

## THE EFFECT OF SALES PROMOTION AND DIRECT MARKETING ON CONSUMER INVESTMENT INTEREST AT PTSP BATAM OFFICE

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### ABSTRACT

Investment in the Batam PTSP Office is a strategic step to increase investment attractiveness in this area. With better service and a faster licensing process, it is expected that Batam can become the main destination for domestic and foreign investors and contribute to sustainable economic growth. This study aims to determine and analyze the Effect of Sales Promotion and Direct Marketing on Consumer Interest in the Batam PTSP Office. The population of this study was consumers at the Batam PTSP Office. The sample used in this study amounted to 344 respondents. The sampling technique used was purposive sampling. The data analysis method used was quantitative analysis, namely validity and reliability tests, descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, t-tests and F-tests. for data processing using the SPSS version 23 application. Based on the data analysis, the results of the study showed that sales promotion (X1) had a positive and significant effect on consumer interest in the Batam PTSP Office, direct marketing (X2) had a positive and significant effect on (Y) at the Batam PTSP Office

**Keywords:** Sales Promotion, Direct Marketing, Consumer Interest

### Introduction

## Background

The local government is committed to creating a conducive investment climate. Through PTSP, the government seeks to integrate various services related to investment, such as business licensing, environmental permits, and building permits, making it easier for investors to meet the required requirements.

Investment in the Batam PTSP Office is a strategic step to increase investment attractiveness in this area. With better service and a faster licensing process, it is hoped that Batam can become a primary destination for domestic and foreign investors, and contribute to sustainable economic growth.

Although PTSP aims to simplify the process, sometimes there is still a bureaucratic process that feels complicated and slow, which can reduce investor interest. Regarding this, there are several obstacles that occur to investors at the PTSP office:

1. Many business actors still do not understand the benefits and procedures offered by PTSP,
2. The availability of trained and experienced workers in handling investments can be an obstacle. Lack of training can result in inadequate information for investors.
3. Data on investment potential and opportunities available in Batam is sometimes not appropriately distributed. This can hinder promotional efforts to potential investors.
4. Negative perceptions about the investment climate, such as security issues or political stability, can affect investors' interest in investing in Batam.

## Research Objectives

1. To determine the effect of sales promotion and direct marketing on consumer interest in PTSP Batam.
2. To determine the effect of sales promotion and direct marketing on consumer interest in PTSP Batam

## **Literature Reviews**

### **Definition of Marketing**

Marketing is an activity carried out by every company to pursue its goals. The essence of marketing is identifying and satisfying human and social needs. A brief definition of marketing is satisfying needs profitably. Marketing is one of the most important factors in advancing a company, especially companies engaged in goods and services. A company's success is largely determined by its achievements in marketing. According to Retina Sri (2018), marketing refers to all efforts or activities to provide goods or services from producers to customers, where these activities aim to satisfy needs and desires in several ways called exchanges

### **Sales Promotion**

According to Lupiyoadi (2013), sales promotion is a tool for influencing consumers to purchase or use services according to their desires and needs.

#### **Sales Promotion Concept**

- a) Providing information about a product to consumers, including information about the product, its price, or other useful information.
- b) Persuading and influencing potential buyers by saying that a product is better than other products and creating an impression/image.
- c) A tool used to achieve goals, namely to create profitable exchanges through communication, so that their desires can be fulfilled. In this case, communication can show ways to make mutually satisfying exchanges.

### **Sales promotion indicators**

According to Kotler and Keller (2016), stated that sales promotion is a short-term incentive to encourage sales of products or services. The following are promotion indicators:

1. Discounts
2. Giving gifts
3. Product trials

## **Direct Marketing**

According to Hermawan (2012), stated that direct marketing is direct communication to individual customers with the aim of obtaining immediate responses or establishing long-term relationships.

