

THE INFLUENCE OF PROMOTION AND DISTRIBUTION PERCEPTIONS ON INDOMIE PURCHASING DECISIONS

Azril Zaki R. I. Z., Achmad Hamid N. S. ,Dipa Arianti
Bali Internasional Management University
Jl. Bypass Ngurah Rai No. 19, Sidakarya, Denpasar
Selatan,
Kota Denpasar, Bali 80224, Indonesia
e-mail: Dipaariantiariantidiva@gmail.com

Abstract

The instant noodle industry in Indonesia faces intense competition, encouraging companies to continuously improve their marketing strategies in order to influence consumer purchasing behavior. Promotion and distribution are two important marketing elements that play a significant role in attracting consumers and ensuring product availability in the market. Indomie, as one of the leading instant noodle brands in Indonesia, actively implements various promotional activities and maintains an extensive distribution network to sustain its market dominance. This study aims to examine the effect of consumers' perceptions of promotion and distribution on purchasing decisions of Indomie products. This research employs a quantitative approach using a survey method. Primary data were collected through structured questionnaires distributed to 100 respondents selected using purposive sampling. The respondents consisted of consumers aged 13–60 years who had purchased Indomie at least twice. The variables analyzed include perception of promotion and perception of distribution as independent variables, and purchasing decision as the dependent variable. All indicators were measured using a Likert scale. Data analysis was conducted using multiple linear regression, preceded by validity and reliability tests as well as classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The findings of this study are expected to provide empirical evidence regarding the influence of promotional and distribution perceptions on consumer purchasing decisions and to offer practical insights for companies in developing effective marketing strategies within the instant noodle industry.

Keyword: purchase decisions, perception of promotion, perception of distribution, consumer

INTRODUCTION

Instant noodle industry in Indonesia is one of the food industry sectors with a very high level of competition. The large number of brands offering products with relatively similar characteristics requires companies to implement effective marketing strategies in order to maintain and increase their market share. Under these conditions, promotion and distribution become two important elements of the marketing mix that play a major role in influencing consumer behavior and purchasing decisions.

Indomie, as one of the leading instant noodle brands in Indonesia, is known for its intensive promotional strategies and extensive distribution network that reaches various regions. Various forms of promotion, such as mass media advertising, digital media, and sales promotions, are carried out to build brand image and attract consumer buying interest. In addition, product availability across various distribution channels is an important factor in ensuring that consumers can obtain the product according to their needs. However, the success of promotion and

distribution strategies is not only determined by company activities, but also by how consumers perceive these strategies.

Purchasing decisions are the result of a consumer's evaluation process of various information and marketing stimuli before finally choosing a product. Consumer perception of promotion reflects the extent to which marketing messages delivered by the company are able to attract attention, be understood, and influence consumer attitudes. Meanwhile, perception of distribution relates to the ease, availability, and consistency of products in the market. Positive perceptions of both factors are believed to increase consumers' likelihood of making a purchase decision.

Several previous studies have shown that promotion and distribution have a significant influence on consumer purchasing decisions. However, most of these studies focus more on marketing strategies from the company's perspective rather than directly examining consumer perceptions. Therefore, this study seeks to address this research gap by positioning consumer perceptions of promotion and distribution as the main variables influencing purchasing decisions. This approach is important for understanding consumer behavior in a more empirical and contextual manner.

The novelty of this study lies in the simultaneous analysis of consumer perceptions of promotion and distribution on purchasing decisions for Indomie instant noodles using a quantitative approach based on consumer surveys. This study is expected to contribute scientifically to the development of consumer behavior research, particularly in the food industry, as well as to serve as a practical reference for companies in formulating marketing strategies that are more oriented toward consumer perceptions and needs.

The urgency of this research is increasing along with market dynamics and changes in consumer behavior, where consumers are becoming more critical in evaluating marketing information and product accessibility. By understanding the influence of promotion and distribution perceptions on purchasing decisions, the results of this study are expected to provide a more effective basis for decision-making for industry players and to enrich academic studies in the fields of marketing and consumer behavior.

