

The Influence of Promotion Mix on the Purchase Decision of Participants of the Grand Reunion Stand of the Medan State Polytechnic Grand Reunion Event

Rico Stevanus¹, Nursiah²

¹ Politeknik Negeri Medan, Indonesia; ricostevanuspinem@gmail.com

² Politeknik Negeri Medan, Indonesia; nursiahmustari05@gmail.com

ARTICLE INFO

Keywords:

Advertising;
Private Sales;
Public relations;
Purchase Decision

Article history:

Received 2025-08-30

Revised 2025-10-02

Accepted 2025-11-19

ABSTRACT

Purchasing decision is the process by which a consumer decides to buy a product or service. Purchasing decisions can be influenced by several factors including advertising, personal sales, and public relations, which are some of the parts of the promotional mix. The purpose of this study is to determine the influence of the promotional mix on the purchase decision of participants of the Medan State Polytechnic (Polmed) Grand Reunion Stand Event. Data collection through a survey by distributing questionnaires to MSMEs who are participants in the bazaar stand at the Medan State Polytechnic Grand Reunion event. The number of population and samples in this study is as many as 45 bazaar stand participants. Data collection is through questionnaires and literature studies, while to test the quality of data, validity and reliability tests are carried out. To determine the influence of advertising, personal sales, and public relations on purchase decisions, multiple linear regression tests were performed. The results of the research obtained by advertising have a positive and significant effect on purchase decisions. This shows that the ads made by the committee affect the interest of potential consumers, which ultimately drives purchase decisions. Meanwhile, personal sales have a positive but not significant effect on purchasing decisions. This influence is not strong enough to significantly influence consumer decisions in purchasing decisions. Public relations has a positive and significant influence on the decision to purchase the Medan State Polytechnic Bazaar (Polmed) Stand Event. Advertising, personal sales, and public relations are explained to affect purchasing decisions by 62.3%, while the rest are influenced by other variables.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Rico Stevanus

Politeknik Negeri Medan, Indonesia; ricostevanuspinem@gmail.com

1. INTRODUCTION

The Medan State Polytechnic (Polmed) as one of the state universities in the city of Medan has produced more than 20,000 alumni routinely holding a number of *campus events*. Among other things, holding a grand reunion event and the Alumni Association Congress (IKAL) a grand reunion. This is the third time since the Medan State Polytechnic was established in the campus environment to strengthen the synergy of alumni, with the age of the Medan State Polytechnic which has turned 40 years old.

This grand reunion has three main agendas, namely *expo* and *job fair*, blood donation and teaching alumni, and on the last day the IKAL Polmed congress was held, and enlivened by entertainment events. The alumni committee of the grand reunion event intends to develop Micro, Small and Medium Enterprises (MSMEs) in the city of Medan by creating a Bazaar Event.

A bazaar can be defined as a market that is deliberately held for a period of several days, or an exhibition and sale of goods and crafts and food. The main purpose of the bazaar is to allow sellers to meet potential buyers directly and promote their products or services.

Promotion is an activity in an effort to convey the benefits of the product and persuade customers to buy the products offered. The committee of the grand reunion of the Medan State Polytechnic as the organizer of the bazaar event held in 2022 opened the registration of prospective stand participants, initially the committee got 25 *stand participants*. Furthermore, the committee increased the target number of participant quotas by 50 *stands*.

In increasing the target number of participants bazar With a total of 50 participants, it requires the support of complex marketing activities and efficient and effective promotion. The committee uses promotional mix elements to meet these targets. The promotional mix is a special blend of advertising, personal sales, sales promotion and public relations that companies use to achieve their advertising and marketing goals. With limited funds in carrying out promotions, the grand reunion alumni committee implemented three promotional tools. The promotions used are advertising, personal sales and public relations. In implementing the promotion, the committee got 45 participants from the set target of 50 participants *stand*.

Based on the above background, the researcher is interested in conducting this study with the title "The Influence of Promotion on the Purchase Decision of *Stand* Participants of the Grand Reunion Bazaar Event of the Medan State Polytechnic".

