

LITERATURE OF REVIEW THE INFLUENCE OF PRODUCT VARIATION, PROMOTION INTENSITY, AND CUSTOMER TRUST ON CUSTOMER PURCHASE DECISIONS ON HISANA FRIED CHICKEN SALES IN BEKASI

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ABSTRACT

This research is a literature review that examines the influence of product variation, promotion intensity, and customer trust on customer purchase decisions. This research was conducted at Hisana Fried Chicken Sales in Bekasi City. This research uses quantitative methods with an unknown population so the minimum sample used is the approach from Heir et al with a sample size of 85 respondents.

INTRODUCTION

Purchasing decisions are a concept in purchasing behavior where consumers decide to do something and in this case make a purchase or use a particular product or service (Balawera, 2013). That the purchasing decision is the stage in buyer decision making where consumers actually buy and choose products, the business will develop further because of that building trust requires further efforts in acquiring, retaining, and increasing consumers. It can be interpreted that to enable someone to make a decision, several options must be available.

The decision for consumers to buy refers to how the decision-making process for "Hisana Fried Chicken" buyers is carried out. There are many factors that buyers consider before deciding to buy a product. So entrepreneurs must be more sensitive in seeing what factors must be considered to attract consumers. There are several factors that greatly influence purchasing decisions, namely product variations and advertising. One factor that greatly influences purchasing decisions is product variations.

Product variations also explain that the purchasing decision is whether it is suitable to be marketed in terms of price size and product appearance from Hisana Fried Chicken compared to similar products, as well as from the diversity of products that will be sold. Product variations have a significant influence. The

"Hisana Fried Chicken" product variations will be able to satisfy consumers so that consumers' desire to buy this product will also increase.

Promotion according to (N Arianty et al., 2016), namely "Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing products". Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing or using products according to their needs and desires.

According to (Hidayat, T. 2020) State that Promotional factors can influence consumer behavior and thoughts in making purchasing decisions. With promotions, it can change someone's mind from previously not being interested to being interested in a product and trying the product so that consumers make a purchase. Promotion is an important factor in realizing sales in a company and. This is where it is necessary to hold targeted promotions, because it is hoped that they can have a positive influence on increasing sales. Consumers who have a lot of knowledge and experience regarding product promotions may not be motivated to seek information, because consumers already feel they have enough knowledge to make decisions. Consumers who enjoy looking for information will spend time looking for more information (Nasution, A. E., Putri, L. P., & Lesmana, M. T., 2019)

THEORETICAL REVIEW

Purchasing Decisions

According to (Machfoeds, 2005) Purchasing Decisions are a series of processes that consumers go through in deciding purchasing actions. The decision to buy can lead to how the decision-making process is carried out. Consumer purchasing decisions are influenced by consumer behavior.

Purchasing decisions according to (Fahmi & Irham, 2016) are consumer actions in deciding on a product that is considered to be the solution to the consumer's needs and desires. That the core of consumer purchasing decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choosing one of them. (Harahap, 2018), Purchasing decisions are a process of providing value and making choices from various available alternatives according to certain interests and needs by determining decisions that are considered more appropriate.

Product Variations

Product variations are the development of a product to produce various choices. Product assortment is a collection of all products and goods offered by a particular seller to buyers (Kotler in Indrasari, 2019). Product diversity consists of the completeness of products and goods sold, types of brands sold, variations in sizes of goods sold, availability of products sold. Product diversity is the collection of all products and goods that a particular seller offers to buyers. The diversity of products produced by a company has a certain width, length, depth and consistency. The following are five definitions of product variations:

According to Levy (2017), product variations, namely taste, size, quality and product availability, have the same meaning as product variations. Factors that influence product variations do not only concern the type of product (product item) and product line (product line) but also concern the quality, design, shape, brand, packaging, size, service, guarantee and returns which must be considered by the company as a whole. pay close attention to the diversity (variations) of the products produced as a whole. This means that as the products produced become more varied, the company also increasingly serves the various needs and desires of the various target consumers.

Product variations are separate units within a brand or product line that can be differentiated based on size, price or appearance. The more diverse the number and types of products sold in a place, the more satisfied the consumer will be and make a purchase of that product and he will not need to decide to buy another product. This shows that product variety is one of the variables that can increase a consumer's purchasing decision (Kotler, 2013).

Promotion Intensity

Promotion Intensity is a way of promoting a company and its products, as well as actions carried out by institutions or companies with the aim of introducing, showing the superiority of their products as well as efforts to persuade those who are exposed to the promotion to buy them. In order for the promotional objectives to be achieved, of course promotional events cannot be carried out just once, promotions must be carried out with high intensity, namely repeatedly and continuously so that consumers will always be remembered and easily influenced by the promotion (Sampoerno, 2016). Here are the five definitions from experts:

Promotion is one of the determining factors for the success of a marketing program or marketing strategy, this is because promotion is communication that is persuasive, inviting, urging, persuading and convincing someone (Mursid, 2016: 96).

Promotion according to (N Arianty et al., 2016) namely "Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing their products". Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing or using products according to their needs and desires.

