



# The Effect of Promotions and Consumer Preferences on Purchase Decision (A Case Study on the 2017–2020 Management Students at Buana Perjuangan Karawang University)

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**Abstract.** This study aims to explain the effect of promotion and consumer preferences on clothing purchase decisions at Zalora either partially or simultaneously with descriptive and quantitative approaches. The number of samples was 105 respondents using the purposive sampling technique. Furthermore, the data were analyzed by path analysis. The descriptive test results explain that the promotion, consumer preferences, and purchase decision patterns are considered good. There is a positive and significant correlation between promotion and consumer preferences. The influence partially explains the effect of promotion, which is explained by 22% on purchase decisions, and the influence of consumer preferences by 50% on purchase decisions. The simultaneous effect is explained by 71% if promotion and consumer preferences have a positive and significant effect on clothing purchase decisions at Zalora.

**Keywords:** Promotion · Customer preference · Purchase decision

## 1 Introduction

In the current modern era, the development of technology and information progress is very rapid. These developments are accompanied by the internet, which indirectly impacts aspects of human life. Nowadays, the internet has become a part of everyday life. The internet has a new concept in making consumers even closer to producers. The development of internet technology allows consumers to search for information and buy products online [1].

From various online store sites, Zalora is an online buying and selling site that eases someone to search, shop, and sell directly by using only mobile phones, easy access to transactions, and offer various clothing products offered. All stores at Zalora have a rating to see which ones have been visited by many buyers. Zalora has become one of the most popular online shopping applications in the fashion brand field.

Consumer preferences occur when a person likes or dislikes a product (goods or service) they consumed. Consumer preferences show the preference of the consumer from a wide selection of existing products [2]. Consumer preferences can be identified

by measuring the usefulness and relative importance of each attribute in marketing communications.

Based on previous studies that have been done, there are several differences regarding promotions and consumer preferences for purchase decisions. Promotions resulting from consumer perceptions and preferences significantly influence purchase decisions [3]. There is a positive influence on the services provided because it determines consumers' purchase decisions [4].

Furthermore, research on consumer preferences for purchase decisions has been carried out previously. Consumer preferences have a significant effect on purchase decisions [5]. Consumer preferences that influence purchase decisions include environmental influences, payment methods, and recommendations from other parties to make purchases. This is a positive value for the company (developer). Consumer preferences have a significant effect on purchase decisions [6]. This indicates that consumer preferences can determine whether someone is purchasing a product or service.

## 2 Research Methods

This study used descriptive and verification methods with a quantitative approach. The research locus was at Buana Perjuangan Karawang University with a population of 2017–2020 class of management students and the sample was calculated using the Slovin formula and obtained 105 samples. The sampling technique used purposive sampling with criteria. First, The 2017–2020 Management students at the Faculty of Economics and Business, Buana Perjuangan Karawang University. Second, Students who actively used Zalora Marketplace.

Primary data were collected using questionnaires related to the variables studied. All data obtained were processed using SPSS version 21. Several tests were carried out in this study, namely the questionnaire validity and reliability, normality, and path analysis. The Fig. 1 shows the research design.

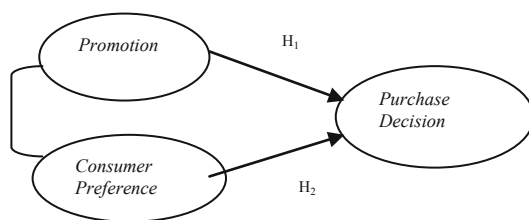


Fig. 1. Research Framework.

### 3 Results and Discussion

To see whether the questionnaire is valid, a validity test was carried out in this study with the following decision-making criteria. Level of confidence (sig 5%) and the instrument can be said to be valid if the validity is high, namely the calculated r value > r table (n = 30 and dk = n - 2 = 30 - 2 = 28, 5% alpha is the resulting table = 0.361). Judging from the validity of the 3 variables, it was found that the overall statement for each variable obtained r count > 0.361.

A questionnaire is said to be reliable if a person’s answer to a question is consistent or stable over time. The criteria for making decisions on the reliability test in this study are the value of r alpha 0.7 > r table then the question is reliable and the value of r alpha 07 < r table then the question is not reliable. Judging from the reliability testing on the 3 variables, the overall score was good (r alpha > r table 0.700), meaning that the overall research questionnaire was feasible and could be tested using path analysis.

