

The Effect of Sales Promotion on Purchasing Decisions on Customer Loyalty of Brand Beverages Re.Juve

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ABSTRACT

This study aims to determine whether the influence of sales promotion on the purchase decision of the Re-Juve brand, to find out whether the influence of purchasing decisions on customer loyalty of the Re-Juve brand, to find out whether the influence of purchase decisions can mediate the influence between sales promotion and customer loyalty. The data used is primary data, namely from the results of questionnaires conducted by 150 respondents, these respondents are respondents who buy Re-Juve branded drinks from markets and websites in Jakarta. The research model is quantitative with the analysis used starting with the formation of an optimal portfolio and continuing To test each variable, namely promotion and purchase decisions on customer loyalty, a t test is used, while to test the effect together using the f test. The results showed that sales promotion affects purchasing decisions, purchasing decisions affect customer loyalty, and purchasing decisions can mediate the influence between sales promotion and customer loyalty.

Keywords

Promotions, Purchase Decisions, and Customer Loyalty.

INTRODUCTION

An important factor in the survival of companies today needs to be realized the importance of having a nutritious and balanced diet to meet desires and be able to satisfy and find information on products and services. By creating a close relationship between consumers and companies will provide satisfaction to consumers. According to the marketing concept, companies that can survive and win competition in the global market are companies that are able to offer more value and in accordance with customer wishes.(Kotler, n.d.)



Figure 1 Total fruit consumption of the population in Indonesia
Source: Lokadata

The results of the 2011-2020 National Socioeconomic Survey (Susenas) show that the fruit intake of the Indonesian population is still far from the standards set by the World Health Organization (WHO). On average, in that 10-year period, the fruit consumption of the Indonesian population only rose 15 percent, from 39.44 kilo calories to 45.37 Kcal.

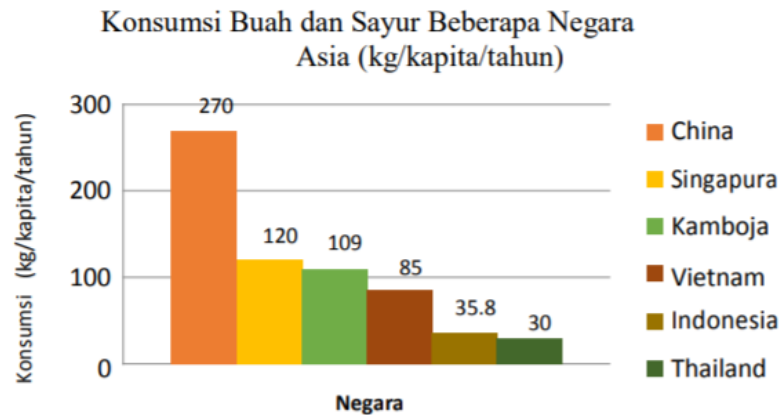


Figure 2 Fruit and Vegetable Consumption in Asia

Source: FAO (2013)

In the midst of the rise of consuming healthy foods, one of the healthy living trends that began to be in demand by the Indonesian people is cold-pressed juice, Cold pressed juice is a juice obtained by using a hydraulic press to extract juice from fruits and vegetables. Unlike the juice obtained from juicer machines in general, cold pressed juice produces juice without mechanical heat that can damage vitamins and other heat-resistant nutrients in ingredients, especially fruits and vegetables. With the presence of cold-pressed juice, Indonesian people can consume fruits and vegetables in a form and taste that is good and practical. In the midst of intense competition between fruit juice beverage industry companies in Indonesia, especially cold-pressed juice drinks, one company that offers healthy and practical drinks, namely PT Sewu Segar Primatama which produces cold-pressed juice under the brand Re.Juve. PT Sewu Segar Primatama, which was established in 2014, is part of the Gunung Sewu Kencana Group. Until now, Re.Juve has more than 20 outlets spread across Jakarta, Bogor, Depok, Tangerang, Bekasi.

Along with the growing trend of cold-pressed juice in Indonesia, especially Jakarta, Bogor, Depok, Tangerang, Bekasi, this motivates other companies to run similar beverage businesses, so many other cold-pressed juice brands have emerged. Re.Juve is one of several cold-pressed juice brands in Indonesia. Brands in circulation include Naked Press, Burgreens, Mama Roz.

