CHAPTER I

INTRODUCTION

1.1 Background of Problem

Along with the modern era, a wide variety of business enterprises began to emerge and evolve with the aim of providing product and good service for consumers. One of the rapidly growing business today is the retail business. The retail business is one of the activities of business that sells all kinds of daily necessities for personal or family purposes. Modern market which are hypermarket, supermarket, minimarket or convenience store, departement store, and specialty store. The main difference lies in the wide range of business and types of traded goods. The development of retail business in particular minimarket or convenience store, has developed very rapidly and much in demand. Nowadays, brand of convenience stores in Thailand are 108 Shop (will end business in 2018), 365 (5 stores, a part of Tesco Lotus store), 7-Eleven (8,823 stores), Baichak (57 stores, mostly at Bangchak petrol stations, have end business within 2014), CP Food Market, FamilyMart (1,195 stores, formerly Tops Daily within 2014), Fresh Mart (N/A), Jiffy (154 stores, mostly at PTT petrol stations, only at PTT petrol stations formerly Jet Petrol stations), Lawson 108 (46 stores, have 1,000 stores across the country within 2018, formerly 108 shops within 2018), Lemon Green (29 stores, mostly at Bangchak petrol stations, have end business within 2014), Max Mart (3 stores, mostly at PT petrol stations, formerly

PT Mart in PT petrol stations within 2018), Mini Big C (295 stores, have 950 stores across the country within 2016, formerly Baichak and Lemon Green in Bangchak petrol station within 2014), PT Mart (52 stores, mostly at PT petrol stations, have end business within 2018), Shell Select (more 100 stores, mostly at Shell petrol stations), Suria (83 stores, only at Petronas petrol stations, have end business within 2015), Susco Mart (2 stores, only at Susco petrol stations, formerly Suria in Petronas petrol stations within 2015), Tesco Lotus Express (more 1,000 stores, 54 stores in Esso petrol stations), Tiger Mart (more 150 stores, only at Esso petrol stations), Tops Daily (15 stores, have end business within 2014).

In Thailand had many 7-eleven outlets. 7-Eleven is an international chain of convenience stores that operates, franchises and licenses some 58,300 stores (as of January 2016) in 17 countries. 7-Eleven Inc. is headquartered in Dallas, Texas, United States. Its parent company, 7-Eleven Japan Co., Ltd., is located in Tokyo, Japan. 7-Eleven Japan is held by the Seven & I Holdings Co. holding company. In Thailand, the first store opened in 1989 on Patpong Road in Bangkok. The franchise in Thailand is the CP ALL Public Company Limited, which in turn grants franchises to operators. There are 8,334. 7-Eleven stores in Thailand as of 2013, with approximately 50% located in Bangkok. Thailand has the 3rd largest number of 7-Eleven stores after Japan and the United States. The company plans to spend five billion Thai baht to expand its business. Two billion will be used to open 500 new outlets, one billion to renovate existing stores, and the rest to develop a new distribution center in the East.

As the increase of outlets, the competition of course increasing. To outperform competitors must have a marketing strategy. Event marketing is a process that is interconnected as a system. The Company should also be aware that the starting point in the marketing of human needs and desires. So, the goals that are important to the company is to fulfill the customer satisfaction. Marketing departments also have to design the price level of distribution and promotional plans to give products to market. Furthermore, implementing marketing plans, maximizing the results and when results did not achieve what was expected then must implement various corrective actions. Because of that marketing is an important role in evoking the era of economic activities and are always trying to find a solution to improve customer satisfaction. (Swastha,1988).

In carrying out marketing activities, the company combines four variables were very supportive in determining the marketing strategy, a combination of four variables it is known as the marketing mix which consists of the product, price, distribution (place) and promotion. According to Kotler & Armstrong (1997), "The marketing mix is a set of tools that can be controlled tactical marketing, product, pricing, place, and promotion of the combined company to produce the desired response in the target market". According Sumarni and Soeprihanto (2010), "The product is every anything that can be offered in the market to get attention, demand, usage or consumption that can meet the desires or needs." The products not only always in the form of goods but could also be a service or a combination of both (goods and services). According Sumarni and Soeprihanto (2010) the price is, "The amount of money (plus a few products that may be)

required to obtain a number of combinations of items and their service. After product process finish and ready for marketing, the company will determine the price of these products. Place in the marketing mix commonly referred to as a distribution channel, the channel where the product is up to the consumer. Definition of Sumarni and Soeprihanto (2010) of the distribution channel is "Channel used by manufacturers to distribute the products from producer to consumer or industrial user". According Tjiptono (2008), in fact Promotion is a form of marketing communications. What is meant by marketing communication is the marketing activities that tries to spread information, influence / persuade, and / or remind the target market for the company and its products to be willing to accept, purchase, and loyal to the products offered by the company concerned.

One strategy that can be done to maintain the competitive advantage is promotion. Promotion is one of the variables in the marketing mix needs to be done by the company in marketing goods and services. Promotion has the important role between production and consumer. The promotion activity can't doing carelessly because can influence to the company's survival in long-term. In promotion to be effective must be use the promotion mix, that is the optimal combination of various types of activities or the selection of the most effective promotion activities to increase sales. (Kotler, 2001) There are four types of promotion activities, there are, first is advertising is non-personal promotion using various media aimed to stimulate the purchase, second is personal selling is personal promotion with an oral presentation in a conversation with a prospective buyer who intended to stimulate the purchase, third is publisity is non-personal

promotion regarding, service or specific business entity with the review of information / news about (in general scientific nature), fourth sales promotion is sale outside the three forms above are intended to stimulate the purchase, the types of sales promotions include discounts, coupons, contests or lucky draw, sustainable programs, provision of premium, rebates and free samples, and the last is direct marketing is a form of individual sales are directly aimed at influencing consumer purchases.

According Aruman (2007) budget advertising and sales promotion 70: 30, now turned into 30: 70. In other words, sales promotions have an impact on sales. In this case promotion in the store to attract consumers to come to 7-eleven. So, researcher will use sales promotion in 7-eleven RMUTT. Because sales promotion has become a vital tool for marketing and its importance has been increasing significantly over the years. Sales promotion is a retailer promotion program in order to encourage the sale or to increase sales or in order maintain customer interest to keep shopping there (Ma'ruf, 2005). Sales promotion has the characteristics provide information to customers about the program interesting to be followed by consumers. Usually the span of a little, and expect immediate response from consumers.

Sales promotion aims to attract consumers, how consumers make purchasing decisions after knowing their sales promotion. Because sales promotion aims to make consumers buy the product. There are eight factors that influence purchasing decision by consumers to the products discovered by researchers Herdi Jayakusumah (2010). The factors are psychological, product

quality, social, distribution, pricing, promotion, individual, and services. Among the eight factors that most influence is the quality of the product, promotion, and price. Thus the promotion is strong enough to influence purchasing decisions. Definition of purchasing decisions by Nugroho (2013) is the process of integrating the attitude that combines the knowledge to evaluate the behavior of two or more alternatives, and select one of them. Purchasing decision is an activity of individuals who are directly involved in obtaining and using the goods offered.

The stages of the purchasing decision process (Philip Kotler, 2011), In an effort to satisfy consumer needs at the same time and win the competition. The Company need to first learn the current market situation. Therefore, the company will always look for what the customer wants, it is because consumer demand is always changing, so the company should be more careful in fulfilling consumer desires. In choosing a product, consumers are influenced by the promotion of the product. Promotion of the product is everything attached and accompanying the product, such as branding, packaging, labels administration, service, comfort and warranty. Promotion is one of the important elements that can appeal to lure customers into buying the product. Fulfillment of desires and needs are expected to provide satisfaction and value for the consumer. In making a purchase, the customer will take into account the offers that will give maximum value. With limited by the cost of search and knowledge, mobility, and limited income, consumers formed an expectation of value and act in accordance with it. Based on the explanation above, the researcher want to determine **THE EFFECT OF**

SALES PROMOTION TO PURCHASING DECISION IN 7-ELEVEN RMUTT and to be more specific, the researcher choose the consumer in 7-eleven from the faculty of business administration and engineering because both are the biggest faculty in Rajamangala University of Technology Thanyaburi Thailand.

1.2 Significance of the Study

This research is expected to provide benefits theoretical and practical. Regarding the explanation will be outlined as listed below, theoretical benefits to increase knowledge about promotion that are often offered on products and the results of this study can be used as a benchmark the effect of sales promotion to purchasing decision to buy products that are in 7-Eleven RMUTT.

Practical benefits for company can be used to analyze purchasing decision to the sales promotion is being applied, can be use as a reference as making policy in product pricing strategy, can be use to consider parts of sales promotion that can be applied or can not. And then for consumer is for an insight into sales promotion that often encounter while shopping or buy something in 7-Eleven RMUTT and determine the buying decision after knowing about the promotion when buy products.

1.3 Purpose Of Study

This study aims to determine all of sales promotion tolls can or not to influence purchasing decision in 7-eleven Rajamangala University of Technology Thanyaburi.

1.4 Research Question and Hypothesis

Based on the explanation above, made this research question are "What the effect of sales promotion to purchasing decision?" and "whether all types of sales promotion influence purchasing decisions?".

Understanding the hypothesis according to Sugiyono (2003), hypothesis is temporary answer remains to be verifiable. "The hypothesis is answer while there formulation of research problems, where this problem expressed in terms of the sentence ". Based on the above opinion the research hypothesis:

H_{o1} : Not simultant effect of sales promotion to purchasing decision

H_{a1} : There is simultant effect of sales promotion to purchasing decision

H_{o2} : Discount price not affecting to purchasing decision

H_{a2} : Dicount price affecting to purchasing decision

H_{o3} : Buy one get one free not affecting to purchasing decision

H_{a3} : Buy one get one free affecting to purchasing decision

H_{o4} : Premium or direct gift not affecting to purchasing decision

H_{a4} : Premium or direct gift affecting to purchasing decision

H_{o5} : Member Card not affecting to purchasing decision

H_{a5} : Member Card affecting to purchasing decision

1.5 Research Framework

According to Kotler and Armstrong (2004) "sales promotion consists of short-term incetives to decision encourage purchase or sales of a product or services". Sales promotion is the marketing efforts will be undertaken to encourage prospective buyers to buy more and more often (Julian Cummirs dan

Roddy Mullen, 2004). Philip Kotler (2000) Decision of the purchase is consumer behavior that arise due to the stimulation and the influence of others. In a world full of choices, good sales promotion will make consumers to pause, to make them think about a brand or product, and if the effect that the right will switch the customer, making the decision to follow sales promotions offered.

