

The Impact of Promotional Strategies on Consumer Interest in Purchasing Toyota Innova Brand Cars at PT. Hadji Kalla, Sumoharjo Branch, Makassar City

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Abstract

This study aims to determine whether a positive and significant influence of the Promotion Strategy on Consumer Interest in purchasing Toyota Innova cars at PT. Hadji Kalla's Sumoharjo Branch in Makassar City exists. The study involves two variables: the Promotion Strategy as the independent variable and Consumer Interest in buying a Toyota Innova as the dependent variable. The study's findings reveal a simple linear regression equation: $Y = 15.635 + 0.763X$. The test results also provide a coefficient of determination (r) of 0.632, indicating that the Promotion Strategy impacts Consumer Interest in purchasing a Toyota Innova by 40%, while the remaining 60% is attributed to other factors not considered in this study. Moreover, the calculated t-value of 5.654 surpasses the t-critical value of 0.2353. This suggests that the Promotion Strategy variable significantly and positively affects consumer interest in buying a Toyota Innova. Consequently, the hypothesis is confirmed.

1. INTRODUCTION

The automotive industry in Indonesia is undergoing rapid growth due to the increasing demand for vehicles to support various activities within the community. With a substantial population, Indonesia presents a highly promising market for vehicle manufacturers to promote their products. Companies employ diverse strategies to attract buyers, and promotion plays a pivotal role in achieving sales volume targets effectively and efficiently. To attain market leadership amidst intense competition, companies focus on drawing in new customers, even from competitors, by meticulously planning promotional campaigns that yield optimal marketing performance.

The gauge of a company's sales success lies in its product and service sales levels. One effective approach to achieving this is by implementing an efficient marketing strategy that involves understanding consumer preferences and needs. Identifying the factors influencing consumer purchasing decisions, and aligning them with the company's promotional activities, including advertising, sales

promotion, public relations, personal selling, and direct marketing, is crucial. Companies must be attuned to shifts in consumer behavior to assess the effectiveness of their promotions and consumer responses.

Law Number 7 of 2014, concerning trade, encompasses the regulation of domestic trade, foreign trade, border trade, standardization, trade through electronic systems, trade protection and security, cooperative and micro, small and medium enterprise empowerment, export development, international trade cooperation, trade information systems, governmental trade duties and authorities, the National Trade Committee, as well as trade supervision and investigation.

The four-wheeled vehicle industry, including its growth in Indonesia, is driven by the essential need for vehicles in daily community activities. The demand for such vehicles is anticipated to rise in parallel with the increasing prosperity of the Indonesian populace. Given the vast geographical expanse of Indonesia, transportation needs, particularly with the expansion of new routes to connect

different regions, underscore the necessity for vehicles.

According to Hutama and Subagio (2014), marketing entails a series of activities that involve creating, communicating, delivering, and facilitating transactions of value to consumers, clients, partners, and society at large. The successful marketing of products necessitates the use of the marketing concept, which emphasizes benefits, quality, satisfaction, and alignment between needs and wants. This approach facilitates the attainment of sales targets and cultivates better consumer relationships, ultimately benefiting companies and enhancing profits. Promotion, as highlighted by Kotler and Armstrong (2014: 77), is the act of conveying product superiority and persuading customers to make purchases.

PT. Hadji Kalla, situated in Makassar city, serves as a distributor of four-wheeled vehicles and places significant emphasis on understanding consumer preferences and adopting effective marketing approaches. The company employs various promotional methods, including advertisements on television, radio, mass media, magazines, endorsements, brochures, billboards, event sponsorships, and most recently, online introductions via the internet. These diverse promotional strategies reflect the company's commitment. While marketing a product is vital, understanding and analyzing consumer attitudes and behaviors is equally crucial. Developing a comprehensive marketing strategy that resonates well with consumers is paramount to generating positive responses and maintaining successful business practices.

2. LITERATURE REVIEW

2.1. Marketing, Marketing Management and Marketing Mix

In today's era, marketing activities hold a significant and indispensable role in the realm of business, serving as a key determinant of business success. Beyond its business implications, marketing also wields a crucial impact on society. This is attributed to the

comprehensive nature of marketing, encompassing various facets of life, spanning economic and social domains. By addressing the intricate dynamics of goods distribution from producers to consumers, marketing contributes to addressing essential societal concerns. Moreover, marketing activities hold the potential to create employment opportunities, thus assuming a pivotal role in benefiting society at large.

2.2. Marketing Management

According to Sofjan Assauri (2013: 12), marketing management encompasses the process of analyzing, planning, executing, and overseeing programs that are formulated to generate, construct, and sustain profits through exchanges within targeted markets. This is done with the objective of accomplishing the long-term goals of an organization or company. As described by Kotler and Armstrong (2016:27), marketing management is a blend of art and science. It involves identifying target markets and effectively acquiring, retaining, and augmenting the customer base by offering and communicating exceptional customer value.

