



THE SCIENTIA JOURNAL OF ECONOMICS ISSUES

ISSN : 2986-0067

E-ISSN : 2986-1284

VOLUME 1 NO 1 2022

PP: 45-53

THE INFLUENCE OF THE PROMOTIONAL MIX AND BRAND IMAGE ON THE DECISION TO PURCHASE TOUR AND TRAVEL SERVICES AT PT ARRAFSYAH SAFARI HARAMAIN

Asrifa Iriany B. Pawe, Nurdjanah Hamid, Wardhani Haki.

^{1,2,3}Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin.

Email: ¹asrifairiany16@gmail.com, ²nununghamid17@gmail.com¹, ³wdh72hakim@gmail.com²

ABSTRACT

Research shows that promotion variables affect positive, significant to the decision of the purchase, proven by a statistical output that reveals a positive and significant value of the purchase decision with a statistical output value. With the value of a statistical output that expresses a 0.05 value, the study also states that their image is not a modelling variable (boosters) of promotion influence over decision purchases, it is concluded from data analysis that the immediate impact of influence is greater than the indirect impact.

Keywords: *Promotional Mix, Brand Image, Purchasing Decision.*

A. INTRODUCTION

As a country with the largest Muslim population in the world, Indonesia is a very fertile market for the growth and development of competition for tour and travel service providers, the Hajj and Umrah travel industry is a very large industry because the number of requests is very large, this is due to the pilgrimage and Umrah is a dream for all Muslims in Indonesia to perfect their spiritual values, the steep competition in this industry makes all companies providing Hajj and Umrah travel services to innovate and vary in terms of their marketing, It is undeniable that the marketing factor is a very vital thing to develop considering that it is this factor that is able to identify the things that cause consumers to make purchases, marketing is an activity in delivering goods or services to consumers, where these activities can fulfill consumer needs and satisfaction (Kotler & Keller, 2014), the process of delivering goods/services from producers to consumers is explicitly a function of promotion which is the core of the marketing process, self-promotion in the world of marketing is an activity aimed at influencing consumers so that they can become acquainted with products offered by the company to those who then they become happy and then buy the product (Indriyono Gitosudarmo, 2018) a successful company or institution, because of a good promotion strategy and good implementation combined with other variables known as the promotion mix, the promotion mix according to (Fandy tjiptono, 2018) is a combination of corporate communication tools so that the values or goals of the company acceptable to the general public. PT Arrafsyah Safari Haramain implements the promotion mix as explained (Indriyono Gitasudarmo, 2018) that the focus of promotion is so that information about products or services from a company

is conveyed to consumers so that consumers become happy and make purchases of these products or services. According to (Hamdani, 2014) promotion through social media is one of the variables in the promotion mix which is very important for companies to carry out in marketing a product or service.

In relation to the discussion above, it should be noted that the application of the promotional mix will have a direct impact on consumer buying interest, this is based on the fact that no matter how good the product/service is, if the information does not reach the target market, consumers will not buy it, fluctuations in purchases at PT Arrafsyah Safari Haramain is displayed in the following table:

No	Year	Number of service users
1	2017	1159 worshipers
2	2021	789 worshipers
3	2022	720 worshipers

Table 1.1. Worshiper sheet

Purchase fluctuations at PT Arrafsyah Safari Haramain show that management has a responsibility to maintain and increase sales through continuous promotional activities for reasons. would ever buy it. Due to its position as the first thing that is judged by customers, the role of promotion can also form a brand image of a company (Sengkey Wenas, 2011) explains that the continuity of promotions that match the quality produced will create positive perceptions in the minds of customers of a brand. Does the promotion mix affect the purchase decision at PT Arrafsyah Safari Haramain? (2) Does brand image affect purchasing decisions at PT Arrafsyah Safari Haramain? (3) Does the promotional mix affect brand image at PT Arrafsyah Safari Haramain? (4) Does the promotion mix supported by brand image affect the purchasing decision at PT Arrafsyah Safari Haramain?