In a world full of choices, good sales promotion will make consumers to pause, to make them think about a brand or product, and if the effect that the right will switch the customer, making the decision to follow sales promotions offered. Benefits veiled sales pitch is when consumers take the offer "buy one get one free" offer, then they will buy the products offered, consumers get the experience of enjoying the products offered and will greatly influence future purchasing decision. Furthermore, sales promotion next to be delivered when the customer decides to take the first sales promotion can persuade them to do more purchases of goods or services. Thus through sales promotion can assist consumers in making purchasing decision, so that consumers can be attracted to a product being promoted and will indirectly encourage consumers to make purchases of products offered repeatedly. Based on the description above, the conceptual framework of the research on the effect of sales promotion to purchasing decision as shown below:

```
┌─────────────────┐              ┌─────────────────┐
│     SALES       │  ─────────▶  │   PURCHASING    │
│   PROMOTION     │              │    DECISION     │
└─────────────────┘              └─────────────────┘
```
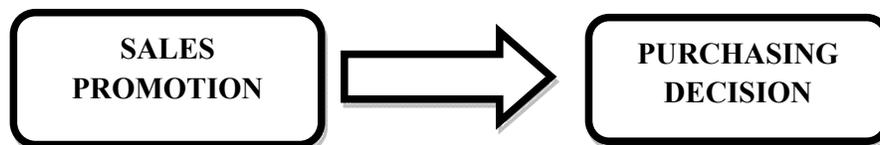
Figure 1.1 : Conceptual framework

1.6 Limitation of Study

To study of sales promotion effect to consumer behavior on purchasing decision product in 7-eleven RMUTT. The researcher choose only 2 faculty in RMUTT as respondents, there are business administration faculty and engineering faculty because both are the biggest faculties in RMUTT.

1.7 Scope of the Study

The participants in this study consisted 200 who had experience buy products in 7-eleven outlets RMUTT and there are from business administration faculty or engineering faculty. The study focuses on sales promotion effect to purchasing decision by consumers.

1.8 Contribution of the Study

The result of this research hope can be benefical for other people. This research can be use for authors, company, and academic. The benefits of this research for the author is to be able to apply the knowledge since from being a student. For companies the results of this research can be used as information and considerations for the company in determining the strategy of sales promotion. For the Academic can be used as study of sales promotion tools and making the new idea for sales promotion, also knowing the sales promotion tools can be affecting to purchasing decision customers.

CHAPTER II

LITERATURE REVIEW

2.1 Previous Research

Maesa Merdiana Noor (2008) conducted a research entitled "The Effect of Sales Promotion to Consumer Purchasing decision in D'Loops Clothing Bandung". In this study, a retail company in Bandung use as a sales promotion strategy to attract consumers to buy products that they're. The tools of their sales promotions include price discounts, and rewards subscribe proven influence purchasing decisions by consumers. It is seen from the results of the calculation coefficient of determination, according to an analysis of these calculations show the influence between the two variables and positive. This means that if the sales promotion increases, purchasing decisions will also increase.

Rifki Rijabi (2012) conducted a research entitled "The Effect of Sales Promotion to Purchasing decision Consumers" survey on consumer knickknacks Purezento in Bandung. In this study Purezento sales promotion strategies that have 30% discount for each product save Vintage Theme, member card discount, get three items by Rp 10,000 save Vintage products, get funny calendar for purchasing up to Rp 50,000. From strategy owned by Purzento have a positive influence on purchasing decisions. It can be seen from the results of the regression analysis conducted by researchers. Discounts are indicators that have the highest value, it indicates that the discounts given high impact on consumer purchasing

decisions on products Purzento. While the indicator lower price have the most influence on consumer purchasing decisions.

Putra Dani Irawan (2014) conducted a research entitled "Effect of Promotion Strategy to Purchasing decision is mediated by the Consumer Buying Intention in Matahari Department Store Yogyakarta". In this study Matahari department store is a retail company that sells a wide range of products from various brands. From the results of this study proves that a promotional strategy to influence purchasing decisions in Matahari department store products. It can be seen from the results of research on the significance level of 5% shows that there is a direct influence on purchasing decisions promotional strategy. This is evidenced from the t value of 7.658 with 0.000 significance value less than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.586.

Oracha Kamsuwan (2015) "How Promotion at 7-Eleven Influences to Customer Purchasing". The result show that the most customer are female 291 age 25-34 years old and bachelor with income about 5,000 – 15,000 baht per months. The customers choose 7-eleven because the place, they purchasing product at 7-eleven 1-3 per week and expense to purchase the product at 7-eleven are 10-100 baht. The majority customers choose promotion buy one get one free. From the rotated component table can separate the factor of promotion at 7-eleven effectiveness to customer purchasing into 7 factors, there are product, promotion, customer purchasing, customer decision, location, detail of product, first of mind. Marketing mix has affected to promotion effectiveness at 7-eleven is statistically indication showed product pre-value = 0.017. Customer behavior has affected to

promotion effectiveness at 7-eleven is statistically indication showed product pre-value = 0.028.

2.2 Theoretical Framework

2.2.1 Sales Promotion

2.2.1.1 Definition of Sales Promotion

Sales promotion is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives). It is used to introduce new product, clear out inventories, attract traffic, and to lift sales temporarily. It is more closely associated with the marketing of products than of services. The American Marketing Association (AMA), in its Web-based "Dictionary of Marketing Terms," defines sales promotion as "media and nonmedia marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability." Business pundits and academic students of business have developed almost fancifully sophisticated views of sales promotion. In down-to-earth terms it is a way of lifting sales temporarily by appealing to economic motives.

Tjiptono (2001), Sales promotion is an incentive that sooner or later move people to buy or acquire, generally in the short term, either in cash or in kind of a product or service. Promotion is essentially a marketing communication, meaning that marketing activities that tries to spread information, influence / persuade, or remind the target market for the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned. While Sistaningrum (2002) revealed the sales promotion is an attempt to influence the

company or activity "current consumers" or "potential consumers" in order for them to make purchases of products offered, now or in the future. The actual consumer is the consumer who directly purchase products offered during or shortly after the sale of these products the company launched. And potential consumer is interested consumers make purchases of products offered by the company in the future.

According to Belch and Belch (2009) definition of sales promotion as promotional activities that provide benefits on sales, and may increase the volume of sales immediately. Kotler and Armstrong (2006) says that the Sales Promotion consists of short-term incentives to encourage purchase or sales of the product or service. The definition explains that the sales promotion relating to short-term incentives to encourage the purchase or sale of a product or service. These incentives associated with rewards, whether it relates to a refund in the form of discounts, collateral or may include product samples and so on. Lovelock and Wirtz (2004) Sales promotion for service firms may take such forms as samples, coupons and other discounts, gift, sign-up rebates, and prize promotions. This means that sales promotion set forth above is more emphasis on services rather than goods. Services in this case related to the services provided by a company to buyers.

According to Wikibooks', Sales promotion describes promotional methods using special short-term techniques to persuade members of a target market to respond or undertake certain activity. The point is to offer something of value and expect a good response from consumers is the presence of a purchase that can

benefit the company. Sales Promotion is a marketing effort to encourage prospective buyers to buy more and more often (Cummins and Mullin, 2004) The point is sales promotion earnest effort to build profitable relationships with consumers in the long term. Another definition is expressed by Marbun Sales Promotion is the way in which the company together with other marketing mix (advertising, sales individuals and others) to increase sales of their products. (Marbun, 2003). Based on some of the above definition can be said that the sales promotion refers to the use of an incentive by the manufacturers or service providers to entice businesses trade (wholesalers and retail) and or consumers to buy the brand and drive sales force incentive to sell these products.

2.2.1.2 The purpose of Sales Promotion

Purpose is a guide in determining the sales promotion tools that quickly and also as a basis for evaluating the implementation of the program. These purposes should be based on the basic concept, that is sales promotion program is one of marketing strategy implemented because the company expected major influence of sales promotion program is to encourage consumers to purchase or distributor action. According Buchari Alma (2002) in his book marketing management and marketing services said that the purpose of sales promotion:

1. Attracting attention new buyers.
2. Giving gifts or rewards to consumers or the old consumers.
3. Improve the purchasing power of older consumers.
4. Protects consumers from switching to other brands.

5. Popularization brand or increase loyalty.

6. Increase the volume of short selling in order to expand market share in the long term.

While the purpose of sales promotion by Basu Swastha (1999) is as follows:

1. The purpose of sales promotion intern

   One of purpose sales promotion is to encourage employees to be more interested in company's products and promotion. Sales promotion efforts can be started from the domestic company with all employees, especially sales staff, salesperson, and other personnel who deal directly with consumers. The internal purposes is to boost the morale of employees, train employees on how best to do to serve consumers and to improve employee support, cooperation and encouragement for business promotion.

2. The purpose of sales promotion intermediaries

   Attempts by the sales promotion intermediaries can be used to address seasonal changes in order to encourage a greater number of purchases, to gain widespread support in the channel promotional efforts or to get a place and space better.

3. The purpose of consumer sales promotion

   Consumer sales promotion can be done to get people who are willing to try new products, in order to increase sales volume, in order to encourage new uses of existing products, to compete with promotions and to maintain sales.