2. METHODS

This study uses a quantitative method with a quantitative descriptive analysis approach. This research was conducted at the Medan State Polytechnic, Sumatra which is located at Jl. Alma Mater No.1, Padang Bulan, Kec. This research was conducted from January 2024 – Finished. In this study, the population is data on the participants of the *grand reunion bazaar stand* event, which amounted to 45 *stands*. The sample in this study was taken from the total population of 45 participants. The type of data consists of primary data obtained or collected directly in the field by researchers from the respondents, by giving a set of questions or written statements to the respondents to be answered with a questionnaire. Secondary data obtained through research is based on literature studies, books and journals related to the discussion of this research. There are several data collection techniques carried out in this study such as field studies and literature studies. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table 1. Validity Test Results

Variabel	Statement	Calculated value	Table values	Information
Advertisement (X1)	X1.1	0,465	0,361	Valid
	X1.2	0,675	0,361	Valid
	X1.3	0,777	0,361	Valid
	X1.4	0,943	0,361	Valid
	X1.5	0,704	0,361	Valid
	X1.6	0,878	0,361	Valid
	X1.7	0,858	0,361	Valid
	X1.8	0,910	0,361	Valid
Private Sale (X2)	X2.1	0,832	0,361	Valid
	X2.2	0,798	0,361	Valid
	X2.3	0,819	0,361	Valid Valid
	X2.4	0,935	0,361	Valid Valid
	X2.5	0,948	0,361	Valid
	X2.6	0,970	0,361	Valid
	X2.7	0,839	0,361	
	X2.8	0,845	0,361	
Public relations (X3)	X3.1	0,947	0,361	Valid
	X3.2	0,945	0,361	Valid
	X3.3	0,826	0,361	Valid
	X3.4	0,727	0,361	Valid
	X4.5	0,931	0,361	Valid
	X5.6	0,522	0,361	Valid
Purchase Decision (Y)	Y.1	0,876	0,361	Valid
	Y.2	0,869	0,361	Valid
	Y.3	0,860	0,361	Valid
	Y.4	0,731	0,361	Valid
	Y.5	0,503	0,361	Valid
	Y.6	0,754	0,361	Valid
	Y.7	0,8690,880	0,361	Valid
	Y.8		0,361	Valid

Source: Data processed (2024)

Based on table 1 above, the r_{table} obtained from the calculation results with the provision $df= 30-2$ with a significant 5%, from the calculation r_{table} is obtained which is 0.361. So it can be concluded that the value of $r_{is\ calculated} > r_{table}$, therefore the indicators used in this study are valid.

b. Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha (a)	Number of Statement Items	Information
Advertising (X ₁)	0,910	8	Reliabel
Private Sales (X ₂)	0,952	8	Reliabel
Public Relations (X ₃)	0,899	6	Reliabel
Purchase Decision (Y)	0,939	8	Reliabel

Source: Data processed (2024)

Based on the results of the reliability test above, it is shown that advertising, personal sales, public relations and purchase decisions have an Alpha coefficient above 0.60, so it can be concluded that the questionnaire used on the 30 respondents is a reliable and trustworthy questionnaire.

2) Classical Assumption Test

a. Normality Test

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		45
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	1.89211540
Most Extreme Differences	Absolute	.092
	Positive	.078
	Negative	-.092
Test Statistic		.092
Asymp. Sig. (2-tailed)		.200c,d

Source: Data processed (2024)

In table 3 above, it can be seen that the value of asymmototic significance (2-tailed) of 0.200 is greater than 0.05. Therefore, in accordance with the magnitude of decision-making in the Kolmogorov-Smirnov normality test, it can be concluded that the data is normally distributed.

