



The Influence of Promotional Mix on Customer Savings Decisions

Ibrahim Bazergan ^{†1} Zulkipli ² Muhammad Ashary Anshar ³ Andi Lutfi ⁴ A. Aiyuk Ikhran ⁵

^{1,2,3} Institut Bisnis dan Keuangan Nitro, Makassar City, 90231, South Sulawesi, Indonesia.

⁴ STIE Tri Dharma Nusantara, Kumala II Street, Makassar City, 90131, South Sulawesi, Indonesia

⁵ Universitas Sulawesi Barat, Baharuddin Lopa Street, Majene Regency, 91412, West Sulawesi, Indonesia

Submission Info :

Received 01 Mei 2021
Accepted 14 Mei 2021
Available online 31 Mei 2021

Keyword :

Advertising;
Personal Selling;
Sales Promotion;
Public Relation;
Saving Decisions

Email :

Abstract

The purpose of this study is to analyze and examine the impact of the promotional mix, which includes advertising, personal selling, sales promotion, and public relations, on the customer's decision to save at PT Bank Rakyat Indonesia. This study gathered data from 100 respondents who completed a questionnaire. Multiple regression analysis was used to analyze the research data, including several stages of data testing such as validity, reliability, normality, autocorrelation, and heteroscedasticity tests. The R-Square test, simultaneous test, and partial test are used to test the hypothesis that we propose in this study. Objectively, our study demonstrates that advertising, personal selling, and sales promotion all have a positive and significant effect on customer decisions, both partially and simultaneously. Meanwhile, community relations had no discernible impact. The primary factor influencing customer decisions is the sales promotion variable.



This is an open access article under the [CC BY 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

© Point of View Research Management (2021)

1 Introduction

The logical consequence of the intensity of increasingly fierce business competition is the demand to continue to innovate and continue to strive to improve its business in order to be able to survive and even win the global competition (Maina & Afande, 2015). In a company, product development must be accompanied by marketing development. Putra et al., (2019) stated that the level of effectiveness and efficiency carried out by the company in all aspects of its operational activities (including marketing) is one factor that can make the company able to achieve the goals or targets that it has set, both in the long term and in the long term, short-term.

In several literature studies, improving the quality and development of service products created by the company must be in line with a dynamic, harmonious relationship with its customers or their services through marketing activities (Lugoye, 2017). One of the marketing activities is promotion through face-to-face communication or the media.

[†] Corresponding author. Ibrahim Bazergan
Email address: ibazergan.nitro@gmail.com

The banking sector has great potential and opportunities in its role as a source of financing for the community in a growing economic condition (Putra, Yasri & Patrisia, 2019). Promotional activities have an essential role in marketing to provide information on the existence of products offered by the company to consumers. This explains that without a promotion, the company may not carry out activities effectively and efficiently (Attia et al., 2018). The company's promotional capabilities through various means or different delivery methods must be designed as well as possible to achieve the company's goals.

Objectively, we conducted this study at Bank Rakyat Indonesia (BRI). From the results of our initial observations at the BRI South Veterans Unit, Somba Opu Makassar Branch; We see that BRI has carried out several promotions; one of the promotions that have been carried out to increase the number of customers is to provide benefits to savers by asking customers to save a certain amount and agreeing to hold their savings for several months. . In the holding agreement, savers do not take their funds for several months according to the agreement so that customers can be given gifts and if the customer takes bank credit, they will get low-interest installments. The promotions carried out by BRI are a national promotional program, namely the Beliang Britama profit program, which is quite a concern for the community and is a very effective activity to increase the number of customers.

Marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others (Kotler, 2005). The marketing concept is a business philosophy carried out by companies to provide satisfaction and meet consumer needs (Swastha & Irawan, 2005). In a company, the marketing unit plays a crucial role in increasing sales volume so that the products or services produced can be known to the public through intense promotions (Abratt & Grobler, 1989). Promotion is a controlled and integrated communication method designed to present the company and its products to potential customers; deliver product features that satisfy the need to drive sales, ultimately contributing to long-term profit performance. The development of an effective promotion strategy is highly dependent on how well the company performs in the early stages of the marketing management process (Utamy & Widhiastuti, 2019). It is clear here the critical role played by promotional communications in influencing customers' decisions. The promotions carried out consist of the advertising process (through printed and electronic media, manuals, brochures, symbols and logos, bulletin boards), sales promotions (through lucky draws, coupons, entertainment), individual sales (through sales percentages, meeting sales), public relations (via annual reports, donations, sponsorships, publications, company magazines).

