

THE INFLUENCE OF PROMOTION AND LOCATION ON THE INCREASE IN THE NUMBER OF CONSUMERS AT GRAND KARTIKA RESTAURANT

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THE INFLUENCE OF PROMOTION AND LOCATION ON THE INCREASE IN THE NUMBER OF CONSUMERS AT GRAND KARTIKA RESTAURANT

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ABSTRACT

This study aims to identify the impact of promotion and location on the increase in the number of consumers at Grand Kartika Restaurant. The method used is a survey. The research population includes visitors and service users of Grand Kartika Restaurant from March to May 2024. The research sample consists of 69 respondents collected through questionnaires. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS Version 22 software. The results of the study show that both promotion and location have a positive effect on the increase in the number of visitors to Grand Kartika Restaurant.

INTRODUCTION

Promotion and location play a crucial role in influencing consumer behavior. Promotions, such as discounts, offers, and sales, can attract customers and encourage them to make purchases. Similarly, the store location can significantly impact consumers' decisions to visit and buy from a particular retailer. By strategically placing promotions and choosing the right location, businesses can effectively influence consumer behavior and drive sales.

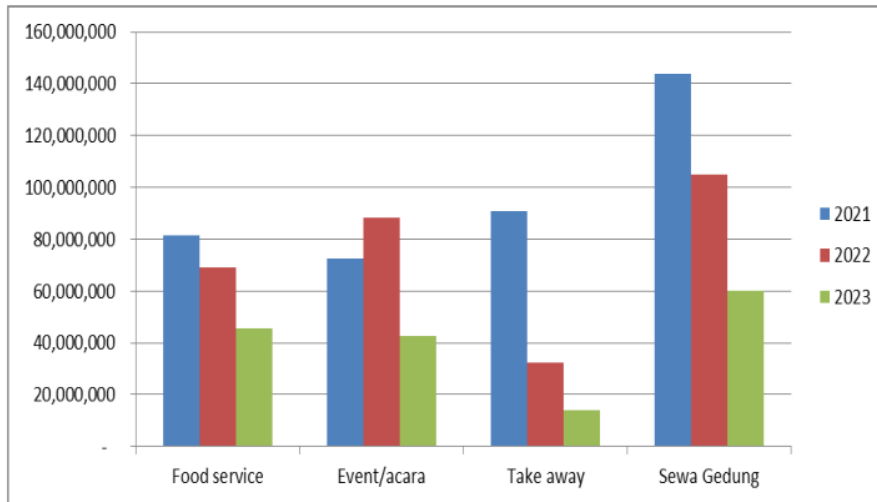
Companies that offer attractive promotions not only draw in customers but also create a sense of urgency and excitement around their products or services. This can lead to impulsive purchases and increased customer loyalty in the long term. Additionally, a convenient and easily accessible location can make a significant difference in whether consumers choose to visit the store. By understanding the power of promotion and location in consumer behavior, businesses can better serve their target audience and ultimately increase their revenue.

Promotion is one of the variables in the marketing mix that companies must effectively implement when marketing their products or services. According to Basu Swasta and Irawan (2021), promotion is a one-way flow of information or persuasion

created to direct a person or organization toward an action that creates exchange in marketing. The promotional factor can influence consumer behavior and thinking in making purchasing decisions. With promotion, it can change someone's mind from initially being uninterested to becoming interested in a product and trying it, leading to a purchase. Promotion is an essential factor in achieving sales in a company and creating repeat purchases from consumers, where they will first try or examine the goods produced by the company, but they will not do so if they are not confident in the product.

In addition to promotion, location plays a crucial role in a business's marketing strategy, influencing the attractiveness, accessibility, and connectivity with customers. According to Rahmi (2020), the influence of location in marketing is a key factor that can significantly impact a business's success. A wisely chosen location can affect various strategic aspects of marketing. Being in a strategic location can enhance the visibility and attractiveness of the business to the target market. For example, being located in the city center or a commercial area can attract more potential customers due to easy accessibility. Location also plays a role in aligning with the demographic characteristics and consumer behavior of a region. Proper placement can create an emotional connection with customers and support brand identity. Additionally, environmental factors, such as the presence of competitors or office areas, also influence the marketing strategy that should be adopted. In the era of digital marketing, physical location remains relevant, especially in terms of customer service and offline experience. In conclusion, a suitable location can provide a competitive advantage, increase sales, and create positive relationships with customers, all of which contribute to the overall success of a business's marketing strategy.

