

Promotion Mix Strategies and Buying Interest of Riau Specific Food Souvenirs

Zulia Khairani & Nurhayani Lubis

Universitas Lancang Kuning, Pekanbaru, Indonesia, 28265
Telp:+628126736104, Fax: +62761 53108
E_mail: zuliakhairani@unilak.ac.id

Abstract: For the sake of promoting and inviting tourist to tourist resort, there are some factors that should be considered as value added. One of them is specific foods as part of local culture characteristic. A promotional activity is an important role to introduce and cultivate the interest of tourists in a souvenir typical regional food. The aims of the study were to analyze level of promotion mix consists of advertising, sales promotion, direct marketing, personal selling, and public relations, and to find out the level of consumer buying interest, and finally investigated influence of promotional mix on consumer purchase intention of the tourists. The samples in this study were 100 tourists. The method used was combination of quantitative and qualitative analysis. The data was purposively taken using quantitative analysis. Quantitative analysis, is, descriptive analysis, regression analysis, and hypothesis testing by t-test and F-test. Qualitative analysis was performed with the interpretation of the data obtained in the study and the results of data processing that had been carried out by providing information and explanations. The results showed that advertising, sales promotion, personal selling, direct marketing, and public relations have positive impact on tourist buying interest in Riau specific food souvenirs. Personal selling and public relation were found to be significant factor impact on buying interest in Riau specific food souvenir.

Keywords: advertising, sales promotion, direct marketing, personal selling, public relations

1. Introduction

Regional tourism marketing is a part of the services marketing sector. All the charm of tourism certainly cannot simply add value if then not accompanied by an effort to arouse the interest of the market to visit and enjoy the various attractions and the results of the existing creative economy industry. Boyne et al in 2002 in Aruman (2014) showed that tourists spent nearly 40% of their food budget on the go, this statement also supported by Graziani (2003) study which said that 50% of restaurant revenues were generated by tourists.

Riau is one of the provinces of 35 provinces in Indonesia, has attractive tourism potential like most other regions in Indonesia. Based on the assessment of Gebyar Wisata Nusantara event held in Jakarta in 2015, Riau is placed as the province that has the best tourism potential and creative economy second best after Aceh, it is still less in terms of packaging and marketing (www.riauupos.co). In addition Riau province also has 250 types of typical local food that has the potential to be introduced and promoted as one of the tourist attraction to visit Riau. The Ikaboga Riau organizations has conducted data collection on traditional food, there are 250 kinds of traditional food and is sure to keep increasing the number of traditional foods in Riau that must be preserved (www.riau.go.id).

To cultivate the interest of tourists to try and buy regional specific food, it is necessary efforts of various effective marketing strategies one of them with promotional activities. Forms of promotional activities can be through advertising, personal selling, sales promotion, public relations, and direct marketing. Consumer buying interest in a product is influenced by the existence of



advertising, sales promotion, public relations and personal selling (Tudin & Ling, 2012). In addition, for example, most companies in China use advertising and public relations as promotional media to attract consumer buying (Marketing to the New Chinese Customer, 2011, p11-13). The promotion is considered as a starting point, and the first step, the producers followed by the communications and contacts, in both local and foreign markets alike, where it paves the road to other marketing efforts such as presentation of companies' product, Its features, specifications, distribution of the product, and what distinguishes it from other producers' competing products in the target markets (Nour et al., 2014).

Jane Summers, Atasit, and Melissa (2006) in her research on the factors that influence buying interest in sports shoes in Thailand. From this study found that deal proneness, value consciousness, price consciousness, quality consciousness, and attitudes of references group influence consumer buying interest. The results of research conducted Brianto, Heri A and Oktavia, Astrid (2015) revealed that the promotion mix of advertising, sales promotion, direct marketing, personal selling, and public relations partially or simultaneously have a positive and significant influence on customer buying interest PT. Bank Negara Indonesia (Persero) Tbk Jatinegara branch. Buying interest is part of the behavioral component in consuming attitudes. Buying interest according to Kotler and Armstrong (2008: 155) is an interest that arises after receiving the stimulus from the product it sees, from there arises interest to try the product until it finally arises the desire to buy in order to have it. According to Schiffman and Kanuk (2006), indicators of consumer buying interest are as follows: interest in finding more information about the product; Consider buying, desire to know the product; Interest to try products; Desire to own the product. Research conducted by Fakhru Rizki, Muhammad and Yasin, Hanifa (2014) to examine the influence of promotion and price on buying interest, where the results show that promotion and price partially and simultaneously affect consumer buying interest.

