Syntax Literate: Jurnal Ilmiah Indonesia p–ISSN: 2541-0849
e-ISSN: 2548-1398
Vol. 7, No. 11, November 2022

THE EFFECT OF BUY 1 GET 1 PROMOTION AND INTERPERSONAL COMMUNICATION SKILL TOWARDS IMPULSE BUYING BEHAVIOR

Elviara Dwi Raissa, Fahira Dwinda Rachmadiani, Sherena Jessica Wijaya, Muhammad Aras
Communication Department, Binus University, Jakarta, Indonesia
E-mail: elviara.raissa@binus.ac.id, fahira.rachmadiani@binus.ac.id, sherena.wijaya@binus.ac.id, maras@binus.edu

Abstract

Modern fashion trends that are developing in Indonesia today are inseparable from the emergence of local brands. In fact, some local Indonesian fashion brands can compete in the international market. One of the original Indonesian fashion brands that appeared in the world fashion market is Erigo. Erigo through the Instagram account @erigostore covered its content in such a way as to inform various offers to market its products. Some of the marketing techniques carried out by Erigo through the @erigostore Instagram account are sales promotion and personal selling. This study aims to determine how much sales promotion and personal selling affect the impulsive buying behavior of followers of the @erigostore Instagram account. This research uses quantitative research methods, where data are analyzed using multiple regression analysis. The results of this study found that sales promotion and personal selling simultaneously influenced the impulsive buying of Instagram account followers @erigostore positively and significantly. In other words, an increase in sales promotion and personal selling will be followed by an increase in the impulsive buying of followers of the Instagram account @erigostore. These two variables influence impulsive buying by 83%.

Keywords: Promotion Strategy; Interpersonal Communication; Marketing Communication; Buying Behavioral.

Introduction

Fashion trends are becoming something that cannot be separated from society. Fashion trends that continue to develop every year are welcomed by the public. Apart from the fact that fashion is a primary need for clothing, fashion has formed its own identity for the wearer. The development of fashion that is always dynamic every year is whichainly good news for the fashion industry.

Reporting from beautynesia.id, fashion trends in Indonesia have developed since the 1920s, where at that time Indonesian people's clothing was synonymous with traditional fabrics. Fashion trends in Indonesia continue to develop, such as fashion

How to cite:	Elviara Dwi Raissa, Fahira Dwinda Rachmadiani, Sherena Jessica Wijaya, Muhammad Aras (2022) The Effect of Buy 1 Get 1 Promotion and Interpersonal Communication Skill Towards Impulse Buying Behavior, (7) 11, http://dx.doi.org/10.36418/syntax-literate.v7i11.12036
E-ISSN:	2548-1398
Published by:	Ridwan Institute

trends in the 1990s which were synonymous with plaid shirts, in the 2000s which were identic with emo and gothic styles, until now (Satyawati, 2017).

Modern fashion trends that are developing in Indonesia today are inseparable from the emergence of local brands. In fact, local fashion brands in Indonesia have quality that is no less good than fashion brands that are global. In fact, some local Indonesian fashion brands are able to compete in the international market. One of the original Indonesian fashion brands that appears in the world fashion market is Erigo.

Erigo is one of the Indonesian fashion brands that prioritizes quality and design to support the travel needs and daily needs of its target market. Reporting from CNBC Indonesia, Erigo managed to become one of the brands that appeared at New York Fashion Week 2022. Based on a statement from Erigo CEO Muhammad Sadad, Erigo's journey began in 2011, starting from a studio-type room in one of the apartments located in the Depok area, without any employees. In 2013, Sadad finally began to give birth to the name Erigo as a fashion brand identity until now it is labeled as an inspitarif MSME that has risen in class. Sadad explained, at first Erigo had a concept with the theme of batik and ikat on its products. However, after a year of running, Sadad decided to overhaul Erigo's brand identity into casual fashion, which has survived to this day.

Erigo's success in becoming a leading fashion brand in Indonesia and reaching the target market is inseparable from the existence of digital platforms, especially social media. Erigo through the Instagram account @erigostore packaged its content in such a way as to inform various offers with the aim of marketing its products.