Over time, Grand Kartika Restaurant has experienced a significant decline in sales. Despite various strategies being implemented, such as improving the quality of food products, these efforts have not been able to overcome the notable decrease in sales volume. With the presence of various similar competing products, opportunities to increase sales volume have become increasingly limited. Yuterlin Zalukhu (2023:1226) explains that several factors influence consumer purchase interest in a product, impacting sales increase, namely price, quality, brand, and distribution. Companies should encourage business development strategies for their products to increase sales. However, at Grand Kartika Restaurant, transaction volumes for products sold at standard prices have declined, and competing with other competitors has become more challenging. The following table shows the sales data of Grand Kartika Restaurant in Gunungsitoli City over the last three years, from 2021 to 2022.



Picture 1.1
Graph of Grand Kartika Restaurant Service Usage
Source: Author's Data Processing, 2023

From the data above, we can see that, in general, total sales at Grand Kartika Restaurant experienced a decline from 2021 to 2023. The data shows that sales for events increased in 2022 but decreased the following year. Takeaway sales drastically declined from 2021-2023. Similarly, food service and hall rental sales have consistently decreased up to the last year, due to the lack of business development strategies. Based on the researcher's observations at Grand Kartika Restaurant, it was found that the number of visitors tended to be low. Discounts on food and beverages were rarely offered, and the wait time for ordered food was quite long, about half an hour, due to only two waiters being available. Additionally, the inconsistency among workers made it difficult for customers to identify who was serving them. Moreover, the prolonged storage of raw materials resulted in a decline in the quality of the food served.

The emergence of many restaurants, cafes, and eateries in Gunungsitoli City has led to a decrease in visitors to Grand Kartika Restaurant, even making it almost empty. If no business development strategies are found, either internally or externally, Grand Kartika Restaurant will suffer significant losses and be at risk of closing down. Based on the above background, the researcher is interested in further studying this issue under the title "The Influence of Promotion and Location on the Increase in the Number of Consumers at Grand Kartika Restaurant in Gunungsitoli City."

The objectives of this research are as follows:

1. To determine the impact of promotion on the increase in the number of consumers.
2. To determine the impact of location on the increase in the number of consumers.
3. To identify the dominant variable influencing the increase in the number of consumers.

LITERATURE REVIEW

A. Promotion

"Promotion is an effort or attempt to advance or enhance, for example, to increase trade or advance a business field" (Sholahuddin, 2024:25). Promotion originates from the English word "promote," meaning to develop or enhance.

According to various experts, the definition of promotion varies. These differences can be seen in several definitions as follows. According to Hermawan, promotion is a priority component of marketing activities that informs consumers that the company is launching a new product, enticing them to make a purchase (Hermawan, 2012:12).

Kotler and Armstrong (2018:432) in their book state that there are at least five forms of promotional activities: sales promotion, direct marketing, personal selling, publicity, and advertising. Here are the definitions of these five forms of promotional activities:

1. Sales Promotion: Short-term incentives to encourage the purchase or sale of a product or service. The forms of promotion used include coupons, discounts, contests, events, displays, demonstrations, and sweepstakes.
 2. Direct Marketing: Direct relationships with targeted consumers with the aim of obtaining immediate responses and building long-term relationships with consumers. The forms of promotion used include catalogs, internet, mobile marketing, telephone marketing, and others.
 3. Personal Selling: Personal presentations by sales personnel with the aim of building relationships with consumers and generating sales. The forms of promotion used include presentations, trade shows, and incentive programs.
- According to Kotler and Keller (2016:272), the indicators of promotion include:
1. Promotion reach is the total promotion conducted by the company within a certain period through existing promotional media.
 2. Promotion quality measures how well the promotion is executed, such as the content quality, attractive content design, and the media used to spread the promotion.
 3. Promotion quantity is the consumer evaluation of the conducted promotion.
 4. Promotion duration is the length of the promotion period conducted by a company.
 5. Promotion target accuracy is the suitability of the target needed during promotion to achieve the company's goals.

According to Effendy (2021:13), the target of promotion includes two aspects:

- a. Internal Public: All individuals working within the organization, including employees from top to bottom levels, shareholders, and labor unions.
- b. External Public: Individuals outside the organization who have a connection to the organization's activities.

According to the opinion above, it can be concluded that the target of promotion consists of internal and external publics. The target is the target of reciprocal communication activities with the seller so that promotions must be carried out well on the target of the promotion so that they feel confident in the products offered.

3. According to Alma (2018:23), the promotional mix consists of:
 - a. Advertising: Advertising is a form of impersonal communication used by companies to build awareness of the existence of services offered, increase consumer knowledge of the services offered, and differentiate the company from its competitors.
 - b. Sales Promotion: Sales promotion is promotional activities other than advertising, personal selling, or publicity that are short-term and not conducted repeatedly or routinely, aimed at stimulating sales and accelerating responses from the target market.

