

E-Promotion in The “Kopi Kenangan” Customers’ Purchase Decisions

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ABSTRACT

E-promotions on social media can influence "Kopi Kenangan" customer purchasing decisions. Personal Relevance, Brand Familiarity, Message, and purchasing decision are variables to be studied, in this case, using the attention model. This study population is the resident of the city of Bandung, with a sample of 100 respondents. The sampling technique used is a non-probability sampling. The results showed that the Personal Relevance variable affected purchasing decisions. Brand familiarity stated that there was an influence on purchasing decisions. The dimension of message also shows a significant result but indicates a negative result.

Keywords: brand familiarity, e-promotion, message, personal relevance.

1. INTRODUCTION

The increase of internet users in Indonesia has led to a shift in marketing technology. Many people explore the benefits of the internet as a medium to make ends meet. It also affects the world of online marketing, undergoing rapid changes, especially in the way consumers shop. Many offline stores also promote their goods through online stores. The change in supplier or consumer behavior is one of the drivers of change in marketing strategies undertaken by the company [1]. The level of human needs is getting bigger, especially in technology, causing the emergence of various technologies that can answer those needs. Information and communication technology has experienced rapid development in the last decade [2]. Coffee is a beverage that is being viral and is considered a contemporary drink. The coffee menu has existed from previous times. The only difference is the presented concept. The purchase of “Kopi Kenangan” can now be done through an application provided by the company.

Millennial teenagers, both boys, and girls are always hanging out at coffee shops, which in the end it makes

coffee shops are starting common to find everywhere. Plus, the existence of e-promotion so that can be affordable for consumers. We have many online theories about consumer behavior, namely Confirmation Theory of Hope, Innovative Diffusion Theory, Technology Acceptance Models, Planned Behavior Theory, Reasoned Action Theory [3]. The company enables to get more profit when compared with competitors when doing promotions [4]. The main thing about how individuals, groups, and organizations choose, buy, use, and how goods, ser-vices, ideas, or experiences satisfy consumers' needs and desires [5]. Personal relevance can affect someone's behavior towards advertising. From the research conducted, personal relevance influences changes in a person's behavior in making decisions [6]. They find that personal relevance influences the decision-making process of an individual. [7] viewed loyalty as a commitment held by consumers to buyback. Previous research has shown the direct effect of Brand familiarity on online advertising displayed on several websites. [8] stated in their re-search that the message in commercial advertisements was focused on delivering information.

Brand familiarity (BF) refers to the direct and indirect consumers of a brand [9], [10]. Brand familiarity (BF) is a necessary construct that can influence consumer processes. It represents the consumer brand knowledge of the composition that exists in the consumer's memory. Whereas consumers know that many products are advertised, there are also examples where consumers are unfamiliar with the products. The reason is that they are not advertised, or they are new products that consumers are not exposed to [11], [12]. Therefore, consumers usually see something that is a trend on Instagram with e-promotion and proves whether e-promotion is already optimal and influences purchasing decisions.

E-Promotion describes three parts of the strategy needed for online promotional activities using internet media: product and service promotion, website promotion, and domain promotion. The use of the internet has led and created many marketing opportunities and increased the effectiveness and efficiency of marketing strategies reflected through the use of E-Promotion techniques, methods, and practices to meet consumer needs. Online shopping consumer behavior is also called online buying behavior and Internet shopping/buying behavior. The indicators in the promotion are advertising, personal selling, sales promotion, publicity [5], indicators in prices, namely: price affordability, price according to ability or price competitiveness, price conformity with product quality, price conformity with benefits [13]. Personal relevance can affect someone's behavior towards advertising. From the research conducted, personal relevance influences changes in a person's behavior in making decisions [14] quoted from [6]. They find that personal relevance influences the decision-making process of an individual. Brand familiarity (BF) refers to consumers' level of direct and indirect experience with a brand [9], [10]. Brand Familiarity is an important thing that can affect consumers. This is a brand that is in the consumer's memory. The knowledge that consumers have about familiar and unknown products depends on the knowledge consumers have in their memories. Consumers may tend to have various types of associations for known brands. The message factor is crucial in making an internet ad. Even some marketers try their best to make internet advertising with entertainment value to attract the attention of consumers. [8] stated in their research that commercial advertisements' message was focused on delivering information.