This research examined and analyzed the level of promotion mix of typical Riau food souvenirs and how the level of buying interest of tourists on souvenirs typical Riau food and promotional mix role affect the buying interest of tourists on souvenirs typical of Riau. The hypothesis as follows: H1: Advertising partially has a positive and significant impact on the buying interest of tourists, H2: Sales Promotion partially have a positive and significant impact on the buying interest of tourist, H3: Public Relations partially have a positive and significant impact on the buying interest of tourists, H4: Personal Selling is partially positive and significant impact on the buying interest of tourists, H5: Direct Marketing partially has a positive and significant influence on the buying interest of tourists, H6: Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing simultaneously have a positive and significant impact on the buying interest of tourists.

2. Methods

The populations in this study were tourists visiting the city of Pekanbaru on June 2017 - August 2017. In Indonesia, holiday season occurs in those months such as school holidays, fasting month and Idul Fitri. Sampling method used is purposive sampling. According to Roscoe in Sugiyono (2014), give suggestions about the sample size for the research that is done with multivariate analysis, then the number of members of the sample at least 10 times the number of variables studied. The minimum sample size in this study is $10 \times 6 = 60$. So in this study take 100 samples. Data collection method used in this research is survey method using questionnaire. Location of questionnaires spread planned in the departure lounge of Sultan Syarif Kasim II Airport Pekanbaru. This location is chosen to make the data collection atmosphere more calm and the data taken is expected to be more precise and accurate.

In general, this analysis was used to examine the effect of some independent variables (variable X) to the dependent variable (variable Y) (Sugiyono, 2014). The steps that used to analyze the data are: validity and reliability, the classic assumption test, multiple regression analysis,

coefficients determination (R²), F-test and T-test. In multiple regression of independent variable (variable X) counted its influence to dependent variable (variable Y), the amount more than one. In this study, independent variables are advertising (X1), sales promotion (X2), direct marketing (X3), personal selling (X4), and public relations (X5) while the dependent variable is buying interest (Y), so multiple regression equations Which is used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

3. Results

The demographic conditions that can be drawn from the number of 10 responden are male more than female about 60 people (60%) with most respondents ages between 17-29 tahun as 45 people (45%). The research sample most dominated from the respondents work as private employees about 49 people (49%). The most popular Riau specific food souvenirs of the respondents are lempuk durian and bolu kemojo.

Table 1: Descriptive Statistics on Buying Interest of Spesific Foods of Riau

	Mean	Std.Deviation
Advertising	3.178	1.098
Sales Promotion	2.8	1.037
Direct Marketing	2.78	1.225
Personal Selling	3.24	0.898
Public Relation	3.06	1.087
Buying Interest	3.6	1.034

Based on the above data, the results of descriptive data indicate the level of promotion mix of souvenir food is in the medium category and the level of buying interest in the high category. Based on the data, it is known that the forms of promotion of the most rarely found respondents that is direct marketing and the most frequently perceived respondents is advertising. Riau food an ad typical of today is quite often we encounter in various media in Riau. Some famous pastry shops here also promote and sell souvenirs typical food

Table 2 : Test of Construct's Validity and Reliability

Constructs	Item	Corrected item total correlation	Cronbach's Alpha
Advertising	Ad1	0.658	0.898
	Ad2	0.832	0.842
	Ad3	0.857	0.824
	Ad4	0.731	0.873
Sales Promotion	Sp1	0.653	0.727
	Sp2	0.846	0.620
	Sp3	0.732	0.685
	Sp4	0.363	0.890
Direct Marketing	Dm1	0.564	0.760
	Dm2	0.564	0.754
Personal Selling	Ps1	0.591	0.841
	Ps2	0.751	0.766
	Ps3	0.705	0.781
	Ps4	0.669	0.798
Public Relations	Pr1	0.638	0.714
	Pr2	0.743	0.594
	Pr3	0.559	0.782
Buying Intentions	Bi1	0.597	0.842
	Bi2	0.509	0.850
	Bi3	0.829	0.722
	Bi4	0.796	0.735

