

Sales of Imported Goods During the Pandemic in Cimol Gedebage Bandung Market

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Abstract

The purpose of this study was to determine the effect of Sales Promotion and Brand Trust on Buying Decisions on the sale of imported goods during the pandemic at the Cimol Gedebage Market, Bandung. This research method uses descriptive and verification analysis with a quantitative approach. The source of this research uses primary data. This research data collection using a questionnaire. The sample of this research is 120 consumers in Cimol Gedebage Market, Bandung by using simple random sampling technique. Data analysis was carried out by descriptive analysis and path analysis. The results of this study indicate that Sales Promotion has a positive and significant effect on Buying Decision. It is known that the total effect of Sales Promotion on Buying Decision is 77.7%. Sales Promotion has a positive and significant effect on Brand Trust with a total effect of Sales Promotion on Brand Trust, which is 57.2%. Brand Trust has a positive and significant effect on Buying Decision, with a total effect of 44.1%.

Keywords

Sales Promotion, Brand Trust, Purchase Decision, Consumer Behavior, Marketing.

1. Introduction

Marketing activities, a very important element to be considered is communication, communication, marketing activities will take place in such a way and can achieve everything desired. Communication can inform and make potential customers aware of the existence of the products offered, and communication can also serve as a reminder for consumers about the existence of the product. Marketing communication is one of the marketing activities that seek to disseminate information, affect, and / or remind the target market for the company or product to be willing to receive, buy, and be loyal to the products offered by manufacturers. (Rumeni and Evawani, 2015).

Sales promotion is a form of persuasion directly through a variety of incentives that can be set to stimulate the purchase of a product immediately or increase the number of items that may be purchased by customers. Sales promotion as one of the variables of the marketing mix plays an important role in conveying information about the company's products to consumers. Companies using the tools of sales promotion to obtain the responses of buyers who are more powerful and faster. To understand that marketers must determine the usability, perceptions, preferences, and shopping behavior of customers their goals. All the tools of sales promotion are very influential on consumer purchase decisions. Sales promotion is a stimulus that can attract the attention of consumers to purchase more. (Hermawan 2012).

The purchase decision (purchase decision) is the advanced stage after the consumer has the desire or intention to buy. Wish to buy in general is based on the efforts to fit the motives of the purchase with the attributes or characteristics of the brand being considered by involving several aspects such as motivation, perception, attitudes, and integration. However, the purchase decision is not the same with the actual purchases. Often times, there is a delay between buying decision with the purchase of the truth. The decision-making process complicated often involves some decisions. Sales promotion which is good of course will be able to increase the confidence of the brand to a brand (Brand Trust) and trust the brand that has been embedded well in the minds of the consumers will surely steer consumers to make purchasing decisions for goods or services with the brand. Thus, the management of a company should be able to maximize the performance of sales promotion as effectively as possible because in fact the production of sales take place either will bring a positive impact on trust and brand purchase decisions.

Jims Store is a company engaged in the sales of clothing in Cimol Gedebage. The company is essentially selling a product which has become the basic needs of its customers, namely clothing. However, after the pandemic Covid 19

struck at the beginning of 2020, the performance of the sales of the company decreased significantly and therefore need to formulate a policy sales promotion strategy that can increase consumer confidence and ultimately give birth to the decision and purchase.

The problem to be studied based on the background of the above problems can be formulated as follows:

1. How Sales Promotion, Buying Decision and Brand Trust While the Pandemic In the Market Cimol Gedebage Bandung?
2. How the Influence of Sales Promotion on Buying Decision When the Pandemic In the Market Cimol Gedebage Bandung?
3. How the Influence of Sales Promotion on Brand Trust When the Pandemic In the Market Cimol Gedebage Bandung?
4. How the influence of Sales Promotion, Brand Trust Towards Buying Decision When the Pandemic In the Market Cimol Gedebage Bandung?

2. Literature Review

Sales Promotion

Kotler and Armstrong (2014) give the definition of sales promotion as the short-term incentives to increase the purchase or sale of any goods or services in which the purchase is expected to be done right now. Promotional activities included in the sales promotion are for example the granting of coupon, sale, contest, exhibition and others. According to Belch in Foster (2019), sales promotion is a marketing activity that gives more value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales. In addition, Levi & Weitz in Foster (2019:70) also explains the definition of sales promotion is to give more value and incentive to the customer to visit a store or make a purchase in a specific time period. Tools of sales promotion in the form of discounts, special events, demonstrations in the store, coupons, and contests.