2.2.1.3 Tools of Sales Promotion

Sales promotion is any initiative undertaken by an organisation to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotions mix). Sales promotions are varied. Often they are original and creative, and hence a comprehensive list of all available techniques is virtually impossible (since original sales promotions are launched daily). In conducting sales promotion companies need the tools of sales promotion. Tools of sales promotion according to Philip Kotler (2011) there are:

1. Buy-One-Get-One-Free (BOGOF) - which is an example of a self-liquidating promotion. For example if a loaf of bread is priced at $1, and cost 10 cents to manufacture, if you sell two for $1, you are still in profit - especially if there is a corresponding increase in sales. This is known as a PREMIUM sales promotion tactic.

2. Customer Relationship Management (CRM) incentives such as bonus points or money off coupons. There are many examples of CRM, from banks to supermarkets.

3. New media - Websites and mobile phones that support a sales promotion. For example, in the United Kingdom, Nestle printed individual codes on KIT-KAT packaging, whereby a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.

4. Merchandising additions such as dump bins, point-of-sale materials and product demonstrations.

5. Free gifts e.g. Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.

6. Discounted prices e.g. Budget airline such as EasyJet and Ryanair, e-mail their customers with the latest low-price deals once new flights are released, or additional destinations are announced.

7. Joint promotions between brands owned by a company, or with another company's brands. For example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.

8. Free samples (aka. sampling) e.g. tasting of food and drink at sampling points in supermarkets. For example Red Bull (a caffeinated fizzy drink) was given away to potential consumers at supermarkets, in high streets and at petrol stations (by a promotions team).

9. Vouchers and coupons, often seen in newspapers and magazines, on packs.

10. Competitions and prize draws, in newspapers, magazines, on the TV and radio, on The Internet, and on packs.

11. Cause-related and fair-trade products that raise money for charities, and the less well off farmers and producers, are becoming more popular.

12. Finance deals - for example, 0% finance over 3 years on selected vehicles.

Many of the examples above are focused upon consumers. Don't forget that promotions can be aimed at wholesales and distributors as well. These are known as Trade Sales Promotions. Examples here might include joint promotions between a manufacturer and a distributor, sales promotion leaflets and other materials (such as T-shirts), and incentives for distributor sales people and their retail clients.

2.2.1.4 Characteristics of Sales Promotion

Although sales promotion tools vary but the sales promotion tools had its own characteristics, as claimed by Kotler and Keller was quoted by Benjamin Molan (2007), there are:

1. Communication: sales promotion to attract attention and inform introduce consumers to the product.

2. Intensive: providing privileges and stimulation of value for consumers.

3. Invitations: invite lots of people to buy right away.

2.2.1.5 The Role of Sales Promotion

According to Christina Widya Utami (2008) The role of sales promotion in general that through the promotion of the sale of their products or services will be known by consumers. Sales promotion is very instrumental in the success of a marketing company to the production of goods demanded by consumers who may be good for an increase in customers and increased profits. There are several environmental factors that encourage the growing importance sales promotion, there are:

1. Short term

   Sales promotion is generally followed by an increase in sales in the short term. However, there is criticism that if it is not accompanied by the decisions of consumers, so this is a temporary increase in sales. Once the promotion ends, sales also decreased.

2. Competitive pressures companies

   In a situation of competing, sales promotion is one way to seize competitors' customers. If the competitor states that customers blurred competitors, the competitors may counterattack by making their sales pitch anyway.

3. Expectations for consumers

   If often get incentives, consumers and intermediaries to change the perception that the incentive was not a sales pitch anymore but part of the product package. In other words, the incentive is no longer a surprise, but rather a necessity, then, inevitably company must provide it.

2.2.1.6 Indicators of Sales Promotion

In addition to considering the tools of sales promotion, the company should be able to choose indicators of sales promotion appropriate to promoting the products. According to Kotler and Keller (2007) indicators for sale are:

1. The frequency is the number of sales promotion campaign carried out in a time through the media sales promotion.

2. Quality promotion is a measure of how well the promotion of the sale was made.

3. The quantity of sale is the value or amount of sales promotion provided consumers.

4. Time is the length of the promotion campaign undertaken by the company.

5. The accuracy or appropriateness of the campaign targets the factors necessary to achieve the desired target company.

2.2.1.7 SWOT of sales promotion

According to Kotler and Keller was quoted by Benjamin Molan (2007), sales promotion has some power as a promotional tool that allows manufacturers sales promotion adjust to variations in short-term supply and demand. Sales promotion allows manufacturers to test how high a price they can wear, because they can always use the discount. Sales promotion, persuade consumers to try new products instead never deviate from current products. Sales promotion generates more different retail formats, such as shop with everyday low prices and shop at a promotional price. Sales promotion allows producers to sell more than they normally sell at normal prices. Sales promotion help to producers adjust programs with different consumer segments. Consumers enjoy a satisfaction because they become a smart shopper when taking advantage of a special price. While the weakness of sales promotion is use discount, coupon, deal, and gifts without stopping can decrease the value of the product offer in the minds of consumers.

The opportunity of sales promotion is can persuade costumers to buy the products. If consumers saw the promotion, they can interest and then buy the product. So, opportunity sales promotion is increasing consumer buying intention to buy the product. The threat of sales promotion is cosumers think if the product

quality is bad when the company use promotion like discount, buy one get one free, or bonus pack. Some consumers think if price of product expensive then the product quality is good, while the price is cheap or the product getting discount the consumers think if the product quality is bad. So, the company must know when sales promotion can be use to product.

2.2 Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship

management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer (Kioumarsi et al, 2009).

6W 1H Theory is used to analyze customers behavior by using the questions for matching the customer behavior. The questions about who are, who the target market and who participates in buying. The question about what is, what the customer buys. The question about when is, when the customer buys. The question about why is, why the customer buys. The question about where is, where the customer buys. The question about whom, whom does customer buy for. The question about how is, how the customer buys. (Engel Kollat and Blackwell, 1968).

2.2.1 Black box model

The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviorism, where the focus is not set on the processes inside a consumer, but the *relation* between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus are given by social factors, based on the economical, political and cultural circumstances of a society. The buyer's black box contains the buyer characteristics and the decision process, which determines the buyer's responses.

Table 2.1 : Black box model

Environmental factors		Buyer's black box		Buyer's
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	response
Product	Economic	Attitudes	Problem	Product
Price	Technological	Motivation	recognition	choice
Place	Political	Perceptions	Information	Brand
Promotion	Cultural	Personality	search	choice
	Demographic	Lifestyle	Alternative	Dealer
	Natural	Knowledge	evaluation	choice
			Purchasing	Purchase
			decision	timing
			Post-purchase	Purchase
			behaviour	amount

The black box model considers the buyer's response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

2.3 Purchasing decision

Schiffman and Kanuk (2008) defined a purchasing decision as a choice of two or more alternative purchasing decision. According to Peter and Johnson (2004), "The decision to purchase is the integration process that combines the

knowledge to evaluate the behavior of two or more alternatives and choosing one of them". So it can be concluded that the purchasing decision process of selecting one among many options. Definition of purchasing decision proposed by Helga Drumond (2013), was to identify all the possible options for solving the problem and assess options are systematic and objective and goals that determine the advantages and disadvantages of each.

Definition of purchasing decision by Nugroho (2013) is the process of integrating the attitude that combines the knowledge to evaluate the behavior of two or more alternatives, and select one of them. Decision-making is an activity of individuals who are directly involved in obtaining and using the goods offered. Of the above definition can be concluded that the consumer purchasing decision is a process of selecting one of several alternative dispute resolution compiled by a consumer, and make it happen with a real follow-up. After the process, then the consumer can evaluate the options and determine the position taken further.

2.3.1 Purchasing decision Process

The basic psychological processes (i.e. motivation, perception, learning, memory, personality, and attitude) play an important role in understanding how the decision process takes place. Smart companies try to understand the consumers' purchasing decision process at the deepest level possible, i.e. all their experiences in learning, choosing, using and even disposing of a product (Kotler & Keller, 2006). These elements will be briefly presented after analyzing all the stages of the purchasing decision process. When purchasing an item, the buyer actually passes through five stages: problem recognition, information search,

evaluation of alternatives, purchasing decision, and post purchase behaviour. However, it is clear that the purchase process starts long before the purchase of an item and determines effects long after. This is why marketers have to study and achieve a thorough understanding of the buying process and focus on all five stages, not only on the purchasing decision as such.

| Problem Recognition | Information Search | Evaluation of Alternativ | Purchasing decision | Post-Purchase Behavior |

Figure 2.1 : The chart of purchasing decision process

1. Problem recognition

Problem or Need Recognition is the first stage of the purchasing decision process. It appears when the consumer recognizes a perceptible and big enough difference between the actual level of satisfaction of a certain need and the amount of satisfaction that he longs for. The existence and the manifestation of the need can be caused by internal or by external stimuli. The internal stimuli can be triggered by the most basic needs – that are generally situated at the basis of Maslow's hierarchy of needs, i.e. hunger, thirst, sex etc. They may become as acute as to be transformed in drives. As for the external stimuli, a well designed advertisement or a mere discussion with a friend might get one thinking for instance about buying a car. The most frequent situations that may trigger the appearance of the unsatisfied need for the consumer are the following:

- The consumption or the wearing out of the product stock used by the consumer.

- The disclosing of some lack of balance for the consumer between the products or services associated in consumption.

- The augmentation of the existing consumer needs, their transformation and the appearance of a new need.

- The information about new products or services released on the market.

- The modification of demographical or economical status.

- The emergence of new technologies for the designing of new products or services.

2. Information search and the identification of alternatives

Once the consumer has recognized the existence of an unsatisfied need, the next phase of the buying decision process is information search and the identification of alternatives. Information is fundamental for the future buying decision. The quantity and the accuracy of the information depend on the consumerand the product or the service to be purchased. The more the product or the service has a higher value and a reduced buying frequency, the more researched information tends to be more thorough, from multiple sources, as compared to the products or services that any consumer buys on a regular basis. The amount and the thoroughness of the newly researched information are deeply connected to the previous experiences of the consumer and to the error cost that he perceives when taking a wrong decision.