In selling a product, promotion has major implications in marketing activities according to research conducted by . To influence purchasing decisions is closely related to the promotion of the Honda Brand in the city of Medan. Purchase decisions greatly affect the promotion partially. Promotion is a science used to study the target market, types of consumers and types of locations in marketing company products so that promotion can take place effectively and efficiently in increasing company sales (Veronika & Hikmah, 2020).(Kusumawati, 2019)

In the results of this study, this study examined the influence of consumer products on the purchase intention of fruits and vegetables during the pandemic, consumer purchasing decisions are defined as methods in choosing a product based on the wishes of each individual or group. While the purchase decision is a concept that is accepted and approved by each individual or group to decide which product to buy after the previous determination (Maddinsyah, 2020).

Research findings show that knowledge of product quality has a great influence on purchasing decisions, some of which influence preferences from others become other factors for consumers to consider in buying fruits and vegetables by prioritizing consumer safety in accordance with health protocols.

According to promotion is said to be a specific blend of advertising, sales promotion, public relations, personal selling, and marketing objectives that companies use to persuasively communicate customer value and build customer relationships, a combination of promotional tools designed to achieve goals and provide consumer direction. information. persuaded to make a purchase. Promotion is one of the main factors that determine the success of a marketing program. Regardless of the quality of a product, if consumers have not heard and are not sure of the usefulness of the product, consumers will not buy it.(Kotler et al., 2017)

(Kusumawati, 2017) states that promotion is persuasive, inviting, urging, persuading and convincing communication. argues that promotion is one of the variables of the marketing mix. Promotion not only serves as a communication tool between companies and consumers but also as a tool to influence consumers in buying a product. Several studies have proven that promotion has a significant effect on purchasing decisions

(Ernawati, 2019), no different from the results of research which states that promotions also have a positive effect on purchasing decisions.(Laksana, 2019)(Harsono, 2013)

(Kotler & Armstrong, 2010) states that promotions can serve to 1) seek and get attention from potential customers, 2) create buying interest with the intention that consumers feel interested in the products offered 3) increase the curiosity of potential consumers to have products that are attractive to consumers. Offered. While promotional indicators mention 1) Promotional Message as a measure of how well the promotional message is carried out and delivered to consumers 2) Promotional Media is the media used in conducting promotions. 3) Promotion time, which is the duration of promotion carried out by business actors. So the hypothesis is compiled as follows:(Kotler & Armstrong, 2014)

H1 = Sales Promotion has a positive influence on purchasing decisions.

According to customer loyalty as people who buy, especially those who regularly and repeatedly. A person who continuously and repeatedly comes to the same place to satisfy his desires by owning a product or service and paying for that product or service is the understanding of the customer. Repetitive behaviors, linkage and high involvement in choosing, which begins with the search for external information and the evaluation of alternatives to existing products, constitute loyalty. The learning curve and result of the customer's own experience in making consistent purchases over time is that customer loyalty is not formed in a short period of time. If what you get is as expected, this purchase process will be repeated. It can be said that customer loyalty is born. If customers don't find the experience satisfying, they won't stop trying other brands until they get a product or service that meets their criteria. Loyalty is the increase in purchases and consumption that customers make for the company. So the hypothesis is compiled as follows:(Kusumawati, 2020a)

H2 = Purchase Decision has a positive influence on Customer Loyalty.

According to the word loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intention for certain behaviors of a customer. Brand loyalty refers to the behavior and patterns of repeat purchases that are characteristic of empirical research. Customers should not choose the same brand when buying the same car because brand loyalty influences a customer's purchasing decision, but not always. A very important factor that can influence a customer's purchase decision and bind it is the current price comparison, besides that in buying the same brand it is also necessary to pay attention to the quality of the car.(Kusumawati, 2020b)

