

## Pengaruh Bauran Promosi Terhadap Minat Pembelian Ulang Kopi Kenangan Di Kota Bekasi

### The Influence Of Promotion Mix Towards Repurchase Intention Of Kopi Kenangan In Bekasi City

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#### **Abstract**

Many Indonesians utilized the internet for things during the Coronavirus disease (COVID-19) outbreak such as online shopping since it is assumed practical and safe, as it is encouraged to limit activities outside the home. Nowadays, a lot of companies advertise their products online. Online delivery services are one of the marketing strategies applied. Kopi Kenangan offers a 50% discount and free delivery on ShopeeFood orders. However, according to Edward Tirtanata, the CEO and Co-Founder of Kopi Kenangan, the company sold 40 million cups of coffee in 2019 but Kopi Kenangan saw a sales drop of up to 40% in 2020 as a result of the pandemic and governmental limitations, and was only able to sell 26 million cups. This study used a quantitative method with a descriptive type of research in which the sample was taken using a non-probability sampling method with a total of 204 respondents. The analysis technique used in this research is descriptive and simple linear regression analysis. Based on the results of the descriptive analysis, the Promotion variable has a percentage that is in the very good category, and Repurchase Intention also has a percentage that is in the very good category. Based on the results of this research, it is partially concluded that the Promotion variable has a significant influence on Repurchase Intention. Based on the results of the t test, it was found that Promotion had a significant influence on Kopi Kenangan Repurchase Intention. While the results of the coefficient determination of the Promotion variable influenced Repurchase Intention by 61.3%, while the remaining 38.7% is influenced by other variables that were not examined in this study.

*Keywords-promotion, repurchase intention, Kopi Kenangan*

#### **Abstrak**

Banyak masyarakat Indonesia yang memanfaatkan internet untuk berbagai hal di masa wabah Coronavirus Disease (COVID-19) seperti belanja online karena dianggap praktis dan aman, serta dianjurkan untuk membatasi aktivitas di luar rumah. Saat ini banyak sekali perusahaan yang mengiklankan produknya secara online. Jasa pengiriman online merupakan salah satu strategi pemasaran yang diterapkan. Kopi Kenangan menawarkan diskon 50% dan pengiriman gratis untuk pesanan ShopeeFood. Namun, menurut Edward Tirtanata, CEO dan Co-Founder Kopi Kenangan, perusahaan menjual 40 juta cangkir kopi pada 2019, tetapi Kopi Kenangan mengalami penurunan penjualan hingga 40% pada 2020 akibat pandemi dan pembatasan pemerintah, dan hanya mampu menjual 26 juta cangkir. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian deskriptif dimana sampel diambil menggunakan metode non-probability sampling dengan jumlah responden sebanyak 204 orang. Teknik analisis yang digunakan dalam penelitian ini adalah analisis deskriptif dan analisis regresi linier sederhana. Berdasarkan hasil analisis deskriptif, variabel Promosi memiliki persentase yang berada pada kategori sangat baik, dan Minat Pembelian Ulang juga memiliki persentase yang berada pada kategori sangat baik. Berdasarkan hasil penelitian dapat disimpulkan secara parsial bahwa variabel Promosi berpengaruh signifikan terhadap Minat Pembelian Ulang. Berdasarkan hasil uji t diketahui bahwa Promosi berpengaruh signifikan terhadap Minat Pembelian Ulang Kopi Kenangan. Sedangkan hasil koefisien determinasi variabel Promosi mempengaruhi Minat Pembelian Ulang sebesar 61,3%, sedangkan sisanya sebesar 38,7% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

## Kata Kunci-Promosi, Minat Pembelian Ulang, Kopi Kenangan

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### I. INTRODUCTION

Indonesia is a market with attractive e-commerce growth in the past four years (Ramadhanti, et al., 2020). Many Indonesians utilized the internet for things during the Coronavirus disease (COVID-19) outbreak such as online shopping since it is assumed practical and safe, as it is encouraged to limit activities outside the home. Nowadays, a lot of companies advertise their products online. Online delivery services are one of the marketing strategies applied (Pradana, Lukitaningsih, and Hutami, 2022).

The food delivery service business, a relative newcomer in e-commerce especially in the food delivery industry, has shown to be one of considerable interest to many people, particularly during the period of social constraints brought on by the Covid-19 pandemic. According to research conducted by McKinsey in 2020, during the outbreak, Indonesia saw a 34% increase in the use of food delivery services (Munawar, Salim, and Slamet, 2022).