Building good customer relationships requires more than just developing a good product (Kitchen et al., 2004). All forms of communication must be planned and integrated into a carefully integrated marketing communications program. Besides being important in building and maintaining various types of relationships, good communication is an essential element in a company's efforts to build profitable customer relationships (Ahmed & Rahman, 2015). In the last decade, banks have provided services to meet customer needs. New products were created as a development towards improvement to bring together real banking customers. Kasmir et al., (2011) explains that in the banking environment in Indonesia itself, there are several products provided by banks such as demand deposits, time deposits, savings, credit, notes, and foreign currency exchange.

2 Research Method

This study was conducted at PT. Bank Rakyat Indonesia (Persero), Tbk. South Veterans Unit Somba Opu Branch, Makassar as the implementer of central and regional policies that provide direct services to customers. This study involved 100 respondents who were met directly to fill out a questionnaire related to the research variables. The research data were analyzed using the multiple regression method with the help of the SPSS tool through several stages of testing the quality of research data such as validity, reliability, normality, autocorrelation, heteroscedasticity tests before testing the hypothesis. Hypothesis testing is done by testing the coefficient of determination, simultaneous test, and partial test (Nugroho, 2018).

Table 1. Operational and measurement definitions

Variable	Item	Measurement
Customer Decision	<ul style="list-style-type: none"> • Savings products can provide benefits for customers • Before deciding to choose the type of savings product, first look for information about the advantages of the product • The decision to choose to save at BRI bank because it is very attractive to customers • The customer's decision in choosing to save at BRI bank is due to the guarantee 	Ordinal
Advertising	<ul style="list-style-type: none"> • Print and electronic media • Guidebook • Brochure • Symbols and logos • Bulletin board 	Ordinal
Sales promotion	<ul style="list-style-type: none"> • Holding events or exhibitions • Lucky draw • Souvenirs • Coupons 	Ordinal
Personal Sales	<ul style="list-style-type: none"> • Professional employees in serving customers • Familiarity of bank employees with customers • Quick response in dealing with customer complaints 	Ordinal
Public Relations	<ul style="list-style-type: none"> • Fostering and establishing good relationships with customers • Always donate to humanitarian activities • Establish cooperation • Become a sponsor in various events 	Ordinal

3 Result and Discussion

Result

Based on the results of testing the research data analyzed, it can be stated that all of the research instruments are valid and reliable. Furthermore, the data normality test was carried out as a prerequisite test for parametric statistics. Usually, the data shows that the questionnaire distribution is usually distributed, or the data can represent the actual population. The data is considered not to have heteroscedasticity if the value of the data distribution is randomly distributed. Table 2 explains that there is no heteroscedasticity if the significance value is > 0.05 .

Table 3. Heteroscedasticity test results

Model		Sig
1	(Constant)	.067
	x1	.000
	x2	.022
	x3	.001
	x4	.804

Based on the results of testing the research data analyzed, it can be stated that all of the research instruments are valid and reliable. Furthermore, the data normality test was carried out as a prerequisite test for parametric statistics. Usually, the data shows that the questionnaire distribution is usually distributed, or the data can represent the actual population. The data is considered not to have heteroscedasticity if the value of the data distribution is randomly distributed. Table 2 explains that there is no heteroscedasticity if the significance value is > 0.05 .

Table 3. Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	-.848	.457			
	x1	.676	.067	.651	.699	1.430
	x2	.198	.085	.147	.734	1.362
	x3	.347	.103	.215	.723	1.383
	x4	-.020	.081	-.015	.848	1.179

Table 4. Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.326	4	9.832	61.311	.000 ^a
	Residual	15.234	95	.160		
	Total	54.560	99			

Table 5. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.721	.709	.40044

Based on table 5, it can be seen in the Adjusted R Square column that all independent variables in this study have an influence of 0.709 or 70.9% on customer decisions. So it can be assumed that there are still 30.1% of the variables not examined in this study that can influence the customer's decision to save. The t-test (partial test) is to test the hypothesis of whether variable X has an effect on variable Y or not based on the expected significance value of less than 0.05 or $\text{sig} < 0.05$.

