



The Impact of Promotion and Location on Purchasing Decisions for Ikat Weaving in Ian Tena Village

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Abstract: This research was motivated by problem of purchasing decisions (Eban Watan Women's Studio of Ian Tena Village, Sikka Regency). This study aimed to; (1) figure out the description of purchasing decisions, promotion, and location of the Eban Watan Farmer women's group studio; (2) analyze promotion and location and purchasing both partially and simultaneously. The population in this study were all consumers who made purchases of ikat weaving at the Eban Watan Farmer Women's Group Studio Ian Tena Village with a sampling of 70 people using The Non-Probability Sampling method which means that the elements in the population did not have an inherent probability of being selected as a subject person. Data were collected through questionnaires and analyzed using descriptive and inferential statistical methods, namely multiple linear regression. Hypothesis testing was done through F and t-tests. Descriptive analysis showed that the variables of buyer decisions, promotions and locations were categorized as good. The statistical results of the t-test showed effect on purchasing decisions. The result of the F test showed that simultaneously all independent variables had a significant effect on purchasing decisions. The coefficient of determination that the contribution of the promotion variable and the location variable to the purchasing decision of the weaving studio Eban Watan Ian Tena Village, Sikka Regency was 49.9%, while it was influenced by other factors outside the research variables.

Keywords: F-test; Location; Promotion; purchasing decision; Sikka Regency

1. INTRODUCTION

Indonesia is a country rich in diverse social cultures. The diversity of languages, races, ethnicities, religions, and cultures coexist, which is Indonesia's wealth that must be preserved. Among the many cultures found in Indonesia are fashion, cuisine, arts, and others. As stated by Elise Boulding in her book (Boulding, 1990), Indonesia is home to three thousand distinct ethnic groups, each with their own customs and cultures. Every ethnic group has a culture that instills unique cultural values as a form of moral education.

Indonesian fashion culture includes various traditional garments and fabrics such as ikat weaving, embroidery, songket, and others. Ikat weaving is a traditional fabric native to East Nusa Tenggara, one of which is Sikka ikat weaving. Sikka ikat weaving is one of the cultural heritage of the Sikka community. Ikat weaving is one of the crafts with high market value. Ikat woven fabric itself has distinct motifs, variations, and characteristics. Oktaviani and Komlasari (2020) state that this traditional ikat woven fabric is an artistic creation and identity of the Sikka community, which possesses a strong intellectual foundation and is worthy of development and preservation.

To maintain market stability and the progress of the Sikka ikat weaving business, a marketing strategy is essential for the company. As is well known, marketing is the core of a

business. The role of marketing is crucial in driving the progress of a business. Kotler and Keller (2015:26) state that marketing is a social process in which individuals and groups obtain what they need and desire by creating, offering, and freely exchanging valuable products with other products, while Kotler

Marketing is not just from one perspective; marketing involves decision-makers. In efforts to acquire and retain consumers, it requires high purchasing interest from consumers and the ability to make purchasing decisions. Purchasing decisions, which include problem recognition, information search, evaluation of alternatives, and post-purchase consumer behavior, must be carefully considered by marketing parties before making a purchase decision. Schiffman and Kanuk (2015:547) state that a purchase decision is the selection of two or more alternative options, meaning that for someone to make a decision, several alternative options must be available. Factors influencing this include promotion and location, where companies or businesses must be able to identify consumer behavior in relation to making a purchase decision.

Kotler and Armstrong (2016:79) state that promotion is an activity that conveys the superiority of a product and persuades target consumers to buy it. Through promotion, it is hoped that consumers will try the product and encourage existing consumers to buy the product more often so that repeat purchases will occur and profits will be generated for the company. The implementation of promotional strategies at the Sanggar Tenun Ikat Kelompok Wanita Tani Eban Watan Desa Ian Tena is ineffective. Based on the results of interviews conducted, it turns out that one of the promotional media used is social media. Self-promotion is not done regularly and is not scheduled. Meanwhile, most people obtain information from relatives who have already purchased ikat weavings at the women's farming group workshop in the village of Ian Tena.