- Grafik Normal Probability Plot (P-Plot)

**Figure 1.** Normality Test of P-Plot Chart Analysis

Source: Data processed (2024)

- **Graph Histogram**

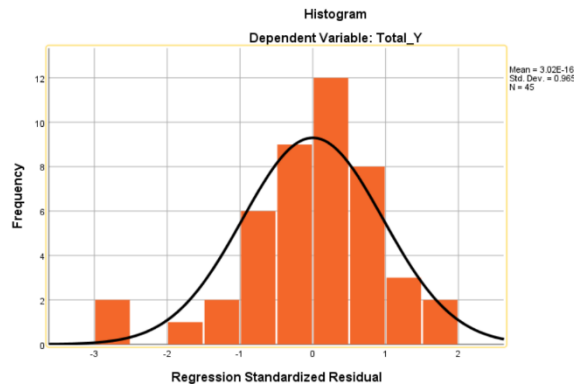


Figure 2. Normality of Histogram Chart
Source: Data processed (2024)

Based on the data above, the histogram graph is in the shape of an inverted bell, not tilted to the left and right. Therefore, the data is said to be distributed normally.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results
Coefficientsa

Variabel	Collinearity Statistics	BRIGHT
	Tolerance	
(Constant)		
Advertisement	.933	1072
Private Sales	.754	1.327
Public relations	.802	1.249

Source: Data processed (2024)

It can be seen that the VIF value of all the independent variables is < 10 and the tolerance value is > 0.1 . This means that the study variables do not show the existence of multicollinearity, so the regression model is suitable to be used to predict purchase satisfaction based on the input of advertising, personal sales and public relations variables.

c. Heteroscedasticity Test

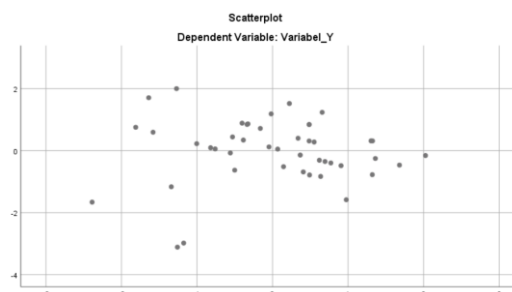


Figure 3. Heteroscedasity Test
Source: Data processed (2024).

Based on figure 3 above, it can be seen that the dots in the *scatterplot* image are scattered randomly and do not form a certain pattern and the dots are scattered both above and below the number 0 on the Y axis.

3) Multiple Linear Regression Analysis Test

Table 5. Multiple Linear Regression Test Results
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	2.475	5.202		.476	6375
	Advertisement	.692	.092	.747	7.521	.000
	Private Sales	.070	.056	.137	1.239	.222
	Public relations	.234	.072	.348	3.245	.002

Source: Data processed (2024)

Based on table 5, the multiple linear regression equation is as follows:

$$Y = 2.475 + 0.692X_1 + 0.070X_2 + 0.234X_3$$

From the regression equation, it can be described as follows:

1. This constant = 2.475 indicates that if there were no advertising, personal sales and PR then the purchase decision rate would be worth 2.475.
2. The coefficient $\beta_1 = 0.692$ is positive, indicating that the advertisement has a positive effect on the purchase decision or in other words if the advertisement is improved then the purchase decision will increase by 0.692.
3. The coefficient $\beta_2 = 0.070$ is positive, indicating that personal sales have a positive effect on the purchase decision or in other words if personal sales are increased, the purchase decision will increase by 0.070.
4. The coefficient $\beta_3 = 0.234$ has a positive value, indicating that public relations has a positive effect on purchasing decisions or in other words if PR is improved, the purchase decision will increase by 0.234.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 6. Partial Significance Test Results (t-Test)
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	2.475	5.202		.476	6375
	Advertisement	.692	.092	.747	7.521	.000
	Private Sales	.070	.056	.137	1.239	.222
	Public relations	.234	.072	.348	3.245	.002

Source: Data processed 2024

Based on the table above, the following data can be obtained:

1. The value of the calculation of the advertising variable is $7.521 >$ the table of 1.683 which means that the advertising variable has an effect on the purchase decision with a significance value of $0.000 < 0.05$, thus it can be concluded that the advertising variable has an effect but is not significant on the purchase decision variable.

