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THE INFLUENCE OF PRODUCT PROMOTION ON THE DECISION TO USE QRIS (QUICK RESPONSE CODE INDONESIAN STANDARD) AT STARBUCKS MEDAN CITY

Sarah Elicia Roitona Gultom
HKBP Nommensen University Medan, Indonesia

Abstract

This research aims to examine the influence of product promotions on the decision to use QRIS (Quick Response Code Indonesian Standard) at Starbucks in Medan City. The research was conducted at five Starbucks outlets, namely Starbucks Reserve Deli Park, Starbucks Multatuli, Starbucks Iskandar Muda, Starbucks Cambridge City Square, and Starbucks Sun Plaza Medan. A quantitative approach was used with probability sampling techniques to collect data from a minimum of 100 respondents. Indicators used to measure promotions include frequency, quality, quantity, time and suitability of promotions. Meanwhile, usage decisions are measured based on priority of use, ease of access, consideration of benefits, and confidence in using QRIS. The collected data was analyzed using linear regression to determine the relationship between these variables. The research results show that product promotions have a significant influence on the decision to use QRIS at Starbucks. The frequency and quality of promotions are the most dominant factors influencing consumer decisions. These findings suggest that effective and well-targeted promotional strategies can increase QRIS adoption by Starbucks consumers, which in turn can increase transaction efficiency and customer satisfaction.

Keywords Product Promotion, User Satisfaction, QRIS, Starbucks, Quantitative methods.

INTRODUCTION

In the current digital era, technology is developing rapidly, including in the electronic payments sector. One of the innovations that has emerged is QRIS (Quick Response Code Indonesian Standard). QRIS is an electronic payment system that uses QR codes to facilitate financial transactions. reported from databoks.katadata.co.id Bank Indonesia noted that the Quick Response Code Indonesian Standard (QRIS) users in Medan City were the most users in North Sumatra. In September 2022, there will be 412,312 merchants using QRIS for transactions in Medan. Judging from the business scale, the micro business sector dominates up to 65.8 percent or as many as 600,394 users. The majority of QRIS users come from the MSME sector, especially micro, at 65.8 percent. Starbucks is not a micro, small and medium enterprise (MSME), but Starbucks also uses QRIS. The use of QRIS is not only limited to MSMEs, but can also be implemented by large-scale businesses such as Starbucks. QRIS provides various benefits, including ease of recording transactions, separation of personal funds and business funds, and allows payments using QR codes, which increases the convenience for customers in carrying out transactions.

Starbucks is a coffee company and global coffee shop chain originating from the United States. The name "Starbucks" itself is taken from the name of a character in the novel Moby-Dick, namely Starbuck, which is the name of the ship's chief pilot in the novel. The company was founded on March 30, 1971 in Seattle, Washington by Jerry Baldwin, Zev Siegl, and Gordon Bowker. Initially, Starbucks was only a store selling coffee beans and coffee equipment for its first ten years in Seattle. Starbucks in the city of Medan to increase consumer interest in using QRIS is a promotion. Product promotion is a marketing strategy that aims to increase consumer awareness and interest in a product or service. In this case, product promotions can take the form of advertising campaigns, discounts, or loyalty programs offered by QRIS providers. According to the Big Indonesian Dictionary (KBBI, 2008: 1105) Promotion is an introduction in order to advance business, trade. Promotion comes from the word promote in English which means to develop or improve. Starbucks in Medan City offers a promotion using QRIS, where by paying using QRIS the buyer gets the following promotion; Buy One Get One or commonly known as BOGO can be claimed every Tuesday, and the Weekend Treat promo - Buy Two Get Three This promo can be claimed on Tuesdays, where when a consumer purchases 1 drink the consumer gets 1 other drink free with a drink note. What you pay is a drink with a higher price. Apart from that, there is also a Weekend Treat promo - Buy Two Get Three. This promotion can be claimed on Saturdays and Sundays where when consumers buy 2 drinks, the consumer will get one free drink with variants that can be chosen according to their wishes. Through this promotion, we can increase product sales at Starbucks in Medan City and to find out about QRIS and its use as well as the convenience and benefits obtained from using QRIS itself, so that interest in using QRIS at Starbucks in Medan City can increase. According to Agustino et.al, (2021:401) Promotion is a marketing strategy that helps to attract consumer interest.

There are several reasons why people are interested in using QRIS (Quick Response Code Indonesian Standard) and several advantages:

1. Ease of Use: QRIS enables fast and easy cashless transactions. By simply pointing your phone at the QR code, transactions can be carried out immediately without the need for cash or a physical card.

2. Security: Using QRIS can increase security because there is no need to carry cash which is vulnerable to theft. Additionally, QRIS transactions are often encrypted, reducing the risk of fraud.