The covid outbreak has also had a significant impact on coffee enthusiasts' behavior. Consumers enjoyed coffee cafes before the covid outbreak, but they are now pushed to move to consuming at home as a result of the pandemic. In response to this problem, Kopi Kenangan created a strategy to sell online in order to continue doing business even during a pandemic. Moreover, people still drink coffee, but their purchasing habits have modified (Hardiyanto and Sitohang, 2022).

According to data from Oktapriana, et al. (2021), the number of productive age population, aged 15-24 years in Bekasi City, is 1,817,007 people who are millennials as the target market for coffee shop business. This can happen because Bekasi City is one of the cities directly adjacent to the capital city of Indonesia which provides a significant market for coffee shops. This is also in line with the level of purchasing power of the people of Bekasi City which is arguably quite high towards processed coffee, especially such as milk coffee and palm sugar milk coffee.

According to Edward Tirtanata, the CEO and Co-Founder of Kopi Kenangan, the company sold 40 million cups of coffee in 2019 but Kopi Kenangan saw a sales drop of up to 40% in 2020 as a result of the pandemic and governmental limitations, and was only able to sell 26 million cups. However, Kopi Kenangan offers a 50% discount and free delivery on ShopeeFood orders as long as shopee pay is used to pay for it (Dewi, 2022).

Based on that, research about the influence of promotion mix towards repurchase intention of Kopi Kenangan is needed. In this study, researchers will confirm the influence of promotion mix towards repurchase intention of Kopi Kenangan, which will help the company to find out which strategies can help improve Kopi Kenangan repurchase intention level. Based on the background of the problem as already described, then researchers take the title "THE INFLUENCE OF PROMOTION MIX TOWARDS REPURCHASE INTENTION OF KOPI KENANGAN IN BEKASI CITY" and the formulation of the problem used as a research benchmark are:

- A. What is the promotion mix in Kopi Kenangan?
- B. What is the repurchase intention in Kopi Kenangan?
- C. Does the promotion mix influence towards the repurchase intention of Kopi Kenangan?

### II. LITERATURE REVIEW

#### A. *Promotion Mix*

Promotion is one component of the marketing mix which includes selling prices, products, and distribution. Promotion has a significant impact on the company's attempts to achieve maximum sales revenue since, even if the supplied product is good, reasonably priced, and simple to obtain, the amount of sales will not be sufficient if it is not supported by good advertising. Advertising, direct marketing, individual sales, public relations, word-of-mouth information, and marketing magazines are other promotional tools (Batlajery and Eleida, 2019). Five promotion mix indicator that companies use to engage customers, communicate customer value persuasively and build good customer relationships according to Kotler and Armstrong (2016: 394) include:

1. Advertising: includes all non-personal presentations and paid marketing of concepts, products, or services by a specific sponsor. There are various sorts of advertising marketing, including broadcast, print, web, and mobile.
2. Sales promotion: temporary rewards that motivate the purchase or sale of a good or service. Discounts, coupons, displays, and product demos are all part of the sales promotion.
3. Personal Selling: The company's sales team engages in one-on-one interactions with clients to draw them in and foster strong connections. Trade fairs, reward schemes, and sales presentations are all examples of personal selling.

4. Public relations: enhancing the company's reputation, preventing and overcoming incidents and news stories that are unfavourable to the business, and cultivating positive relationships with parties with an interest in the business. News articles, sponsorships, events, and websites are all examples of public relations.
5. Direct marketing: attempting to provoke a reaction from customers by interacting directly with certain target audiences and developing long-lasting client connections. Catalogues, direct mail, online and social platforms, and digital advertising are part of the field of direct marketing (Permatasari, *et al.*, 2022).

**B. Repurchase Intention**

Repurchase intention is the status of a consumer who buys at least once from a store and has the desire to buy again. The buyer's intention to buy back is an indispensable factor for the success of an internet buying operation. Loyal customers have a direct effect on the success of a company which is determined by the customer's intention to repurchase (Adelia, 2018).