From the definition above it can be concluded that sales promotion is the desire of the offer incentives in certain periods to encourage the desire of consumers, sellers or intermediaries. Sales promotion consists of a series of techniques used to achieve the suggestions of marketing with the use of cost efficiency by giving value to the product to the intermediaries and direct users.

Buying Decision

According to Philip Kotler and Kevin Lane Keller (2016) is a form of election and the interest to buy the most preferred brand among a number of different brands. According to Philip Kotler and Gary Armstrong (2014) "purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision" purchase decision is buying the brand that best favored, but two factors may arise between the purchase intention and the purchase decision. According to Sahu & Kumar in Wikan, Renny (2018) Purchase decision is the activity of individuals who are directly involved in the decision to make a purchase of the product offered by the seller. Consumers need information related to a purchase decision that will be made. Based on the above understanding, the consumer purchase Decision is an act, the process, and the social relations of individuals, groups, and organizations in obtaining, using one product or the other as a result of his experiences with the products, services, and resources of others.

Brand Trust

Brand trust (brand trust) is defined as the desire of customers to rely on a brand with the risks that will be faced because of the expectations of the brand that will lead to positive results Lau and Lee in Rizan (2017). Brand trust has an important role for the product. According to Delgado (2015) brand trust is the expectation of the reliability and intentions of a better brand. Based on this definition reflects two important components, the first is consumer confidence that the product is able to meet the value that was promised or the perception that the brand is able to meet the expectations of consumers with the fulfilment of a brand promise that ultimately created the consumer satisfaction, the second is the belief of consumers that the brand is able to give priority to the interests of consumers when problems in the consumption of the product appears unexpectedly. In the consumer market, there are so many consumers that are not identified, making it difficult for the company to build personal relationships with each customer.

From the definition above, the definition of Brand Trust is a trust towards the brand as the willingness of the average consumer to rely on the ability of a brand in carrying out any usability or function. Specifically, the trust can reduce the uncertainty in an environment where consumers feel safe in it, because they know that they can count on the brand that is trusted.

3. Methodology

The method used in this research is descriptive research method and verification method with a quantitative approach, due to the presence of the variables that will be studied to do, and the goal is to provide an overview in a structured, factual and accurate about the facts and the relationship between the variables studied were the influence of Sales Promotion on Buying Decision directly as well as the influence of Sales Promotion on Buying Decision if it affected the variables of Brand Trust in the Market Cimol Gedebage Bandung. The type of data in this study using primary data, the data processed and used in this study is sourced from questionnaire/questionnaire. The sample for the study was a total of 120 Consumers in the Market Cimol Gedebage Bandung by using simple random sampling technique. The verification analysis used in this research is path analysis Path Analysis to have a closeness with Multiple Regression or in other words, Multiple Regression is a special form of Path Analysis. This technique is also known as a model of cause-and-effect (causing modeling). With equation defined as follows:

Substructure 1: $Y = \rho_{yx}X + \epsilon_1$

Substructure 2: $Z = \rho_{zx}X + \epsilon_2$

Substructure 3: $Y = \rho_{yx}X + \rho_{yz}Z + \epsilon_3$

Description:

X = Sales Promotion

Y = Buying Decision

Z = Brand Trust

ρ_{yx} = path Coefficient between the variables Y and X

ρ_{zx} = path Coefficient between the variables X and Z

ρ_{yz} = path Coefficient between the variables Y and Z

ϵ = Error

The form of a diagram as follows:

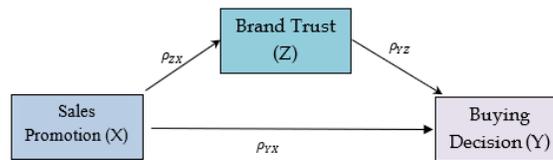


Figure 1. Structural Model

Basically, path analysis is a form of linear regression analysis that is structured with respect to a variable-the variable raw (standardized variables) in a closed system that formally is thus complete path analysis can be viewed as a structural analysis that addresses the causal relationship among the variables in the closed system. (Sitepu, 2014: 12). The following is the hypothesis in this study:

H1: There is significant relationship between Sales Promotion towards Buying Decision in the Market Cimol Gedebage Bandung

H2: There is significant relationship between Sales Promotion on Brand Trust in the Market Cimol Gedebage Bandung

H3: There is significant relationship between Sales Promotion and Brand Trust towards Buying Decision in the Market Cimol Gedebage Bandung

4.Result and Discussion

Descriptive Analysis

Based on the descriptive analysis conducted, the obtained findings, the percentage score of each variable Sales Promotion, Brand Trust and Buying Decision are shown in Table 1.