Brand is also described as a commitment to repeatedly buy the same brand, which is the primary definition of loyalty. Customers tend to prefer to buy their favorite brands and ignore competitors' brands. According to sales promotion is a retailer promotion program, the goal is to drive sales or increase sales, or to keep customers interested and continue shopping. Sales promotion is a wide variety of offers and incentives given to buyers who aim to get a certain response. It is generally believed that brand loyalty encourages customers to buy the same brand regularly and prevents them from switching to another brand. Brand loyalty motivates consumers to buy the same brand on a regular basis and limit them to the same brand. This series of processes inevitably leads to brand equity, which further increases the company's sales and profits. Customer satisfaction and customer satisfaction motivate buyers to make positive purchasing decisions to buy the same product or brand from the same company, which is the goal of achieving brand loyalty. Then the hypothesis is structured as follows:(Malhotra Naresh & Dash, 2015)(Syriac & Shafarudin, 2021)

H3 = Purchase decisions can mediate the influence between sales promotion and Customer Loyalty.

METHODS

This type of research is quantitative descriptive research, through correlational studies to analyze the causality relationship between research variables according to the hypotheses compiled. The instrument to be discussed consists of 2 (two) independent variables, namely promotion (X), purchase decision (Z), while the dependent variable is customer loyalty (Y). The population in this study is all consumers who have bought re.juve brand drinks in Jakarta on marketplaces and websites. The research was taken by 150 respondents who bought re.juve branded drinks from markets and websites in Jakarta. The study used a quantitative method design by filling out questionnaires directly from consumers who bought re.juve branded drinks at least 3 times buying on the official website and re.juve marketplace.

RESULTS

Preliminary Instrument Test Results

The overall goodness of measurement, to ensure that the measure used is reliable, able to measure the same data consistently, and is valid and measure exactly what it wants to measure, pre-test results can be used. In this test, 30 questionnaires were distributed and 30 questionnaires returned with a response rate of 100%.

Pre-test Reliability Results

This study tested item reliability using internal consistency-reliability tests where tests were administered and measured with Cronbach alpha coefficient, composite reliability, and item-total adjusted correlation. The table below is the pre-test result to ensure reliability.

Table 1 Pre-test Reliability Results

Variabel	Cronbach alpha	Kriteria	Hasil
Purchasing Decision	0.864	0.6	Reliabilitas
Customer Loyalty	0.931	0.6	Reliabilitas
Sales Promotion	0.983	0.6	Reliabilitas

Based on the table above, it can be seen that all variables namely Purchase Decision, Purchase Decision and Sales Promotion have a Cronbach Alpha value of > 0.6 , so it can be said to be reliable.

Pre-test Validity Results

Next is to conduct a pre-test validity test with the following results:

Table 2 Pre-test Purchase Decision Variable Validity Test Results

Item kuesioner	r hitung	r tabel	Keterangan
KP1	0,482	0,361	Valid
KP2	0,788	0,361	Valid
KP3	0,548	0,361	Valid
KP4	0,796	0,361	Valid
KP5	0,731	0,361	Valid
KP6	0,714	0,361	Valid

Sumber: piloting test 30 sampel (2022)

Based on the table above, it is known that the value of r is calculated $> r$ table (0.361) then all question items for the Purchase Decision variable are declared valid. And it can be continued for research.

Pre-test Customer Loyalty Variable Validity Test Results

From the table above, it is known that the value of r is calculated $> r$ table (0.361) means that all elements of the Customer Loyalty variable question have been validated. And it can be continued for research.

Table 3 Pre-test Sales Promotion Variable Validity Test Results

Item kuesioner	r hitung	r tabel	Keterangan
LP1	0,928	0,361	Valid
LP2	0,868	0,361	Valid
LP3	0,864	0,361	Valid
LP4	0,503	0,361	Valid
LP5	0,919	0,361	Valid
LP6	0,848	0,361	Valid

Sumber: piloting test 30 sampel (2022)

Based on the table, it is known that the value of r is calculated $> r$ table (0.361) means that all question items of sales promotion variables are declared valid and can be continued for research.

Actual Research Results

In the next step, after verification that the measures are valid and reliable, the researcher can proceed to actual testing. In actual testing, convergent validity and measurement clarity are tested using AVE, Fornell-Larcker criteria, factor loading, and using composite reliability, total product correlation, and Cronbach alpha reliability.