Some of the marketing techniques carried out by Erigo through @erigostore Instagram account are sales promotion and personal selling. Gherasim (2012) stated that sales promotion depends on: (1) communication, namely attracting consumers' attention, providing information to consumers and directing consumers to products or services; (2) incentives, that is, providing some valuable convenience (temptation) for consumers; and (3) invitations, namely providing clear advice so that consumers are willing to buy directly.

Furthermore, Gherasim (2012) mentioned that some of the tools that can be used in sales promotion are discounts, product demonstrations and tastings, contests and games, merchandise, sponsorships and promotional samples or prizes.

Another marketing technique used by Erigo is personal selling. One of the factors needed in personal selling, of course, is the ability to have good interpersonal communication between sellers and buyers. This is because in personal selling, sellers are required to provide information, educate, and persuade consumers to buy a product or service.

Research conducted by Asrinta (2018) has proven that sales promotion has a significant and positive effect on consumers' impulsive purchases, where the application of appropriate promotions is considered to be able to encourage sales and customer satisfaction. The study also explains that the more promotions offered will make consumers buy more products than they have planned. Another study conducted by

Ratih and Rahanatha (2020) also mentioned that sales promotion has a positive and significant influence on impulsive purchases, where the increasingly attractive sales promotion offered can increase consumers' impulsive purchases.

On the other hand, research conducted by Rizal (2015) states that personal selling has a positive and significant influence on consumers' impulsive purchases, where the better the personal communication between sellers and buyers can increase impulsive purchases in consumers. Sendow et al. (2022) in their research stated that personal selling is one of the promotional strategies that are considered effective.

Previous research has proven that sales promotion and personal selling partially have a positive and significant influence on impulsive buying. Therefore, this study aims to determine the influence of sales promotion and personal selling carried out by Erigo through the Instagram account @erigostore on the impulsive purchases of followers of the @erigostore Instagram account.

Sales Promotion

Promotion is a medium of communication between the company and customers and also a medium to influence consumer purchase activities. Sales promotion is a promotional tool offered by companies to encourage consumer purchases. Sales promotion is aimed for encouraging consumer interest in the products offered (Andani & Wahyono, 2018).

Fill and Jamieson (2006) in Tibebe and Ayenew (2018) mentioned that sales promotion is a form of non-personal communication that includes several marketing techniques and is usually used to provide added value to an offer, such as free offers, price offers, premium offers, with the aim of accelerating sales. *Sales promotion* Sales promotion is also defined as a set of incentive tools that are short-term in nature, designed to encourage faster purchases of products or services. (Ratih & Rahanatha, 2020).

Sinha and Smith in Akbar et al. (2020) mentioned that buy 1 get 1 free is one of the useful sales promotion tools, where this promotion means that if they buy one product, consumers will get additional products without paying for it. Therefore, consumers tend to make impulsive decisions towards such offers.

Personal Selling

Shimp in Sendow et al. (2022) defines personal selling as a form of communication between individuals, where the seller informs, educates and persuades potential buyers to buy products or services offered by the company.

Personal selling can also be interpreted as an oral promotional tool, both to one person and a group of potential buyers with the aim of encouraging mutually beneficial purchase transactions for both parties, by using humans as a promotional tool (Sendow et al., 2022).

Personal selling is divided into two approaches, namely: (1) Sales-oriented approach, this form of sales assumes that customers will not make purchases unless they are under the pressure of an excellent product or service presentation. (2) Customer-oriented approach, this approach focuses on problem-solving efforts for potential buyers

offered by the company. In this approach, companies are required to be able to analyze the needs and problems of consumers and try to solve these problems through product or service offerings. Through sales promotion, companies can influence potential consumers to buy products (Sendow et al., 2022).

Impulse Buying

Muruganantham and Bhakat in Ratih and Rahanatha (2020) explained that purchasing behavior is divided into three, namely: (1) Planned purchases, where consumers need a long time to seek information and make rational decisions; (2) Unplanned purchases, in which the consumer decides to purchase goods or services without prior planning; and (4) Impulsive purchases, that is, when consumers make purchases quickly, unplanned and driven by an irresistible desire to buy.