Another important factor is location. When deciding where to shop for a product, people will definitely consider the location first. Based on observations and field interviews that have been conducted, the following can be described. There are challenges such as being far from the city center, far from crowded areas, difficult access to public transportation, and poor road access to the location, resulting in a long travel time to reach the location of the Eban Watan Women Farmers Group Studio in Ian Tena Village.

In previous research related to the influence of promotion and location on purchasing decisions, different results were obtained. Another important factor is location. When deciding where to shop for a product, people will definitely consider the location first. Based on observations and field interviews that have been conducted, the following can be described.

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Previous studies on the influence of promotion and location on purchasing decisions have yielded different results.

Table 1. Summary of research gaps.

No	Study	Variabel	Research result
1	Anggriani <i>et al.</i> , (2020)	Promotion of buyer decisions	Promotions have a significant and influential effect on buyers' decisions.
2	Pranata <i>et al.</i> , (2022)	Promotion of buyer decisions	Promotions have a significant and influential effect on buyers' decisions.
3	Debby Cynthia, Haris Hermawan, (2022)	Location relative to buyer decisions	Promotions have a significant and influential effect on buyers' decisions.
4	Nizar Ganim <i>et al.</i> , (2021)	Promotion of buyer decisions	Promotions have a significant and influential effect on buyers' decisions.

Sal, Tablecloths) which faces fairly stiff competition from other workshops. In order for the Eban Watan Women Farmers Group Workshop to survive and thrive, it must be able to develop competitive capabilities in terms of product types, so that it can produce products that are able to compete and win the competition.

The following table presents sales volume data for the Eban Watan Women Farmers' Group Ikat Weaving Workshop from 2019 to 2023

Table 2. Sales of ikat weaving by the Eban Watan Women Farmers' Group

Year	Sale
2019	Rp 18.750.000
2020	Rp 23.400.000
2021	Rp 14.500.000
2022	Rp 13.150.000
2023	Rp 14.250.000

Source: Management of the Eban Watan Women Farmers Group Studio

Based on the data above, it shows that the purchase of ikat woven fabric from 2019 to 2022. The lowest sales in the last five years occurred in 2022, amounting to Rp 13,150,000. The highest increase in sales occurred in 2020, reaching Rp 23,400,000. Due to limited capital for promotional expenses, promotions were only conducted using social media. Promotions were not carried out regularly or scheduled, leading to product awareness issues. This caused consumers to feel dissatisfied and unwilling to use or purchase the product again, resulting in causing the company's turnover to decline. The location is far from the city center and crowded

areas, public transportation is difficult to access, and road access to the location is poor, resulting in long travel times and a decline in consumer interest in making purchase.

2. LITERATURE REVIEW

Kotler and Keller (2016:27) define marketing as “a series of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, client partners, and society at large.” According to the American Marketing Association (AMA) in Kotler and Keller (2016:5), marketing is an organizational function and a series of processes to create, communicate, and deliver value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders.

A. Promotion

According to Alma (2019:181), promotion is “a type of communication that provides convincing explanations to potential consumers about goods and services.” According to Budiman and Steven (2021), promotion is an action to communicate, inform, offer, persuade, or disseminate a product or service to potential consumers. According to Kotler and Keller (2017:272), the indicators of promotion include:

- Promotion frequency is the number of sales promotions conducted within a certain period through sales promotion media.
- Promotion quality is a measure of how well sales promotions are conducted.
- Promotion quantity is the value or number of sales promotions provided to consumers.
- Promotion duration is the length of time a promotion is conducted by a company.
- The accuracy or suitability of promotion targets is a factor required to achieve the company's desired goals.