Table 4 Descriptive Statistics

N	Minimum	Maximum	Average	Std. Deviation
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KP1	150	12	100	60,6600	20,04519
KP2	150	6	100	69,4200	17,61797
KP3	150	6	100	77,8867	18,89126
KP4	150	6	100	68,3933	19,53104
KP5	150	1	100	71,9200	21,23929
KP6	150	4	100	67,9133	22,34565
Average				69,3656	
LP2	150	2	100	66,4733	21,32733
LP3	150	6	100	68,8067	19,19406
LP4	150	0	100	62,2667	23,49487
LP5	150	6	100	67,0400	20,47486
LP6	150	4	100	71,8333	17,65836
Average				67,2840	
SP1	150	2	100	64,0267	22,50397
SP2	150	2	100	61,8667	23,62988
SP3	150	2	100	63,7933	20,95739
SP4	150	0	100	64,6200	21,80409
SP5	150	4	100	64,6133	20,8384
SP6	150	1	100	65,9133	21,24069
Average				64,1389	
Valid N (listwise)	150			67,1765	

Source: Primary Data processed (2022)

Based on the table above, it is known that the average for the purchase decision variable is 69.3656 meaning that the majority of respondents agree that Rejuve products are the main choice for healthy drinks, consumers prefer Rejuve products over other products, the Rejuve brand is the main choice for healthy drinks, the Rejuve brand is the best brand compared to other brands, it is easy to get Rejuve products in any amount and buying only one Rejuve product is not enough.

In the customer loyalty variable, it is known that the average is 67.2840, this shows respondents agree that respondents always buy Rejuve products when they want to buy healthy drink products, respondents always want to buy Rejuve products again, respondents always remember the Rejuve brand when they want to buy healthy drink products, respondents do not choose other products even though these products are trending, respondents always choose Rejuve products over other products and believe that Rejuve products are the best.

In the sales promotion variable, it is known that the average is 64.1389, this shows respondents agree with the statement that Rejuve provides discounts with applicable terms and conditions, such as uploading on Instagram by providing captions about Rejuve, Rejuve provides coupons for one free item because they have purchased products worth IDR 100,000.00, Rejuve provides discounts for purchases with a certain amount, Rejuve provides discounts during birthday events or others, special discounts for electronic wallet (e-wallet) users and special discounts for certain credit card users.

Actual Test Reliability Test Results

According to (Sekaran and Bougie, 2016), reliability tests are carried out to show the accuracy, consistency and precision of meters when measuring structures. This study tested item reliability using internal consistency-reliability tests where tests were administered and measured using Cronbach alpha coefficient, composite reliability, and adjusted item-total correlation. The table below shows the pretest reliability results.

Table 5 Actual test Reliability Results

Variable	Cronbach alpha	Result
Purchasing Decision	0,957	Reliable
Purchase Loyalty	0,939	Reliable
Sales promotion	0,893	Reliable

Source: Primary Data processed (2022)

The table above shows that all variables are considered reliable because they exceed the threshold of 0.7 for Cronbach alpha.

Actual Test Validity Test

Researchers need to make sure the measurements are valid, making sure they are reliable. First, researchers need to test the validity of convergents that can be tested using the Cross-Loading (PLS) method. Table 4.6 shows the test results in detail:

Validity Test for Actual Test (Discriminant Validity) – Cross Loading Final

Table 6 Purchase Decisions Purchase Loyalty Purchase Sales promotion

	Purchasing Decision	Purchase Loyalty	Sales promotion
KP1	0,868		
KP2	0,887		
KP3	0,928		
KP4	0,896		
KP5	0,948		
KP6	0,916		
LP1		0,913	
LP2		0,875	
LP3		0,859	
LP4		0,886	
LP5		0,889	
LP6		0,828	
SP1			0,841
SP2			0,906
SP3			0,924
SP4			0,763
SP5			0,899
SP6			0,923

Source: Primary Data processed (2022)

The table above shows that objects are grouped in such a way that each group has its own components. Therefore, based on the results in Table 5.9, convergent validity is determined. The mean variance extracted to measure convergent validity is another method that can be used to measure convergent validity. This is the next additional method. If the mean variance extract value (AVE) is greater than 0.5, which is a rule of thumb (Hair et al., 2016), a convergent validity test can be demonstrated.

