarta. This research was conducted in the city of Jakarta which took place in May 2022. The research population was taken from consumers in the city of Jakarta. The results of this study indicate that the research conducted and disseminated through questionnaires influence of promotion on consumer buying interest in Jakarta is positive, which means that promotion has an effect on consumer buying interest in Jakarta.

INTRODUCTION

The globalization era causes conditions for companies to be able to move intensely, intense conditions demand industrial progress, or the company must be able to move forward quickly to adjust to circumstances (Kristiani & Dharmayanti, 2017). The renewal process also leads the perspective of economic life, socio-culture, food supply, food technology, and information and communication technology (Kristiani & Dharmayanti, 2017). One of them is a restaurant which is a familiar industry in Indonesia (Kristiani & Dharmayanti, 2017).

According to Kotler and Keller (2012) promotion is a communication activity that aims to expedite the flow of certain products, services or ideas in a distribution channel (Irawan, 2020). Entrepreneurs need to observe what indicators can accommodate business results in reaching the expected targets, such as location, promotion, price, and products to run or achieve these targets, each product sold by the company can attract consumers to buy if appropriate with the expected target (Latief, 2018).

Purchase intention is a psychological aspect that has a considerable influence on behavior and is also a source of motivation that directs what they will do (Firdaus, 2017). According to Tjiptono in (Firdaus, 2017) consumer interest grows because of a motive based on attributes in accordance with the wishes and needs of using a product.

A consumer has an incentive to buy a product, so that consumer already has an interest in buying a product. To attract consumers to buy, producers will communicate by promoting their products both online and offline (Herlina et al., 2021) . According to Kurniawan (2020) in (Dhaefina et al., 2021) buying interest is the desire of consumers to own a product, where this buying interest will arise if a consumer has been influenced by the quality and quality of

the product, the advantages or disadvantages of the product from competitors, as well as the price offered. There are several promotional factors that indicate consumer buying interest including promotion frequency, promotion quality, promotion quantity, promotion time, and the determination and suitability of promotional targets (Senggetang et al., 2019).

LITERATURE REVIEW

In this study, we examined the impact of restaurant promotion on customers' intention to buy the products and services. Previous research has found that There is an influence of product, price, promotion, and location together on the buying decision of the customers. A restaurant can use a variety of promotional activities to attract customers and increase sales. Among these pursuits are social media marketing: the restaurant can promote its goods, services, and special offers through social media platforms such as Facebook, Twitter, and Instagram. To entice customers, the restaurant can share images of its food, discounts, and promotions. Also, the restaurant can use email marketing: the restaurant can notify its subscribers via email about new items on the menu, special deals, and events. This will keep the restaurant in front of customers' minds and encourage them to return. Previous study has found that there is an influence of product, price, promotion, and location together on the buying decision of the customers of the Koki Jody restaurant in Magelang City (Brata et al., 2017).

Another study also found that sales promotions and social media have an influence on consumer buying interest. However, discounts have no effect on consumer purchase intentions. The findings from the results found explained that social media moderates the relationship between sales promotion and consumer buying interest (Bhatti, 2018). Consumer purchasing intent is an important factor in determining whether a customer will make a transaction. Understanding purchasing intent is critical in the restaurant business for creating successful marketing strategies that can attract and retain customers. Buying intention is described as a customer's likelihood or willingness to make a transaction (Kotler & Keller, 2016). In this study, we look at restaurant purchasing intentions and the variables that influence them.

Service quality is an important element that influences purchasing intentions in restaurants. The degree to which a restaurant fulfills or exceeds customer expectations is described as service quality (Parasuraman et al., 1988). Customers who perceive a high level of service quality are more apt to have a positive purchasing intention. The quality of the food is another element that influences purchasing intentions in restaurants. Customers are more likely to purchase from an eatery that provides high-quality food that meets their expectations. Taste, presentation, and freshness are all variables that influence food quality. Lee and colleagues (2018) discovered that the quality of the food had a substantial positive effect on customers' purchasing intentions in Chinese restaurants. Aside from service and food quality, the restaurant's brand image and reputation impact purchasing intent. Customers are more likely to purchase from a restaurant that has a favorable brand image and reputation. Therefore, this study examined the impact of promotion that conducted by restaurant businesses on customers' buying intention. The variable independent in this study is the promotion activities and the dependent variable is customers' intention to buy.