On table 2 indicates the test of construct's validity and reliability of the study. The corrected item total correlation has been used to analyze the validity of this study. The results shows there are four valid items for advertising construct, four valid items for sales promotion construct, two valid items direct marketing construct, four valid items for personal selling construct, three valid items for public relations construct, and four valid items for buying interest construct. The Cronbach > 0.6 is applied by this research to show the reability. The result shows that all the constructs are reliable.

Table 3: Regression Analysis on buying Interest

	Standardized
	Coefficients
Variable	Beta
Advertising	0.07
Sales Promotion	0.07
Direct Marketing	0.05
Personal Selling	0.424
Public Relations	0.779
F-value	25.592
R	0.777
R2	0.603

In this research, regression analysis was used to analyze marketing mix consist of advertising, sales promotion, direct marketing, personal selling, and public relation towards the interest of buying specific foods of Riau.. From table 4, there have a significant and positive relationship between personal selling and public relations as independent variables and purchase intention as the dependent variable. The model summary table shows that R, regression of five independent variables which are advertising, sales promotion, direct marketing, personal selling, and public relation is equal to 0.777. After inter-correlation R square (R2) generated is 0.603. This means, around 60.3% of two independent variables be explained by the dependent variable.

4. Discussions

The results of the research show personal selling and public relations respectively partially and simultaneously have a positive and significant influence on buying interest by typical food by Riau. This is in accordance with the results of research conducted Djatmiko (2013), which obtained the conclusion that personal selling and public relations have a positive and significant impact on interest to become customers in the PD. BPR of Bandung, either simultaneously or partially. The results of research conducted Brianto, Heri A and Oktavia, Astrid (2015) revealed that the promotion mix consisting of advertising, sales promotion, direct selling, personal selling, and public relations partially or simultaneously have a positive and significant influence on customer buying interest PT. Bank Negara Indonesia (Persero) Tbk Jatinegara branch. Consumer buying interest in a product is influenced by advertising, sales promotion, public relations and personal selling (Tudin & Ling, 2012). Advertising, sales promotion, direct marketing has a positive influence but not significant. This is different from previous research conducted by Heri A and Oktavia, Astrid (2015) revealed that promotion mix consisting of advertising, sales promotion, direct marketing, personal selling, and public relation partially or simultaneously have a positive and significant influence on interest Buy customer PT. Bank Negara Indonesia (Persero) Tbk Jatinegara branch. Consumer buying interest in a product is influenced by advertising, sales promotion, public relations and personal selling (Tudin & Ling, 2012).

This can happen because the indicators on advertising, sales promotion, and direct marketing variables that exist in this study is a statement related to the promotion mix that has been commonly perceived by respondents and has been applied by many companies in selling their products in Riau. In applying a promotional strategy program there must always be renewal so that consumers do not get bored and can increase consumer buying interest.

5. Conclusion

The research found that personal selling and public relation have significant and positive effect on buying interest. Meanwhile, advertising, sales promotion, and direct marketing have insignificant effect on buying interest. Based on the result shows that personal selling and public relation were to be important thing to increasing the buying interest of specific food souvenirs.

6. Suggestions

For educational, this research can contribute to the understanding of Marketing mix that consist of advertising, sales promotion, direct marketing, personal selling, and public relation towards buying interest in food souvenir of Riau. For the government to pay more attention to promotional activities by typical souvenir Riau to support the tourism program that is in improving its quality. The next researcher is expected to add to the costumer buying interest of specific food souvenir of Riau. This research uses the survey method that has drawbacks and potentially biased. The next research is expected to use the interview method in order to overcome the shortcomings of the survey.

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