Based on table 6, it can be interpreted that the advertising variable has a significance value of $0.000 < 0.05$, so that it can be said to be significant or the advertising variable has an influence on customer decisions. The individual sales variable has a significance value of $0.022 < 0.05$, so that it can be said to be significant, or the sales promotion variable affects customer decisions. The sales promotion variable has a significance value of $0.001 < 0.05$. It can be said to be significant, or the individual sales variable influences customer decisions to save. The significance value of the public relations variable is $0.804 > 0.05$, so it can be said that it is not significant or the community relationship variable does not affect the customer's decision to save.

Table 6. T-Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.848	.457		-1.853	.067
	x1	.676	.067	.651	10.044	.000
	x2	.198	.085	.147	2.330	.022
	x3	.347	.103	.215	3.367	.001
	x4	-.020	.081	-.015	-.249	.804

Discussion

Testing the first hypothesis shows that the advertising hypothesis has a significant effect on customer decisions and is accepted. This means that the more advertising activities are carried out, the more people decide to save. These results illustrate that the existence of advertising activities in conveying messages, introducing and promoting their products as a form of persuasive communication can influence the decisions of consumers and prospective customers to use Bank BRI savings products. The results of this study are under research conducted by Maisya, (2013) which shows that advertising has a positive effect on consumer decisions to save. Customers will easily remember message content that provides unique and creative appeal and proposals. However, besides that, the use of media in conveying advertising messages and the purpose of the behavior to be influenced need to be considered. The use of mass media, which is currently being widely used, will assist the process of delivering advertising messages by BRI.

Testing the second hypothesis shows that the relationship between sales promotions and customer decisions to choose savings products has a positive and significant direction so that if there is an increase in sales promotions, it will increase customer decisions to choose savings products. Therefore, this second hypothesis is accepted. In addition, Maisya, (2013), in her research also states that sales promotions have a positive and significant effect on customer decisions to save, meaning that the more banks increase sales promotion activities, the more people decide to save. . Because sales promotion tools such as shopping coupons or giving exciting and valuable souvenirs for consumers can be an attraction in itself.

Testing the third hypothesis indicates that the relationship between personal selling and customer decisions to choose savings products has a positive and significant direction so that if there is an increase in personal selling, it will increase customer decisions to choose savings products. Therefore, the third hypothesis is accepted. The results of this study are by research conducted by Kaluku, Mandey & Soepeno (2018) in their research also states that personal selling has a positive and significant effect on customer decisions to use bank products, meaning that the more banks improve the quality of personal selling, the more people decide to use bank products. This means that the more banks improve personal selling, the more people decide to save. This result is due to consumers and prospective customers who receive information directly from the salesperson, Customer Service, or other bank employees. Customers will understand more about BRI products and ask questions directly about the advantages of these products. Customer Service or bank employees can present savings products as well as possible so that consumers or prospective customers can use savings with the type of contract they need.

Testing the fourth hypothesis indicates that the public relations variable has no significant effect on customer decisions in saving. It can be concluded that this item has no relationship to the customer's decision to save at BRI Bank. Thus, partially public relations have no significant effect on the dependent variable (customer decisions) using PT. BRI. This can be seen from the analysis, which shows that public relations have a minor influence on customer decisions to use savings. This can happen because customers who use BRI savings are not so concerned with collaborating with other parties. After all, according to current BRI customers, BRI bank services have established friendly relations with customers and the surrounding community.

4 Conclusions

From the findings that we obtained in this study, it can be explained that the advertising variable is the most dominantly influential. The managerial implication in this study explains that advertising messages are one of the critical factors in advertising, by paying attention to the clarity of messages conveyed through advertisements such as showing the advantages or benefits of the products and services offered. . Because new and exciting things more easily influence today's consumers. Something new and exciting is to carry out sales promotions that are different from other banks, especially to attract new prospective customers. Because with direct communication (face to face), salespeople can introduce a product to consumers and form an understanding of the product. The relationship between personal selling and the customer's decision to choose a savings product has a positive and significant direction. If there is an increase in personal selling, it will increase the customer's decision to choose a savings product. Partially, public relations have no significant effect on the dependent variable (customer decisions) using PT. BRI. This can be seen from the analysis, which shows that public relations have a minor influence on customer decisions to use savings. This can happen because customers who use BRI savings are not so concerned with collaborating with other parties. After all, according to current BRI customers, BRI bank services have established friendly relations with customers and the surrounding community.