3. Efficiency: QRIS helps increase the efficiency of the payment process.

For both customers and merchants, QRIS transactions make it possible to carry out without having to wait for change calculations or credit card verification.

1. Affordability: QRIS does not require massive investment to implement. Both large and small traders can easily adopt QRIS technology at an affordable cost.

2. Transaction Tracking: QRIS allows easier transaction tracking. This helps customers in monitoring their expenses and merchants to track their sales better.

3. Flexibility: QRIS can be used in various places and by various types of businesses, from small stalls to large restaurants, retail stores and even transportation services. This makes it a flexible and affordable payment solution for a variety of needs.

With these various advantages, it is not surprising that QRIS is increasingly popular among the public and businesses.

Based on the description of the explanation above, the aim of the researcher to observe this problem is because the researcher wants to find out and explore further regarding the level of influence of product promotion on the decision to use QRIS which is one of the features in financial transaction activities by taking the title "The Influence of Product Promotion on Decisions to Use QRIS

(Quick Response Code Indonesian Standard) at Starbucks in Medan City. With the above phenomenon, researchers conducted observations at 5 Starbucks outlets in Medan City, namely; Starbucks Reserve Deli Park, Starbucks Multatuli, Starbucks Iskandar Muda, Starbucks Cambridge City Square, and Starbucks Sun Plaza Medan.

METHODS

According to H Djaali (2020: 1) Research is defined as a series of activities that are planned and systematic, and carried out in certain ways in studying, studying or investigating a problem to obtain an answer or solution, to obtain theoretical knowledge that can enrich the treasures of science. , or can also be used to solve the problem being faced. This research uses a quantitative research design. According to H Djaali (2020: 3) Quantitative research is research that is inferential in nature in the sense of drawing conclusions based on the results of statistical hypothesis testing, using empirical data resulting from data collection through measurement.

This research consists of two variables, namely Promotion (X), Decision to use (Y) while the research object is Starbucks in the city of Medan. And the pattern used in this research is the pattern of influence between variables.

Time and Place of Research

This research begins in March 2024 until August 2024. The location of this research is in 5 Starbucks outlets in Medan City, namely; Starbucks Reserve Deli Park, Starbucks Multatuli, Starbucks Iskandar Muda, Starbucks Cambridge City Square, and Starbucks Sun Plaza Medan.

Population, Sample, and Sampling Techniques

Research Population

According to Nalom Siagian (2021: 53) population is a collection of many research samples. So the population of this research is consumers who have purchased Starbucks products in Medan City, namely; Starbucks Reserve Deli Park, Starbucks

Multatuli, Starbucks Iskandar Muda, Starbucks Cambridge City Square, and Starbucks Sun Plaza Medan.

Research Sample

According to Nalom Siagian (2021: 54), the sample is a direct reflection of the population, where the portrait of reality that will be recorded is completely in the sample. A framework is needed so that in their work, researchers have definite direction and goals. In determining the sample, this study used the Lameshow (1997) formula because the population of Starbucks QRIS users in the city of Medan is unknown. To be clearer, here is the sample determination using the Lemeshow (1997) formula, namely:

$$n = \frac{Z^2 \times p\,(1-p)}{d^2}$$ Information:

N= Number of Samples

Z= Standard Value (1.96)

p= Maximum Estimate (50%=0.5)

d= Alpha or Sampling Error (10%=0.10)

So by using the Lemeshow formula, the sample size can be calculated as follows:

$$n = \frac{1{,}96^2 \times 0{,}5\,(1-0{,}5)}{0{,}10^2}$$

n = 96.4 rounded to 100

So the minimum sample required for this research was 100 respondents for 5 Starbucks outlets in Medan City, namely;

Starbucks Reserve Deli Park, Starbucks Multatuli, Starbucks Iskandar Muda, Starbucks Cambridge City Square, and Starbucks Sun Plaza Medan.

The following is a sample distribution table needed for research at 5 Starbucks outlets in Medan City. Each outlet will have an equally divided number of respondents, namely 20 respondents per outlet, to reach a total of 100 respondents.

Table 1

Sample Distribution

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No	Name Outlet Sturbucks	Amount Respondent
1.	Starbucks Reserve Deli Park	20
2.	Starbucks Multatuli	20
3.	Starbucks Iskandar Young	20
4.	Starbucks Cambridge City Square	20
5.	Starbucks Sun Plaza Medan	20

Sampling Techniques

According to Nalom Siagian (2021: 56), the probability sampling technique is that the sample selection involves probability, with the selectability of the sampling unit being known. The probability sampling technique used is purposive sampling, namely a technique for determining the sample by making certain considerations. The criteria in this research are consumers who have purchased Starbucks products in the city of Medan.

DATA SOURCE

The data source used in this research is primary data.

According to Nalom Siagian (2021: 19) primary data is data collected, processed and analyzed by the researcher/observer directly from the object.