Table 7 AVE Table

Indicators	AVE
Purchasing Decision	0.824
Purchase Loyalty	0.766
Sales promotion	0.663

Source: Primary Data processed (2022)

Based on the results of the analysis in the Table above, it appears that all variables exceed the threshold of 0.5 set for AVE. Therefore, convergent validity is established. The next step after determining convergent validity is discriminant validity testing conducted using the correlational method in this study. Table 8 shows the correlation test results.

Table 8 Actual test Discriminant Validity

	Purchasing Decision	Purchase Loyalty	Sales promotion
Purchasing Decision	0.908		
Purchase Loyalty	0.863	0.875	

Sales promotion	0.783	0.638	0.814
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Source: Primary Data processed (2022)

From the results in the table above, it can be seen that the validity of the discriminant is now given because the value of the discriminant indicator is greater than the value below the discriminant point. Therefore, the validity of the discriminant is determined.

VIF Actual Test

The variance inflation factor is used to test multicollinearity. The threshold for VIFs is 5. If the indicator exceeds this value, it is evidence of multicollinearity and indicates that it is redundant or no longer needed. This table shows that the VIF values of all indicators are below 5 which means that multicollinearity does not occur.

Table 9 VIF Table

	Purchasing Decision	Purchase Loyalty	Sales promotion
Purchasing Decision		1.172	
Purchase Loyalty			
Sales promotion	1.000	1.172	

Source: Primary Data processed (2022)

Hypothesis Test Results

After verifying the validity and reliability of the measures used in this study, the next step is to test the hypothesis of the selected research model. To analyze the relationship model between endogenous and exogenous variables of the research model, SEM can be used in this study. PLS-SEM has 2 parts that approach it, namely the internal model and the external model, namely the structural model and the measurement model. These sections are discussed in the following chapters.

Outer Model

According to (Ringle, 2011), external models or measurement models show directional arrows between variables and indicators for each variable. Based on the results, the researcher must observe and compare the results and ensure the fit of the model. In evaluating external models, researchers use external loading, component reliability, Cronbach's Alpha, AVE, and VIFs calculated with Smartpls.

Table 10 Inner model results

Variable	Indicators	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
Purchasing Decision	KP1	0,868	0,957	0,966	0,824	Fit
	KP2	0,887				Fit
	KP3	0,928				Fit
	KP4	0,896				Fit
	KP5	0,948				Fit
	KP6	0,916				Fit
Purchase Loyalty	LP1	0,913	0,939	0,952	0,766	Fit
	LP2	0,875				Fit
	LP3	0,859				Fit
	LP4	0,886				Fit
	LP5	0,889				Fit
	LP6	0,828				Fit
Sales promotion	SP1	0,841	0,893	0,915	0,663	Fit
	SP2	0,906				Fit
	SP3	0,924				Fit
	SP4	0,763				Fit
	SP5	0,899				Fit

SP6

0,923

Fit

Source: Primary Data processed (2022)

Based on the results in the table above, Cronbach's alpha results show that all variables exceed the threshold of 0.7. Based on the results (Hair et al., 2014), the item is said to be reliable because it is above the threshold if it is above 0.7.

Composite reliability is another way to measure product reliability. The results in the table above show that the combined reliability of the three variables exceeds the threshold of 0.7. Based on the results (Hair et al., 2014), the item is said to be reliable because it is above the threshold if it is above 0.7. The AVE results in Table 5.13 show that the value of 3 variables exceeds the threshold of 0.5. According to (Hair et al., 2014), the AVE value refers to how much the construct can explain the variance of the indicator. The threshold is 0.5 or 50%, if the value is less than 0.5, then there is an error in the title. VIF indicates potential collinearity problems, as shown in Table above that all VIF values for products do not exceed 5, which is below the VIF threshold. Therefore, the element is unlikely to have collinearity problems.

Inner model

According to (Hair et al., 2014), the model is illustrated on both latent and exogenous and endogenous variable relationships. Exogenous ones come from outside while endogenous comes from inside research.