Nagadeepa et al. in Asrinta (2018), impulse buying is the same as unplanned buying, which is a condition in which consumers buy products or services without being planned in advance. Impulse buying is a common occurrence in the market. Mowen and Minor in Asrinta (2018) define impulse buying as purchases that were not previously planned by consumers, in which consumers' buying interest arises suddenly without offsetting the consequences. Thus, it can be said that impulse buying is the act of consumers to buy goods or services without being planned in advance. This is due to the stimulus from stores that makes consumers impulse buying.

Meanwhile, according to LE et al. (2022) impulsive buying illustrates the act of buying quickly, unplanned and suddenly. The urge to impulsively purchase goods and services is an irresistible desire without thinking about the risks and consequences.

Method

This research uses a quantitative approach with survey methods. Malhotra (2020) explained that the survey method is a structured questionnaire given to a sample of a population and designed to obtain specific information from respondents. In other words, the survey method is based on the respondent's question.

The data were analyzed using descriptive analysis and multiple regression analysis. The population in this study was followers of @erigostore Instagram account. The sample was obtained using simple random sampling. The sample size was obtained using the Slovin formula with an error degree of 10 percent.

$n = N/(1+N.e2)$

$n = 2.500.000/(1+2.500.000.(0,1)2))$

$n = 2.500.000/(1+2.500.000.(0,01))$

$n = 99,99 \infty 100$

Based on the calculations above, a sample was determined in this study, namely 100 followers of @erigostore Instagram account.

The primary data in this study was obtained through an online survey using Google Forms. This study measured two variables, namely the variables of sales promotion and personal selling using the Likert scale. The results of the validity test

using pearson product moment showed that the instrument in this study was valid, where the calculated r value was greater than the table r value. Furthermore, the results of reliability tests using Cronbach's Alpha showed that the instruments in this study were of reliable value. Based on the validity and reliability test, it can be said that research instruments can be used to measure this research concept.

Findings

The results of the descriptive analysis in the study showed (Table 1) that based on the frequency of purchases, the average respondent in this study bought Erigo products less than 3 times, namely 58 people (58%), while as many as 38 people (38%) bought Erigo products with a purchase frequency of 3-6 times and the remaining 3 people (3%) bought Erigo products more than 10 times.

Table 1
Results of a Descriptive Analysis of Respondents' Purchase Frequency

Buying Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3 times	58	58.0	58.0	58.0
	3 - 6 times	38	38.0	38.0	96.0
	7 - 10 times	3	3.0	3.0	99.0
	> 10 times	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

The results of multiple regression analysis in this study consist of the results of the coefficient of determination analysis, F test results, t test results and multiple regression equations.

Table 2
Coefficient of Determination Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911[a]	.830	.823	2.78496
a. Predictors: (Constant), X1.TOTAL, X2.TOTAL				

Table 2 shows the value of the coefficient of determination is useful to describe how much influence the variable X exerts together or simultaneously on variable Y. Based on Table 2 above it is known that the value of the coefficient of determination or R Square is 0.830 or equal to 83% (0.830 x 100% = 83%). This value means that the variable buy 1 get 1 promotion (X1) and the variable interpersonal communication skill sales person (X2) affect the variable impulsive purchase (Y) by 83%. While the rest (100% - 83% = 17%) is influenced by other variables.

Table 3
F Test Results

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	3597.931	4	899.483	115.973	.000[b]
	Residual	736.819	95	7.756		
	Total	4334.750	99			

a. Dependent Variable: Y1.TOTAL
b. Predictors: (Constant), X1.TOTAL, X2.TOTAL

Test F which shows in Table 3 is aimed at determining the influence of variable X simultaneously or simultaneously on variable Y. Based on Table 3 above, it can be seen that the value of Sig. = 0.000 < 0.05, thus it can be said that the variable buy 1 get 1 promotion (X1) and the variable interpersonal communication skill sales person (X2 have a significant effect on the impulsive buying variable (Y).