METHOD

In this study, the method used by the author is a quantitative method. In Sugiyono (2017), quantitative research methods can be defined based on the principles of positivism. This research method is used to determine data collection using research instruments, data analysis

is quantitative/statistical, a particular sample or population, which has the aim of verifying the hypothesis that has been determined.

The type of research used is associative research. Associative research is research that aims to determine the effect of one variable on other variables (Andriyani, 2020). The author uses this associative research to prove whether the relationship between promotions and consumer buying interest in restaurants is proven whether there is a relationship or not.

Primary sources are data sources that directly provide data for data collection (Sugiyono, 2017). In this study, the authors used primary data collected directly from the research subjects. The research subjects used were Jakarta residents who had consumed fast food. Secondary sources are sources that do not directly provide data for data collection, for example through other people or through documents (Sugiyono, 2017). In this study, secondary data was obtained from company data, journals, articles, books, e-books, previous research.

The type of data used in this study is quantitative and by using secondary data sources and primary data sources. The research method used in this research is to use a questionnaire. Questionnaires are an efficient data collection technique if researchers know with certainty the variables to be measured and know what can be expected from respondents (Sugiyono, 2017). The type of questionnaire that will be used in data collection is a closed questionnaire. A closed questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2017). The questionnaire uses a link from gform and is distributed through social media such as Instagram and WhatsApp. The distribution of questionnaires was distributed in the city of Jakarta which took place in May 2022. The data taken by the author must meet the main criteria, namely domiciled in Jakarta. For the results of the questionnaire. In this study, the authors used an Ordinal Likert scale to construct a questionnaire. According to Pranatawijaya et al. (2019) the Likert scale is a scale used to measure perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon with 5 point statements, namely: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The population used in this study is the people of Jakarta who have consumed fast food. According to Sugiyono (2017) population is a generalization area which is divided into objects or subjects that have certain characteristics and qualities determined by researchers to find conclusions and to be studied.

According to Sugiyono (2017) a sample is part of a population that has the characteristics and amount needed, for example if the population cannot be determined because it is too large due to limited manpower, time and funds, samples can be taken from the existing population and sampling must be correct. represent the characteristics of the existing population. In this study, the number of samples from the results of the lemeshow formula, namely as many as 100 respondents, was used in the customer research of fast food restaurants in Jakarta. In this study, questionnaires were distributed through websites and social media. The results of the respondents who filled out this questionnaire were 127 respondents. However, after further examination, out of 127 questionnaires, there were 26 respondents who were invalid because they were domiciled outside Jakarta. Therefore, the number of respondents used in this study was 101 respondents.

For statistical data that is processed, the authors use the SPSS application version 25 which helps perform data processing. Software Statistical Product and Service Solution or SPSS is one of the most widely used application programs for statistical analysis in the social sciences. It is used by market researchers, survey companies, health researchers, governments, educational researchers, marketing organizations and others (Abdillah, 2022).

RESULTS AND DISCUSSION

Based on the results of questionnaires that have been distributed in the Jakarta area through websites and social media, researchers have collected 101 respondents. The respondent profiles that have been used are divided into gender, age, domicile and profession. The purpose of knowing the respondent's profile is to find out the demographics of the respondents in general. In addition, in this study it is also necessary to find out the demographics of respondents such as whether the respondent has consumed or not, how often the respondent consumes food, the restaurant he frequents, the promotion used according to the order.

