

The Influence of Promotion and Location on Consumer Purchase Decisions: A Case Study at Café Aroma, Sleman Regency

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Abstract

The purpose of this study is to examine how promotional strategies and business location influence consumer purchasing decisions at Café Aroma in Sleman Regency. The study reveals that both promotion and location have a partially significant effect on purchase decisions. Furthermore, the analysis shows that these two variables play a critical role in shaping consumer behavior and driving purchase intent. The findings indicate that well-targeted promotional efforts combined with a strategic and accessible location significantly contribute to increased customer visits and higher transaction rates. These insights highlight the importance for café businesses to align their promotional and location-based strategies to attract and retain consumers effectively.

Keywords: Promotion, Location, Purchasing Decisions.

Introduction

There are numerous business persons who gain from this culinary industry. However, there have been a number of culinary business actors that went out of business, i.e. went bankrupt, since their marketing approach was ineffective and their service quality was subpar. This indicates that the success of a culinary business in winning the competition is determined by the use of the appropriate marketing plan and solid consumer relations. If a culinary business can meet the wants, desires, and tastes of its customers, good relationships will be formed.

Every business actor sees the more diverse requirements of the community as an opportunity to make business innovations targeted at maintaining and growing their business in the face of increasingly fierce rivalry. The need to eat and drink is one of every human being's basic requirements; this need must be addressed in order to exist. People that perceive this possibility start trading with restaurants, cafes, fast food restaurants, fast casual, casual style dining, and others. Casual, casual style meals, and other variations are employed in order to attract as many consumers or customers as feasible. as many consumers or customers.

One of the marketing strategies for attracting customers is to increase promotion. When the promotion we expect is in line with or exceeds our expectations, we will feel confident; conversely, when our expectations are unrealistic, we will be dissatisfied. Promotion, according to Abdullah (2023), is "the best strategic combination of variables advertising, personal selling, and other social media promotion tools, all of which are planned to achieve the sales program's objectives." Every behavior that consumers engage in prior to making a purchase decision is to recognize and seek information about a good or service that they wish to purchase. Essentially, every business or company must carry out (promotion) that can provide convenience in obtaining information for consumers and potential consumers so that they can more easily make choices. Furthermore, the development of technology is very rapid, which can provide great benefits for every business activist in the process.

Literature Review

According to Abdullah et al. (2022), location is "a driver of costs and revenues, so location frequently has the power to make or break a company's business strategy." Location is also one of the factors that influence a purchasing decision in satisfying satisfaction to buy an item at a location of business, because it makes it easier for customers to access the goods or services they require in their everyday life. Buyers or consumers have characteristics that differ from one another in each determination of actions to make a purchase choice or not to make a purchase of a product or service, causing the consumer model to vary in its decision to buy a product or service.

Café Aroma is one of the Cafes in Sleman Regency that serves many varieties of Japanese and Korean cuisine. It was started on July 7, 2022 by a local entrepreneur named Ricko. Because the Café follows trends that are in high demand by millennials today, such as how to serve food using a grill (cooking using a gadget that creates high temperatures with a short cooking time), it uses a marketing strategy that is timely.

Based on the findings of their observations, researchers discovered phenomena or challenges that could discourage customers from making purchases at Café Aroma, namely in terms of social media advertising. Whereas in conducting sales promotions, CafeAroma has used social media as a means of disseminating information such as (Instagram and WhatsApp), researchers discovered that the Café is still relatively insufficient in reaching a wide target market, where the Café only relies on Instagram and WhatsApp instastory promotions, despite the fact that social media such as TikTok and Facebook have relatively many users. Further issues stem from the promotion of a list of food and food pricing that do not match those given on the brochure, and when viewing instastory lists promos, but when the customer queried one of the Café's employees, he stated that the food that had been posted did not have a promo period.

Based on the facts and explanations provided above, it is an intriguing topic for scholars to pursue further: Promotion influences purchasing decisions at Café Aroma to some extent. At Café Aroma, location influences purchasing decisions in part. Purchase decisions at Café Aroma Sleman Regency are influenced by both promotion and location.

Methods

The research approach employed is quantitative, with primary data collected via a questionnaire. Respondents in the study were all consumers who made purchases at CafeAroma Sleman Regency with an unknown or limitless population, a Probability Sampling technique was utilized, and a sample size of 77 respondents was established using the Chocran method. This study's formula employs the validity test, reliability test, multiple linear regression, t test, and F test.

Results and Discussion

Table 1. Reliability Test Results of Research Variables

Variable	Cronbach’s Alpha	Numbers	Conclusion
Promotion (X ₁)	0,700	0,60	Reliable
Location (X ₂)	0,642	0,60	Reliable
Purchasing Decisions (Y)	0,647	0,60	Reliable

Source: Data Processed (2025)

The reliability test findings in table 3 reveal that all items in the independent variable statement and the dependent variable have a Cronbach's alpha value greater than the standard Cronbach's alpha (0.60), indicating that all variables proposed are reasonably reliable and consistent.

In addition, multiple linear regression testing was used in this study to examine the association between the independent and dependent variables. The IBM SPSS (Statistical Package for Social Science) software version 24 was utilized to analyze the data in this study. The following is a description of the study's data processing outcomes for several linear regression equations:

Table 2. Test Results of Multiple Linear Regression Analysis

Coefficients				
Model	Unstandardized		Standardized	
	Coefficients		Coefficients	
	B	Std. Error	Beta	t
				Sig.