2. The value of the personal sales variable is $1.239 < \text{the table is } 1.683$ which means that the personal sales variable has no influence on the purchase decision. and significance value of $0.222 > 0.05$, thus it can be concluded that the personal sales variable has no significant effect on the purchase decision variable.
3. The value of the calculation of the public relations variable is $3.245 > \text{the table is } 1.683$ which means that the public relations variable has an effect on the purchase decision with a significance value of $0.002 < 0.05$, thus it can be concluded that the public relations variable has an effect but is not significant on the purchase decision variable.

b. *Simultaneous Significance Test (F test)*

Table 7. Results of Simultaneous Significance Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.053	3	21.684	22.576	.000 ^b
	Residual	39.381	41	.961		
	Total	104.434	44			

Source: Data processed 2024

Based on the table above, the F value is calculated as $22.576 > 2.838$ with a significance level of $0.000 < 0.05$ which shows that advertising, personal sales and public relations simultaneously have a significant effect on purchase decisions.

c. *Determination Coefficient Test (R Square)*

Table 8. Determination Coefficient Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.595	.980

Source: Data processed (2024)

Based on table 8 above, it can be seen that the Adjusted R Square value is 0.623 or 62.3% which means that the relationship between advertising, personal sales, and public relations variables to purchase decisions is 62.3%. While 37.7% was explained by other factors that were not studied in this study.

Discussion

The Influence of Advertising on Stand Purchase Decisions at *Grand Reunion* Events

The results of the study show that simultaneously, advertising has a significant effect on purchasing decisions. Advertising is a message that is conveyed with the aim of introducing a product or service to buyers with a specific media platform. Advertising is one of the important instruments in the promotion mix process. By doing promotions, namely committee advertisements, you can increase the number of stand purchases. With attractive advertising content, the committee succeeded in increasing the number of purchases and attracting the attention of buyers to take action on potential buyers of the stand. On the other hand, if the advertisement is not done in full, then the purchase decision can affect the purchase of a stand in an event. With interesting advertising content, attracting attention, clear information and others can encourage the committee to achieve the target of buying a stand.

The results of this study are relevant to the results of previous research conducted by Adrianto (2020) who conducted research on the influence of advertising, sales promotion, and personal selling on

purchase decisions in the marketing business. The results of the study show that advertising (*advertising*) has a considerable influence on the purchase decision of *the stand event*.

The Influence of Personal Sales on Stand Purchase Decisions at *Grand Reunion Events*

The results of this study show that personal sales do not have a significant effect on purchasing decisions. Private selling is one of the methods of a promotional mix that involves direct interaction between a seller and a potential buyer. In personal selling, sellers seek to influence consumers' purchasing decisions through face-to-face meetings, product presentations, and the building of strong personal relationships.

While there are indications that personal sales may increase the likelihood of a purchase occurring, this influence is not strong or consistent enough to be considered partially significant. Several factors can affect a promotion in a personal sale, such as the quality of interaction in a personal sale, market segmentation, and the presence of other factors that also influence a purchase decision, such as price and customer reviews. Additionally, more experienced consumers may be less affected by personal selling ventures, as they tend to rely on their own judgment or other sources of information. That personal selling, while potentially beneficial, isn't powerful enough to influence a purchase decision.

This research is relevant to previous research, namely Salbiyah, et al. (2020) which conducted the Influence of Promotion Mix on Interest in Choosing a Management Study Program of the Faculty of Economics and Business UM Surabaya in 2017. The study showed that the variable of personal sales had a significant and positive effect on students' interest in choosing a study program.

The Influence of Public Relations on the Decision to Buy *Stands at the Grand Reunion Event*

The results of the study show that public relations has a significant influence on the purchase decision of *a bazaar event stand*. Promotion refers to the communication strategies used by organizations to build, maintain, and improve a positive image and relationships with various interests, including the public, the media and the general public. Through activities such as press releases, media relations, event management, crisis management, public relations aims to create a good understanding and increase positive awareness of the organization, product, or service. This is an important element in the promotional mix because PR not only helps to strengthen public trust in the brand but also supports other marketing efforts such as advertising and sales promotion. With effective PR, the committee can improve clear purchasing decisions in the market, which ultimately contributes to the overall success of the promotion mix.