The approach in explaining research questions starts from describing the theoretical concepts used in this research, the first thing is of course related to marketing itself, because promotion is an integral part of the marketing concept itself according to (Fandy Tjiptono, 2014) marketing is an activity, set of institutions, and processes for creating, delivering, communicating, and exchanging offerings that have value for customers, clients, partners and society at large. Meanwhile, according to (Kotler and Armstrong, 2018) states that marketing is the process of managing profitable customer relationships. broadly defined, Marketing is a social and managerial process by which individuals or organizations obtain what they need and want through creating and exchanging value with others. According to (Budiarto, 2017) marketing is the process of creating, communicating and providing value to customers and to manage good relationships with customers in ways that benefit the company and customers. So it can be concluded from the opinion above that marketing is a process of interconnected activities in which individuals and groups get what they need and want by creating, offering and exchanging products with other parties. Several important factors in marketing are often stated with the term marketing mix, the marketing mix is a series of combinations of variables or activities that are the essence of the marketing system, where these variables can be controlled by marketers to influence the reactions of buyers or consumers (Dharmmesta and

Irawan, 2011), while the core variable combinations referred to in the marketing mix are, product, price, promotion, and distribution, in this study the focus of the researcher is to review the theory of promotion. Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. There are several definitions of promotion according to experts, According to (Fandi Tjiptono, 2014) promotion is a form of marketing communication, with the intention of marketing communications are marketing activities that seek to disseminate information, influence/persuade, and/or remind the company's target market and its products to accept, buy, and be loyal to the products offered by the company concerned. According to Laksana (George E. Belch, 2009) promotion is communication from sellers and buyers that comes from the right information that aims to change the behavior and attitudes of buyers, who are not yet known so that he becomes a buyer and continues to remember the product. According to Assauri (2009) promotion is a company's attempt to influence by seducing potential buyers through the use of all marketing reference elements. So it can be concluded that promotion is an activity of communicating, informing, persuading, and influence a product or service to the target market. In carrying out promotions for a company, promotional plans are prepared according to market targets so as to create effectiveness and efficiency in implementing promotions. This is in the form of promotional strategies explained by experts regarding promotional strategies. According to (Kotler and Keller, 2018) promotion strategy is any action or performance offered by one party to another is in principle intangible and does not result in any transfer of ownership, the production may or may not be related to a physical product. further (Lamb, et al 2017) explains that the promotion strategy is a plan for optimal use of promotional elements: advertising, public relations.

B. METHODOLOGY

This research applies a qualitative descriptive research approach Qualitative descriptive research is an approach to analyze, explain, explain and answer in more detail the problems to be studied by studying as much as possible an individual, a group or an event. In qualitative research, humans are a research instrument and the results of writing are in the form of words or statements that are in accordance with the actual situation (Sugiyono: 2016). Data collection in this study used a questionnaire and then measured using a Likert scale, the population in this study were customers of PT Regression analysis was carried out twice. The first regression analysis was to determine the strength of the relationship between the independent variable and the dependent variable. The second regression analysis is to determine the strength of the relationship of the independent variable to the moderating variable

$$Y = b_1 X_1 + b_2 Y_1 + e_1$$

$$Y = b_1 X_1 + e$$

Information:

$Y = b_1 X_1 + b_2 Y_1 + e$ (regression equation model I)

$Y = b_1 X_1 + e$ (regression equation model II)

C. ANALYSIS AND DISCUSSION

Data analysis in this study used the method or technique of path analysis analysis, where two regression modeling was carried out to determine the direct effect of the promotion mix variable on purchasing decisions, brand image on purchasing decisions, promotional mix on brand image and the influence of promotional mix on purchasing decisions supported by brand image variable. analysis of the author's data using the SPSS v.26 Software program, the test results show the regression equation with multiple linear regression equations as follows:

Model I regression analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	17,990	2,540		7,083	.000
	Promotion Mix	.740	.066	.071	1,120	.002
	Brand Image	.315	.075	.269	4,224	.000