Data collection

The data collection method used by the author in this research is by using a questionnaire data collection technique. According to Nalom Siagian (2021:21), a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Respondent data was collected directly or from distributing online questionnaires using Google Form.

Simple Linear Data Analysis Model

A Simple Linear Analysis Model is a statistical technique used to understand the relationship between an independent variable (usually referred to as a predictor variable or explanatory variable) and a dependent variable (usually referred to as a response variable). The purpose of a simple linear analysis model is to describe the linear relationship between independent and dependent variables.

The Simple Linear Analysis Model used is as follows:

$$Y = a + bX + e$$

Information:

Y   : Decision to use QRIS

X   : QRIS Promotion

a   : intercept

b   : slope

e   : (Error/Residual)

Measurement Scale

The measurement scale used is a 5 point Likert scale. According to Nalom Siagian (2021:45) the Likert scale is a scaling used to measure attitudes, opinions, opinions or perceptions of a person/group of people who are appointed as research respondents, regarding social events or phenomena to be studied. By using a 5 point Likert Scale, it is able to accommodate respondents' answers that are neutral or unsure. The scoring is based on the provisions, namely:

Table 2

Likert Scale Instrument

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Statement	Score
Very agree (SS)	5
Agree (S)	4
Neutral (N)	3
No Agree (TS)	2
Very No Agree (STS)	1

Operational Definition and Variable Measurement

An operational definition of a variable is a definition given to a variable with the aim of giving meaning to an activity or justifying an operation needed to measure that variable. Variables and their operational definitions can be explained in the following table:

Table 3

Operational definition

Variable	Definition	Indicator	Scale
Promotion	Promotion as something method For introduce product or For moreshow success something product, be it price promotions nor non price also very support decision purchases made by consumer. When a consumer faced on choice		

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	decision purchase Fora product with prices and quality Which The same. Naturally product existence Which give there is something promotion more chosen by consumer		
Decisi on Use	Decision use is interest buy	1. Priority use, where is someone	Likert

Data Quality Test

Validity test

A measurement scale can be said to be valid if the scale can be used to measure everything that can be measured. Validity tests are used to test questions or statements on a questionnaire, and the results of the questionnaire are able to reveal something that is measured by the questionnaire. The method that will be used to carry out the validity test is to correlate the score of the statement or question item with the total score of the variable. To find out whether the score for each question item is valid or not, the criteria for a significant value ≥ 0.05 are set and look at the calculated r value ≥ r table.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. Measuring between answers and questions can be done with the condition that the Cronbach's Alpha value is ≥ 0.60.

Hypothesis testing

Partial Test (t-test)

This test was carried out to determine the influence of a promotional variable X on the decision to use (Y). This method can be seen below:

Decision making by comparing each tcount value between the independent variables and ttable is as follows:

a. If tcount ≥ ttable then H0 is rejected and H1 is accepted, meaning that variable X has a significant effect on variable Y.

b. If tcount < ttable then H0 is accepted and H1 is rejected, meaning that variable X has no significant effect on variable Y.

Decision making using significant probability numbers is as follows:

a. If the significant probability is <0.05 then H0 is accepted and H1 is rejected

b. If the significant probability is ≥ 0.05 then H0 is rejected and H1 is accepted.

In determining the hypothesis used in this research as follows:

1. Promotion (X)

a. H0 = Partially there is no significant influence between the independent variable, namely Promotion (X1) on the dependent variable, namely user decision (Y)

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b.   H1 = Partially there is a significant influence between the independent variable, namely Promotion (X) and the dependent variable user decision (Y).

If tcount ≥ ttable then H0 is rejected and H1 is accepted, meaning that Promotion (X) has a significant effect on user decisions. If tcount < ttable then H0 is accepted and H1 is rejected, meaning that promotion (X) has a significant effect on user decisions (Y).

Coefficient of Determination (R2)

The determination test is carried out with the aim of measuring the suitability of the model, namely by how much diversity in the dependent variable can be explained by the independent variables. If R2 gets closer to one then the independent variable has a big influence on the dependent variable. On the other hand, if R2 is close to zero then the independent variable has little influence on the dependent variable. To make data processing easier, the above tests were carried out using the SPSS 22 data processing program.

CONCLUSION

Based on the results of research that has been conducted regarding the influence of promotions on decisions to use QRIS, the following conclusions can be drawn:

The research results show that promotions do not have a significant influence on the decision to use QRIS at the 0.05 significance level. This means that the promotional variable does not partially influence the decision to use QRIS significantly.

Although promotions are considered an effective tool to increase consumer awareness and interest, in the context of this research, promotions do not show a significant influence on the decision to use QRIS. This indicates that there are other factors that are more dominant in influencing the decision to use QRIS.

The decision to use QRIS is more influenced by other factors which may include ease of use, trust in the technology, and support from the QRIS service provider.

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