The results of this study are relevant to the results of a previous study conducted by Alecson (2019) "The effect of promotional mix on the purchase decision of Surabaya pokpiah". The results of the study show that public relations as an element of the promotional mix has an influence on purchase decisions.

The Influence of Advertising, Private Sales, Public Relations on Purchase Decisions for *Bazaar Event Stands*

At *the grand reunion bazaar event of the Medan State Polytechnic (Polmed)*, advertising and public relations have a significant influence on the purchase decision of *booth participants*. Advertising, whether through posters, banners, or social media, serves to attract participants' attention and increase their awareness of the products or services offered. The information conveyed through the advertisement helps shape the initial perception and interest of the participants in the *available booths*. Private selling, which involves direct interaction between sellers and attendees, allows sellers to explain product details, provide demonstrations, as well as tailor offers to the individual needs of participants. These interactions build more personal relationships and increase participants' trust in the product, which is important in the purchase decision-making process.

In addition, public relations plays an important role in promoting through a positive image and good relations with the *participants of the stand event*. Through efforts such as good publications, positive image, and community service activities, public relations attracts the participation of the bazaar stand.

The positive image formed can strengthen the trust and confidence of participants in buying *a stand*, as well as create a good impression that drives purchase decisions. Thus, an effective combination of advertising, personal sales, and PR can improve purchasing decisions and the trust of stand attendees, thus significantly influencing their purchasing decisions at the *event*.

4. CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn:

1. The results of the study show that simultaneously, advertising has a significant effect on purchasing decisions. This shows that when advertisements displayed in the media are more attractive, can attract attention, and influence the interest of potential consumers, which ultimately drives purchase decisions.
2. Personal sales do not have a significant effect on purchasing decisions, these influences are not strong enough to significantly influence consumer decisions in purchasing decisions.
3. Public relations has a significant influence on the purchase decision of the bazaar event stand. This shows a good understanding in promoting and increasing positive awareness of stand participants.
4. Partially, advertising and PR have an influence on the purchase decision, while personal sales have no effect on the purchase decision.
5. Advertising has a dominant influence on purchasing decisions.

REFERENCES

- Adrianto, Rio Yasin. (2020). *Pengaruh Advertising, Sales Promotion, dan Personal Selling Terhadap Keputusan Pembelian Pada Usaha Ma Bruschetta*. Jurnal Manajemen dan Start-Up Bisnis. Volume 5, No 5, Halaman 360-368.
- Alma, H Buchari. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Ali, Hapzi., dan Aan Widodo. (2022). *Determinasi Komunikasi Pemasaran: Analisis Iklan, Personal Selling dan Public Relation*. Jurnal Manajemen Pendidikan dan Ilmu Sosial, Volume 3, No 2, Halaman 796-804.
- Abi, Made Mantara., dan Ni Nyoman Yulianthini. (2022). *Faktor-faktor yang Menentukan Keputusan Pembelian Secara Online di Bukalapak pada Mahasiswa Fakultas Ekonomi UNDIKSHA*. Jurnal Manajemen dan Bisnis. Volume 4, No 2, Halaman 168-177.
- Catur, Haryaji Putera Hasman., Cindy Natalina., Alfifto. (2021). *Pengaruh Advertising dan Personal Selling Terhadap Keputusan Pembelian Sepeda Motor Honda*. Jurnal Manajemen Tools, Volume 13, No 2, Halaman 1-8.
- Ferils, Muh. (2022). *Kompetensi dan Stres Kerja Pengaruhnya Terhadap Kinerja Pegawai*. AKUNTABEL: Jurnal Akuntansi dan Keuangan, Volume 19, No 4, Halaman 768-778.
- Hermawan, Agus. (2020). *Komunikasi Pemasaran*. Malang: Erlangga.
- Hamid, Abdul., dan Ni Ketut Eka Yulianti. (2019). *Minat Siswa Kelas XII SMA Negeri 1 Bolano Lambunu Parigi Moutong untuk Melanjutkan Studi Kejenjang Perguruan Tinggi*. Jurnal Pendidikan Ilmu Sosial, Volume 16, No 1, Halaman 47-57.
- Iftina, Ovila Faulika., dan Farah Oktafan. (2023). *Pengaruh Bauran Program Waktu Indonesia Belanja Terhadap Proses Keputusan Pembelian Pada Tokopedia*. Jurnal Administrasi dan Manajemen. Volume 2, No 1, Halaman 176-184.
- Khairunnisa, Tasya., Yulia., Eddy Jajang Jaya Atmaja. (2023). *Pengaruh Bauran Pemasaran Terhadap Keputusan Konsumen dalam Pembelian Produk Tahu (Studi Kasus: UMKM Rumah Tahu Kabupaten Bangka Barat)*. Jurnal Ekonomi Pertanian dan Agribisnis, Volume 7, No 2, Halaman 820-832.
- Latif, Ahmad. (2020). *Pengaruh Bauran Promosi Terhadap Keputusan Pemilihan Lembaga Pendidikan Bahasa Inggris International Language Foundation (ILF) di Lamongan*. Jurnal Manajerial Bisnis, Volume 3, No 2, Halaman 90-105.