## **Direct Marketing Concept**

1. The production concept states that the task of management is to increase effectiveness in production and efforts to reduce prices. The product concept says that customers like products that offer the best quality, performance, and innovative features so that little promotion will be needed.
2. The selling concept says that consumers will not buy the organization's products unless the organization conducts large-scale sales and promotional efforts.
3. The marketing concept states that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.
3. The social marketing concept states that generating customer satisfaction and long-term social welfare is the key to achieving a company's goals and fulfilling its responsibilities.

## **Direct Marketing Indicators**

According to Kotler (2012), Direct Marketing is an interactive marketing system that uses one or more media to influence a measurable response or transaction at any location. According to Kotler and Armstrong (2014) direct marketing indicators are as follows:

1. Attractiveness
2. Politeness
3. Friendliness
4. Product Mastery
5. Readiness in answering questions

## **Interest**

According to Djaali (2017), interest is a feeling of preference and interest in something or an activity.

### **Interest Concept**

1. Creates a positive attitude towards an object.
2. The existence of something pleasant that arises from that object. It contains an expectation that will later give rise to a desire to do something, commonly called passion.

### **Interest Indicators**

According to Lucas and Britt (2012), the indicators of buying interest are as follows:

1. Attention
2. Interest
3. Desire

### **Previous Researchers**

Indriastuty (2020) with a study entitled The Influence of Promotional Mix on Visitors' Interest in Cultural Tourism of the Erau Traditional Festival with the results of the study that promotional mix variables such as advertising, promotion, sales, public relations in this study have an effect on the interest of visitors to the Erau traditional festival cultural tourism except for individual sales which do not have a significant effect. From the study results, several things are suggested, namely that the committee continues to improve services to tourists, and the regional apparatus and the Tenggara Regency community continue to play a role in supporting the successful implementation of the Erau traditional festival cultural tourism activities.

Rico Febrianza Imelda Aprielny (2020) with a study entitled The Influence of Promotional Mix on Repurchase Interest in Shopee Ecommerce results show that the study, namely Shopee Ecommerce uses b.

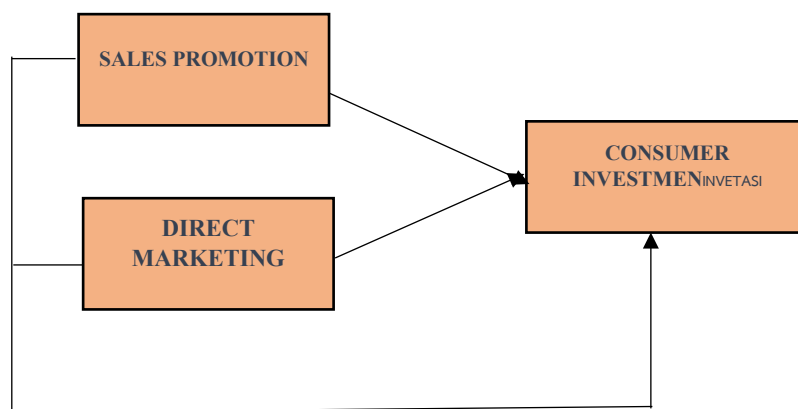


Figure 1. Research Model

### Hypothesis

The hypothesis in this study is stated as follows:

H1: Sales Promotion is suspected of influencing consumer investment interest

H2: Direct Marketing is suspected of influencing consumer investment interest

H3: Sales Promotion and Direct Marketing are suspected of jointly influencing consumer investment interest

### Methodology

#### Type of Research

This research is quantitative because it relates to the processing of nominal data in the results. The research model used in this study is associative research, namely, to see the relationship between research variables.

#### Population and Sample

The researcher determined the data population from the amount of PTSP Batam investment and then used the purposive sampling method to determine the sample because several sample criteria must be met. The number of samples determined by the Slovin formula amounted to 344 respondents.

## Analysis Method

The data analysis used in this study is a multiple regression analysis.