An aroused consumer usually searches for more information. There are two levels of arousal. The first search state is called heightened attention. In this stage, a person simply becomes more receptive to information about a product or

a service. The next level in the arousal of the attention is active information search, which generally implies looking for reading material, discussing with friends, searching on the Internet etc. As far as buying a car is concerned, a person decided to buy a car usually pays more attention to car ads, cars owned by friends and car conversations. Consumers may undertake different types of research and may obtain information from several sources:

- The internal research is refers to the mental process of researching the information stocked in the memory, actively or passively. It may serve as a basis for the buying decision process.

- The external research is refers to information obtained via different sources such as:

    - Personal: family, friends, neighbours, acquaintances.

    - Commercial: advertising, Web sites, sales persons, dealers, packaging, displays.

    - Public: Mass media, consumer-rating organizations.

    - Experiential: Handling, examining, using the product or the service, previous experiences.

The relative amount and influence of these sources vary with the product category and the buyer's characteristics. Broadly speaking, the consumer receives most of the information about a product or a service from commercial sources. Nevertheless, the most trustworthy information often comes from personal sources or public sources. For the buyer, personal sources of information are much more valuable than commercial sources that only inform the buyer about a

particular product or service. "It's rare that an advertising campaign can be as effective as a neighbour leaning over the fence and saying, This is a wonderful product." (Kotler & Armstrong, 2008).

Today's marketplace is formed by traditional consumers – who do not shop online, cyber consumers – who mostly shop online, and hybrid consumers – who do both. Most consumers are hybrid: they still like to squeeze the tomatoes, touch the fabric, smell the perfume and interact with salespeople and, at the same time, shop online.

3. Evaluation of alternatives

After information research and the identification of possible alternatives, the consumer goes to the next phase of the decision buying process, the mental evaluation of the existent alternatives. It is now when the consumer processes information to arrive at brand choices. Consumers do not use a simple and single evaluation process in all buying situations. The degree of complexity of the evaluation process is influenced by various factors, among which the most important are:

- The consumer's experience;

- The importance of the service/product considered;

- The cost of making a bad decision;

- The complexity of the evaluated alternatives;

- The urgency with which the decision must be taken

The identification of the attributes is the first aspect of the evaluation process. The second aspect in the evaluation of alternatives is the consumer's beliefs and

attitudes. "A belief is a descriptive thought that a person holds about something." (Kotler & Armstrong, 2008). The beliefs about the attributes and benefits of a product influence the consumer's buying decision. "An attitude is a person's enduring favourable or unfavourable evaluation, emotional feeling and action tendencies about some object or idea. Attitudes put people into a frame of mind: liking or disliking an object, moving toward or away from it. There are several types of decisions:

- The expectancy-value model

  The consumer arrives at attitudes toward various brands through an attribute evaluation procedure. He develops a set of beliefs where every brand has its own attributes and evaluates products by combining both his positive and negative brand beliefs according to importance.

- The non-compensatory models of consumer choice

  As compared to the expectancy-value model, a compensatory model, positive and negative attributes do not necessarily net out. Evaluating attributes in isolation makes decision making easier for the consumer, but on the other hand, it increases the possibility that the person would have made a different choice if he had considered the characteristics of the product more thoroughly.

Among the non-compensatory models of consumer choice, there are the following:

- The conjunctive heuristic

  The consumer establishes a minimum acceptable level for each attribute and chooses the first alternative that meets the minimum standard for all attributes. If a certain brand does not fulfil the minimum criterion for each attribute, that brand does not enter in the evaluation process.

- The disjunctive heuristic

  The consumer establishes some minimum standards only for the dominant attributes, the remaining attributes being of less importance.

- The lexicographic heuristic

  The consumer arranges the attributes in the order of their importance and chooses the brand only by considering this criterion.

- The elimination-by-aspects heuristic

  The consumer compares brands on an attribute selected probabilistically, where the probability of choosing an attribute is positively related to its importance, and brands are eliminated if they do not meet minimum acceptable cut-off levels.

The disjunctive decision rule, a non-compensatory, model, presupposes the establishment by the consumer of some dominant attributes, the other attributes being of less importance.

4. The purchasing decision, the result of the evaluation process

In this phase, all stages previously mentioned become concrete elements. In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchasing decision will be to buy the most preferred

brand, but at least two factors can come between the purchase intention and the purchasing decision:

- The attitudes of others

  If someone important to you tells you that you should buy the lowest priced car, then your tendency of buying a more expensive car are substantially reduced.

- The unexpected situational factors

  The consumer up to this point has formed a purchase intention base on factors such as expected price, expected product benefit. However, unexpected events may change the purchase intention. For example, the economy might take a turn for the worse, a close competitor might drop its price, or a friend might report being disappointed of your preferred car.

In this phase of the buying process, the consumer decides upon his decisional behaviour, in the sense that he has the following possibilities:

- The decision of buying the product or the service.

- The decision of not buying the product or the service.

- The decision to postpone the purchase.

- The decision of replacing the product or service that he wants with another product or service.

When buying a car it is recommended to be a traditional consumer due tot the fact that a car is a non-programmed buying item.

5. Post-purchase behavior

The purchasing decision process does not end with the purchasing decision, but with the post-purchase evaluation. In this phase, the consumer analyses the extent to which his purchasing decision was good or not. The answer lies in the relationship between the consumer's expectations and the product's perceived performance. Post-purchase satisfaction if the product "falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted." (Kotler & Keller, 2006). In the last two cases, the consumer will stock in his memory the information that helped him make the satisfactory or delightful buying decision. "Almost all major purchases result in a state of cognitive dissonance, or discomfort caused by post-purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and they are glad to avoid the drawbacks of the products not brought. However, every purchase involves compromise." (Kotler & Amstong, 2008). Consumers may become dissatisfied with the disadvantages of the bought product and they may feel uneasy about the advantages of the brand not selected and purchased. Thus, consumers experience post purchase dissonance at least to some extent at every purchase they make.

Post-purchase actions is the extent to which the customer is satisfied with his buying decision will clearly influence his behaviour from that moment on. If the customer is satisfied, he will exhibit a higher probability of purchasing the product again. For example, data on automobile brand choice show a high correlation between being highly satisfied with the last brand bought and intention

to buy that brand again. The satisfied customer usually tends to say good things about that brand to others. Marketers consider that their best advertisement is a satisfied customer. On the other hand, a dissatisfied customer who criticizes a brand is likely to cost that company up to 20 clients in minus.

Post-purchase use and disposal, marketers should also study how the buyers' usage and disposal of the purchased item. The sooner buyers consume a product, the sooner they may be back in the market to repurchase it. If the consumer throws the product away, it is important to know how they dispose of it, especially if it can damage the environment (batteries, beverage containers etc.). Therefore, the public awareness of recycling and ecological concerns should be increased.

2.4 The Relationship of Sales Promotion and Purchasing decision

Humans exposed to many stimuli such as touch, atmosphere, color, aroma flavor, and others. These stimuli can we receive through the senses. These stimuli will attract the consumer's attention to the existence of a product. Therefore marketers must hold something special as a stimulus to attract the attention of consumers.

According to Kotler was quoted by Benjamin Molan (2005), the company uses sales promotion tool for obtaining buyer feedback that is stronger and faster. To understand the marketers must know the usefulness, perceptions, preferences and shopping behavior of their target consumers. The entire sales promotion tool greatly affect consumer purchasing decision are made. Sales promotion is a stimulus to attract consumers to buy more.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research is quantitative. Research design with formal investigation procedure which contains a clear definition of the objectives of research and information needs. The technique is often applied is a detailed questionnaire and sampling formal. How the information collected should be mentioned clearly.

3.2 Population and Sampling

According Arikunto (2002), the population is the whole object of research, where someone wants to research all elements within the research area. So, the population in this research is consumers 7-eleven in RMUTT. While the sample is part of the majority population or representative of the population studied (Arikunto in Riduwan and Engkos, 2003). The sample is determined by convenience sampling method, the method for selecting members of the population that is most convenient to meet and requested information. Sample size in the study were between 30 and 500 (Sugiono, 2010). The population under study is 200 respondents.

3.3 Geographic Location

This research will do in 7-eleven inside Rajamangala University of Technology Thanyaburi (RMUTT), 39 Muh1 Rangsit-Nakhonnayok Rd. Klong Hok, Thanyaburi Pathum Thani 12110. Because the respondents in this research is

students in Rajamangala University of Technology Thanyaburi (RMUTT), they are already buy products in 7-eleven inside RMUTT.

3.4 Data Gathering

The Sources of information in this study is derived from two sources of data, which is a source of primary data and secondary data sources as follows:

1. Primary Data

    Primary data is the source of the data collected from surveys using in-depth interviews, observation and questionnaire that provide quantitative data. Here, the researcher do observation and spread questionnaire to the buyers in 7-eleven inside RMUTT.

2. Secondary data

    Secondary data is information that has been collected for a purpose other than the current research project but has some relevance and utility for the research and secondary data used are the source of the data collected from academic papers and journals from various sources of previous studies.

3.5 Research Instrumentation

3.5.1 Independent Variable

Independent variable is variable that affect the dependent variable, both positive effects and the negative effects (Ferdinand, 2006). In this study, the independent variable is sales promotion (X). Sales promotion is one of the five aspects of the promotional mix. Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand,

stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates. In this research will use four indicators. The fourth indicators is the promotion of sales through price reductions or discount price, sales promotion through the provision of extra products or buy one get one free, sales promotion through direct gift giving or premium, sales promotion through ownership of member card.

3.5.2 Dependent Variable

Dependent variable is variable that become the center of attention of researchers. In an easily visible problem by recognizing various dependent variables used in a model (Ferdinand, 2006). In this study, researcher sets a purchasing decision (Y) as the dependent variable. Purchasing decision is the buyer decision process in which consumers actually buy the goods, or the attitude of consumers buy an item that has been believed would satisfy him, and willingness bear the risk that it might cause. Indicators research consisting of stages starting with the introduction of the problem, information search, evaluation of alternatives, purchasing decision and post-purchase behavior.

3.6 Measurement

3.6.1 Pilot Test

Basically, pilot testing means finding out if your survey, key informant interview guide or observation form will work in the "real world" by trying it out first on a few people. The purpose is to make sure that everyone in your sample

not only understands the questions, but understands them in the same way. This way, too, you can see if any questions make respondents feel uncomfortable. You'll also be able to find out how long it takes to complete the survey in real time.