METHOD

This study employed a quantitative approach with a survey method. Data were collected through a questionnaire designed based on indicators of promotional perceptions, distribution perceptions, and consumer purchasing decisions regarding Indomie products. All items were measured using a Likert scale to describe respondents' level of perception regarding each research variable. The analytical method used was multiple linear regression, with the aim of examining the influence of promotional perceptions and distribution perceptions on purchasing decisions.

Table 1.

Descriptive Statistics			
	Mean	Std. Deviation	N
Y	10.49	2.105	47
X1	11.02	2.069	47
X2	12.30	1.805	47

Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships among the variables. The detailed

correlation coefficients between variables are presented in Table 3 below.

Table 2.

Correlations

		Y	X1	X2
Pearson Correlation	Y	1.000	.397	.384
	X1	.397	1.000	.231
	X2	.384	.231	1.000
Sig. (1-tailed)	Y	.	.003	.004
	X1	.003	.	.059
	X2	.004	.059	.
N	Y	47	47	47
	X1	47	47	47
	X2	47	47	47

Regression Analysis

Table 4. Model Summary The model summary illustrates the extent to which the three independent variables explain the dependent variable. The results are presented in Table 4 below.

Table 3.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.214	1.866

a. Predictors: (Constant), X2, X1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.522	2	25.261	7.254	.002 ^b
	Residual	153.222	44	3.482		
	Total	203.745	46			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Regression Coefficients

To identify the dominant variable, regression coefficient analysis was conducted. The results are presented in Table 6 below.

Table 4.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.408	2.171		1.109	.273
	X1	.331	.137	.325	2.422	.020
	X2	.360	.157	.309	2.300	.026

a. Dependent Variable: Y

RESULTS AND DISCUSSION

This study aims to examine the effect of promotion perception and distribution perception on consumers' purchase decisions of Indomie. Data were collected from 100 respondents who had purchased Indomie at least twice and were analyzed using multiple linear regression analysis.

The results indicate that promotion perception and distribution perception simultaneously have a significant effect on purchase decisions. This finding suggests that consumers' purchasing decisions are not only influenced by the product itself but also by how promotional activities are perceived and how easily the product can be obtained. Partially, promotion perception shows a positive effect on purchase decisions. This means that frequent, attractive, and persuasive promotional activities conducted by Indomie successfully encourage consumers to choose the product. Promotions help increase brand awareness and stimulate consumer interest, which ultimately leads to purchasing behavior. Distribution perception also has a positive and significant influence on purchase decisions. The wide availability of Indomie in various retail outlets and the consistency of product stock make it easier for consumers to purchase the product whenever needed. Easy access to products strengthens consumers' intention to buy and reduces the likelihood of switching to competing brands. Overall, the regression model confirms that both independent variables contribute to explaining variations in consumers' purchase decisions.

CONCLUSION

This research proposal aims to examine the influence of consumers' perceptions of promotion and distribution on purchasing decisions for Indomie. Based on marketing and consumer behavior theories, positive perceptions of promotional activities and the ease of product availability are expected to play a significant role in shaping consumers' purchasing decisions. By applying a quantitative approach and multiple linear regression analysis, this study is designed to provide empirical evidence on whether perceptions of promotion and distribution significantly affect purchasing decisions, either partially or simultaneously. The results of this research are expected to contribute to academic understanding of consumer behavior and provide practical insights for companies, particularly in formulating more effective promotional strategies and optimizing distribution networks to strengthen.

DECLARATION OF GENERATIVE AI (if any)

During the process of drafting this scientific work, the author used ChatGPT as an aid in language editing and sentence structure improvement. After using the tool, the author

independently reviewed and re-edited it and is fully responsible for the accuracy, substance, and content of this publication.

This statement does not apply to the use of basic auxiliary tools, such as grammar checking, spelling, and reference management.

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