- c. Public Relations: Public relations are planned efforts by a company to influence the attitudes of a number of consumers, both individual consumers and consumer groups.³
- d. Personal Selling: Personal selling is a form of direct interaction with potential buyers or more to make presentations, answer questions, and receive messages from potential buyers. Personal selling plays an important role in service marketing because it has the unique ability to gather knowledge about consumers and obtain feedback from consumers.

B. Location

According⁴ to Heizer & Render (2019:12), location drives costs and revenue, thus often having the power to shape a company's business strategy. A strategic location aims to maximize the benefits from the compa²⁴s location.

According to Kotler (2024:22), one key to success is location, which starts with choosing a community. This decision highly depends on economic growth potential and stability, competition, political climate, and so on.

Location or place of business greatly influences the smoothness of sales in delivering goods from producers to consumers. A strategic location greatly determines the success of a business; however, determining it is not easy amidst rapid development.

Successful entrepreneurs are those who can most accurately match their goods and services with market demand. Therefore, entrepreneurs must ²⁵ pay attention to issues related to the accuracy of business location selection. Several criteria that can be used to assess a strategic location according to ²⁶ Rafsandjani (2017:36) are:

- a. Close to trade and office activity centers. This location is strategic because, generally, in trade and office centers, there is very high traffic. Traffic density automatically creates a market or brings consumers to stop or at least become aware of the business's existence.
- b. Proximity to the target market. A location is considered strategic if it is easily accessible by consumers.²
- c. Clearly visible from the roadside. A good location means making it easier for consumers to see, find, and locate the business. In other words, a good location has high visibility.
- d. Good location access. Access greatly affects the strategic value of a location. Good access criteria include well-paved roads, no bumps, no potholes, and free from flooding during the rainy season.

⁷ The indicators of location according to Fandy Tjiptono (2017:11) are:

- a. Access
For example, a location that is easy to reach or accessible by public transportation.
- b. Visibility
For example, a location that is clearly visible from the roadside.
- c. Traffic
Two things to consider are the number of people passing by, which can offer a high chance of impulse buying, and congestion, which can be an obstacle.
- d. Wide and safe parking area
- e. ² Environment
The surrounding area supports the services/products offered.
- f. Competition
The presence or absence of similar competitors around the location.

According to Kasmie (2018:121), the benefits of selecting the right location include:

- a. It can better satisfy consumers with the services provided.
- b. It can be easier to find suitable labor.
- c. It can be easier to continuously obtain raw materials and auxiliary materials for production.
- d. It can be easier to expand the business location.
- e. In the future, it will have higher economic value and price.

C. Increase in Number of Consumers

According to Sri Handayani, consumers literally mean "someone who buys goods or uses services"; or "someone or a company that buys specific goods or uses specific services" and also "someone or something that uses a supply or a number of goods". There are also other interpretations such as consumers being "every person who uses goods or services under various national laws" (Handayani, 2024:19).

Factors influencing consumer purchasing decisions that can increase the number of customers are closely related to the marketing mix. Marketing mix is a marketing activity carried out in an integrated manner. This means that these activities are carried out simultaneously among the elements within the marketing mix itself (Kasmir, 2003). Kotler et al. state that the Marketing mix is a set of controllable, tactical marketing tools that the firm blends to produce the desired results in the target market. The elements of the marketing mix strategy consist of 7 Ps, namely 4 traditional Ps and an additional 3 Ps in service marketing, also known as Evidence Of Service. The 7 Ps are: product, price, place, promotion, physical evidence, process, and people as service providers (providing services) (Collection of Business Research Articles from the Strategic Journal, 2017).

According to research conducted by M. Wahyudi Saputra (2019:11), the indicators of increasing the number of consumers include:

1. Re-purchase: Buying again, where consumers will return to seek goods or services. Satisfied consumers will make repeat purchases if the goods produced can meet their desires.
2. Creating Word-of-mouth: The willingness of consumers to recommend the products they have purchased. Consumers who benefit and are satisfied with the results received will recommend them to others, thereby increasing the number of consumers.
3. Creating Purchase Decisions: Buying other products from the same company. This situation will create a desire to buy from the same company but with different products. This tendency will lead to consumer loyalty to a company.