1. Profile of Respondents: Profiles of respondents are divided into several categories, namely gender, age, area of residence, occupation, ever consumed fast food, how often consumed fast food in a month, reasons for consuming fast food, and restaurants frequently visited. From the profile of respondents, the sex that dominates is female with 70 respondents, the age category is 86 respondents aged 18-24 years, for the West Jakarta domicile category it dominates with 68 respondents, for the job category students/students dominate as many as 72 respondents, for For the category of ever consuming fast food, 101 respondents have ever consumed fast food, for the category of consuming fast food within one month, 56 respondents consumed fast food within one month, for the category of reasons for consuming fast food, 58 respondents chose practical reasons, for the category of restaurants Fast food frequently visited by respondents who visited the most restaurants were as many as 75 respondents who chose McDonald's restaurants, but many of the 101 respondents chose more than 1 of the same restaurant so that the number exceeded 101.
2. Descriptive Statistical Test: The results of processing descriptive statistics for variable X, the statement for the indicator "important promotion in buying interest" gets the highest mean value of 4.61 with a standard deviation of .678. The statement for the indicator "the restaurant you visit often has promotions" gets the lowest mean value of 4.03 with a standard deviation of 1.014. For the results of processing descriptive statistics for variable Y, the statement for the indicator "after trying the restaurant I am interested in finding out more about that restaurant" gets the highest mean value of 4.66 with a standard deviation of .553. The statement for the question indicator "I will refer to other people I often visit" gets the lowest mean value of 4.36 with a standard deviation of .807.
3. Validity Test: In this study, the validation test used the criteria $r_{count} > r_{table}$. Instruments for both variables are declared valid because they meet the criteria, namely $r_{count} > r_{table}$. It can be seen in Table 1 and Table 2 as follows:

Table 1 Test the Validity of Variable X (Promotion)

Statement	r count	r table	Decision
Promotion is important in buying interest.	.669	0.195	Valid
Promotions at restaurants according to orders placed.	.811	0.195	Valid
The promotions provided are easy to use (the conditions that apply are not difficult).	.793	0.195	Valid
The restaurant you visit often has promotions.	.781	0.195	Valid
The promotions given vary.	.766	0.195	Valid

Table 2 Test the Validity of Variable Y (Intention to Buy)

Statement	r count	r table	Decision
After trying the restaurant, I was interested in finding out more about the restaurant.	.715	0.195	Valid
Promotions increase my buying interest in buying food at restaurants.	.760	0.195	Valid
I am interested in revisiting a restaurant that has a promotion.	.832	0.195	Valid
I'll be referencing others I frequent.	.724	0.195	Valid
Product prices are in accordance with the products provided.	.641	0.195	Valid

4. Reliability Test: In this study, the reliability test used the Alpha Cronbach Technique with criteria of more than .600. Instruments for both variables are declared reliable because they have exceeded .600 can be seen in Table 3 as follows:

Table 3 Test the Validity of Variable X (Promotion) and Variable Y (Intention to Buy)

Variabel	Alpha Cronbach	N of Item	Keterangan
Variabel X (Promosi)	.814	5	Reliabel
Variabel Y (Minat Beli)	.783	5	Reliabel

5. Correlation analysis: In this study, the correlation coefficient was .547, so it can be concluded that promotion has a positive and moderate correlation to consumer buying interest in Jakarta. It can be seen in Table 4 as follows:

Table 4 Correlation Analysis Test Variable X (Promotion) and Variable Y (Intention to Buy)

Correlation		TotalX	TotalY
Total X	Pearson Correlation	1	.547**
	Sig. (2- tailed)		.000
	N	101	101
Total Y	Pearson Correlation	.547**	1
	Sig. (2- tailed)	.000	
	N	101	101

6. Coefficient of Determination: A small R Square value means that the ability of the independent variable to explain the dependent variable is limited. the results of SPSS version 25 data processing, the R Square number is 0.299. it can be concluded that the Y variable (buying interest) is influenced by the X variable (promotion) by 29.9% ($0.299 \times 100\%$),

while the remaining 70.1% (100% - 29.9%) is influenced by other variables not found in this study. It can be seen in Table 5 as follows:

Table 5 Test of the Coefficient of Determination

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547 ^a	.299	.292	2.119
a. Predictors: (Constant) Total X				

7. Simple Linear Regression Analysis

Table 6. Simple Linear Regression Test

<i>Coefficients^a</i>						
Model	Z	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	S	Beta		
(Constant)	3.131	1.472	1.0		8.922	.000
Total X	437	.67	.0	.547	6.504	.000

It can be seen from the regression coefficient table above, the formula $Y = a + bx$ (regression formula) can be translated as follows, $Y = 13.131 + 0.437X$. So get a total of $Y = 25.756$, which means if the value of X increases, the value of Y will also increase. Vice versa if variable X decreases then variable Y will also decrease.

8. T test: The results of the T test between the influence of variable X (promotion) on variable Y (purchasing interest) can be seen in Table 7 as follows:

Table 7. T test

<i>Coefficients^a</i>						
Model	Z	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	S	Beta		
(Constant)	3.131	1.472	1.0		8.922	.000
Total X	437	.67	.0	.547	6.504	.000

From the results of SPSS version 25 data, the value of t count = 6,504 is obtained

To get the t table value is:

$$t \text{ table} = \alpha = 0.05$$

$$df = N - 2 = 101 - 2 = 99$$

Based on Table 7, the calculated t value in the table is 6,504 while the t table value for $N: 99$ is 1.984 with $\alpha = 0.05$. In accordance with the provisions of $t \text{ count} > t \text{ table}$, namely $6,504 > 1.984$, it can be concluded that H_1 is accepted. Which means that the linear regression

is significant, namely t count is greater than t table. Then the decision taken is that there is a significant influence between promotion and buying interest in fast food restaurants in Jakarta.

9. Hypothesis Test

The hypothesis test is formulated as follows:

H1: Promotion has an effect on buying interest in restaurants.

Decision-making:

- If t count > t table then H1 is accepted
- If t count < t table then H1 is rejected
- If the significance value (sig) < probability of 0.05, then there is an influence between variable X (promotion) on variable Y or the hypothesis is accepted.
- If the significance value (sig) > probability 0.05 then there is an influence between variable X (promotion) on variable Y or the hypothesis is rejected.

Based on Table 7, it shows that the significance (sig) is 0.000 < 0.05 so it can be concluded that the hypothesis is accepted, namely promotion has an effect on buying interest at fast food restaurants in Jakarta.

CONCLUSION

Based on the research results and data analysis, several conclusions were found regarding the research: Based on the results of research conducted and distributed through questionnaires that have been distributed, the promotion carried out at fast food restaurants in Jakarta has five indicators and all five have good to very good results. From the results of the descriptive analysis, it shows that the first indicator, namely "Promotion is important in buying interest" which gets the highest mean value. While the results of the descriptive analysis show the results on the fourth indicator, namely "The restaurant you visit often holds promotions" gets the lowest mean value. So it can be concluded that restaurants that are frequently visited by consumers do not often hold promotions even though promotions play an important role in determining consumer buying interest.

Based on the results of research conducted and distributed through questionnaires that have been distributed that the promotions carried out at fast food restaurants in Jakarta have five indicators and all five have good to very good results. The results of the descriptive analysis show that the first indicator, namely "After trying the restaurant, I am interested in finding out more about the restaurant" gets the highest mean value. Meanwhile, the results of the descriptive analysis show that the results of the fourth indicator, namely "I will refer others who I often visit" get the lowest mean value. So it can be concluded that consumers will find out more about the restaurant, but not necessarily refer the restaurant to other people.

The effect of promotion on consumer buying interest in Fast food restaurants in Jakarta is positive, which means that promotion has an influence on consumer buying interest.

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