B. Location

Location is the place where a business is conducted and is a crucial factor in the success or failure of a business, according to Tjiptono (2008). Meanwhile, according to Kotler and Armstrong (2012) in Bailia, et al. (2014:1770), location is the company's activity that makes products available to target customers. According to Tjiptono and Chandra (2017) in the journal Ubaidillah Al Ahror (2017), there are several indicators related to location, including the following:

- Smooth access to the location
- Visibility of the location
- Spacious and secure parking area

C. Purchase Decision

A purchase decision is a stage where consumers have made a choice and are ready to make a purchase or exchange money and a promise to pay for the right to own or use a good or service (Kotler & Keller, 2016).

According to Kotler and Keller, as translated by Bob Sabran (in Aldy Zulyanecha, 2016:52), there are six purchasing decisions made by buyers, namely:

- Product selection
- Brand selection.
- Distributor selection.
- Purchase timing
- Purchase quantity
- Payment method

3. RESEARCH HYPOTHESIS

H1: Promotion has a positive and significant effect on the purchasing decisions of the Eban Watan women's farming group in Ian Tena Village.

H2: Location has a positive and significant effect on the purchasing decisions of woven fabric from the Eban Watan women farmers' group in Ian Tena Village.

H3: Promotion and location have a positive and significant effect on the purchasing decisions of woven fabric from the Eban Watan women farmers' group in Ian Tena Village.

4. Result Of Analysis And Discussion

A. Descriptive Analysis

The results of the descriptive analysis show that: (1) the respondents' perception score for the Promotion variable (X1) is 80.2. Based on the percentage of maximum score achievement, it can be concluded that this variable falls into the “Good” category. (2) The perceived value

B. Research Method

The population in this study consists of all consumers who purchased Sanggar Kwt Eban Watan Desa Ian Tena ikat weavings. This study used a non-probability sampling design, according to Sekaran & Roger (2017:67), which means that elements in the population do not have an inherent probability of being selected as subjects. According to Hair et al (2017), the minimum sample size that should be used is 10 times the total number of indicators. In this study, there are 14 indicators, so the required sample size is $14 \times 5 = 70$ samples of consumers who have purchased Sanggar Kwt Eban Watan Desa Ian Tena ikat weaving. Data was collected through a questionnaire, and to determine whether the questions in the questionnaire as a data collection tool were appropriate and did not introduce biased information, an instrument test was conducted, specifically validity and reliability tests. The results indicated that all statement items were valid and reliable. The data was then analyzed using descriptive and inferential statistical methods, specifically multiple linear regression to test hypotheses through the t-test.

The respondents for the Location variable (X2) were 72.7. Based on the percentage of maximum score achievement, it can be concluded that this variable falls into the “Good” category. The results of this descriptive analysis show that the Location variable (X2) needs to be improved so that it can reach the “Very Good” category. (3) The respondents' perception value for the Purchase Decision variable (Y) is 90.9. Based on the percentage of maximum score achievement, it can be concluded that this variable falls into the “Very Good” category. The results of this descriptive analysis show that the Purchase Decision variable (Y) needs to be maintained in order to remain in the “Very Good” category.

C. Simultaneous Hypothesis Testing (F Test)

The results of the F test hypothesis analysis in Table 4 using the SPSS program can be shown as follows

Table 3. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.526	2	70.124	20.892	.000 ^b
	Residual	1330.746	67	4.129		
	Total	1373.271	69			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Location (X2), Promotion (X1)

Source: Data Analysis Results, 2024

The statistical test results based on Anova calculations show an Fcount value of 20.892 with a significance value of 0.000. The procedure for testing the F-test hypothesis is as follows:

1. The significance level of 0.000 is less than the alpha level used, which is 5% or 0.05. Therefore, the two independent variables in this study have a positive and significant effect on Purchase Decision (Y), meaning that the fluctuations in the value of Purchase Decision are greatly determined by the fluctuations in the two independent variables in this study, namely: the Promotion variable (X1) and Location variable (X2). It can be concluded that together, the two independent variables, namely the Promotion variable (X1) and Location variable (X2), have a significant effect on Purchase Decision (Y).

2. Determining the F-table

The F-table can be seen in the statistical table, at a significance level of 0.05 with $(k; n - k - 1) = 2; 70 - 2 - 1 = 67$, so F-table = 3.13

Test criteria:

- If $F_{count} < F_{table}$, then H_0 is accepted.
- If $F_{count} > F_{table}$, then H_0 is rejected.