Table 1. Descriptive Analysis

No.	Questions	Actual Score	Idea Score	%	Ket
Sales Promotion					
1	I am satisfied with the Market Cimol Gedebage Bandung, which often do promotion through social media in the time of covid 19	401	600	67	C
2	I bought a product on the Market Cimol Gedebage Bandung when looking at promotion through social media during the covid 19	423	600	71	B
3	I am satisfied with the quality promotion and products offered by the Market Cimol Gedebage Bandung the time of covid 19	401	600	67	C
4	I bought a product on the Market Cimol Gedebage Bandung more than required at the time of the promotion	409	600	68	B
5	I agree with the time that is determined by the Market Cimol Gedebage Bandung	438	600	73	B
6	I understand the time limit promotion conducted by the Market Cimol Gedebage Bandung during the period of covid 19	428	600	71	B
7	I like the precision of the Market Cimol Gedebage Bandung to do promotion every day (including major holidays)	427	600	71	B
8	I see a promotional program conducted Market Cimol Gedebage Bandung is very good and right on sararan in the time of covid 19	430	600	72	B

	Total Sales Promotion	335 7	48 00	70	B
Brand Trust					
1	I believe the product Market Cimol Gedebage Bandung able to meet the expectations of consumers in the pandemic	432	60 0	70	B
2	Product Market Cimol Gedebage Bandung able to provide a sense of security in terms of quality, service in the covid 19	407	60 0	68	B
3	Market Cimol Gedebage Bandung is the stores which are able to increase the trust to the consumer (honest to customers)	401	60 0	67	C
	Total Brand Trust	124 0	18 00	68	B
Buying Decision					
1	I decided to make a purchase in the Market Cimol Gedebage Bandung because the products are offered as per the requirement I	419	60 0	70	B
2	Overall, in the Market Cimol Gedebage Bandung is very easy looking for the product branded second that I need	411	60 0	69	B
3	I made a purchase because of the products I buy in the Market Cimol Gedebage Bandung means so much to me	421	60 0	70	B
4	I feel that the products offered by the Market Cimol Gedebage Bandung provide special benefits for its customers	410	60 0	68	B
5	I felt the price according to the quality of the products made me interested to make a purchase in the Market Cimol Gedebage Bandung	413	60 0	69	B

6	I am happy to do a purchase in the Market Cimol Gedebage Bandung because the products are offered in accordance with my wishes	402	60 0	67	C
7	I intend to transact in the Market Cimol Gedebage Bandung in the future because they feel satisfied with the previous transaction	411	60 0	69	B
8	I feel making a purchase in the Market Cimol Gedebage Bandung in the future is a good idea	421	60 0	70	B
9	I always re-purchase in the Market Cimol Gedebage Bandung	404	60 0	67	C
	Total Buying Decision	371 2	54 00	69	B

Based on the descriptive analysis above shows that Sales Promotion, and the Buying Decision is categorized Good. While the variable of Brand Trust categorized Enough. In the variable Sales Promotion, the indicator that has the highest percentage score the time of selection of sales promotion with a percentage of 73%, but consumers do not feel quite satisfied with the promotion on social media, with a presentation by 67% this is because there are still Consumers are constrained because the signal of the internet, internet quota or gadgets inadequate.

In the variable Buying Decision, the indicator that has the highest percentage score is a consumer agrees to buy the product on the market gedebage Bandung because of the need of such products, in addition, consumers also purchase because you feel the product is meant for those with a percentage of 70%, however some consumers do not agree to make a purchase back in the pandemic with the presentation, i.e. the smallest by 67%.

On the variable of Brand Trust, the indicators that have the highest percentage score is the consumer agrees that the offered products are able to meet the expectations of consumers in the pandemic with a percentage of 70%, however the consumer is not fully believe the products offered by the percentage of the lowest score, i.e., 67%. This suggests that the perception of Consumers in the Market Cimol Gedebage Bandung on Sales Promotion, Buying Decision, and Brand Trust is considered quite the fullest.

Subsequent analysis is the analysis of the verification, analysis is done to determine the effect of Sales Promotion and Brand Trust towards Buying Decision Market Cimol Gedebage Bandung. A series of the process of data analysis using path analysis including testing the assumptions of normality, analysis of the path coefficient and the coefficient of determination, the analysis of the direct and indirect Effect as well as hypothesis testing.