The factors influencing consumer purchase decisions, thereby increasing the number of customers, are closely related to the marketing mix. The marketing mix is an integrated marketing activity. This means that the activities are carried out simultaneously among the elements within the marketing mix itself (Kasmir, 2003). Kotler et al. state, "Marketing mix as a set of controllable, tactical marketing tools that the firm blends to produce the result it wants in the target market." The elements of this marketing mix strategy consist of 7 Ps, which include the traditional Ps and an additional 3 Ps in service marketing, also known as Evidence of Service. The 7 Ps are: product, price, place, promotion, physical evidence, process, and people as service providers (providing service) (Collection of Business Research Articles from the Strategic Journal, 2017).

From the above theory, it can be concluded that the factors influencing the increase in the number of consumers are the 7 Ps, which consist of the traditional 4 Ps

and 3 additional Ps in service marketing: product, price, place, promotion, physical evidence, process, and service.

METHODS

According to Sugiyono (2016), several types of research are as follows:

1. Quantitative Research: Uses numerical data and statistical analysis to answer research questions. Examples: Surveys, experiments.
2. Qualitative Research: Uses descriptive data and non-statistical analysis to understand social phenomena. Examples: In-depth interviews, case studies, ethnography.
3. Mixed Methods Research: A combination of quantitative and qualitative methods to provide a more comprehensive understanding of the research problem.

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Among these types of research, the type of research used in this study is quantitative research. This research will analyze empirical data in detail, thoroughly, and comprehensively about the influence of promotion and location on the increase in the number of consumers based on field facts that occur. According to Sugiyono (2016), quantitative data is a research method based on positivistic (concrete data), the research data is in the form of numbers that will be measured using statistics as a calculation tool, related to the problem being researched to produce a conclusion.

RESULTS

Results and Instrument Testing

Table 1. Validitas Test Results

Indicator	Corelasi	8 standar	Result
X1.1	0,874	0,30	Valid
X1.2	0,658	0,30	Valid
X1.3	0,815	0,30	Valid
X2.1	0,904	0,30	Valid
X2.2	0,943	0,30	Valid
X2.3	0,794	0,30	Valid
Y1	0,609	0,30	Valid
Y2	0,867	0,30	Valid
Y3	0,871	0,30	Valid

Recoure : The data has been processed by SPSS 22 (20124).

6
Based on the table above, it can be seen that all the indicators used have a correlation value greater than 0.30. Therefore, it can be said that the indicators for promotion, location, and increase in the number of consumers are valid.

RELIABILITY TEST RESULTS

Table 2. Reliability Test Results

Variabel	Chronbach's Alpha if item deleted	Chronbach's Alpha	Hasil
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Standar			
Promotion	0,874		Reliabel
Location	0,658	0,60	Reliabel
Increase	0,815		Reliabel

Recoure : The data has been processed SPSS 22 (2024)

6

Based on the table above, it can be seen that all variables have a Cronbach's Alpha value greater than 0.60. Therefore, it can be said that the variables of location, promotion, and increase in the number of consumers are reliable.

Table 2. Normalitas Test Results

		Unstandardized Predicted Value
N		69
Normal Parameters ^{a,b}	Mean	10,9710145
	Std. Deviation	2,39633208
Most Extreme Differences	Absolute	,104
	Positive	,063
	Negative	-,104
Test Statistic		,104
Asymp. Sig. (2-tailed)		,0609

a. Test distribution is Normal

The normality test results show that the independent and dependent variables have normally distributed data. This is indicated by the Asymp. Sig. value of the Kolmogorov-Smirnov Test, which is 0.060, greater than 0.05.

MULTIKOLONIERITAS

Table 4. Multikolonieritas Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1. (Constant)		
Promotion (X1)	0,999	1,001
Location (X2)	0,999	1,001

Dependent Variabel : Increase in the number of consumers (Y)

Recoure : The data has been processed SPSS 22 (2024).

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Based on the calculation results in Table 4, the Tolerance value for the variables is 0.999, which is greater than 0.10. Meanwhile, the VIF values for the Promotion and Location variables are 1.001, which is less than 10.00. Therefore, it can be concluded that there is no multicollinearity problem between the independent variables.

Multiple regression analysis.

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Table 5. Multiple regression analysis.

COEFFICIENTS^A

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1. (Constant)	1,383	,599		2,309	,024
Promosi(X1)	,956	,033	,962	28,613	,000
Lokasi (X2)	-,068	,038	-,061	-1,809	,075

Dependent Variabel : Increase in the number of consumers. (Y)
 Recoure : The data has been processed by SPSS 22 (2024).