$F_{calculated} > F_{table}$, $20.892 > 3.13$, so H_0 is rejected. It can be concluded that both independent variables, namely Promotion (X1) and Location (X2), have a significant effect on Purchase Decision (Y).

D. Partial hypothesis testing (t-test)

The results of the t-test hypothesis analysis using SPSS V.23 are shown in the following table:

Table 4. T-Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	17.605	2.591		6.795	.000		
Promosi (X1)	.193	.051	.229	2.827	.003	.979	1.022
Lokasi (X2)	.379	.038	.714	8.082	.000	.979	1.022

a. Dependent Variable: Purchase Decision (Y)

Source: Data Analysis Results, 2024

Based on the data analysis in Table 5, the partial hypothesis test (t-test) for each independent variable against the dependent variable is as follows:

Promotion Variable (X1):

- a) The statistical test results show that the t-value is 0.003. The significance value is greater than the alpha level used (5%, or 0.05), meaning that the Promotion Variable (X1) has a significant effect on the Purchase Decision Variable (Y).

- b) Determining the t-table

The t-table can be seen in the statistical table, at a significance level of 0.05 with df 1 (number of independent variables) = 2, and df 2 ($n - k - 1$), where n is the number of data points and k is the number of independent variables. Thus, df 2 ($70 - 2 - 1$) = 67, and the t-table value is 1.996.

- c) Testing criteria:

- If t-calculated < t-table, then H_0 is accepted
- If t-calculated > t-table, then H_0 is rejected

- d) The research result is t-calculated > t-table $2.827 > 1.996$, so the decision is to reject the alternative hypothesis (H_a) and accept the null hypothesis (H_0), that the Promotion Variable (X1) partially influences the Purchase Decision Variable (Y).

Location Variable (X2):

- a) The statistical test results show that the t-calculated value has a significance level of 0.000. The significance level is smaller than the alpha level used (5% or 0.05),

- b) Determining the t-table

- c) The t-table can be found in the statistical table at a significance level of 0.05 with df 1 (number of independent variables) = 2, and df 2 ($n - k - 1$), where n is the number of data points and k is the number of independent variables. Thus, df 2 ($70 - 2 - 1$) = 67, yielding a t-table value of 1.996

- d) Test criteria:

E. Coefficient of Determination (R²)

The results of the analysis using the SPSS program show the R² results shown in Table 4.12 below:

Table 5. Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.707 ^a	.499	.490	2.032	1.673

a. Predictors: (Constant), Promosi (X1), Lokasi (X2)

b. Dependent Variable: Purchase Decision (Y)

Based on the results of data analysis in Table 4.12 above, it can be seen that the influence of the Promotion (X1) and Location (X2) variables on the Purchase Decision (Y) of Tenun Ikat Sanggar Eban Watan in Ian Tena Village, Sikka Regency, is 49.9%, while 51.1% is influenced by other factors outside the research variables.

F. The Effect of Promotion on Purchasing Decisions

The results of the study show that promotion (X1) affects purchasing decisions (Y) for Sanggar Eban Watan woven fabrics from Ian Tena Village, Sikka Regency, where promotion is certainly very important for companies because it is a medium for providing information to the public. Promotion directly influences purchasing decisions, thereby impacting the achievement of the company's targets and, of course, affecting the company's revenue itself.

According to Kotler & Armstrong (2017:52), promotion is a tool or activity used by companies to communicate customer value. All advertising activities not only serve as a means of communication between companies and consumers, but also as a tool to influence consumers to make purchases or use products according to their needs and desires.

Promotion can influence purchasing decisions, and the results of this study are consistent with the findings of Sembiring et al. (2022), who stated that promotion influences purchasing decisions.

