

The Analyss Of Promo's Implementation To Increase The Purchase Interest Study Case At Niwa Garden Coffee Shop

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Abstract.

Niwa Garden is a coffee shop located in the city of Malang, East Java. This coffee shop has been around for almost three years. Having a daily income that can be said to be quite large for MSMEs, lately, Niwa Garden has experienced a decline in sales. There are so many people who are in the location of the coffee shop, but little income is received. After being traced, it turns out that there are several people who are members of a consumer group who do not make purchases, but still use the facilities provided by the coffee shop. Seeing this, an alternative solution to the problem was found by implementing bundling promos, which are specifically for consumers who come in groups. This research was conducted to explain whether the application of promos to products can increase consumers' purchase requests, thereby influencing their purchasing decisions. This resource is intended to explain the affect of promo toward purchase interest, include the influence of promo to increase purchase interest that related to purchase decision.

Keywords: *Promo, Coffee Shop and Purchase Interest.*

I. INTRODUCTION

Generally, one of the goals of starting a business is to make a profit. In accordance with its goals, in developing a business and to gain profits, a company needs to make efforts to increase sales of the products they offer. Sales is an integrated effort in developing strategic plans aimed at satisfying the needs and desires of buyers, in order to obtain sales that generate profits (Marwan, 1986). In increasing sales, Kotler put forward a Marketing Mix strategy that includes product, price, place, and promotion. According to Laksana (2019: 129), promotion is a communication from sellers and buyers originating from the right information and aims to change the attitude and behavior of buyers from not knowing to knowing so that they become consumers and remember the products being offered. Kotler and Keller (2016), define promotion as a way of communication by companies to the target market to convey information related to product offerings so that the intended target market purchases related products. Zeithaml and Bitner (2013), also argue that promotion is all the activities carried out by companies to communicate and market their products to their target market. One way to attract the attention of the target market is to implement a promotional program for the products offered. Literally, promos can be interpreted as offers that benefit consumers, which are usually carried out in marketing activities to increase sales of certain products from a company or brand. Promos are usually used to influence potential customers or attract the attention of consumers by offering various benefits that will be received when buying or using the products or services offered.

As time went on and curiosity about business, a business was established with the name Niwa Garden. Niwa Garden is a *coffee shop* in the city of Malang, East Java. This *Coffee Shop* on a *half outdoor basis* provides a variety of soft drinks interspersed with snacks. Offers a cool and comfortable atmosphere to complete several tasks, also suitable as a place to *hang out*. The main income of this *coffee shop* comes from product sales. After doing marketing via Instagram, and relations by the owner, this shop can be said to be busy. By targeting the market for every age and group, not a few consumers come in groups. Not a few just hang out and many also hold organizational meetings, or do group assignments. However, on several occasions whenever someone held an organizational meeting or group discussion, the income received sometimes did not reach the usual daily income. After being seen and traced, it turns out that there are some people who don't buy the product but just sit and enjoy the facilities provided. In response to this, I propose to provide a promo with a minimum purchase to achieve and even increase daily sales. Usually, the daily

income received is in the range of Rp. 1,000,000 - Rp. 1,500,000 per day. And to improve it, I discussed with the owner of Niwa Garden to provide promos for consumers who will be holding meetings, group discussions, or consumers who make reservations. Not only that, the promos provided also apply to consumers who don't come in groups.

II. RESULT AND DISCUSSION

2.1 Problems

After reviewing in the field, related to the phenomena experienced by Niwa Garden *coffeeshop*, the problems can be formulated from the community service research that I conducted is does promo can be used as the indicator to increase consumer's purchase interest?

2.2 LITERATURE REVIEW

a) Purchase Interest

Purchase intention is a component of behavior or attitude in the act of consumption. Consumer buying interest is the stage where consumers form choices between several brands that are incorporated in several choices which in turn make purchases of an alternative that attracts the most attention, or the process that consumers go through in buying an item or service based on various considerations (Pramono, 2012). :136). Kotler and Keller (2009: 15) define that buying interest is a behavior that arises in response to objects that indicate a consumer's desire to make a purchase. Meanwhile, Durianto and Liana (2004:44) argue that buying interest is something related to consumer plans to buy certain products and how many product units are needed in a certain period. From the description, it can be concluded that buying interest is a mental statement from consumers. which reflects the plan to purchase a number of products with a particular brand. Consumer interest grows because of a motive based on attributes that match their needs in using a product. Based on this, it is very important to know how the process of interest in consumers, which can be obtained through studying what consumers think. This is referred to as the buying process which includes several stages, including:

- a. Need, the first step begins with a consumer need for a product that does not have to be fulfilled however, it could also be that this need arises suddenly and motivates the consumer to make a purchase.
- b. Recognition, needs are not enough to attract consumers' attention to make purchases because they are not too familiar with these needs to be able to determine something that can fulfill them.
- c. Search, an active part in purchasing and finding ways to fill those needs.
- d. Evaluation, the process of studying all that is received in the search process and developing several options.
- e. Decision, the last step is a buying process to make decisions based on the information received.

b) Promotion

Promo is a marketing strategy in which a company offers several profitable offers to attract the attention or interest of potential customers in the products it markets. Promo itself has various types, and its application depends on the type of business as well. Each type of promo uses a unique way of implementing it through different sales psychology methods. Some types of sales promotions include:

- a. Competition and Challenge, this type usually exists in social media, which aims to increase customer involvement when trying to win a product that is affected by a certain promo.
- b. Product Bundles, offer a collection of products at a discounted whole rate, instead of buying products individually. This type gives consumers reasons to buy more varied products.
- c. Free Trial, this type has been widely circulated in the market. Typically, this type of promotion provides potential customers with a limited time offer with a limited number of products without charging a fee, to see if the product being offered is suitable for their customer.
- d. Flash Sale, this type of promo is valid for a very short period of time. This is usually done by offering extreme promos for a very limited time. This type takes advantage of the sense of urgency that consumers feel about the need for the product being offered.

e. Free Shipping, this type of promotion is usually used by businesses with a digital basis, which reach a very wide market. Used to hold about 70% of consumers who added a product to their wishlist when looking at shipping costs.

f. First purchase special, this type offers special discounts to consumers with first purchase identities as a welcome gesture to them as customers. It attracts attention because it only applies once.

g. BOGO, this promotion is usually known as "Buy One Get One" and is used to increase consumer awareness of the products being offered.

h. Coupons and Vouchers, this type is considered as rewarding consumers for their loyalty and encouraging future purchases.

i. Upsell Special, this type provides the consumer with the identity of the first transaction with a product that has a lower price to try, and over time, the company can convince consumers to try the product at a higher price.

j. Subscribed, this type is often not considered a type of promo, because it is longterm. However, this type can be done by offering subscriptions or memberships where consumers pay a larger fee up front for product in bulk which ultimately becomes less than what they pay to buy products in retail quantities.

2.3 METHODOLOGY

a. Type of Research

In this study, researchers used descriptive qualitative research methods. Qualitative research is defined as a process that aims to seek a deeper understanding and better understanding of the topic of discussion related to a particular interaction. This method is used when the object of research is said to be natural or can be called a natural setting. It can be concluded, this method is used to seek an understanding regarding the meaning of events that occur in the interaction of human behavior in certain circumstances depending on the opinion or method used by the researcher.

Meanwhile, the descriptive method is a method in research that focuses on social problems, procedures, and things that can be applied to certain communities and situations, such as activities, relationships, attitudes, opinions, processes, and relations, as well as influences and efforts on this phenomenon (Nazie, 2014). This method has an understanding related to the form of the results of the research which aims to form a systematic and accurate basis for the data and facts of the research object (Puromo, 2009). The explanation can be concluded that research with qualitative methods is a scientific work that intends to get an answer from the object under study, as well as to draw new conclusions that are objective and descriptive. Thus, according to the researcher's aim to understand how promos can be an indicator to increase consumer buying interest.

b. Data Source

- Primary data, primary data will be obtained directly from the research object, namely Niwa Garden consumers.

- Secondary data, secondary data that will be used includes bibliography, literature, and other references related to this research.

c. Data Collection

Interview, a conversation conducted by a researcher with predetermined goals. Interviews are conducted by the "interviewer" and the "interviewee". Therefore, the importance of interviews is that researchers collect information according to research objectives through structured dialogue according to the research needs of respondents, namely to answer questions that have been prepared.

d. Research Instruments

In this study, researchers used techniques that aimed to identify informants. The technique aimed at this is a type of sampling in which the type of sample is useful in a particular situation. This technique usually addresses phenomena using the perspective of a domain-specific expert. This type of informant determination technique usually aims to produce informative data, not limited to the population average, but to identify subjects for in-depth study to gain broader insights. Determination of informants is done by considering certain factors, for example informants are informants who know best or participate directly in phenomena related to the object and subject of the phenomenon.

e. Analysis Method

- Data reduction

In this process the researcher reduces the information obtained through various information providers according to the needs of the writer. The information obtained includes all information related to whether promos can be used as indicators of increasing consumer buying interest.

- Data presentation

In the process, researchers provide more data based on the results of interviews between the author and informants. Therefore, this process produces various quotations from *whistleblowers*, so that it can be said that the data obtained is valid. This process also leads to the strengthening of evidence against the hypothesis that arises from the personal experience of the informant about the process.