Based on the table above, the regression equation is followed as follows:

$$Y = 17,990 + 0.740 X1 + 0.315 X2 + e$$

Information:

Y = Purchase Decision

X1 = Promotion Mix

X2= Brand Image

Model II regression analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	22,216	1617		13,738	.000
	Promotion Mix	.299	.052	.338	5,739	.000

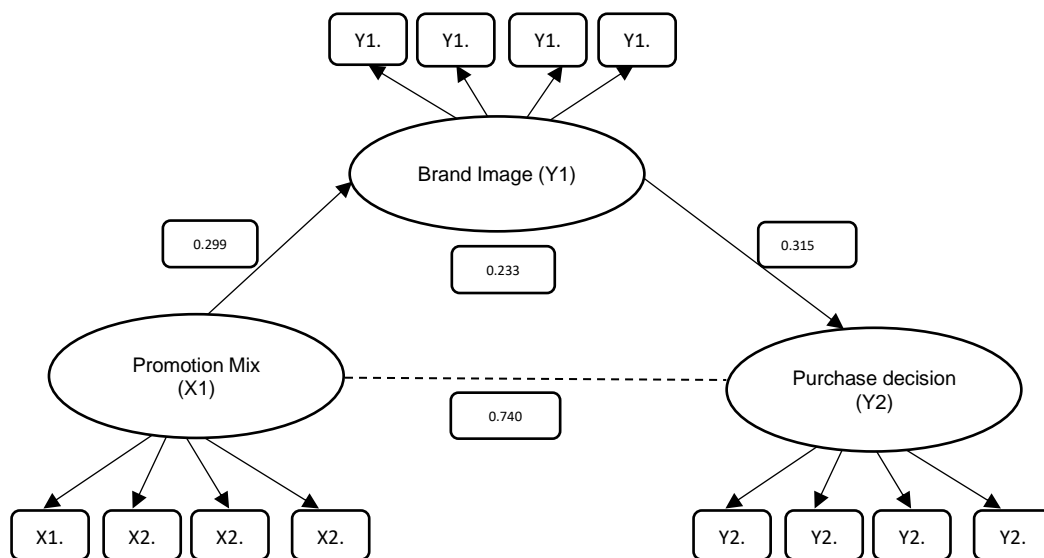
$$Y = 22.216 + 0.299 X1 + e$$

Information:

Y = Brand Image

X1 = Promotion Mix

Path Analysis



From the explanation of the table the results of the regression analysis with 2 times modeling explain that if the promotion mix is increased then the purchasing decision will also increase the standard coefficient value of the promotion mix by 0.740 meaning that if the promotion mix increases by 0.740 then the purchasing decision will also increase by 0.740. Variable regression coefficient Brand image is 0,315 assuming that the variable Brand image rises by one point, it can be predicted that the variable buying decision will increase by 0315. Next from the model II equation it is explained that The promotion mix variable regression coefficient is 0,299 with the assumption that if the Promotion Mix variable increases by one point, it can be predicted that the variable Brand Image goes up by 0,000 so it is concluded that the promotion mix variable has a positive and significant effect on brand image. Answering the fourth question, this study uses a path analysis approach by looking at the regression coefficient value of the direct influence of the promotion mix on brand image, and the indirect effect, namely through brand image, from this, the coefficient value is then seen if the value of the direct effect is greater than the influence indirectly, it can be concluded that the brand image variable does not strengthen the influence of the promotion mix on purchasing decisions, conversely if the value of the indirect effect through (brand image) is greater than the direct effect, it can be concluded that the brand image variable is able to strengthen the influence of the promotional mix on purchasing decisions, based on the results of path analysis it can be seen that the value of the direct effect of the promotion mix on purchasing decisions is 0.740, while through brand image it is 0.233, from these results it is concluded that the brand image variable does not strengthen the influence of the promotion mix on purchasing decisions. From all the results of data analysis carried out by the author. The discussion that is built based on data and strengthening theory and related research support is (1) **The influence of the promotion mix on the decision to purchase tour and travel services at PT Arrafsyah Safari Haramain**, the promotion mix variable influences the decision to purchase tour and travel services at PT Arrafsyah Safari Haramain, if the promotion mix is increased then the purchase decision will also increase, this is because in the world of marketing, one of the most vital elements is promotion (Husein Umar, 2013) explaining that marketing does not only talk about products, product prices and distributing products, an important activity is