3.6.2 Validity Test

Generally regarded as the strength of the validity of the conclusions, inferences, or profession of the research we've done that is closer to the truth (Sarwono, 2012). Teguh Wahyono (2009) states that an item is said to be valid or invalid is if it has the support strong against total score in other words, an item in question say has validity if it has a high degree of correlation to the total score of the item. Two conditions must be met for an item is said to be valid.

3.6.3 Reliability Test

According to Wahyono (2009) reliability is the stability of the instrument observation or measurement. If likened to the goods, the goods are observed in a state of permanent, at first, second, third and so on .To reliability test was used Cronbach Alpha, an instrument said to be reliable if the reliability coefficient or alpha value of 0.6 or more. Reliability is a measure of stability and consistency of the respondents in answering matters related to constructs that question is a variable dimension and collated in a questionnaire form. The reliability of a variable construct said to be good if it has a value Cronbach's Alpha > of 0.6 (Bhuono, 2005).

3.7 Model Analysis

3.7.1 Correlation Analysis

The purpose calculation by using the analysis of correlation is to find the relationship between the two variables studied. Relationship between two variables consist of two kinds of positive and negative relationships. Relationships X and Y is said to be positive if the increase or decrease in X is usually accompanied by an increase or decrease Y. Measure used to determine whether or not a strong relationship between X and Y is called the correlation coefficient (r). The correlation coefficient of at least -1 and the greatest 1, pales:

r = 1, relationship X and Y is perfect and positive (approaching 1, the relationship is very strong and positive)

r = -1, relationship X and Y is perfect and negative (approaching to -1, the relationship is very strong and negative)

r = 0, X and Y weak relationship or no relationship

Determination of the correlation coefficient (r) in this study using the Pearson correlation coefficient (Pearson's Product Moment Correlation of Coefficient).

3.7.2 Multiple Linear Regression Analysis

The data used for analysis this research is using multiple linear regression analysis. The data obtained will be processed by SPSS program using multiple linear regression analysis. The formula is as follows :

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e.$$

Information :

Y = Purchasing Decision

a = Constant regression coefficient

b1 = Standard discount

b2 = Standard buy one get one free regression coefficient

b3 = Standard premium regression coefficient

b4 = Standard member card regression coefficient

X1 = Discount

X2 = Buy one get one free

X3 = Premium

X4 = Member card

e = Error terms

While To be able to know the hypothesis is accepted or rejected so the method used is partial statistical t-test and F test simultaneously. The stages in the management of the data is as follows:

a. Preparing for the collection as well as the completeness of the questionnaire and check whether the questionnaires are correct or not and then the results of the questionnaire were compiled and assessed according to the scoring system used.

b. Processing data using SPSS for Windows to obtain quantitative results on the questionnaire.

c. Seeing how much influence caused by the independent variable on the dependent variable with using the regression equation.

d. Using the t test (t-test) with a significant level (alpha) of 5% and df = n - k, and F test using DF1 = k - 1 and DF2 = n – k. k is the number of independent variables and n is the number of respondents.

Testing criteria are:

If t / F is equal to or greater than the value of t / F, the null hypothesis (H0) is rejected so the hypothesis submitted is (Ha). However, if the value of t / F is smaller than t / F, The null hypothesis (H0) is accepted so the hypothesis submitted (Ha) is rejected.

3.7.3 Hypothesis Test

Draft analysis to test the hypothesis that has been formulated to be used appropriate statistical tests. The research hypothesis can be tested to describe the results of linear regression analysis. Purchasing decison criteria for the proposed hypothesis is:

If t count < t table, then Ho is accepted and Ha rejected

If t count > t table, then Ha Ho accepted and rejected

Standard error of 0.05 with degrees of freedom df (n-2) as well as on the one hand test, namely the test right. Statistically, a hypothesis which will be tested in the decision making acceptance or rejection of the hypothesis can be written as follows:

$H_o : \rho < 0$, meaning that there is no influence sales promotion to purchasing decision

$H_a : \rho > 0$, meaning that there are significant sales promotion to purchasing decisions

CHAPTER IV

RESEARCH RESULT

4.1 The Result of Pilot Test

Pilot test used 30 respondents and then the data analyze by validity test. Validity test will be test each variable used in this reaserch, all variable in this research is 17 statements must be answer by the respondents. The criteria to determine valid or invalid the statement in this research is : level of confidence = 95 percent (α = 5 percent), degrees of freedom (df) = n – 3 = 30 – 3 = 27, getting r table 0.367. if r count (for each item can be seen in the coloumn Corrected item – Total correlation) greater than r table and value of r is positive, so the item is valid.

Table 4.1 : Result validity of pilot test

No	Indicators	r count	r table	Status
1	Discount			
	Statement 1	0.447	0.367	Valid
	Statement 2	0.516	0.367	Valid
	Statement 3	0.491	0.367	Valid
2	Buy one get one free			
	Statement 1	0.543	0.367	Valid
	Statement 2	0.440	0.367	Valid
	Statement 3	0.436	0.367	Valid

3	Premium			
	Statement 1	0.686	0.367	Valid
	Statement 2	0.713	0.367	Valid
	Statement 3	0.375	0.367	Valid
4	Member card			
	Statement 1	0.767	0.367	Valid
	Statement 2	0.682	0.367	Valid
	Statement 3	0.664	0.367	Valid
5	Purchasing decision			
	Statement 1	0.695	0.367	Valid
	Statement 2	0.388	0.367	Valid
	Statement 3	0.767	0.367	Valid
	Statement 4	0.618	0.367	Valid
	Statement 5	0.404	0.367	Valid

Source: SPSS 20 (2016)

From this table show if all of statement is valid because r count greater than r table. So, all of statement can be continue to spread to 200 respondents for this research.

4.2 Analysis Of Frequency

4.2.1 Respondent Description

Table 4.2 : Gender

Gender Of Respondent

		Frequency	Percent
	Male	89	44.5
Valid	Female	111	55.5
	Total	200	100.0

Source: SPSS 20 (2016)

The majority of 7-eleven's customers are female which equal to 111 respondents by 55.5% and male which equal to 89 respondents by 44.5% respectively

Table 4.3 : Faculty

Faculty Of Respondent

		Frequency	Percent
	Business Administration	109	54.5
Valid	Engineering	91	45.5
	Total	200	100.0

Source: SPSS 20 (2016)

The majority of 7-eleven's customers are from Business Administration faculty which equal to 109 respondents by 54.5% and from Engineering faculty which equal to 91 respondents by 45.5% respectively.

4.2.2 Variable Description

4.2.2.1 Independent Variable

In this study independent variable is sales promotion. The variable have 4 indicators, there are discount, buy one get one free, premium, and member card. Every indicators have 3 statements in the questionnaire.

Table 4.4 : Discount statement number 1

7-Eleven always gives interesting discount

		Frequency	Percent
	Strongly disagree	5	2.5
	Disagree	13	6.5
	Neutral	59	29.5
Valid	Agree	79	39.5
	strongly agree	44	22.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number one as discount indicator is 7-Eleven always gives interesting discount. Majority respondents agree with the statement. In this table explain is 44 respondents strongly agree by 22%, 79 respondents agree by 39.5%, 59 respondents neutral by 29.5%, 13 respondents disagree by 6.5%, and 5 respondents strongly disagree by 2.5%. So, majority respondent agree because 79 respondents from 200 or 39.5% from 100% respondents choose agree in the questionnaire.

Table 4.5 : Discount statement number 2

Discount price on product persuade to purchase

		Frequency	Percent
	strongly disagree	1	.5
	Disagree	14	7.0
Valid	Neutral	49	24.5
	Agree	86	43.0
	strongly agree	50	25.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number two as discount indicator is discount price on product persuade to purchase. Majority respondents agree with the statement. In this table explain is 50 respondents strongly agree by 25%, 86 respondents agree by 43%, 49 respondents neutral by 24.5%, 14 respondents disagree by 7%, and 1 respondent strongly disagree by 0.5%. So, majority respondent agree because 86 respondents from 200 respondents or 43% from 100% choose agree in the questionnaire.

Table 4.6 : Discount statement number 3

7-Eleven gives discount after buy some product in limited price

		Frequency	Percent
	strongly disagree	3	1.5
	Disagree	10	5.0
Valid	Neutral	72	36.0
	Agree	70	35.0
	strongly agree	45	22.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number three as discount indicator is 7-Eleven gives discount after buy some product in limited price. Majority respondents neutral with the statement. In this table explain is 45 respondents strongly agree by 22.5%, 70 respondents agree by 35%, 72 respondents neutral by 36%, 10 respondents disagree by 5%, and 3 respondent strongly disagree by 1.5%. So, majority respondent neutral because 72 respondents from 200 respondents or 36% from 100% choose neutral in the questionnaire.

Table 4.7 : Buy one get one free statement number 1

7-Eleven always gives promotion "Buy 1 Get 1 Free"

		Frequency	Percent
	strongly disagree	10	5.0
	Disagree	24	12.0
Valid	Neutral	55	27.5
	Agree	62	31.0
	strongly agree	49	24.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number one as buy one get one free indicator is 7-Eleven gives promotion buy one get one free. Majority respondents agree with the statement. In this table explain is 49 respondents strongly agree by 24.5%, 62 respondents agree by 31%, 55 respondents neutral by 27.5%, 24 respondents disagree by 12%, and 10 respondent strongly disagree by 5%. So, majority respondent agree because 62 respondents from 200 respondents or 31% from 100% choose agree in the questionnaire.

Table 4.8 : Buy one get one free statement number 2

Customer always buys product when "Buy 1 Get 1 Free"

		Frequency	Percent
Valid	strongly disagree	4	2.0
	Disagree	13	6.5
	Neutral	51	25.5
	Agree	69	34.5
	strongly agree	63	31.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number two as buy one get one free indicator is customer always buys product when buy one get one free. Majority respondents agree with the statement. In this table explain is 63 respondents strongly agree by 31.5%, 69 respondents agree by 34.5%, 51 respondents neutral by 25.5%, 13 respondents disagree by 6.5%, and 4 respondent strongly disagree by 2%. So, majority respondent agree because 69 respondents from 200 respondents or 34.5% from 100% choose agree in the questionnaire.