- Conclusion

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2.4 RESEARCH RESULT

1. Data reduction

In this study, data collection was carried out by grouping consumers into three parts, including:

- Consumers who come alone
- Consumers who come in groups and make purchases
- Consumers who come in groups and some of them do not make purchases.

The questions asked to classified consumers are formulated based on:

- Knowledge regarding promos in general and their interest in promos.
- Promo interest in the food and beverage business.
- Knowledge and interest in promos that have previously been implemented.
- Interested in the type of promo that will be offered.
- Purchase interest when a new promo is applied.

Researchers focused on promo formulation as an indicator to increase consumer buying interest. With the promo formula that will be offered to consumers including:

- Bundling promo, purchase of 4 iced coffee milk + 1 tofu walik = IDR 65,000 with an initial price of IDR 73,000.
- Discounted prices, buying 4 beverage products that cost IDR 15,000 will receive a 10% discount.
- Discounted prices, buying a product of IDR 50,000 gets a 15% discount for 1 portion of snack.

2. data presentation

(Helmi, 2015) argues that buying interest is the tendency of consumers to act before deciding to buy an item. Therefore, the company must understand well what is the desire of consumers in order to meet the level of consumer desires. For this reason, in conducting this research, researchers used promos as a means of fulfilling consumer desires. The results of the data that have been collected are presented by dividing into three components based on the type of informant that has been previously determined.

a. Consumers who come alone

From a sample of Niwa Garden Malang consumers who come individually for a short duration, it is known that they are interested in the promos in the fnb business, especially since the business is where they subscribe. Each of the interviewees also said they would try a new promo if it was implemented. However, when asked about the promo given, it imposed a minimum transaction, some four out of 10 interviewees said that it would be a bit wasteful if it was just for one person.

b. consumers who come in groups and make purchases.

The second research sample, consumers who come in groups and make purchases, give a positive response to the three questions asked. 10/10 of the informants who became informants said that they were very interested in promos in the FNB sector, especially since these promos were at their regular cafes. Some of them also said that the promo that will be offered by Niwa Garden is definitely worth trying. One of the consumers

who very often visits the Niwa Garden coffee shop also said that a minimum transaction is still reasonable in procuring promos, especially if the promos offered are aimed at consumers who come in groups and stay at the shop for quite a long duration.

In addition, several Niwa Garden consumers also said that they would not hesitate to try the promos offered because they already know the quality of the products offered by Niwa Garden.

c. Consumers who come in groups, but some of them do not make purchases.

The third research sample, focused on Niwa Garden consumers who have a high frequency of visiting coffee shops but some of their friends who participate do not make purchases. Some groups also stay for a long time. After being interviewed, it can be seen that they are interested in the existence of promos. Some of them have also tried the Morning Coffee promo provided by Niwa Garden before. This third consumer sample also stated that it would be very good if Niwa Garden opened a promo provided for consumers in groups. In addition, some of them also said that if you want to apply a minimum purchase, the promo offered must match the price paid with the product received by consumers.

3. Conclusion.

Based on the data analyzed, the application of promos can be used as an indicator to increase consumer purchases. In this study, the promos applied were aimed at groups of consumers who came, some of whom did not make purchases. Data is collected by including consumers who come alone and consumers who are in groups and make purchases to see whether promos can really be used as indicators of increasing consumer buying interest.

III. CONCLUSION

One of the goals of starting a business is to make a profit. In accordance with its goals, in developing a business and to gain profits, a company needs to make efforts to increase sales of the products they offer. In increasing sales, Kotler put forward a Marketing Mix strategy that includes product, price, place, and promotion. One way to attract the attention of the target market is to implement a promotional program for the products offered. Literally, promos can be interpreted as offers that benefit consumers, which are usually carried out in marketing activities to increase sales of certain products from a company or brand. Promos are usually used to influence potential customers or attract the attention of consumers by offering various benefits that will be received when buying or using the products or services offered.

After conducting research with the owner of the Niwa Garden coffee shop as a partner, it was discovered that there was a problem where some people who came did not buy products at the Niwa Garden coffee shop. Seeing this, the owner of Niwa Garden and I discussed and chose to set a promo with a bundling system as an alternative solution to the problem. The effectiveness of these alternatives is analyzed through qualitative research methods by interviewing consumers and conducting a literature review to strengthen the notion that promotions can increase sales. After the research was carried out, the results were in accordance with expectations, namely bundling promos with a minimum purchase has the potential to increase sales at the Niwa Garden coffee shop. The majority of interviewees revealed that implementing promos could increase their buying interest, especially the interviewees who are consumers who often come in groups and stay for quite a long duration.

IV. ACKNOWLEDGMENTS

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