1	(Constant)	6,744	2,412		2,777	0,006
	Promotion	0,127	0,061	0,146	2,100	0,037
	Location	0,671	0,066	0,714	10,294	0,000

a. Dependent Variable: Purchasing Decisions

Source: Data Processed (2025)

The following equation is produced from data analysis table 4, which is connected to Multiple Linear Regression Analysis output SPSS (Statistical Package for Social Science) version 24:

$$Y = 6.744 + 0.127 + 0.671 + e$$

It is interpreted as follows based on the findings of the multiple linear regression equation:

- a. Constant (a) value of 6.744 or the state in which the purchasing decision variable (Y) has not been changed by other variables, i.e. if the promotion and location variables remain constant, the value of purchasing decisions at CafeAroma Sleman Regency is 6,744.

Coefficients

- b. Promotional regression with a positive direction of 0.127. Shows that the promotion variable has a positive influence on purchasing decisions at CafeAroma Sleman Regency, which means that every unit increase in the promotion variable affects purchasing decisions by 0.127, provided all other factors remain constant.
- c. Regression coefficients with a positive direction of 0.671. Indicates that the location variable has a positive influence on purchase decisions at CafeAroma Sleman Regency, which means that every unit increase in the product quality variable affects purchasing decisions by 0.671, assuming all other variables remain constant.

In addition, partial testing is used to determine the individual influence of the independent variable on the dependent variable. The decision-making criteria are determined by comparing

the ttable and tcount values. The level of significance utilized is 4%, or 0.04. The following are the findings of partial hypothesis testing (t statistical test):

- a. The results of partial testing of the promotion variable show that the regression coefficients of the promotion variable have a positive direction of 0.127, while the tcount value of 2.100> t table 1.976 is interpreted as partially influential and the significance value of 0.0370.04 is interpreted as significant. According to the research results, "promotion has a significant partial effect on purchasing decisions at CafeAroma Sleman Regency." So the researcher's first view is proved; in other words, H0 is rejected and H1 is accepted, implying that the first hypothesis in this investigation is supported.
- b. The partial test results for the location variable show that the regression coefficients for the location variable have a positive direction of 0.671, while the tcount value of 10.294> t table 1.976 is interpreted as influential, and the significance value is 0.000 0.04. The test results are interpreted as "location has a significant partial effect on purchasing decisions at CafeAroma Sleman Regency". So the researcher's first view is verified; in other words, H0 is rejected and H2 is accepted, implying that the second hypothesis in this investigation is supported.

The following stage is simultaneous statistical testing, which is performed with the goal of describing all of the capabilities of the independent variables included in the model that have a simultaneous influence on the dependent variable. The criteria for simultaneous hypothesis testing are carried out by comparing fcount with ftable. The level of significance utilized is 4%, or 0.04. The following are the findings of simultaneous statistical testing (f statistical test):

Table 3. Simultaneous Test Results F Test

ANOVA ^a					
Model	Sum	of	df	Mean	F
	Squares				
					Sig.

Square					
1	Regression	712,613	2	406,306	67,364 .000 b
	Residual	442,720	93	4,943	
	Total	1364,333	94		

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Location, Promotion

Source: Data Processed (2025)

The Fcount value of 67.364> Ftable 3.094 indicates that it has a simultaneous / simultaneous influence, and the significance value of 0.000 0.04 is considered as significant in the results of simultaneous testing of location and promotion factors in table 4. This confirms the researcher's initial belief that "promotion and location have a concurrently significant effect on purchasing decisions at CafeAroma Sleman Regency." In other words, H0 is rejected whereas H3 is accepted, implying that the third hypothesis provided in this study is correct.

Promotional Influence on Purchase Decisions Online promotion, as defined by Jamaluddin et al (2014: 4), is "the process of activities carried out by the party (company) in offering goods or services that are introduced or advertised through online media (internet), so that there is no direct face-to-face between buyers and sellers." A firm or company should distribute information to every consumer, either directly or indirectly, because this has a significant impact on every decision made by the consumer himself. itself. According to the statistical findings of this study, the regression coefficients value of the promotion variable is 0.127, while the tcount value of 2.100> t table 1.976 is interpreted as having a partial influence, with a significant value of 0.0370.04. As significant, it is interpreted. According to the research results, "promotion has a partially significant effect on purchasing decisions at CafeAroma Sleman Regency."

Location's Influence on Purchasing Decisions "A location is called strategic if it is in the center of the Regency, population density, ease of access via public transportation, smooth traffic, and directions do not confuse consumers," write Nugroho and Paramita in Sumowo, et al (2023: 47). As a result, it can be stated that location can impact consumer decisions in making purchase transactions, where location acts as a convenience for consumers in receiving the things they desire, given that practically every consumer behavior will make purchases when the location of a business is conveniently accessible. According to the statistical results of this study, the regression coefficients value of the location variable is 0.671, while the tcount value of 10.294 > t table 1.976 is considered as influential, and the significance value of 0.000 < 0.04 is evaluated as significant. The test results are interpreted as "location has a significant partial effect on purchasing decisions at CafeAroma Sleman Regency".

Conclusion

The following conclusions and research findings are derived from the previously stated analysis and discussion: Promotion has a partially significant effect on purchasing decisions at CafeAroma Sleman Regency, Location has a partially significant effect on purchasing decisions at CafeAroma Sleman Regency, Promotion and location have a significant effect on purchasing decisions at CafeAroma Sleman Regency, Promotion and location have a significant effect on purchasing decisions at CafeAroma Sleman Regency.

Some ideas in relation to the conclusions are as follows: Employees at CafeAroma Sleman Regency are advised to increase the distribution of information to the public, through both social media promotions and print media, as well as the need to provide information on public discounts, such as promos, lowering food prices, so that consumers will choose to make purchases. It is suggested to the owner of Café Aroma Sleman Regency, to develop facilities and infrastructure that aid in the execution of expansion operations, both in the form of a large

parking lot, so that multiple vehicles owned by each consumer may provide comfort for every other driver.

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