5 References

- Abratt, R., & Grobler, P. S. (1989). The evaluation of sports sponsorships. *International Journal of Advertising*, 8(4), 351-362.
- Ahmed, S., & Rahman, M. (2015). The effects of marketing mix on consumer satisfaction: A literature review from Islamic perspective. *Turkish Journal of Islamic Economics*, 2(1), 17-30.
- Attia, M. A., Chepyator-Thomson, J. R., Sonkeng, K., & el Azim, H. K. E. D. (2018). Use of Sport Promotion Mix to Increase Consumption of Services: A Case Study of El-Hawwar Sport Club in Egypt. *ICHPER-SD Journal of Research*, 10(1), 28-38.
- Kaluku, F., Mandey, S. L., & Soepeno, D. (2018). Analisis Bauran Promosi Terhadap Keputusan Nasabah Menggunakan Produk Unggulan Pada Bank Syariah Mandiri Cabang Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(2).
- Kasmir, J., Senthilkumar, S. R., Britto, S. J. L., & Raj, J. M. (2011). Identification of fungal endophytes from Orchidaceae members based on nrITS (internal transcribed spacer) region. *International Research Journal of Biotechnology*, 2(6), 139-144.
- Kitchen, P. J., Brignell, J., Li, T., & Jones, G. S. (2004). The emergence of IMC: a theoretical perspective. *Journal of advertising research*, 44(1), 19-30.
- Kotler, P. (2005). The role played by the broadening of marketing movement in the history of marketing thought. *Journal of Public Policy & Marketing*, 24(1), 114-116.
- Lugoye, F. M. (2017). To Examine Promotional Mix Influence Towards Customers' Satisfaction, Loyalty and Retention in Mobile Telecommunication (*Doctoral dissertation, The Open University of Tanzania*).
- Macharia, I. W. (2017). Influence of Promotional Mix Elements On Brand Loyalty In The Kenyan Banking Sector; The Case Study Of NIC Bank Ltd, Harambee Avenue Branch, Nairobi (*Doctoral dissertation, United States International University-Africa*).
- Maina, P., & Afande, F. (2015). Effect of promotional mix elements on sales volume of financial institutions in Kenya: Case study of Kenya post office savings bank. *Journal of Marketing and Consumer Research*, 11.
- Maisya, F. (2013). Pengaruh Periklanan, Promosi Penjualan Dan Hubungan Masyarakat Terhadap Keputusan Menabung Di Pt. Bank Negara Indonesia, Tbk. Cabang Bukittinggi. *Jurnal Manajemen*, 2(01).
- Nugroho, U. (2018). Metodologi Penelitian Kuantitatif Pendidikan Jasmani. Penerbit CV. SARNU UNTUNG.
- Petersen, J. A., Kushwaha, T., & Kumar, V. (2015). Marketing communication strategies and consumer financial decision making: The role of national culture. *Journal of Marketing*, 79(1), 44-63.
- Putra, Y. E., Yasri, Y., & Patrisia, D. (2019, April). The Effect of Marketing Mixing Services on Decision of Saving Again. In *2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)* (pp. 132-137). Atlantis Press.

- Strutton, D., Pelton, L. E., & True, S. L. (1994). An Investigation of Promotional Mix Considerations for Mail-Order Prescriptions: Facilitating the Market's Acceptance of a Partial Health Care-Cost Remedy. *Health marketing quarterly*, 11(1-2), 111-134.
- Swastha, B. (2005). Irawan. 2005. Manajemen pemasaran modern.
- Utamy, O. D. B., & Widhiastuti, R. (2019). The effect of Sharia bank knowledge, promotion, and facilities on savings decisions at Sharia banks with savings interest as mediation variables. *Journal of Islamic Economics, Management, and Business*, 1(1), 1-28.