communicating the value of the products/services produced to the wider community so that these products/services purchased or used by customers, therefore a strategy called the promotion mix is needed. A series of promotional mix activities consisting of advertising, personal selling, publicity, and sales promotion. Advertising will provide knowledge to those who see it so that at least it provides information about what is presented. This will have a good impact in influencing curiosity and wanting to buy. Vice versa, in the absence of information that enters the consumer, the consumer will not know about what the consumer will do or buy. Therefore it is very important to continue to maintain and improve promotions carried out in far more advanced innovations so that it will encourage large purchases for companies. This result is in line with research (Okti Listiani, et.al 2022) which found that the promotion mix variable consisting on advertising, sales promotion publicity and personal selling have a positive and significant effect on purchasing decisions. (2) Therefore it is very important to continue to maintain and improve promotions carried out in far more advanced innovations so that it will encourage large purchases for companies. This result is in line with research (Okti Listiani, et.al 2022) which found that the promotion mix variable consisting on advertising, sales promotion publicity and personal selling have a positive and significant effect on purchasing decisions. (2) Therefore it is very important to continue to maintain and improve promotions carried out in far more advanced innovations so that it will encourage large purchases for companies. This result is in line with research (Okti Listiani, et.al 2022) which found that the promotion mix variable consisting on advertising, sales promotion publicity and personal selling have a positive and significant effect on purchasing decisions. (2) **The influence of brand image on the decision to purchase tour and travel services at PT Arrafsyah Safari Haramain**, efforts to encourage increased purchasing decisions can also be done with brand image factors, Brand image is a representation of the overall perception of the brand and is formed from information and experience with the brand, customers who have a positive image of a product/service will be more likely to make a purchase. A buyer will definitely make a decision to buy with various existing considerations. . (Sari, 2013) states that in general, brand associations that form brand image become the basis for consumers in making purchasing decisions, the better the image of a brand produced by a company, the higher the interest of buyers. The brand image formed at PT Arrafsyah Safari Haramain in the community is classified as positive so many choose the services of PT Arrafsyah Safari Haramain as their tour and travel agent, this can be seen from the high response from respondents who stated that the services produced by PT.Arrafsyah Safari Haramain can be trusted, high quality, trustworthy, and validated at the Ministry of Religion Institution so that this is what stimulates customers to make purchasing decisions from a good image formed by the company. This research is in line with research conducted by (Ni kadek et.al, 2017), (which found that brand image has a positive and significant effect on consumer purchasing decisions. (3) as well as being validated at the Ministry of Religion so that this is what stimulates customers to make purchasing decisions based on the good image formed by the company. This research is in line with research conducted by (Ni kadek et.al, 2017), (which found that brand image has a positive and significant effect on consumer purchasing decisions. (3) as well as being validated at the Ministry of Religion so that this is what stimulates customers to make purchasing decisions based on the good image formed by the company. This research is in line with research conducted by (Ni kadek et.al, 2017), (which found that brand image has