The focus of consumer decision-making is an integration method that combines understanding to assess two or more alternative actions and determine one of them [15]. Reference [16] revealed that all customers go beyond five stages: introduction of problems, information gathering, alternative assessment, determination of purchase, and behavior after purchase.

The buying stage begins long before a new purchase occurs, is carried out, and has a long-standing effect after that.

Reference [17], the decision to buy taken by the buyer is a collection of several decisions. In comparison, the indicators in purchasing decisions are product choice, brand choice, dealer choice, time of purchase, number of purchases, payment methods [18]. The purchasing decision process consists of five stages: problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior [19].

Reference [20] explained that the AIDA model is a model that explains the steps taken by consumers in responding to advertisements. These steps include: attention, maintain interest, stimulate the desire, and result in the purchase of products or services (action).

2. METHODS

This research uses two research methods, namely, descriptive and verification. Sample measurement is a step to determine the size of the sample taken in carrying out a study. The sampling technique used is a nonprobability sampling [21]. Non-probability sampling is a sampling technique that does not provide an equal opportunity or change for each member of the population to be elected as a sample member. Sampling in this study was determined by quota sampling. The samples used were 100 consumers where chosen only for "Kopi Kenangan" consumers. The sampling technique uses the accidental sampling technique, which is a way to obtain samples based on any consumers who are coincidentally encountered while conducting research.

3. RESULT AND DISCUSSION

Partial influence analysis is used to determine how closely the influence of each independent variable with the dependent variable. Analysis of partial effects based on the results of SPSS processing show on Table 1.

Table 1. Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	8.460		
	Personal Relevance	3.288	.420	.739	7.835	.000
	Brand Familiarity	.747	.270	.221	2.770	.007
	Message	-1.580	.318	-.452	-4.974	.000

Dependent Variable: Buying decision

Table 2. anova as follow:

Table 2. Anova

ANOVA ^a						
	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	3078.258	3	1026.086	29.243	.000b
	Residual	3368.481	96	35.088		
	Total	6446.738	99			

Dependent Variable: Buying Decision

Predictors: (Constant), Message, Brand Familiarity, Personal Relevance

The t-test table shows that the Personal Relevance variable has a significant effect on purchasing decisions, following the statement of [14] quoted from [6] that personal relevance affects changes in a person's behavior in making decisions. Brand familiarity Variable states that there is an influence on purchasing decisions. The message variable shows a significant result, but it indicates a negative result because the messages conveyed by "Kopi Kenangan" do not show positive results considering the name of "Kopi Kenangan" for young people and those over 30, inappropriate this is different from research [22] on the Effect of Advertising on Purchasing Decisions. Table 2 above shows that the Personal Relevance, Brand familiarity, and Message variables positively affect Purchasing Decisions. From the research conducted, personal relevance influences changes in a person's behavior in making decisions [14] quoted from [6]. They find that person-al relevance influences the decision-making process of an individual. Brand familiarity (BF) refers to consumers' level of direct and indirect experience with a brand [9]; [23]. Brand Familiarity is an important thing that can affect consumers. This is a brand that is in the consumer's memory.

The use of the internet has led and created many marketing opportunities and increased the effectiveness and efficiency of marketing strategies reflected through the use of E-Promotion techniques, methods, and practices to meet consumer needs. Online shopping consumer behavior is also called online buying behavior and Internet shopping/buying behavior. Information and communication technology that has experienced rapid development in the last decade [2].

4. CONCLUSION

The results showed that online promotion on social media influenced purchasing decisions for "Kopi Kenangan". Based on respondents' responses, the overall implementation of online promotions on social media "Kopi Kenangan" was excellent. Personal Relevance variables influence Purchasing Decisions, Brand familiarity variables have an influence on

Purchasing Decisions, and Message Variables have an influence on Memories Coffee Purchase Decisions. Personal relevance variables, brand familiarity, message, and the dominant variable influencing consumer decision-making behavior are Personal Relevance.

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