2.3. Marketing Mix

In the realm of marketing, there exists a concept known as the marketing mix. The marketing mix constitutes a set of marketing elements that a company must comprehend and adeptly manage in order to attain its organizational objectives. According to Buchari Alma (2014: 205), the marketing mix is a strategic approach that shapes marketing activities, aiming to identify the optimal combination that yields satisfactory outcomes. The marketing mix comprises four fundamental components, often referred to as the 4Ps: product, price, place, and promotion.

2.4. Promotion Strategy

Effendy (2015) defines strategy as the core of planning and management necessary for goal achievement. However, strategy isn't solely a directional roadmap; it should also detail

operational tactics to realize those goals. Other sources describe strategy as a comprehensive approach to executing ideas, planning, and activities within a specified timeframe. The central objective is for companies to objectively evaluate both internal and external conditions, enabling them to proactively address shifts in the external environment (Freddy Rangkuti, 2016). In contrast, Michael E. Porter (2013) articulates that the essence of strategy involves presenting something distinct from competitors' offerings. According to Porter, problems in market competition arise from the misinterpretation of operational efficiency as strategy.

2.5. Consumer Interest in Purchasing

Interest is a psychological aspect that has a considerable influence on behavior and interest is also a source of motivation that will direct someone to do what they do. According to Dwiyantri (2018: 82) buying interest is how likely it is that consumers are attached to this buying interest. Meanwhile, according to Basu Swasta (2014) consumer buying interest is actions and social relations carried out by individual consumers, groups or organizations to assess, obtain and use goods through an exchange or purchase process that begins with a decision-making process that determines actions such action.

2.6. Promotion Mix

Basu Swastha Dharmmesta (2014:9) defines the promotion mix as the primary components of communication under the marketer's control, encompassing advertising, sales promotion, public relations, face-to-face selling, and direct marketing.

2.7. Advertising Purpose

Tjiptono and Chandra (2012: 20) describe advertising as a form of indirect communication that relies on disseminating information about a product's benefits or advantages. This information is presented in a manner designed to evoke a sense of enjoyment, ultimately influencing a change in one's perspective to

facilitate a purchase decision. Junaedi (2013: 109) defines advertising as the configuration and composition of non-personal information communication, usually conducted for a fee. It holds a persuasive element and highlights products (comprising goods, services, and ideas) attributed to sponsors, and is disseminated through diverse media channels.

2.8. Purchase Interest

Interest constitutes a psychological facet wielding substantial impact over behavior, serving as a motivational force propelling individuals in their actions. Dwiyantri (2018: 82) explicates that buying interest pertains to the likelihood of consumers' attachment to their inclination to make purchases. Conversely, Basu Swasta (2014) defines consumer buying interest as the activities and social interactions undertaken by individual consumers, groups, or organizations to evaluate, acquire, and utilize goods through a process of exchange or purchase. This process commences with a decision-making phase that in turn influences subsequent actions.

3. RESEARCH METHODS

The research conducted in this study employed a survey methodology, where samples were drawn from a single population, utilizing a questionnaire as the primary data collection instrument. The survey method employed follows a descriptive quantitative design. Quantitative research with a descriptive framework aims to elucidate and consolidate various circumstances, scenarios, or diverse variables that emerge within the target community. This approach endeavors to provide an account based on factual occurrences.

The research design adopted herein falls under the umbrella of quantitative research, as it involves conceptual development and data collection to formulate a promotional strategy aimed at bolstering Toyota Innova car sales at PT. Hadji Kalla's Sumoharjo Branch in Makassar by influencing consumer interest in purchasing

Innova cars. According to Sugiyono (2018), the population refers to the realm of generalization, encompassing objects or subjects exhibiting particular qualities and characteristics as determined by the researcher for examination and analysis, ultimately culminating in conclusions. The sample size for this study comprises 50 respondents.

The documentary study serves as the selected data collection technique, entailing the gathering and analysis of written, graphical, and electronic documents. Quantitative analysis, a numerical-based approach that can be measured or counted, constitutes the chosen analytical technique. This method is employed to quantitatively assess the extent of the impact resulting from changes in one or multiple variables through the utilization of statistical analysis tools. The data will be processed using computer software, specifically SPSS. The analysis encompasses regression analysis, assumption tests, multicollinearity tests, autocorrelation tests, heteroscedasticity tests, and hypothesis testing.