G. The Influence of Location on Purchasing Decisions.

The results of the study show that location (X2) has a significant influence on purchasing decisions (Y) for Sanggar Eban Watan woven fabrics in Ian Tena Village, Sikka Regency. Location directly influences purchasing decisions. Various strategic location specifications create great opportunities for the purchasing process to occur, because a good location will be a factor considered by consumers. Kotler and Armstrong (2018:51) state that location refers to various company activities to make products affordable and available

to the target market, in this case related to how products or services are delivered to consumers and where the strategic location is. The availability of housing, both in the center and on the outskirts. The results of this study are not in line with the research conducted by Hairudin, 2023, which states that location has no influence on purchasing decisions.

H. The Influence of Promotion and Work Location on Purchasing Decisions

The results of the study show that Promotion (X1) and Location (X2) have a combined influence on Purchasing Decisions (Y) for Sanggar Eban Watan Ikat Weaving in Ian Tena Village, Sikka Regency. Promotion and location can directly influence purchasing decisions. Therefore, these variables can become driving factors in achieving company targets. The results of this study align with the findings of Tintin Aininda and Yudhi Koesworodjati (2021), who stated that promotion and location have a positive and significant simultaneous influence on purchasing decisions, as observed in consumers at Adit Caffé House in Bandung.

5. CONCLUSION

From the regression equation results in the previous chapter, the constant value for the regression equation is 17.605 with a positive parameter, meaning that without the variables Promotion (X1) and Location (X2), the Purchase Decision (Y) would already be 0.093. The regression coefficient value for the Promotion variable (X1) is 0.093, and for Location (X2) it is 0.379 with a positive parameter. This indicates that if there is an increase of one unit in the Promotion (X1) and Location (X2) variables, it will result in an increase of 17.605 units in the Purchase Decision (Y) variable. From the results of the t-test statistics, it was found that for the Promotion variable (X1), the value of 2.827 is greater than 1.996, so the null hypothesis (Ho) is rejected, meaning that Promotion has an effect on Purchase Decisions. Similarly, for the Location variable (X2), the result of 8.082 is greater than 1.996, so the null hypothesis (Ho) is rejected, indicating that Location (X2) has a positive effect on Purchase Decision (Y). Furthermore, the significance value for the Promotion variable (X1) is 0.003, which is greater than the alpha level of 5% (0.05), so the alternative hypothesis (Ha) is rejected, and the null hypothesis (Ho) is accepted, showing that the Promotion variable (X1) influences the Purchase Decision variable (Y). In contrast, the significance value for the Location variable (X2) is 0.000, which is smaller than the alpha level of 0.05, leading to the acceptance of the alternative hypothesis (Ha) and rejection of the null hypothesis (Ho), indicating that the Location variable (X2) has a positive influence on the Purchase Decision variable (Y). Finally, the Coefficient of

Determination (R^2) value is 0.707, meaning that the contribution of the Promotion (X1) and Location (X2) variables to the Purchase Decision (Y) for Tenun Ikat Sanggar Eban Watan in Desa Ian Tena, Sikka Regency is 49.9%, while 51.1% is influenced by factors outside the scope of the study.

6. RECOMMENDATIONS

Based on the results of the data analysis and conclusions above, several recommendations can be made that may be useful for parties involved in this study. First, this study found that there is a positive correlation between the variables of Promotion (X1) and Location (X2) and Purchase Decision (Y), indicating that improvements in these areas positively influence purchasing decisions. Therefore, it is recommended that the “Sanggar Tenun Ikat Wanita Tani Eban Watan Desa Ian Tena” focus on improving the issue of providing a spacious parking area. Based on the descriptive analysis results, the indicator shows a value of 68.5%, falling into the “good” category. To enhance consumer comfort and encourage product purchases, the Eban Watan Women's Ikat Weaving Studio in Ian Tena Village, Sikka Regency, should consider providing more land for parking. Second, for future researchers, it is advised to explore additional variables related to Promotion and Location, such as the influence of Service Quality, Price, and Product Quality, as these factors are expected to significantly affect purchasing decisions at the Tenun Ikat Sanggar Eban Watan in Ian Tena Village, Sikka Regency.

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