- Maylindo, Anggi. (2019). *Faktor-Faktor yang Mempengaruhi Minat Mahasiswa dalam Memilih Jurusan Pendidikan Akuntansi Universitas Islam Riau*, Skripsi. Universitas Islam Riau Pekanbaru.
- Malau, Harman. (2018). *Manajemen Pemasaran Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global*. Bandung: Alfabeta.
- Maria, Delfia Linsun., Alfa tumbuan., Sjendry Laindong. (2023). *Pengaruh Citra Merek dan Kualitas Layanan Elektronik Terhadap Keputusan Pembelian Pelanggan Shopee di Kota Bitung*. Jurnal EMBA, Volume 11, No 4, Halaman 370-378.
- Prambudi, Joko., dan Jati Imantoro. (2021). *Pengaruh Kualitas Produk dan Harga Produk Terhadap Keputusan Pembelian Produk pada Ukm Maleo Lampung Timur*. Jurnal Manajemen Diversivikas, Volume 1, No3, Halaman 1-18.
- Peter, J. Paul., dan Jerry C Olson. (2018). *Consumer Behavior*. Alih Bahasa: Damos Sihombing dan Peter Remy Yossi Pasla. Jakarta: Erlangga.
- Salbiyah, Siti., Budi Wah., Mahardika. (2018). *Pengaruh Bauran Promosi Terhadap Minat Memilih Prodi Manajemen Fakultas Ekonomi dan Bisnis UM Surabaya Tahun 2017*. Balance, Volume 1, No 1, Halaman 1-17.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Sunyoto, Danang. (2019). *Teori, Kuisioner dan Analisis Data*. Yogyakarta: Graha Ilmu.
- Tolan, Mitra Sari., Frendy A.O Pelleng., Aneke Y. Punuindoong (2021). *Pengaruh Promosi Terhadap Keputusan Pembelian di Online Shop Mita (Studi Pada Masyarakat Kecamatan Wanca Kelurahan Karombasan Selatan Lingkungan IV Kota Manado)*. Productivity, Volume 2, No 5, Halaman 360-364.
- Theresia, Luna Tambunan. (2019). *Faktor Dominan Pengaruh Bauran Promosi Terhadap Prilaku Kosumen Dalam Keputusan Pembelian Suatu Produk*. Jurnal Ilmiah Ekonomi dan Bisnis, Volume 16, No 1, Halaman 35-25.
- Unonongo, Wulanyhta., Deasy Warouw., Lingkan Tulung. (2021). *Kunci Promosi dalam Meningkatkan Daya Beli Gadget Samsung di Kota Manado*. E – Journal. Acta Diurna, Volume 4, No 5, Halaman 360–364.
- Yunita, Linda Desma., dan Tri Handayani. (2018). *Strategi Bauran Promosi Penyelenggaraan Event (Studi Kasus Perencanaan dan Penyelenggaraan Event Pasar Murah)*. Jurnal Riset Bisnis dan Investasi, Volume 4, No 1, Halaman 14-24.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.