The normality test aims to determine whether the independent and dependent variables are normally distributed, close to normal, or not. Data processing was carried out using the SPSS program with the basis for making normality test decisions as follows: first, significant value or probability > 0.005, then the data distribution is normal. The second is significant value or probability < 0.005, then the data distribution is not normal.

Based on the Table 1, the normality test results were obtained on the unstandardized value of the research sample data and obtained at the Asymp value. Sig. (2-tailed) is the promotion variable of 0.132, the consumer preference variable of 0.083 and the purchase decision variable of 0.200, which is greater than the probability value of 0.05. It can be concluded if the research data has a normal distribution, and the research sample is feasible to be tested using path analysis.

Hypothesis testing of the relationship between promotion and consumer preferences was carried out using the following hypothesis.

$$t = \frac{r\sqrt{n - 2}}{\sqrt{1 - r^2}} \tag{1}$$

The results of the tcount above, then compared with the t table at an error rate of 5%, based on the value of db = n - 2, db = 105 - 2 = 103 then the t table is 1.65978, it can be seen if the t count is 19.885 greater than t table 1.65978 signifying that H1 is accepted, which means that there is a significant relationship between the promotion variable (X1) and consumer preference (X2).

**Table 1.** One-Sample Kolmogorov-Smirnov Test

N	Asymp. Sig
Promotion	0.132
Consumer Preferences	0.083
Purchase Decision	0.200

**Table 2.** Testing the Partial Effect of Promotion (X1) on Purchase Decision (Y)

Structure	Sig.	A	t-count	t-table	Remarks
pyx1	0.00	0.00	2.99	1.66	H2 accepted

**Table 3.** Testing the Partial Effect of Consumer Preferences (X2) on Purchase Decision (Y)

Structure	Sig.	A	t-count	t-table	Remarks
pyx2	0.00	0.05	6.40	1.66	H3 accepted

**Table 4.** Promotional Variables (X1) and Consumer Preferences (X2) on Purchase Decisions (Y) Simultaneous Test

Structure	Sig.	A	f-count	t-table	Remarks
pyx1x2	0.00	0.00	126.86	3.09	H4 accepted

The partial effect of promotion on purchase decisions with a level of  $\alpha = 5\%$ , free of freedom ( $df = n - 2 = 150 - 2 = 130$ ) obtained  $t_{table} = 1.65978$ . Then the effect of promotion ( $X_1$ ) partially on purchase decisions (Y) can be shown in the Table 2.

Based on the Table 2, it can be seen that the value of  $sig. 0.003 < 0.05$  and  $t_{count} = 2.993 > t_{table} = 1.65978$  then  $H_0$  is rejected  $H_a$  is accepted: The conclusion of the promotion hypothesis partially has a positive and significant effect on purchase decisions.

The partial effect of promotion on purchase decisions with a level of  $\alpha = 5\%$ , free of freedom ( $df = n - 2 = 150 - 2 = 130$ ) obtained  $t_{table} = 1.65978$ . Then the influence of consumer preferences ( $X_2$ ) partially on purchase decisions (Y) can be shown in the Table 3.

Based on the Table 3, it can be seen that the value of  $sig. 0.000 < 0.05$  and  $t_{count} = 6.395 > t_{table} = 1.65978$  then  $H_0$  is rejected  $H_a$  is accepted. The conclusion of the consumer preference hypothesis partially has a positive and significant effect on purchase decisions.

Based on Table 4, it can be seen that  $f_{count} = 126.186$  and the value of  $Sig. 0.000$ ,  $f_{table} = df_2 = n - k - 1$ ,  $df_2 = 105 - 2 - 1 = 102$ , so the value of  $f_{table} = 3.09$ . So, based on the results, it is known that if  $f_{count} 126.86$  is greater than  $f_{table} 3.09$ , signifying that there is a simultaneous effect of promotion ( $X_1$ ) and consumer preference ( $X_2$ ) on purchase decisions (Y).

## 4 Conclusion

Based on the results of hypothesis testing and analysis of promotions and consumer preferences on purchase decisions in the Zalora marketplace, it can be concluded that promotions and consumer preferences partially or simultaneously affect purchase decisions.

**Authors' Contributions.** Of the three authors, contributed to the writing of this research article. Laras Ratu Khalida contributed to research data and research data analysis. Uus MD Fadli and Citra Savitri contributed to the collection of references related to research and Syifa Pramudita Faddila contributed to checking articles and survey data.

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