a positive and significant effect on consumer purchasing decisions. (3) **The influence of Promotion Mix on brand image at PT Arrafsyah Safari Haramain.** The process of creating an image among customers is certainly not easy for a marketer, therefore information media is also needed that is trusted as a channel for consumers to know, see and assess how the quality value of an item/service is produced the better the media promotion is carried out it will further enhance the brand image of a product/service. This research is in line with previous research conducted by (Risa Ritiani, 2018) which found that the promotion mix had a positive and significant effect on the brand image of the Sariayu lipstick product. (4) The influence of the promotional mix supported by brand image on purchasing decisions at PT Arrafsyah Safari Haramain, in this study it can be concluded that the direct effect of the promotion mix on decisions has a stronger relationship when compared to the influence caused by the brand image variable as a moderating variable, these results indicate the degree of determination of the promotion mix on the decision to purchase tour and travel services at PT Arrafsyah Safari Haramain, the promotion mix carried out properly and continuously can create high buying interest in customers where the process of communication exposure occurs continuously a consumer who has chosen a product/service that is used will automatically create positive or negative perceptions after using it, the decision-making process is dominated by continuous and integrated promotional work through a good promotion mix, so that the promotion mix goes well, the more increase the potential of consumers in buying. So it can be concluded that there is no reinforcing relationship from the brand image variable to the influence of the promotion mix variable on purchasing decisions.

D. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion, the conclusions are as follows (1) The promotion mix has a positive and significant effect on the decision to purchase tour and travel services at PT. Arrafsyah safari harmain. (2) Brand image has a positive and significant effect on the decision to purchase tour and travel services at PT. Arrafsyah safari harmain. (3) The promotion mix has a positive and significant effect on the decision to purchase tour and travel services at PT Arrafsyah Safari Haramain. (4) Brand image does not cause a moderating variable (strengthens). The relationship between the promotion mix variable and the purchase decision, The suggestions given by the author are as follows: (1) PT Arrafsyah Safari Haramain to continue to maintain consistency in implementing a sustainable promotion mix strategy. (2) PT. Arrafsyah safari harmain to continue to maintain the positive image that has been built in society by maintaining the quality of the services it has. (3) Carrying out development in the field of automation-based promotions, as well as expanding the range of promotions so that they are not only on a regional scale, but nationally (4) The next researcher is to be able to add variables related to more complex matters in accordance with future scientific developments.

REFERENCE

- A.Simp, Terence. 2013. Promotional Advertising. Jakarta: Erlangga
- Ahmed, H., Hossain, M., Aftab, A., et al. (2017). Building brand Image Corporate. Vol. 6 (1), hh. 60-66.
- A. Susanty, and NB Adisaputra, "THE EFFECT OF TELKOM'S BRAND IMAGE SPEEDY ON CUSTOMER LOYALTY IN BANYUMANIK SEMARANG DISTRICT," J@ti Undip: Journal of Industrial Engineering, vol. 6, no. 3, pp. 147-154, Aug. 2012.
- Alfian, B. (2012). The Influence of Brand Image on Making Decisions to Purchase a Toyota Kijang Inova Car at PT. Hadji Kalla Polman Branch. Makasar :Faculty of Economics and Business and Business, Hasanuddin University
- Aryatiningrum, SW; Insyirah, AI Effect of Price Discounts on Consumer Loyalty in Online Marketplace Users. JIM 2020, 8, 2576-953.
- Basu Swastha and Irawan, 2010, Modern Marketing Management, Liberty Publisher, Yogyakarta.
- Budiarto AS 2017. KPI: Key Performance Indicator. Depok: Huta Publisher.
- Belch, George E., Belch, Michal, A. (2009). Advertising and Promotion: An Integrated Marketing Communication Perspective, 8th Edition. New York: Pearson Education
- Bojkovska, Katerina. Joshevska, Fanche. Veleska, Andrijana, Bojovski, Sasho. 2018. Modern Aspects Of Marketing Research Application As Determinant Of Promotional Mix In Business Entities From Milk Processing Industry In The Republic Of Macedonia, Stefan cel Mare University of Suceava:Food Engineering Faculty, Stefan cel Mare University of Suceava
- Da Silva and Alwi, 2006, Online Corporate Brand Image, Stasifaction, and Loyalty. Journal of Brand Management Vol. 16
- Ebert, Ronald J. (author); Griffin, Ricky W. (author); Devri Barnadi Putra (translator); Adi Maulana (editor). (2015). Introduction to business / Ronald J. Ebert, Ricky W. Griffin ; interpreter, Devri Barnadi Putera ; editor, Adi Maulana. Jakarta :: Erlangga,; PT. Primary Script Surge.
- Ghozali, Imam. 2016. Multivariate Analysis Application With IBM SPSS 23 Program (Edition 8). VIII print. Semarang: Diponegoro University Publishing Agency.
- Ghozali, Imam. 2018. Multivariate Analysis Application With IBM SPSS 26 Program (Edition 9). VIII print. Semarang: Diponegoro University Publishing Agency.
- Henry Simamora. 2008. Human Resource Management. Edition 2. Yogyakarta. STIE YKPN
- Ichsan Widi Utomo. 2017. The Effect of Brand Image, Brand Awareness, and Brand Trust on Brand Loyalty of Online Shopping customers (Case Study of Employees at BSI Youth). Communication Journal, Volume VIII Number 1. BSI University. Pp. 76-84.
- Indriyo Gitosudarmo, 2014, Marketing Management, Yogyakarta, BPFY Yogyakarta
- Kotler,
Philip and Gary Armstrong, 2014, Marketing Principles, 12th Edition, Volume 1, Bob Sabran
Translation, Erlangga, Jakarta Kotler, Philip and Kevin Lane Keller, 2016, Marketing Management , 15th Edition New Jersey: Pearson Pretice Hall, In
- J. Paul Peter & James H. Donnelly Jr. (2004). Marketing Management Knowledge & Skills, 7th Edition, McGraw Hill International Edition, Singapore