Table 4.9 : Buy one get one free statement number 3

Promotion "Buy 1 get 1 Free" is very interesting

		Frequency	Percent
Valid	strongly disagree	4	2.0
	Disagree	7	3.5
	Neutral	49	24.5
	Agree	64	32.0
	strongly agree	76	38.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number three as buy one get one free indicator is promotion buy one get one free is very interesting. Majority respondents strongly agree with the statement. In this table explain is 76 respondents strongly agree by 38%, 64 respondents agree by 32%, 49 respondents neutral by 24.5%, 7 respondents disagree by 3.5%, and 4 respondent strongly disagree by 2%. So, majority respondent strongly agree because 76 respondents from 200 respondents or 38% from 100% choose strongly agree in the questionnaire.

Table 4.10 : Premium statement number 1

7-Eleven gives shopping voucher for purchasing a certain amount

		Frequency	Percent
Valid	strongly disagree	7	3.5
	Disagree	32	16.0
	Neutral	86	43.0
	Agree	51	25.5
	strongly agree	24	12.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number one as premium indicator is 7-Eleven gives shopping voucher for purchasing a certain amount. Majority respondents neutral with the statement. In this table explain is 24 respondents strongly agree by 12%, 51 respondents agree by 25.5%, 86 respondents neutral by 43%, 32 respondents disagree by 16%, and 7 respondent strongly disagree by 3.5%. So, majority respondent neutral because 86 respondents from 200 respondents or 43% from 100% choose neutral in the questionnaire.

Table 4.11 : Premium statement number 2

7-Eleven gives a gift after buying a special product

		Frequency	Percent
	strongly disagree	13	6.5
	Disagree	24	12.0
Valid	Neutral	75	37.5
	Agree	66	33.0
	strongly agree	22	11.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number two as premium indicator is 7-Eleven gives a gift after buying a special product. Majority respondents neutral with the statement. In this table explain is 22 respondents strongly agree by 11%, 66 respondents agree by 33%, 75 respondents neutral by 37.5%, 24 respondents disagree by 12%, and 13 respondent strongly disagree by 6.5%. So, majority respondent neutral because 75 respondents from 200 respondents or 37.5% from 100% choose neutral in the questionnaire.

Table 4.12 : Premium statement number 3

Giving a gift is very interesting

		Frequency	Percent
	strongly disagree	6	3.0
	Disagree	11	5.5
Valid	Neutral	67	33.5
	Agree	62	31.0
	strongly agree	54	27.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number three as premium indicator is giving a gift is very interesting. Majority respondents neutral with the statement. In this table explain is 54 respondents strongly agree by 27%, 62 respondents agree by 31%, 67 respondents neutral by 33.5%, 11 respondents disagree by 5.5%, and 6 respondent strongly disagree by 3%. So, majority respondent neutral because 67 respondents from 200 respondents or 33.5% from 100% choose neutral in the questionnaire.

Table 4.13 : Member card statement number 1

7-Eleven gives large promotion to customer if they have Member Card

		Frequency	Percent
Valid	strongly disagree	11	5.5
	Disagree	15	7.5
	Neutral	65	32.5
	Agree	64	32.0
	strongly agree	45	22.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number one as member card indicator is 7-Eleven gives large promotion to customer if they have Member Card. Majority respondents neutral with the statement. In this table explain is 45 respondents strongly agree by 22.5%, 64 respondents agree by 32%, 65 respondents neutral by 32.5%, 15 respondents disagree by 7.5%, and 11 respondent strongly disagree by 5.5%. So, majority respondent neutral because 65 respondents from 200 respondents or 32.5% from 100% choose neutral in the questionnaire.

Table 4.14 : Member card statement number 2

Promotion program for Member Card owner make customer interesting

		Frequency	Percent
Valid	strongly disagree	7	3.5
	Disagree	22	11.0
	Neutral	65	32.5
	Agree	70	35.0
	strongly agree	36	18.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number two as member card indicator is promotion program for Member Card owner make customer interesting. Majority respondents agree with the statement. In this table explain is 36 respondents strongly agree by 18%, 70 respondents agree by 35%, 65 respondents neutral by 32.5%, 22 respondents disagree by 11%, and 7 respondent strongly disagree by 3.5%. So, majority respondent agree because 70 respondents from 200 respondents or 35% from 100% choose agree in the questionnaire.

Table 4.15 : Member card statement number 3

If have Member Card, customer get a lot of advantages when buy product

		Frequency	Percent
	strongly disagree	2	1.0
	disagree	22	11.0
Valid	neutral	62	31.0
	Agree	67	33.5
	strongly agree	47	23.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number three as member card indicator is if have Member Card, customer get a lot of advantages when buy product. Majority respondents agree with the statement. In this table explain is 47 respondents strongly agree by 23.5%, 67 respondents agree by 33.5%, 62 respondents neutral by 31%, 22 respondents disagree by 11%, and 2 respondent strongly disagree by 1%. So, majority respondent agree because 67 respondents from 200 respondents or 33.5% from 100% choose agree in the questionnaire.

4.2.2.2 Dependent Variable

In this study dependent variable is purchasing decision. The variable have 5 statement in the questionnaire.

Table 4.16 : purchasing decision statement number 1

Customer buy product in 7-Eleven because the promotion very interesting

		Frequency	Percent
Valid	strongly disagree	9	4.5
	disagree	16	8.0
	neutral	68	34.0
	agree	64	32.0
	strongly agree	43	21.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number one as purchasing decision is customer buy product in 7-Eleven because the promotion very interesting. Majority respondents neutral with the statement. In this table explain is 43 respondents strongly agree by 21.5%, 64 respondents agree by 32%, 68 respondents neutral by 34%, 16 respondents disagree by 8%, and 9 respondent strongly disagree by 4.5%. So, majority respondent neutral because 68 respondents from 200 respondents or 34% from 100% choose neutral in the questionnaire.

Table 4.17 : purchasing decision statement number 2

Customer buy product in 7-Eleven because need it

		Frequency	Percent
Valid	strongly disagree	1	.5
	disagree	14	7.0
	neutral	41	20.5
	agree	74	37.0
	strongly agree	70	35.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number two as purchasing decision is customer buy product in 7-Eleven because need it. Majority respondents agree with the statement. In this table explain is 70 respondents strongly agree by 35%, 74 respondents agree by 37%, 41 respondents neutral by 20.5%, 14 respondents disagree by 7%, and 1 respondent strongly disagree by 0.5%. So, majority respondent agree because 74 respondents from 200 respondents or 37% from 100% choose agree in the questionnaire.

Table 4.18 : purchasing decision statement number 3

Only in 7-Eleven customer buy product

		Frequency	Percent
Valid	strongly disagree	22	11.0
	disagree	31	15.5
	neutral	81	40.5
	Agree	50	25.0
	strongly agree	16	8.0
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number three as purchasing decision is only in 7-Eleven customer buy product. Majority respondents neutral with the statement. In this table explain is 16 respondents strongly agree by 8%, 50 respondents agree by 25%, 81 respondents neutral by 40.5%, 31 respondents disagree by 15.5%, and 22 respondent strongly disagree by 11%. So, majority respondent neutral because 81 respondents from 200 respondents or 40.5% from 100% choose neutral in the questionnaire.

Table 4.19 : purchasing decision statement number 4

Everyday customer buy product in 7-Eleven

		Frequency	Percent
	strongly disagree	12	6.0
	disagree	31	15.5
Valid	neutral	56	28.0
	Agree	64	32.0
	strongly agree	37	18.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number four as purchasing decision is everyday customer buy product in 7-Eleven. Majority respondents agree with the statement. In this table explain is 37 respondents strongly agree by 18.5%, 64 respondents agree by 32%, 56 respondents neutral by 28%, 31 respondents disagree by 15.5%, and 12 respondent strongly disagree by 6%. So, majority respondent agree because 64 respondents from 200 respondents or 32% from 100% choose agree in the questionnaire.

Table 4.20 : purchasing decision statement number 5

Customer buy product in 7-Eleven because has complete product all they

need

		Frequency	Percent
Valid	strongly disagree	5	2.5
	disagree	15	7.5
	Neutral	66	33.0
	Agree	73	36.5
	strongly agree	41	20.5
	Total	200	100.0

Source: SPSS 20 (2016)

Statement number four as purchasing decision is customer buy product in 7-Eleven because has complete product all they need. Majority respondents agree with the statement. In this table explain is 41 respondents strongly agree by 20.5%, 73 respondents agree by 36.5%, 66 respondents neutral by 33%, 15 respondents disagree by 7.5%, and 5 respondent strongly disagree by 2.5%. So, majority respondent agree because 73 respondents from 200 respondents or 36.5% from 100% choose agree in the questionnaire.

4.3 Data Analysis

4.3.1 Validity test

Validity test will be test each variable used in this reaserch, all variable in this research is 17 statements must be answer by the respondents. The criteria to

determine valid or invalid the statement in this research is : level of confidence = 95 percent (α = 5 percent), degrees of freedom (df) = n − 3 = 200 − 3 = 197, getting r table 0.1391. if r count (for each item can be seen in the coloumn Corrected item – Total correlation) greater than r table and value of r is positive, so the item is valid.