4. RESULTS AND DISCUSSION

4.1 Research result

Among the 50 respondents examined, it was found that 10 individuals, constituting 20% of the sample, were civil servants. Furthermore, 2 individuals, accounting for 4% of the respondents, identified themselves as students. Additionally, 22 individuals, equivalent to 44% of the group, were self-employed. Moreover, 5 respondents, making up 10% of the total, held positions in the armed forces (TNI/POLRI), while 11 respondents, representing 22% of the sample, were employed as farmers. These findings corroborate the initial presumption that PT. Hadji Kalla's Sumoharjo Branch in Makassar is regarded as a primary destination for the purchase of Toyota Innova cars, particularly among individuals with an entrepreneurial status.

Table 1. Characteristics of Respondents by Occupation

Work	Frequency (person)	Percentage
civil servant	10	20%
Student	2	4%
Self-employed	22	44%
TNI/POLRI	5	10%
Farmer	11	22%
Amount	50	100%

Source: Processed primary data, 20 22

a.Promotion Strategy Variables

As for the description of public response data regarding promotion costs at

PT. Haji Kalla Sumoharjo Makassar Branch, can be seen in the following table:

Table 2. Description of Promotion Strategy Variables (X)

Description	Means	Median	Std deviaton	Min	Max	Variances	sum
X1	3.5400	3	0.83812	2	5	0.702	177
X2	3.9200	3	0.77828	2	5	0.606	196
X3	4.0800	2	0.48823	3	5	0.238	204
X4	3.9800	4	0.86873	1	5	0.755	199
X5	4.3000	3	0.64681	2	5	0.418	215

Source: Processed primary data, 20 22

- 1) I frequently observe Toyota Innova promotions on television (TV). The respondents' answers ranged from a minimum of 2 to a maximum of 5. The total sum of responses was 177, yielding a mean of 3.5400, a standard deviation of 0.83812, and a variance of 0.702.
- 2) I regularly encounter Toyota Innova promotions through newspapers (including newspapers and magazines). Respondents' answers ranged from a minimum of 2 to a maximum of 5. The total sum of responses amounted to 196, resulting in a mean of 3.9200, a standard deviation of 0.77828, and a variance of 0.606.
- 3) The advertisements I came across regarding the Toyota Innova in the media were exceedingly captivating. Respondents'

answers ranged from a minimum of 3 to a maximum of 5. The cumulative sum of responses was 204, yielding a mean of 4.0800, a standard deviation of 0.48823, and a variance of 0.238.

- 4) I learned about Toyota Innova promotions from relatives and friends. Respondents' answers ranged from a minimum of 1 to a maximum of 5. The total sum of responses was 199, resulting in a mean of 3.9800, a standard deviation of 0.86873, and a variance of 0.755.
- 5) I perused Toyota Innova promotions in brochures. Respondents' answers ranged from a minimum of 2 to a maximum of 5. The total sum of responses was 215, resulting in a mean of 4.3000, a standard deviation of 0.64681, and a variance of 0.418.

b. Variable Consumer Interest in Purchasing

Table 3. Variable Description of Consumer Interest in Purchasing

Description	Means	Median	Std deviaton	Min	Max	Variance	sum
Y1	4.1200	4	0.96129	1	5	0.924	206
Y2	4.2800	2	0.53605	3	5	0.287	215
Y3	4.1800	2	0.56025	3	5	0.314	209
Y4	4.2000	3	0.63888	2	5	0.408	210
Y5	4.0600	4	0.84298	1	5	0.711	203

Source: Processed primary data, 2022

From the table above it can be concluded that:

- 1) The product design presented by PT. Hadji Kalla's Sumoharjo Branch in Makassar appears highly appealing. Respondents' answers ranged from a minimum of 1 to a maximum of 5. The total sum of responses was 206, resulting in a mean of 4.1200, a standard deviation of 0.96129, and a variance of 0.924.
- 2) The discounts provided by PT. Hadji Kalla's Sumoharjo Branch in Makassar have enhanced consumer interest in making purchases. Respondents' answers ranged from a minimum of 3 to a maximum of 5. The cumulative sum of responses was 214,

yielding a mean of 4.2800, a standard deviation of 0.53605, and a variance of 0.287.

- 3) The promotional offers from PT. Hadji Kalla's Sumoharjo Branch in Makassar have successfully captured consumers' attention. Respondents' answers ranged from a minimum of 3 to a maximum of 5. The total sum of responses amounted to 209, resulting in a mean of 4.1800, a standard deviation of 0.56025, and a variance of 0.314.
- 4) The advertising strategy implemented by PT. Hadji Kalla's Sumoharjo Branch in Makassar effectively grabs consumers' attention. Respondents' answers ranged from a minimum of 2 to a maximum of 5. The cumulative sum of responses was 210,

yielding a mean of 4.2000, a standard deviation of 0.63888, and a variance of 0.408.