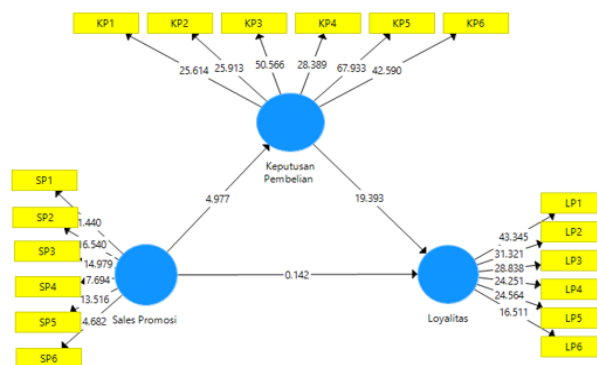


Figure 3 Relationship of Latent, Exogenous and Endogenous Variables

Model path

To assess the model further, researchers will use the path coefficients, critical values, and p-values shown in the table below:

Figure 4 Structural Model Results

H	Variable relationships	Path Coefficient	T-statistics	P-Value	Conclusion
H ₁	Sales promotion has a positive and significant influence on purchasing decisions.	0.383	4.977	0.000	H1 accepted
H ₂	Purchase Decisions have positive and significant influence on Customer Loyalty.	0.860	19.393	0.000	H2 accepted
H ₃	Purchase decisions can mediate the influence between sales promotion and Customer Loyalty	0.008	0.142	0.887	H3 rejected

Source: Primary Data processed (2022)

The results in the table above show that no single variable has a path coefficient of 0 or less than 0 which means the relationship between variables is strong. Hypothesis 1 states that promotion affects purchasing decisions with a path coefficient of 0.383, a t-statistic of 4.977, and a p-value of 0.000. From this it follows that H1 is supported.

Hypothesis 2 states that purchasing decisions affect customer loyalty with a path coefficient of 0.860, a t-statistic of 19.393, and a p-value of 0.000. From this it follows that H2 is supported.

Hypothesis 3 states that based on a path coefficient of 0.008, a t-statistic of 0.142, and a p-value of 0.887, purchasing decisions can mediate the influence between sales promotion and customer retention. From this it follows that H3 is not supported.

Discussion

The Effect of Sales Promotion on Purchasing Decisions

Hypothesis 1 states that sales promotion affects purchasing decisions with a path coefficient of 0.383, t-statistics of 4.977 and a p value of 0.000. Therefore, it can be concluded that H1 is supported.

(Madura, 2014) states that promotion is persuasive, inviting, urging, persuading and convincing communication. Lupiyoadi (2014) argues that promotion is one of the variables of the marketing mix. Promotion not only serves as a communication tool between companies and consumers but also as a tool to influence consumers in buying a product. Several studies prove that promotion has a significant effect on purchasing decisions, not unlike the results of research that states that promotions also have a positive effect on purchasing decisions. (Kusumawati, 2016)

(Gerung Et Al., 2017) states that promotions can serve to 1) seek and get attention from potential customers, 2) create buying interest with the intention that consumers feel interested in the products offered 3) increase the curiosity of potential consumers to have products that are attractive to consumers. Offered. While promotional indicators mention 1) Promotional Message as a measure of how well the promotional message is carried out and delivered to consumers 2) Promotional Media is the media used in conducting promotions. 3) Promotion time, which is the duration of the promotion carried out by business actors.

The results of this study are supported by the results of respondents' responses to the sales promotion variable which showed an average value of 64.1389 which means that respondents agreed that in holding sales promotions Rejuve often provides promos in the form of giving discounts with applicable terms and conditions, such as uploading on Instagram by providing captions about Rejuve, Rejuve also provides coupons for one free item because they have purchased products worth IDR 100.000,00 in addition, Rejuve also provides discounts for purchases with a certain amount, during birthday events or others and there are special discounts for electronic wallet (e-wallet) users and special discounts for certain credit card users.