Testing The Assumption of Normality

By using the program IBM SPSS 23 is obtained the test results of Kolmogorov-Smirnov (K-S) is as follows table 2:

Table 2. Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test				
		Unstandardized Residual	Unstandardized Residual	Unstandardized Residual
N		120	120	120
Normal Parameters ^{a,b}	Mean	.0000000	.0000000	.0000000
	Std. Deviation	3.15906136	1.49959626	2.98111924
Most Extreme Differences	Absolute	.063	.080	.059
	Positive	.048	.080	.059
	Negative	-.063	-.046	-.054
Test Statistic		.063	.080	.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.058 ^c	.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the results of the Kolmogorov Smirnov test shows that the value of significance on against the unstandardized residuals on the model of the substructures 1, 2 and 3 have a significance greater than 0.05, thus it can be concluded that the normal distribution of data.

Analysis of the Path Coefficient and Coefficient of Determination

Sub Structure 1: Sales Promotion on Buying Decision

Analysis path coefficient aimed to analyze the causality relationship between Sales Promotion on Buying Decision. Based on the results of questionnaires that have been distributed assisted with SPSS obtained the following results:

Table 3. Testing The Coefficient of The Track Substructure 1

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		1.506	.135
	Sales Promotion	.729	22.105	.000

The structural Model based on the standardized coefficients of Sales Promotion on Buying Decision is as follows:

$$Y1 = 0.729(X) + \epsilon1$$

The magnitude of the coefficients of residues ($\epsilon1$) and the influence can be seen through the results of the calculations are as follows:

Table 4. The Coefficient of Determination Of The Substructure 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 ^a	.532	.504	3.17242

- a. Predictors: (Constant), Sales Promotion
- b. Dependent Variable: Buying Decision

Based on the above table it can be seen that the influence of Sales Promotion on Buying Decision has a determination coefficient of 0.532. Such a result indicates that the variable Sales Promotion gives the effect of 53.2% against Buying Decision, while the remaining 46.8% influenced by other variables outside the model is known.

Sub Structure 2: Sales Promotion on Brand Trust

Analysis path coefficient aimed to analyze the causality relationship between Sales Promotion on Brand Trust. Based on the results of questionnaires that have been distributed assisted with SPSS obtained the following results:

Table 5. Testing The Coefficient Of The Track Substructure 2

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		3.997	.000
	Sales Promotion	.756	12.548	.000

The structural Model based on the standardized coefficients of Sales Promotion to the Motivation to Learn is as follows:

$$Y_2 = 0.756(X) + \epsilon_2$$

The magnitude of the coefficients of residues (ϵ_2) and the influence can be seen through the results of the calculations are as follows:

Table 6. The Coefficient of Determination Of The Substructure 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.568	1.50594

a. Predictors: (Constant), Sales Promotion

b. Dependent Variable: Brand Trust

Based on the above table it can be seen that the influence of Sales Promotion on Brand Trust has a determination coefficient of 0.572. Such a result indicates that the variable Sales Promotion gives the effect of 57.2% on Brand Trust, while the remaining 42.8% influenced by other variables outside the model is known.

Sub-Structure 3: Sales Promotion and Brand Trust towards Buying Decision

Analysis path coefficient aimed to analyze the causality relationship between Sales Promotion and Brand Trust on Buying Decision. Based on the results of questionnaires that have been distributed assisted with SPSS obtained the following results:

Table 7. Testing The Coefficient of The Track Substructure 3

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		.181	.856
	Sales Promotion	.729	12.400	.000
	Brand Trust	.443	3.793	.000

The structural Model based on the standardized coefficients Sales Promotion and Brand Trust towards the Buying Decision is as follows:

$$Z = 0,729 (Y_1) + 0.443 (Y_2) + \epsilon_3$$

The magnitude of the coefficients of residues (ϵ_3) and the influence can be seen through the results of the calculations are as follows:

Table 8. The Coefficient of Determination Of The Substructure 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.827	.824	3.00649

a. Predictors: (Constant), Brand Trust, Sales Promotion

b. Dependent Variable: Buying Decision

Based on the table 8 it can be seen that the influence of Sales Promotion and Brand Trust towards the Buying Decision has a determination coefficient of 0.827. These results indicate that the variables of Sales Promotion and Brand Trust

give the effect of 82,7% against Buying Decision, while the rest of 17.3% is influenced by other variables outside the model.