- J. Paul Peter & Jerry C. Olson. (2005). *Consumer Behavior and Market Strategy*, 6th Edition, McGraw Hill International Edition, Singapore
- Keller, Kevin L. 2013. *Strategic Brand Management; Building, Measuring, and Managing Brand Equity*. Fourth Edition Harlow, English : Pearson Education Inc.
- Kevin Lane Keller. (2008). *Strategic Brand Management*, 3rd Edition, Pearson Prentice Hall, Singapore
- Khusnaeni Nuri luluk, et al. 2017. *The Effect of Advertising on Consumer Attitudes and Their Impact on Purchasing Decisions*. *Journal of Business Administration*. Vol. 47. No. 2. Faculty of Administrative Sciences, University of Brawijaya Malang.
- Kotler, Philip and Gary Armstrong. (2018). *Marketing Principles*. Edition 13. Volume 1. Jakarta: Erlangga
- Kotler, Philip dan Armstrong, Gary, (2018), *Principles of Marketing and strategic*, 12th Edition, Volume 1 Translated by Bob Sabran Jakarta: Erlangga.
- Kotler, Philip and Kevin Lane Keller, (2018). *Marketing Management*, 15th Edition, Pearson Education, Inc.
- Kotler, Philip; Adi Maulana; Bob Sabran; Wibi Hardani; Keller, Kevin Lane. (2009). *Marketing management / Philip Kotler, Kevin Lane Keller ; translator, Bob Sabran ; editors, Adi Maulana, Wibi Hardani*. Jakarta :: Erlangga,.
- Mustafid. Aan Gunawan. 2008. "The Influence of Product Attributes on the Decision to Purchase Banana Chips "Know" At Asa Wira Perkasa in Bandar Lampung". *Journal of Business and Management/ Volume 4. No.2*.
- Okti Listiani. 2020. *E-Servqual, Promotion and Marketplace Customer Loyalty from JABA (March 2020) Journal of Appied Business Administration*.
- Sugiyono. (2016). *Quantitative Research Methods, Qualitative and R&D*. Bandung: PT Alfabet.
- The role of social media marketing and product involvement on consumers' purchase intentions of smartphones University of Bucharest, Faculty of Economic Sciences, vol. 6(1), pages 65-81, June.
- Tjiptono Fandy 2018 , *Smart Advertising*, Yogyakarta: GalangPress.