The Effect of Purchasing Decisions on Customer Loyalty

Hypothesis 2 states that Purchase Decisions affect Customer Loyalty with a path coefficient of 0.860, t-statistics of 19.393 and a p value of 0.000. Therefore, it can be concluded that H2 is supported. Consumer decision making is an integration process that combines knowledge to choose two or more alternative behaviors and one of them according to Setiadi. Purchasing decisions according to Buchari are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, so the attitude on consumers to process all information and draw conclusions. about the responses that arise. What products to buy. The definition above can be said that purchasing decisions are a process of evaluation and consumer attitudes to process data into responses to make purchases.

Retaining customers as buyers, especially those who follow regularly and repeatedly (Ali Hasan 2013:123). Customers are people who consistently and repeatedly come to the same place to get what they want, buy a product or service and pay for that product or service. Loyalty is actually a pattern of repetitive, high-engagement and co-optation behavior, which begins with seeking external information and alternatively evaluating existing products. Customer loyalty is not built in a short period of time by consistently buying the results of the customer experience itself over time. This purchase process will repeat if the product you receive is as expected. It can be said that customer loyalty is born. If customers don't find the experience satisfying, they won't stop trying other brands until they get a product or service that meets their criteria. Increasing consumption and frequency of customer purchases of the company is the concept of loyalty.

The results of this study are supported by the results of respondents' responses to the purchase decision variables which showed an average value of 69.3656 which means that the majority of respondents agreed that Rejuve is the first healthy drink chosen and Rejuve is the best healthy drink product, because it is guaranteed to have 100% honest and transparent content, then Rejuve products are easy to get in big cities, especially in Jakarta, Bogor, Depok, Tangerang, Bekasi or consumers can make purchases through the official Rejuve website.

Purchase Decisions mediate the effect of Sales Promotion with Customer Loyalty

Hypothesis 3 states that Purchase Decisions can mediate the influence between sales promotion and Customer Loyalty with a path coefficient of 0.008, t-statistics of 0.142 and a p value of 0.887. Therefore, it can be concluded that H3 is not supported. According to Jeremiah and Djurwati (2019: 833) said loyalty is a

process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intentions for certain behaviors of a customer. Brand loyalty refers to the behavior and patterns of repeat purchases that are characteristic of empirical research. Customers should not choose the same brand when buying the same car because brand loyalty influences a customer's purchasing decision, but not always. A very important factor that can influence a customer's purchase decision and bind it is the current price comparison, besides that in buying the same brand it is also necessary to pay attention to the quality of the car.

Brand is also described as a commitment to repeatedly buy the same brand, which is the primary definition of loyalty. Customers tend to prefer to buy their favorite brands and ignore competitors' brands. According to (Gunawan Kwan, 2016) sales promotion is a retailer promotion program, the goal is to drive sales or increase sales, or to keep customers interested and continue shopping. Sales promotion is a variety of offers and incentives given to buyers who aim to get certain responses (Diansyah, 2017). It is generally believed that brand loyalty encourages customers to buy the same brand regularly and prevents them from switching to another brand. Brand loyalty motivates consumers to buy the same brand on a regular basis and limit them to the same brand. This series of processes inevitably leads to brand equity, which further increases the company's sales and profits. Customer satisfaction and customer satisfaction motivate buyers to make positive purchasing decisions to buy the same product or brand from the same company, which is the goal of achieving brand loyalty.

The results of this study are supported by the results of respondents' assessment of the Customer Loyalty variable with an average of 67.2840 which means that most respondents agree that Rejuve is the first healthy drink they choose when buying for health desires. Drinks and Rejuve is a healthy drink brand that respondents always remember because Rejuve has many types of fruits and vegetables that can provide adequate nutrition and are important for body health.

CONCLUSION

The conclusions of the study entitled the effect of sales promotion on purchasing decisions on customer loyalty of Rejuve brand beverages in this study are (1) Sales promotion affects purchasing decisions with a path coefficient of 0.383, t-statistics 4.977 and p value of 0.000. (2) Purchase Decision affects Customer Loyalty with a path coefficient of 0.860, t-statistics of 19.393 and a p value of 0.000. (3) Purchase Decision can mediate the influence between sales promotion and Customer Loyalty with a path coefficient of 0.008, t-statistics 0.142 and p value of 0.887.

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