Academics and practitioners agree that repurchase intention is a crucial factor for businesses looking to acquire a competitive advantage. Additionally, it is meant to encourage periodic repeat purchases of particular goods or services. Repurchase intention is the psychological attachment to a good or service that develops after utilising it and gives rise to thoughts of repurchasing it. Repurchase intent is a topic that is covered in company evaluations and is crucial for profit. Repurchase intention is a straightforward, objective, and predictable purchase behaviour that describes how likely consumers are to repurchase a good or service (Johan and Indriyani, 2020). There are four main dimensions for measuring repurchase intention according to Priansa (2017: 165) which are as follows:

1. Transactional intention: Consumers that have a high level of trust in a product are more likely to have a transactional interest, which is the tendency to consistently purchase goods and services from the company.
2. Referential intention: Referential intention refers to customers' tendency to recommend their goods to others. Consumers become interested in a product after learning and having some experience with the product.
3. Preferential intention: Preferential intention is an interest that characterizes the actions of customers who have strong preferences for particular goods. These preferences can only be updated if something unexpected occurs to the preference product.
4. Explorative intention: Consumers who are constantly seeking information about the product they are interested in and seeking information to support the good attributes of the product are said to have exploratory interest. These are the four basic dimensions used to measure purchase intention (Priansa, 2017).

**C. Design Thinking**

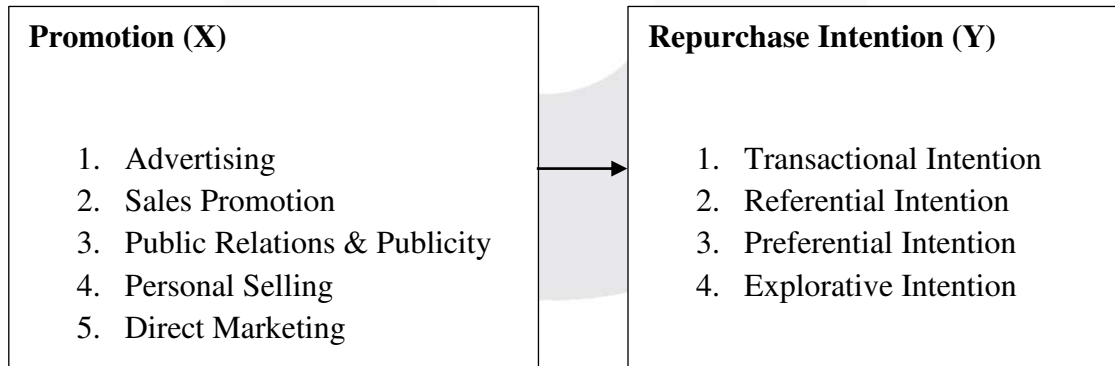


Figure 1. Thinking Framework (Data Processed by Researches, 2023)

**III. RESEARCH METHODOLOGY**

This study uses a descriptive approach along with quantitative method and causal research types. Quantitative research is a research method based on the philosophy of positivism. This method is used to research on certain populations or samples, data collection is carried out using research instruments, with quantitative statistical data analysis with the aim of testing predetermined hypotheses. In quantitative research, data analysis will be carried out

after data is collected from all respondents (Saragih, *et al.*, 2021). Causal research is a methodology of research with the objective to explain a more complex relationship between two or more facts and the characteristics of the object being studied (Maheni, 2019). Selection of samples with purposive sampling for research can be appropriate and is expected to answer research problems. The sample criteria taken in this study are: domiciled in Bekasi City and ever bought Kopi Kenangan. According to Malhotra in Prentice Hall (2007) the evaluation of advertising effectiveness is in the category of promotional research in the scope of problem-solving research. The researcher identified that this research was included in problem-solving research that required a minimum sample of 200 samples to be used as respondents in this study, therefore the researcher had gathered 211 respondents with 204 valid questionnaires.

IV. RESEARCH RESULTS AND DISCUSSION

The results chart presents the results of the study. Research results can be supplemented with tables, graphs (pictures), and/or charts. The discussion section describes the results of data processing, interprets the findings logically, links them to relevant reference sources.

1. Respondent Characteristic

Of the 211 questionnaires that were received back, on questions regarding gender, 89 respondents answered male and 122 respondents answered female.

2. Validity and Reliability Test

Validity test is a quality test for an instrument with the aim to measure the accuration of the instrument within the research (Sugiyono, 2017). Validity is a benchmark indicator of an instrument's accuracy level. A valid or highly valid instrument is valid. An instrument that is less valid, on the other hand, has poor validity.

Table 1. Validity Test

Variable	No Item	r Count	r Table	Conclusion
Promotion (X)	1	0.522	0.361	Valid
	2	0.625	0.361	Valid
	3	0.549	0.361	Valid
	4	0.619	0.361	Valid
	5	0.633	0.361	Valid
Repurchase Intention (Y)	6	0.543	0.361	Valid
	7	0.621	0.361	Valid
	8	0.790	0.361	Valid
	9	0.799	0.361	Valid
	10	0.476	0.361	Valid
	11	0.340	0.361	Valid
	12	0.639	0.361	Valid

13	0.665	0.361	Valid
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*Source: Data Processed by Researchers (2023)*

In the table above it can be concluded that the results of the validity test of the 13 statement items that have been tested can be declared valid, because in this table the r count is greater than the r table with a total of 30 respondents, namely 0.361.