Table 4
t Test Results

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	2.081	2.346		.887	.377
	X1.TOTAL	.707	.293	.139`	2.410	.018
	X2.TOTAL	.415	.091	.480	4.536	.000

a. Dependent Variable: Y1.TOTAL

The t test is intended to find out whether the variable X has a partial or individual effect on variable Y. Based on Table 4 above, it can be seen that the value of Sig. for the variable buy 1 get 1 promotion (X1) is 0.018 < 0.05 which means that the variable buy 1 get 1 promotion (X1) has a pasial effect on the impulsive buying variable (Y).

Furthermore, it is known that the Sig. value for the interpersonal communication skill sales person (X2) variable is 0.000 < 0.05 which means that the interpersonal communication skill sales person (X2) variable has a partial effect on the impulsive buying variable (Y).

Based on Table 4 above, a regression equation for this study was obtained, which is as follows.

$$\mathbf{Y = 0{,}707x + 0{,}415x}$$

The regression equation above means that if the value of the buy variable 1 get 1 promotion (X1) and the interpersonal communication skill sales person (X2) variable is constant then the consistent value of the impulsive buying variable (Y) is 2,081. Furthermore, a value of 0.707 means that every addition of 1 to the buy variable 1 get 1 promotion (X1) will cause an increase of 0.707 in the impulsive purchase variable (Y). Then, the value of 0.415 means that every addition of 1 to the interpersonal communication skill sales person (X2) variable will cause an increase of 0.415 in the impulsive purchase variable (Y).

Based on the results in this study, overall, buy 1 get 1 promotion and interpersonal communication skills sales person on Instagram have a simultaneous effect on the impulsive purchases of followers of instagram accounts @erigostore. These four variables affect impulsive purchases (Y) by 83%. Erigo in marketing its products also uses the buy 1 get 1 promotion strategy or buy 1 get 1 promotion on @erigostore Instagram account. Usually, Erigo uses this promotion when Erigo is present at certain events, as shown in Figure 4.6 below, Erigo uses the buy 1 get 1 promotion when he is one of the merchants at the Local Fest event.

Figure 1

Buy 1 Get 1 Promotion on @erigostore Instagram Account



In this event, Erigo provides an offer to buy 1 get 3 free for every Erigo product sold at the Local Fest event. Erigo's upload managed to get 5,072 likes on Instagram. Erigo's buy 1 get 1 offer was also welcomed by followers on @erigostore's Instagram account, as shown in Figure 1 above.

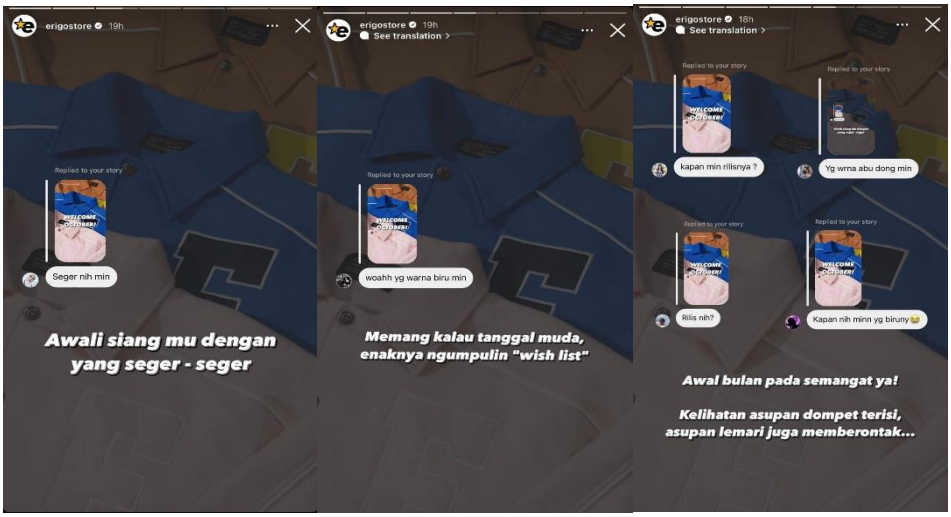
Figure 2
Comments of Followers on @erigostore Instagram Account



Figure 2 above shows a comment from one of Erigo's followers on Instagram. A follower with the @andihidayat92 Instagram account commented *"Wow, we have to battle it out"* on Erigo's post announcing Erigo's exhibition at the Local Fest event. This comment shows the excitement of followers for the *buy 1 get 3* promotion offered by erigo at the event.