According to (Kotler, 2007) promotion is a marketing effort that provides various short-term incentives to encourage the desire to try or buy a product or service. All promotional activities aim to influence purchasing behavior, but the main promotional objectives are to inform, persuade and remind.

Customer Trust

Belief is a thought that someone has that is capable provide an overview of something (Kotler, 2008:218). Trust is a positive belief given by consumers to a product, service, or place. Trust is a cognitive component of psychological

factors. Trust relates to belief that something is true or false on the basis of evidence, suggestion, authority, experience and intuition.

Apart from that, consumer trust in products and brands is very important in consumer decision making when buying, because the end result of all marketing processes is not only to build a brand image, a strong product image with high trust from consumers, but also sales levels that continue to increase. .

Conceptual Framework

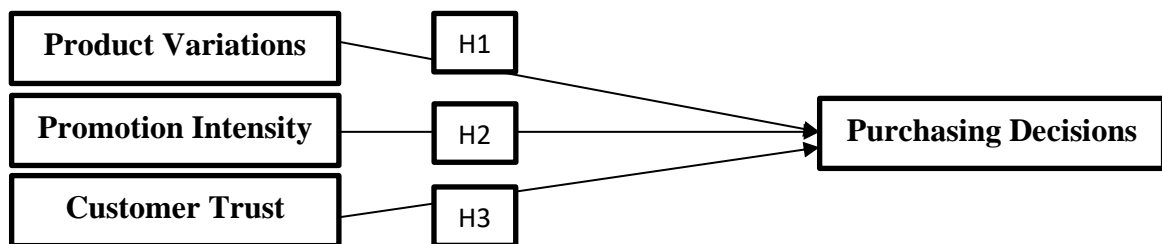


Figure 1. Conceptual Framework

Hyptheses

Consumers are faced with several brand choices with products from other stores competing in the same business category. Therefore, in order to remain competitive, it is necessary to carry out a product variation strategy to attract consumer attention so that it can influence consumers in making purchasing decisions. Shops that do not have a variety of products can easily be replaced by competing shops that have the same products. The more market a product a shop offers to consumers, the more competitors there will be directly dealing with that shop.

H1: Product variety has a positive effect on purchasing decisions

Promotion is the communication process of a company with current and future interested parties and the public (Kotler, 2005). In order for a company to be successful in the products or services it offers to consumers, it must communicate a certain amount of information about the company, product, pricing structure and distribution system to a number of audiences including consumers, trade intermediaries and the media. The main function of a promotional strategy for marketers is to convince target customers that the goods and services offered have different advantages compared to competitors, so that this can attract consumers' interest in making purchases.

H2: Promotion intensity has a positive effect on purchasing decisions

Trust can also influence purchasing decisions. According to Martinez & Bosque (2013), trust is defined as consumer confidence in a product or service provider to meet their long-term needs. In any type of business, building trust is the key to achieving success. For example, by building consumer trust, they will be happy to use the products or services offered.

H3 : Customer Trust has a positive effect on purchase decisions

METHODOLOGY

According to Cresweel (2010), in this quantitative approach, research will be pre-determinate, analyzing statistical data and interpreting statistical data. Researchers who use a quantitative approach will test a theory by detailing specific hypotheses, then collecting data to support or refute these hypotheses. The approach that will be taken in this research is a quantitative analysis approach based on statistical information.

A research approach that answers research problems requires careful measurement of the variables of the object under study to produce conclusions that can be generalized regardless of the context of time, place and situation. According to Sugiyono (2011:7), research with an experimental approach is research that attempts to find the influence of certain variables on other variables under strictly controlled conditions. (Sugiyono, 2017) states that, "a quantitative approach is the measurement of quantitative data and objective statistics through scientific calculations derived from samples of people or residents who are asked to answer a number of questions about a survey to determine the frequency and percentage of their responses."

Based on the explanation above, it can be concluded that the quantitative approach is an approach in research to test hypotheses using accurate statistical data tests. Based on the background and problem formulation that has been mentioned, this research uses a quantitative approach to measure the influence of product variety, promotion intensity and customer trust on customer purchasing decisions on sales of Hisana Fried Chicken in Bekasi.

According to (Sugiyono, 2017)"Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics. Determined by researchers to be studied and then conclusions drawn. (Sujarweni, 2018)"population is an object or subject that is in an area and meets certain requirements relating to the research problem, or the entire unit or individual within the scope to be researched". In this research are consumers of "Hisana Fried Chicken " in Bekasi.

According to (Sugiyono, 2017)"a sample is part of the number and characteristics possessed by the population". If it is less than 100, it is better to take all of them until the research is a population research. The sample in this research is "Hisana" consumers in Bekasi. Sampling in this study used non-probability sampling, namely a sampling technique where not all members of the population in the same position have the opportunity to be selected as the sample.

The sampling method uses incidental sampling, namely a sampling method that is carried out using anyone who is met by chance as a sample. Requirements are made as criteria that must be met as a sample. because the number is not known for certain and is large in size plus insufficient time. Determination of the minimum sample size is calculated based on the following formula (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017) $N = (5 \text{ to } 10 \times \text{number of indicators used}) = 5 \times 17 = 85$

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