- 5) The timely distribution of goods from PT. Hadji Kalla's Sumoharjo Branch in Makassar to distributors aligns with requested

schedules. Respondents' answers ranged from a minimum of 1 to a maximum of 5. The total sum of responses was 203, resulting in a mean of 4.0600, a standard deviation of 0.84298, and a variance of 0.711.

c. Validity test

Table 4. Validity Test

Variable Instruments	Questions	r-count	r-table	Information
Promotion Strategy (X)	X1	0.612	0.2353	Valid
	X2	0.670	0.2353	Valid
	X3	0.924	0.2353	Valid
	X4	0.832	0.2353	Valid
	X5	0837	0.2353	Valid
Consumer Interest in Purchasing (Y)	Y1	0.540	0.2353	Valid
	Y2	0.743	0.2353	Valid
	Y3	0.743	0.2353	Valid
	Y4	0.473	0.2353	Valid
	Y5	0.767	0.2353	Valid

Source: Processed primary data, 20 22

d. Reliability Test

Table 5. Research Variable Reability Test

No	Variable	Cronbach' Alpha	Reliability Limits	Information
1	Promotion strategy (x)	0.714	0.60	Reliable
2	Consumer interest in purchase (y)	0.706	0.60	Reliable

Source: Processed results of primary data, 20 22

e. Simple Linear

Table 6. Simple Regression Coefficient

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1	(Constant)	15,635	2,672	4,851	,000
	Promotion strategy	,763	,134	,272	,006

a. Dependent Variable: Y

Source: Processed primary data, 20 22

f. Determination Test

**Table 7. Determination Test
 Summary Model ^b**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	FChange	df1	df2	Sig. FChange	
1	,632 ^a	,400	.055	1.96780	,074	3,836	1	48	,006	1,834

a. Predictors: (Constant), Promotion Costs b. Dependent Variable: Increase in Sales

Source: SPSS data processing 20, 20 22

4.2 Discussion

The promotion strategy serves as the final step in the realm of marketing activities. In the face of competition, companies allocate resources for promotional endeavors to introduce their products and captivate consumer attention. Promotion holds immense significance for achieving marketing triumph; it stands as a pivotal element within the marketing mix that companies utilize to propel their product offerings. Promotional initiatives, beyond being a communication conduit connecting companies and consumers, also function as a mechanism to guide consumers in their purchasing decisions and service usage based on their desires and needs. Devoid of promotion, consumer awareness regarding a company's offerings would be severely hampered.

Promotion implementation strategies encompass various forms of promotion united by a common purpose, albeit differentiated by distinct tasks inherent to promoting a product. Among these forms, advertising is often the launching point for other promotional activities, including personal selling, publicity, and sales promotion. Upon analyzing the conducted regression, it emerges that the promotion strategy variable (X) bears a regression coefficient of 0.763. With a (sig.) t value of 0.006 and a t count of 5.645, it is evident that the promotion strategy exerts a positive and statistically significant influence on consumer interest in purchasing.

This significance is underscored by the fact that the t value is considerably less than 0.05. The coefficient of determination (R^2) of 0.400 signifies that 40% of the variance in consumer interest in purchasing can be attributed to the promotion strategy variable. The remaining 60%, unaccounted for in this study, is influenced by other variables. Conclusively, a consumer-centric promotion strategy emerges as the optimal approach for companies. By aligning their strategies with consumer desires, companies not only enhance their product sales but also bolster their understanding of consumer preferences, thereby driving purchasing decisions and augmenting overall profitability.

5. CLOSING

5.1 Conclusion

- Based on the responses provided by respondents concerning the promotion strategy at PT. Hadji Kalla Sumoharjo Makassar Branch, a conclusive observation can be made that the promotion strategy is categorized as effective and fitting for implementation. This assessment is drawn from the fact that the majority of consumers have responded positively to the promotion strategy variable. This widespread favorable response underscores the appropriateness of the implemented promotion strategy at PT. Haji Kalla Sumoharjo Makassar branch.
- Analysis of respondents' feedback regarding consumer interest at PT. Hadji Kalla Sumoharjo Makassar Branch leads to the

conclusion that consumers in this context exhibit a considerable level of interest, aligning with the promotional activities conducted by the company. This conclusion is drawn from the substantial number of respondents expressing agreement with statements related to the promotional strategy of the company. The prevalent agreement among respondents indicates that consumer interest is catalyzed by the well-executed promotion strategy of PT. Haji Kalla Sumoharjo Makassar branch.

- c. The coefficient of determination (r) for the influence of the promotion strategy on consumer interest in purchasing, established at $r = 0.632$, elucidates the situation. This coefficient of determination, or r^2 , demonstrates that this factor accounts for 40% of the variance in consumer interest. The remaining 60% is influenced by variables not encompassed by the current research model. The statistical examination reaffirms these findings as the calculated t value of 5.654 surpasses the critical t value of 0.2354. This indicates that the promotion strategy variable significantly and positively affects consumer interest in purchasing, thus validating the hypothesis results..

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