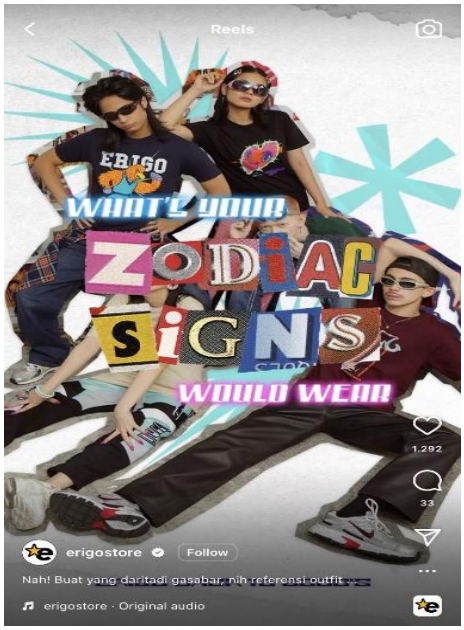
The results in this study found that buy 1 get 1 promotion partially had a significant influence on the impulsive purchases of followers of instagram accounts @erigostore. The findings in this study are the same as the results of a study conducted by Andani dan Wahyono (2018) which explained that promotion has a positive and significant effect on consumers' impulsive purchases, one of which is the buy 1 get 1 promotion. Another marketing strategy used by Erigo is the approach through the application of interpersonal communication skills of sales persons or establishing interpersonal closeness with the target audience through communication built on the Instagram account @erigostore. One of the efforts made by Erigo in building communication is to interact by replying to messages that enter the direct messages of @erigostore Instagram account, as shown in Figure 3 below.

Figure 3
Interpersonal Communication Skill Sales Person on @erigostore Instagram Account



Erigo also takes an interpersonal approach by creating content that is considered relevant to their target audience, namely millennials. One of the contents is the mix and match of clothes based on the zodiac shown in Figure 4.5 below. The content titled "What's Your Zodiac Signs Would Wear" was watched 62.1 times and got 1,292 likes on Instagram which shows on Figure 4 below.

Figure 4
Instagram Content @erigostore



The results of this study show that the interpersonal communication skills of sales persons partially have a significant influence on impulsive purchases following Instagram accounts @erigostore. As explained in the research of Agianto et al. (2022) that interpersonal skills have a considerable and significant influence on the impulsive purchases of consumers of Erigo products. In other words, consumers decide to buy Erigo products because of the active communication built by Erigo to his followers on social media.

Conclusion

Based on the results of the analysis and discussion that has been explained in the previous section, researchers obtained several conclusions that can be drawn from research on the Influence of Buy 1 Get 1 Promotions and Interpersonal Communication Skills on Impulsive Purchases of Fashion Brand (Survey on Followers of Instagram Accounts @erigostore) as follows.

The results of this study found that simultaneously or simultaneously, the variable buy 1 get 1 promotion (X1) and the variable interpersonal communication skill sales person (X2) influenced the variable impulsive purchase (Y) by 83%, where the remaining 17% was influenced by other factors. The buy variable 1 get 1 promotion

(X1) is partially dependent on the impulsive purchase variable (Y). In other words, an increase in the variable buy 1 get 1 promotion (X1) will be followed by an increase in the variable of impulsive purchase (Y). The influencer variable in advertising (X1) partially has no effect on the impulsive buying variable (Y). In other words, the increase in the influencer variable in advertising (X1) does not have any impact on the impulsive buying variable (Y).

Further research is expected to use other theories and concepts, so that a more comprehensive explanation of marketing techniques can be obtained through sales promotion and personal selling.

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