Table 4.21 : result of validity test

No	Indicators	r count	r table	Status
1	Discount			
	Statement 1	0.606	0.1391	Valid
	Statement 2	0.655	0.1391	Valid
	Statement 3	0.540	0.1391	Valid
2	Buy one get one free			
	Statement 1	0.563	0.1391	Valid
	Statement 2	0.498	0.1391	Valid
	Statement 3	0.529	0.1391	Valid
3	Premium			
	Statement 1	0.563	0.1391	Valid
	Statement 2	0.590	0.1391	Valid
	Statement 3	0.461	0.1391	Valid

No	Indicators	r count	r table	Status
4	Member card			
	Statement 1	0.630	0.1391	Valid
	Statement 2	0.535	0.1391	Valid
	Statement 3	0.529	0.1391	Valid
5	Purchasing decision			
	Statement 1	0.697	0.1391	Valid
	Statement 2	0.533	0.1391	Valid
	Statement 3	0.542	0.1391	Valid
	Statement 4	0.537	0.1391	Valid
	Statement 5	0.575	0.1391	Valid

Source: SPSS 20 (2016)

In this table explain is all of indicators in this research have correlation coefficient greater than r table = 0.1391 (value of r table for n = 200), so all of indicators is valid.

4.3.2 Reliability Test

Reliability is a measure of stability and consistency of the respondents in answering matters related to constructs that statement is a variable dimension and collated in a questionnaire form. The reliability of a variable construct said to be good if it has a value Cronbach's Alpha> of 0.6 (Bhuono, 2005).

Table 4.22 : result of reliability test

Variable	Cronbach Alpha	Status
Discount	0.761	Reliable
Buy one get one free	0.606	Reliable
Premium	0.653	Reliable
Member card	0.827	Reliable
Purchasing decision	0.745	Reliable

Source: SPSS 20 (2016)

In this table explain is all of variables have cronbach alpha above 0.6. So, all of variables is reliable and the variables can be used as a measuring instrument in this research.

4.3.3 Correlation Analysis

Table 4.23 : result of correlation

Correlations

		X	Y
X	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	200	200
Y	Pearson Correlation	.611**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 20 (2016)

In this table explain about correlation between X and Y with pearson correlation. In this table the value of correlation is 0.611, variable X (sales promotion) and variable Y (purchasing decision). According to table of values for pearson correlation, the value 0.611 is marked degree of correlation. So, the variables have relationship linier positive because the value is positive and the range is marked degree of correlation. This is table of value of correlation test:

Table 24 : value of correlation test

0	=	No or negligible correlation
0.00 – 0.40	=	Low degree of correlation
0.40 – 0.60	=	Moderate degree of correlation
0.60 – 0.80	=	Marked degree of correlation
0.80 – 0.99	=	High correlation
1	=	Perfect correlation

4.2.4 Multiple Linier Regression

The research hypothesis can be tested to describe the results of linear regression analysis. Purchasing decison criteria for the proposed hypothesis is If t count < t table, then Ho is X variable haven't effect to Y variable is accepted and Ha is X variable have effect to Y variable is rejected. If t count > t table, then Ho is X variable haven't effect to Y variable is rejected and Ha is X variable have effect to Y variable is accepted. To find t table by excel is follow the formula : =tinv(alpha,n-k), alpha in this research is 0.05, n is total respondent in this research is 200 respondent, k is total variable in this research. Variable x have 4

indicators so x have 4 and y variable, total variable is 5. So, t table is =tinv(0.05,195) the result is 1.972204.

Table 4.25 : result of multiple linier regresion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.639	1.255		2.103	.037
	Discount	.691	.097	.432	7.144	.000
	Buy one get one free	.437	.097	.278	4.480	.000
	Premium	.160	.100	.102	1.593	.113
	Member card	.054	.083	.039	.650	.516

a. Dependent Variable: purchasing decision

Source: SPSS 20 (2016)

In this table explain about t count from X variable, according to the criteria so the result is:

1. t count discount = 7.144 > t table = 1.972204. So t count greater than t table and the result is Ho rejected and Ha accepted. Discount is indicator from sales promotion affecting to purchasing decision.

2. t count buy one get one free = 4.480 > t table = 1.972204. So t count greater than t table and the result is Ho rejected and Ha accepted. Buy one

get one free is indicator from sales promotion affecting to purchasing decision.

3. t count premium = 1.593 < t table = 1.972204. So t count smaller than t table and the result is Ho accepted and Ha rejected. Premium is indicator from sales promotion can not affecting to purchasing decision.

4. t count member card = 0.650 < t table = 1.972204. So t count smaller than t table and the result is Ho accepted and Ha rejected. Member card is indicator from sales promotion can not affecting to purchasing decision.

After knowing the affect from each indicators sales promotion to purchasing decision, the researcher will analysis the simultant affect from sales promotion to purchasing decision. To get result from simultant affect must to follow the caracteristics. If f count grater than f table, sales promotion affecting to purchasing decision. If f count smaller than f table, sales promotion not affecting to purchasing decision. To find f table by excel must following the formula: =finv(probability,df1,df2), probability in this research is 0.05, df1 from spss is 4 and df2 from spss is 195. So the value f table is =finv(0.05,4,195) the result is 2.417963.

Table 4.26 : result of f test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1178.566	4	294.641	38.883	.000[b]
	Residual	1477.654	195	7.578		
	Total	2656.220	199			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), member card, buy one get one, discount, premium

Source: SPSS 20 (2016)

In this table explain about simultant affecting from sales promotion to purchasing decision. In this table value of f count is 38.883 so greater than f table 2.417963. So, sales promotion simultant affecting to purchasing decision.

CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Conclusion

From this research is the effect of sales promotion to purchasing decision by the purpose of study is the researcher wants to analyze the effectivness sales promotion to purchasing decision by customers and what the most dominant from indicators sales promotion to affecting purchasing decision by collecting the data from questionnaire, that researcher separated 200 questionnaires at Rajamangala University of Thecnology Thanyaburi, Engineering faculty, Business Administration faculty, and online questionnaire by google form.

The summarize from this research is the majority of 7-eleven's customers are female which equal to 111 respondents by 55.5% and male which equal to 89 respondents by 44.5% respectively. The majority of 7-eleven's customers are from Business Administration faculty which equal to 109 respondents by 54.5% and from Engineering faculty which equal to 91 respondents by 45.5% respectively. The females and from business administration faculty is the majority customers in 7-eleven inside RMUTT.

From sales promotion part, first is discount have 3 statement and the respondent agree with statement 7-eleven always gives interesting discount. 79 respondents by 39.5% choose agree with the statement. Second statement is discount price on product persuade to purchase, 86 respondents agree with the statement by 43%. And the last statement from discount is 7-Eleven gives

discount after buy some product in limited price. 72 respondents choose neutral with the statement by 36%. The majority of respondents agree with discount statement in 7-eleven. They are agree if discount in 7-eleven is interesting and persuade to purchase.

From buy one get one free indicators have 3 statement, 62 respondents agree with the statement 7-Eleven always gives promotion "Buy 1 Get 1 Free" they are agree with 31%. For statement customer always buys product when "Buy 1 Get 1 Free", 69 respondents agree by 34.5%. The last statement is promotion "Buy 1 get 1 Free" is very interesting, 76 respondents strongly agree by 38%. So, majority of respondents agree with the promotion buy one get one free in 7-eleven inside RMUTT.

From premium indicators by sales promotion have 3 statement, the first statement is 7-Eleven gives shopping voucher for purchasing a certain amount, 86 respondents choose neutral for the statement by 43%. For second statement is 7-Eleven gives a gift after buying a special product, majority respondents choose neutral from 200 respondents 75 respondents choose neutral by 37.5%. The last statement from premium indicators is Giving a gift is very interesting, 65 respondents neutral with the statement by 32%. So, the majority respondents neutral with premium indicators from sales promotion.

From the last indicators by sales promotios is member card have 3 statement. The first is 7-Eleven gives large promotion to customer if they have Member Card. 65 respondents neutral with the statement by 32%. Second is promotion program for Member Card owner make customer interesting, for the

statement 70 respondents choose agree by 35%. For the last statement 67 respondents agree by 33.5%, the statement is if have Member Card, customer get a lot of advantages when buy product. So, the respondents majority agree with member card in 7-eleven.

From purchasing decision part have 5 statement. The first statement is customer buy product in 7-Eleven because the promotion very interesting. The respondents choose neutral with the statement, 68 respondents by 34%. Second statement is customer buy product in 7-Eleven because need it, 74 respondents agree with the statement by 37%. Third statement is only in 7-Eleven customer buy product, for the statement 81 respondents neutral by 40.5%. Fourth statement is everyday customer buy product in 7-Eleven, 64 respondents agree with the statement by 32%. The last statement 73 respondents agree with the statement by 36.5%, the statement is customer buy product in 7-Eleven because has complete product all they need.

In the multiple regression analysis get result is all of indicators from sales promotion together or simultant affecting to purchasing decision. From the result get value f count 38.883 greater than f table 2.417963. if f count greater than f table the variable X affecting to variable Y.

From the same analysis, sales promotion have 4 indicators but not all affecting to purchasing decision. Discount indicator get t count 7.144 greater than t table 1.972204, so discount affecting to purchasing decision. Buy one get one free indicator get t count 4.480 greater than t table 1.972204, so buy one get one free affecting to purchasing decision. Premium indicator get t count 1.593 smaller

than t table 1.972204, so premium not affecting to purchasing decision. Member card indicators get t count 0.650 smaller than t table 1.972204, so member card indicator not affecting to purchasing decision.

From sales promotion only 2 indicators can affecting to purchasing decision, there indicators is discount and buy one get one free. From t count, discount get high value than buy one get one free. Discount 7.144 and buy one get one free 4.480, so from sales promotion indicators is discount most dominant affecting to purchasing decision in 7-eleven.

5.2 Discussion

Maesa Merdiana Noor (2008) conducted a research entitled "The Effect of Sales Promotion to Consumer Purchasing decision in D'Loops Clothing Bandung". In this study, a retail company in Bandung use as a sales promotion strategy to attract consumers to buy products that they're. The tools of their sales promotions include price discounts, and rewards subscribe proven influence purchasing decisions by consumers. It is seen from the results of the calculation coefficient of determination, according to an analysis of these calculations show the influence between the two variables and positive. This means that if the sales promotion increases, purchasing decisions will also increase.