Based on the data in Table 5, it can be observed that the regression coefficients for Promotion (X1) and Location (X2) on Increase in the Number of Consumers (Y) are 0.956 (X1), -0.068 (X2), and the constant value is 1.383. Therefore, the regression equation is formulated as follows:

$$Y = 1,383 + 0,956 - 0,068 + E$$

The regression equation above can be explained as follows:

1. According to the equation above, the constant value of 1.383 ($a = 1.383$) indicates that when both Promotion and Location are zero, the Increase in the Number of Consumers will be 1.383 units or an increase of 138.3%.
2. The coefficient X1 (Promotion) of 0.956 indicates that a 1% increase in Promotion (assuming Location is constant or equal to zero) will increase the Increase in the Number of Consumers by 0.956 units.
3. The coefficient X2 (Location) of -0.068 indicates that a 1% increase in Location (assuming Promotion is constant or equal to zero) will decrease the Increase in the Number of Consumers by 0.068 units.

Coefficient of Determination.

Table 6. Hasil Uji Koefisien determinasi (R^2)

Model	R	R Square	Adjusted R Squared	Std. Error of the Estimate
1	,962 ^a	,925	,923	,690

Recoure : The data has been processed SPSS 22 (2024).

Table 6 above shows that the R Square value is 0.925, which means that 92.5% of the variance in the dependent variable can be explained by the independent variables. In other words, Promotion and Location together explain 92.5% of the variance in Increase in the Number of Consumers, while the remaining 7.5% is explained by other factors not included in this study.

PARTIAL TEST (T)

Based on Table 5, it can be seen that the value of t-test (t-value) is 28.613, while the t-table value at 95% confidence level and degrees of freedom ($df = 69 - 1 - 1 = 67$) is obtained as 1.996 using the formula $TINV(5\%;67)$ in MS Excel. Therefore, the calculated t-value of 28.613 is greater than the t-table value of 1.996, with a t-significance (0.000) smaller than $\alpha = 0.05$. Thus, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. This means that with 95% confidence, it can be said that Promotion has a positive and significant effect on the Increase in the Number of Consumers at Grand Kartika Restaura¹².

Based on Table 5, it can be seen that the value of t-test (t-value) is -1.809, while the t-table value at 95% confidence level and degrees of freedom ($df = 69 - 1 - 1 = 67$) is

obtained as 1.996 using the formula $TINV(5\%;67)$ in MS Excel. Therefore, the calculated t-value of -1.809 is less than the t-table value of 1.996, with a t-significance (0.075) greater than $\alpha = 0.05$. Thus, the alternative hypothesis (H_a) is rejected and the null hypothesis (H_0) is accepted. This means that with 95% confidence, it can be said that Location has a negative and non-significant effect on the Increase in the Number of Consumers at Grand Kartika Restaurant.

DISCUSSION

The Effect of Promotion on Increase in Number of Consumers

Statistical analysis results for the promotion variable on the Increase in Number of Consumers show that the regression coefficient has a positive value of 0.956. The t-test for the promotion variable yielded a significant value of 0.000, which is smaller than 0.05, indicating that promotion has a positive and significant effect on the Increase in Number of Consumers. In this case, promotion has the most significant contribution in determining the Increase in Number of Consumers. When promotion is carried out effectively and in accordance with strategies, utilizing various digital and offline media, it will impact the Increase in Number of Consumers.

The Effect of Location on Increase in Number of Consumers

Statistical analysis results for the location variable on the Increase in Number of Consumers show that the regression coefficient has a negative value of -0.068. The t-test for the location variable yielded a significant value of 0.075, which is greater than 0.05, indicating that location has a negative and non-significant effect on the Increase in Number of Consumers. However, it is also important to note that a strategic location can increase business visibility and accessibility, which in turn can attract more consumers.

CONCLUSION

Based on the research findings, the conclusions drawn are as follows:

1. Promotion has a positive and significant effect on the Increase in Number of Consumers.
2. Location has a negative and non-significant effect on the Increase in Number of Consumers.
3. Promotion is the dominant variable influencing the Increase in Number of Consumers.

Suggestion

Based on the researcher's direct experience in this research process, there are several limitations that need to be further considered by future researchers to improve their studies. This research itself has shortcomings that need continuous improvement for future research. Some limitations in the study include:

1. The number of respondents is only 69, which is still insufficient to depict the actual situation.
2. The research object was only focused on Grand Kartika Restaurant, which represents only one of several similar research objects.
3. In the data collection process, the information provided by respondents through questionnaires sometimes does not reflect the respondents' true opinions. This occurs due to differences in thinking, assumptions, and understanding among

respondents, as well as other factors such as the honesty of respondents in filling out their questionnaires.

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