3. Reliability Test

Sugiyono (2017: 198) reveals that reliable research results are proven by the similarity of data at different times. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data (Sugiyono, 2017: 198).

Table 2. Reliability Test		
Variable	Cronbach's Alpha	Conclusion
Promotion (X)	0.710	Reliable
Repurchase Intention (Y)	0.745	Reliable

*Source: Data Processed by Researchers (2023)*

Based on Table 2 above which was processed using SPSS 26, it can be concluded that each statement item is reliable because the Cronbach's Alpha coefficient value is more than 0.6 based on Alpha Cronbach formula.

4. Classic Assumption Test

a. Normality Test

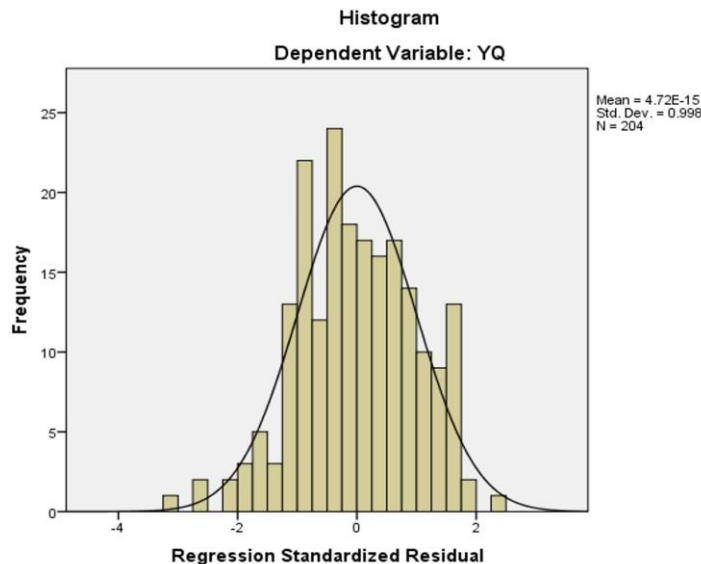


Figure 2. Histogram Graphic (Data Processed by Researches, 2023)

Based on Figure 2 above, it is explained that the results of the histogram normality test produce a mountainous curve, so it can be said that the pattern is normally distributed.

b. Multicollinearity Test

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.482	.126		19.662	.000		
	XQ	.240	.042	.373	5.713	.000	1.000	1.000

a. Dependent Variable: YQ

Figure 3. Multicollinearity Test (Data Processed by Researches, 2023)

The results of the multicollinearity test in Figure 3 show that the Tolerance value is 1.000 and the VIF value is 1.000. The condition for multicollinearity not to occur is if the Tolerance value is greater than 0.10 and if the VIF value is less than 10.00, it means that multicollinearity does not occur in the data being tested. So, it can be concluded that there was no multicollinearity problem found in this research.

c. Heteroscedasticity Test

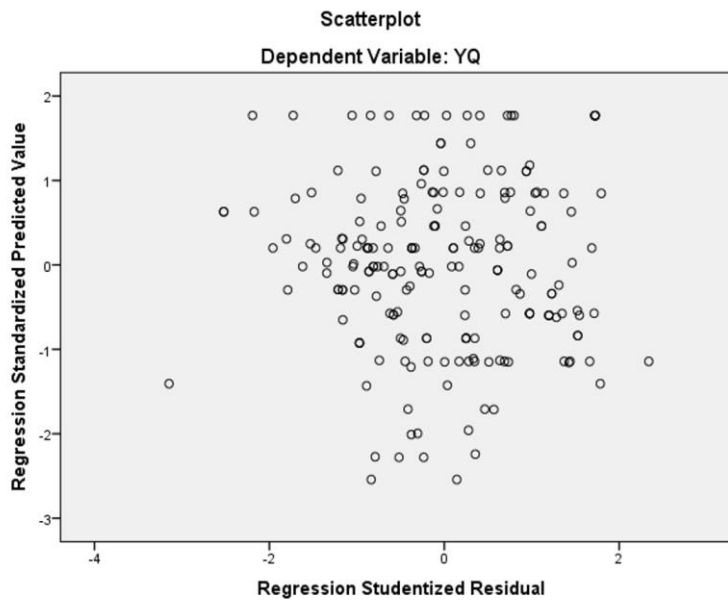


Figure 4. Heteroscedasticity Test (Data Processed by Researches, 2023)

Based on Figure 4 it can be interpreted that if the diagrams are spread randomly and do not form a certain pattern either above or below the number 0 on the Y axis. Therefore, the regression does not experience symptoms of heteroscedasticity so that the regression model is suitable for use in this study.