Direct and Indirect Effect

Based on the three equations above, the path of each variable can be described in figure 2 as follows,

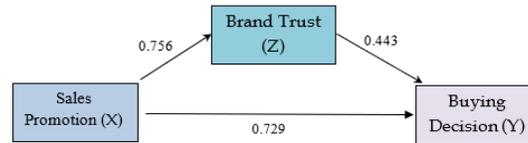


Figure 2. Path Coefficients of The Structural Model

Then to find the magnitude of the direct influence and influence, passing on each mamingabel on varabel varenap variant dependent can dipat nutmeg in RICE Aleli.

Table 9. Direct and indirect effects

Variabe l	Direct Effect	Indirect Effect	Total Effect
X → Y	$(0.729)^2 = 53.2\%$	$0.729 \times 0.756^* \times 0.443 \times 100\% = 24.5\%$	77.7%
X → Z	$(0.756)^2 \times 100\% = 57.2\%$	-	57.2%
Z → Y	$(0.443)^2 \times 100\% = 19.6\%$	$0.443 \times 0.756 \times 0.729 \times 100\% = 24.5\%$	44.1%

Based on the above table it is known that the variable of Sales Promotion providing a direct effect in influencing the Buying Decision amounted to 53.2%, it is larger than the direct effect on Buying Decision that is equal to 24.5%. Brand Trust provides a direct influence of 19.6% smaller than the indirect effect of 24.5% against Buying Decision. While Sales Promotion provides direct influence of 57.2% on Brand Trust. Thus, the show in influencing the Buying Decision, the Sales Promotion of the higher influence compared to Brand Trust. Overall, it can be concluded that if the Sales Promotion is implemented and well supported by the Brand Trust it will give effect on the Purchase Decision (Buying Decision) by a high Consumer.

Hypothesis Testing

The influence of Sales Promotion on Buying Decision in the Market Cimol Gedebage Bandung

The results of testing the first hypothesis, namely Sales Promotion on Buying Decision, in table 3 obtained the value of sig. (0.000) < 0.05 so that H0 is rejected, which means that Sales Promotion has a positive effect and significant impact on the Buying Decision in the Market Cimol Gedebage Bandung, with the positive direction, which shows that the better the Sales Promotion it will have an impact on the Buying Decision of Consumers is high, and conversely the poor Sales Promotion it will have an impact on the Buying Decision is low.

The influence of Sales Promotion on Brand Trust in the Market Cimol Gedebage Bandung

The results of testing the second hypothesis, namely Sales Promotion on Brand Trust in table 5 obtained the value of sig. (0.000) < 0.05 so that H0 is rejected, which means that Sales Promotion has a positive effect and significant impact on Brand Trust in the Market Cimol Gedebage Bandung, with the positive direction, which shows that the better the Sales Promotion it will have an impact on Brand Trust of Consumers is high, and conversely the poor Sales Promotion it will have an impact on Brand Trust is low.

The influence of Sales Promotion and Brand Trust towards Buying Decision in the Market Cimol Gedebage Bandung

To test the third hypothesis, then use the F test as follows (Table 10):

Table 10. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5047.905	2	2523.953	279.230	.000 ^b
	Residual	1057.562	117	9.039		
	Total	6105.467	119			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Brand Trust, Sales Promotion

The results of testing the third hypothesis, namely Sales Promotion and Brand Trust towards Buying Decision, obtained the value of sig. (0.000) < 0.05 so that H0 is rejected, which means that Sales Promotion and Brand Trust have a positive and significant impact on the Buying Decision in the Market Cimol Gedebage Bandung, with the positive direction, which shows that the better the Sales Promotion and Brand Trust it will have an impact on the Buying Decision of Consumers is high, and vice versa the bad Sales Promotion and Brand Trust it will have an impact on the Buying Decision is low. This research is in line with research by Amelda Pramezwarly, Juliana, Jennifer Winata, Roselynn Tanesha, Tiffanysius Armando said that Brand Trust and Sales Promotion influence Purchase Decisions in Times of Covid-19.

4. Conclusion

Based on the results of research and discussion of the influence of organizational culture on employee performance at state-owned bank employees in Bandung area stated as follows:

- a. Organizational Culture at state-owned bank employees is in a good category.
- b. Employee performance at state-owned bank employees is in a very good category.
- c. Based on the t-test results, organizational culture and work motivation significantly affect employee performance at state-owned bank employees.

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