## Validity Test

According to Sugiyono (2017), the validity test is to determine the level of validity of the questionnaire instrument used to collect data. For example, the questionnaire measures the level of loyalty and whether each question can measure the level of interest in the question. Based on this, a validity test is necessary for a study.

## Results

### Deskription

		Promosi Penjualan	Pemasaran Langsung	Minat konsumen
N	Valid	344	344	344
	Missing	0	0	0
Mean		30,8837	53,9186	32,3256
Median		32,0000	58,0000	35,0000
Mode		36,00	60,00	36,00
Std. Deviation		5,22200	7,09324	4,51093
Skewness		-,907	-,843	-1,214
Std. Error of Skewness		,131	,131	,131
Minimum		10,00	21,00	10,00
Maximum		36,00	60,00	36,00
Sum		10624,00	18548,00	11120,00

Descriptive statistics of sales promotion (X4) mean value of 30.88, median 32.00, mode 36.00, std. deviation 5.22, skewness -.91, std error of skewness, -.13, minimum 10.00, maximum 36.00. Direct marketing (X5) has a mean value of 53.92, a median of 58.00, and a mode of 60.00, std. deviation 7.09, skewness -.84, std error of skewness .13, minimum 21.00, maximum 60.00. interest (Y) mean value of 32.33, median 35.00, mode 36.00, std. Deviation 4.51, skewness -1.21, std error of skewness .13, minimum 10.00, maximum 36.00. of 53.92, median 58.00, mode 60.00, std. Deviation 7.09, skewness -.84, std error of skewness .13, minimum 21.00, maximum 60.00. interest (Y) mean value of 32.33, median 35.00, mode 36.00, std. Deviation 4.51, skewness -1.21, std error of skewness .13, minimum 10.00, maximum 36.00.

### Normality test Result

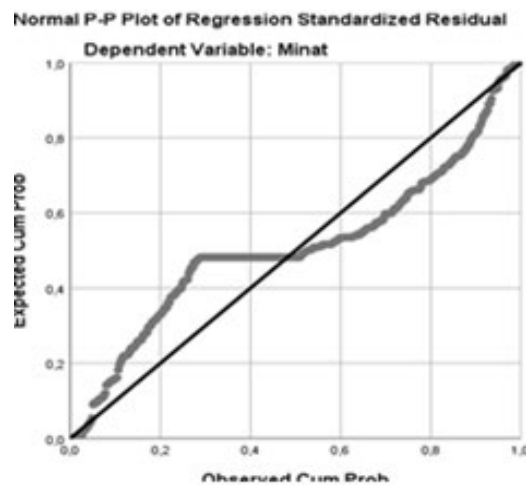


Figure 1.

### Histogram of Normality Test Results

Based on the Normal P-P Plot, the distribution is normal. The points are spread or approach around the diagonal line, and the distribution of the data points is in the same direction and follows the diagonal line.



### Heteroscedasticity Test Results

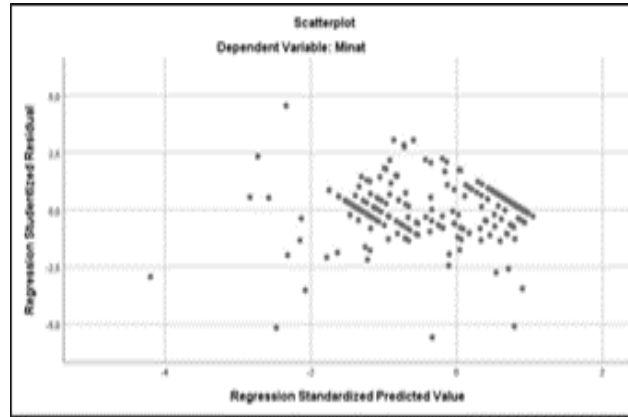


Figure 2. Scatterplot Heteroscedasticity Test Results

The scatterplot shows no heteroscedasticity. The data points are spread above, below, or around the number 0.