5. Results of Simple Linear Regression Analysis

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.482	.126		19.662	.000
XQ	.240	.042	.373	5.713	.000

a. Dependent Variable: YQ

Figure 5. Simple Linear Regression Test Results (Data Processed by Researches, 2023)

The simple regression equation is explained as follows:

- a. A constant value (a) of 2,482 means that if the Promotion variable has a value of zero, then the Repurchase Intention value is 2,482.
- b. The Promotion regression coefficient (X) from simple linear calculations obtains a coefficient value (b1) of 0.240 and positive, which means that Promotion (X) has a unidirectional relationship with Repurchase Intention (Y). For every one point increase in the Promotion variable, Repurchase Intention will increase by 0,240 points or 24% and vice versa if there is a decrease.

6. Hypothesis Testing

- a. T Test

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.482	.126		19.662	.000		
XQ	.240	.042	.373	5.713	.000	1.000	1.000

a. Dependent Variable: YQ

Figure 6. T Test Results (Data Processed by Researchers, 2023)

Based on the T test analysis, the results of testing the Promotion (X) variable get the result that T count is greater than T table ( $5.713 > 1.652$ ) and the significance value of Promotion (X) is  $0.000 < 0.05$ , which means that the hypothesis of Promotion variable has a positive influence and significant to the Repurchase Intention variable on Kopi Kenangan is that H1 is accepted and H0 is rejected.

7. Coefficient of Determination

The coefficient of determination aims to measure how far the determination is between zero and one. The coefficient of determination can be seen in the image below:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 <sup>a</sup>	.613	.611	2.74911

a. Predictors: (Constant), Promotion

Figure 7. Coefficient of Determination Results (Data Processed by Researchers, 2023)

Based on the picture above, it can be concluded that R Square is 0.613, this means that 61.3% of the Repurchase Intention (Y) variable is influenced by Promotion (X) as an independent variable, while the remaining 38.7% can be influenced by other factors.

## V. CONCLUSIONS AND RECOMMENDATION

### A. Conclusions

Based on the results of the analysis that has been made of 204 respondents it can be concluded as follows:

1. Based on the results of the descriptive analysis the Promotion variable as a whole is categorized as very good.
2. Based on the results of the descriptive analysis the Repurchase Intention variable as a whole is categorized as very good.
3. Based on the results of the T test, Promotion (X) partially influence Repurchase Intention (Y).

### B. Recommendations

Based on the results of the research and discussion regarding The Influence of Promotion towards Repurchase Intention of Kopi Kenangan in Bekasi City, it can be suggested as follows:

#### 1. Recommendation to the Company

From the results of this study, there are several recommendations or input for Kopi Kenangan as a consideration for company development.

- a. Based on the results of descriptive analysis of Promotion variable. Overall, the Promotion variable is in the very good category, but there are still Promotion developments that Kopi Kenangan could possibly do. Kopi Kenangan could increase the intensity of their push inbox/notifications since that item had the lowest score in research on respondents' responses from Promotion variable.
- b. It is recommended for Kopi Kenangan to boost their promotion to become the first choice to buy coffee since that item had the lowest score in research on respondents' responses from Repurchase Intention variable. Furthermore, Kopi Kenangan need to beware of other related factors such as product quality, customer satisfaction and marketing mix strategy that are not in this research which have an impact on Kopi Kenangan Repurchase Intention.
- c. The result of the research shows that Promotion has a significant influence on Repurchase Intention give a strong reason for Kopi Kenangan to maintaining or even increase promotions that have been carried out such as cashback, discounts, and free delivery.

#### 2. Recommendation for Further Researchers

Based on the research that has been done, the recommendations for further researchers are as follows:

- a. It is hoped that future researchers can look for other factors beyond Promotion towards Repurchase Intention such as Customer Satisfaction, Service Quality, Product Innovation, and Marketing Strategy.
- b. Prepare research carefully related to data collection so that research can be carried out properly.
- c. Expanding the research area and studying more deeply about sources related to Promotion towards Repurchase Intention so that the results obtained are more comprehensive than previous researchers.

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