### Multicollinearity Test Results

Table 2: Multicollinearity Test Results

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,602	,942		-,639	,523		
	Promosi Penjualan	,100	,031	,115	3,188	,002	,452	2,213
	Pemasaran Langsung	,333	,037	,523	9,078	,000	,178	5,623

a. Dependent Variable: Minat Konsumen

Sumber: Data SPSS diolah (2023)

It can be concluded that sales promotion  $2.213 < 10$  and tolerance value  $0.452 > 0.10$ , direct marketing  $5.623 < 10$  and tolerance value  $0.178 > 0.10$  there is no multicollinearity in the regression model.

## Data Analysis

### Results of Multiple Linear Regression Analysis Test

Table 3: Results of Multiple Linear Regression Analysis Test

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,602	0,942		-0,639	0,523
	Promosi Penjualan	0,100	0,031	0,115	3,188	0,002
	Pemasaran Langsung	0,333	0,037	0,523	9,078	0,000

a. Dependent Variable: Minat Konsumen

Sumber: Data SPSS diolah (2023)

Constant value affects sales promotion (0.100), and direct marketing (0.333).

### t-Test Results (Partial).

Sales promotion has a positive effect count > table (3.188 > 2.59045), and direct marketing has a positive effect count > table (9.078 > 2.59045).

### F-Test Results

Table 4: F-Test Results (Simultaneous)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5585,115	5	1117,023	270,761	,000 <sup>b</sup>
	Residual	1394,420	338	4,126		
	Total	6979,535	343			

- a. Dependent Variable: Minat Konsumen
- b. Predictors: (Constant), Pemasaran Langsung, Promosi Penjualan

Sales promotion, and direct marketing simultaneously affect consumer interest in Rusun Muka Kuning BP Batam. can be seen in the Fcount value > Ftable or 270.761 > 2.240 and a significance level of 0.000 < 0.05.

## Results of the Determination Coefficient Test (R2)

Table 5: Results of the Determination Coefficient Test (R2)

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,895 <sup>a</sup>	0,800	0,797	2,031

a. Predictors: (Constant), pemasaran langsung, promosi penjualan

The Adjusted R Square value is 0.797. This means that the independent variable's ability to explain the dependent variable is 79.7%.

## Conclusion and Recommendation

### Conclusion

1. Based on the study's results, the sales promotion component in the promotional mix has a positive effect on consumer interest in Rusun Muka Kuning BP Batam. This is rational because investment in the Batam PTSP office has carried out promotions through sales promotions that are in accordance with the characteristics of good advertising. 1) Attracting attention 2) Providing flexibility 3) Holding events (Kotler & Keller, 2012).
2. Based on the study's results, the direct marketing component of sales in the promotional mix has a positive effect on consumer interest in Rusun Muka Kuning BP Batam. This is rational because investment in the Batam PTSP office has carried out promotions through direct marketing that is in accordance with the characteristics of good advertising. 1) Non-public 2) Adjusted 3) Interactive (Kotler and Keller, 2012).
3. sales promotion and direct marketing together have an effect on consumer interest in investing in the Batam PTSP office. This is rational because investment in the Batam PTSP office has implemented a promotional mix that is in accordance with the characteristics of good promotion.

## Conclusion

The following conclusions can be drawn from this study, including:

1. Sales promotion positively and significantly affects consumer interest in Rusun Muka Kuning BP Batam.
2. Direct marketing positively and significantly affects consumer interest in Rusun Muka Kuning BP Batam.
3. Advertising, personal selling, publicity, sales promotion and direct marketing have a joint effect on consumer interest in Rusun Muka Kuning BP Batam.

## Recommendation

Based on the results of the study, discussion and conclusions obtained, the suggestions that can be given are as follows:

1. The promotional mix must continue to be carried out to provide good promotional quality, which can form opinions and build brand awareness among investors.
2. Training is needed for the Batam PTSP office implementation team to form similarities in conveying information.

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