Rifki Rijabi (2012) conducted a research entitled "The Effect of Sales Promotion to Purchasing decision Consumers" survey on consumer knickknacks Purezento in Bandung. In this study Purezento sales promotion strategies that have 30% discount for each product save Vintage Theme, member card discount, get three items by Rp 10,000 save Vintage products, get funny calendar for

purchasing up to Rp 50,000. From strategy owned by Purzento have a positive influence on purchasing decisions. It can be seen from the results of the regression analysis conducted by researchers. Discounts are indicators that have the highest value, it indicates that the discounts given high impact on consumer purchasing decisions on products Purzento. While the indicator lower price have the most influence on consumer purchasing decisions.

Putra Dani Irawan (2014) conducted a research entitled "Effect of Promotion Strategy to Purchasing decision is mediated by the Consumer Buying Intention in Matahari Department Store Yogyakarta". In this study Matahari department store is a retail company that sells a wide range of products from various brands. From the results of this study proves that a promotional strategy to influence purchasing decisions in Matahari department store products. It can be seen from the results of research on the significance level of 5% shows that there is a direct influence on purchasing decisions promotional strategy. This is evidenced from the t value of 7.658 with 0.000 significance value less than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.586.

Oracha Kamsuwan (2015) "How Promotion at 7-Eleven Influences to Customer Purchasing". The result show that the most customer are female 291 age 25-34 years old and bachelor with income about 5,000 – 15,000 baht per months. The customers choose 7-eleven because the place, they purchasing product at 7-eleven 1-3 per week and expense to purchase the product at 7-eleven are 10-100 baht. The majority customers choose promotion buy one get one free. From the rotated component table can separate the factor of promotion at 7-eleven

effectiveness to customer purchasing into 7 factors, there are product, promotion, customer purchasing, customer decision, location, detail of product, first of mind. Marketing mix has affected to promotion effectiveness at 7-eleven is statistically indication showed product pre-value = .017. Customer behavior has affected to promotion effectiveness at 7-eleven is statistically indication showed product pre-value = .028.

5.3 Managerial Implication

The results of this research has a couple of major contribution are following, to allow 7-eleven to better promote their product that fit to customer expecting this result in higher sales respond to promotion campaign in lower cost to get better. Becoming selective to choose sales promotion program in 7-eleven. From this research, the resercher understand the indicators sales promotion can be affecting purchasing decision. Not all indicators can be affecting only discount and buy one get one free.

Finally, all of the result of this research showed if sales promotion program must be selective to apply in 7-eleven, because from 4 indicators sales promotion in this research only 2 indicators can be affecting purchasing decision. 7-Eleven must upgraide sales promotion discount because from this research discount more dominant affecting to purchasing decision. If sales promotion can be persuade customer to purchasing the product directly 7-eleven can be succesfully getting a lot of customers.

5.4 Recommendation for Future Research

The results of this study can use as a standard, guidelines for create new promotion or continue the sales promotion tools. Can be upgrade the sales promotion tools to better than before. If want to make sales promotion must be selective to choose the type of sales promotion. For future research must find new sales promotion for example promotion in social media. Making research the differences sales promotion between two chain convenience store. So, can be know sales promotion every chain convenience store and who get the best sales promotion. The sample size should be increase for future research to enable researcher to generalize their finding with most higher confident.

BIBLIOGRAPHY

Armstrong, Gary and Kotler, Philip. 2005. *Marketing An Introduction*. Upper Saddle River : N.J. Prentice Hall.

Chaharsoughi, Shahriar Ansari. (2011). *The Affect Of Sales Promotion On Consumer Interest To Purchase In IKCO Automotive Company*. Journal of Knowledge Management, Economics and Information Technology. Issue 4.

Encyclopedia. *Sales Promotion*. Retrived from http://www. Sales Promotion-Encyclopedia-Business Terms_Inc.com.htm.

Irawan, Putra Dani. (2014). *Effect of Promotion Strategy to Purchasing decision is mediated by the Consumer Buying Intention in Matahari Department Store Yogyakarta*. Yogyakarta : State University of Yogyakarta.

Jeenanunta, Chawalit, Tunwarat Sriuranwat, and friends. (2013). *Customer Behavior in Bangkok and Surroundings in Purchasing Skincare Product Online*. Bangkok : Sirindhorn International Institute of Technology.

Kamsuwan, Oracha. (2015). *How Promotion at 7-Eleven Influences to Customer Purchasing*. Bangkok : Bangkok University.

Kesornbua, Sopida. (2010). *The Demographic Factor and Elements of the Retail Marketing Mix that Most Influence Consumers to Shop at Mom and Pop Shops or7-Eleven Outlets in the Radburana Distric of Bangkok*. Bangkok : Srinakharinwirot University.

Kotler, Philip; Gary Armstrong, Veronica Wong, John Saunders. 2010. *Marketing defined. Principles of marketing*. Prentice Hall, Upper Saddle River : New Jersey

Munthiu, Maria Christiana. (2009). *The Buying Decision Process and Types of Buying Decision Behaviour.* Sibiu Alma Mater University Journals. Series A, Economic Sciences. Vol 2. 4.

Natalia, Priccila, and Mumuh Mulyana. (2014). *The Effect of Advertising and Sales Promotion to Purchasing Decision.* Journal of Management STIE Kesatuan. Vol 2. 2.

Noor, Maesa Merdiana. (2008). *The Effect of Sales Promotion to Consumer Purchasing decision in D'Loops Clothing Bandung*. Bandung : Widyatama University.

Rijabi, Rifki. (2012). *The Effect of Sales Promotion to Purchasing decision Consumers.* Bandung : University of Education Indonesia.

Satyo, Maya Ferdina. (2013). *Pengaruh Diskon Harga, Merek Produk Dan Layanan Pelanggan Terhadap Keputusan Pembelian Garmen.* Journal of Science and Management Research. Vol 2. 8.

Seven-Eleven of Thailand. (2015) *About 7-eleven*. Retrieved from http://corp.7-eleven.com/corp/about

Seven-Eleven of Thailand. (2015). *Promotion at 7-eleven*. Retrieved from http://www.7eleven.com.

Sugiyono. (2008). *Metode Penelitian Bisnis*. Publisher : Alfabeta, Bandung.

Waani, Rivie, and Willem Alfa Tumbuan. (2015). *The Influence Of Price Discount, Bonus Pack, And In-Store Display On Impulse Buying Decision In Hypermart Kairagi Manado.* Manado : Sam Ratulangi University.

Wang, Jinfeng, and Phirapong Foosiri. (2015). *Factors Related to Consumers Behavior on Luxury Goods Purchasing in China.* Bangkok : University of the Thai Chamber of Commerce.

Wikipedia. (2016). *List of Supermarket Chains in Thailand.* Retrieved from : https://en.m.wikipedia.org/wiki/List_of_supermarket_chains_in_Thailad

Wikipedia. (2016). *Sales Promotion.* Retrieved from http://www.Sales promotion-Wikipedia,thefreeencyclopedia.htm.

Zainuddin, Didi. (2011). *Pengaruh Promosi, Kualitas Produk, dan Brand Image Motor Matic Honda Terhadap Keputusan Pembelian Serta Dampaknya Kepada Loyalitas Pelanggan.* Jakarta : Islam University Of Syarif Hidayattullah.

APPENDIX

QUESTIONNAIRE 7-ELEVEN IN RMUTT

(English Version)

Put a check mark (√) in the appropriate answers to your opinion. Only one check mark everey ansewer!

Faculty: **O** Business Administration

           O Engineering

Gender: **O** Male

           O Female

Question	Level Of Opinion				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
1. 7-Eleven always gives interesting discount.					
2. Discount price on product persuade to purchase.					
3. 7-Eleven gives discount after buy some product in limited price.					
4. 7-Eleven always gives promotion "Buy 1 Get 1 Free".					

5. Customer always buys product when "Buy 1 Get 1 Free".					
6. Promotion "Buy 1 get 1 Free" is very interesting.					
7. 7-Eleven gives shopping voucher for purchasing a certain amount.					
8. 7-Eleven gives a gift after buying a special product.					
9. Giving a gift is very interesting.					
10. 7-Eleven gives large promotion to customer if they have Member Card.					
11. Promotion program for Member Card owner make customer interesting.					
12. If have Member Card, customer get a lot of advantages when buy product.					

13. Customer buy product in 7-Eleven because the promotion very interesting.					
14. Customer buy product in 7-Eleven because need it.					
15. Only in 7-Eleven customer buy product.					
16. Everyday customer buy product in 7-Eleven.					
17. Customer buy product in 7-Eleven because has complete product all they need.					

Thank You For Taking The Time To Fill Out This Questionnaire

แบบสอบถาม **7-ELEVEN** ใน**RMUTT**

(Thai Version)

แบบสอบถามนี้ผู้จัดทำเพื่อตอบสนองความปริญญาตรีบริหารธุรกิจ

คณะ : O บริหารธุรกิจ

O วิศวกรรม

เพศ : O ชาย

O หญิง

คำถาม	ระดับความคิดเห็น				
	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เป็นกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
	5	**4**	**3**	**2**	**1**
1. ร้าน 7-Eleven มักจะให้ส่วนลดที่น่าสนใจ					
2. สินค้าลดราคามักชักชวนให้ซื้อ					
3. 7-Eleven ให้ส่วนลดหลังจากซื้อสินค้าบางอย่างในราคาถูก					
4. 7-Eleven มักมีโปรโมชั่น "ซื้อ 1 แถม 1 ฟรี"					
5. ลูกค้ามักจะซื้อสินค้าเมื่อมีโปรโมชั่น "ซื้อ 1 แถม 1 ฟรี"					
6. โปรโมชั่น "ซื้อ 1 แถม 1 ฟรี" เป็นที่น่าสนใจมาก					
7. 7-Eleven ให้คูปองฟรีสำหรับการสั่งซื้อสินค้าจำนวนหนึ่ง					

8. 7-Eleven ให้ของแถมหลังจากที่ซื้อผลิตภัณฑ์พิเศษ					
9. การให้ของแถมเป็นที่น่าสนใจมาก					
10. 7-Eleven มีโปรโมชั่นให้กับลูกค้าที่มีบัตรสมาชิก					
11. โปรโมชั่นสำหรับบัตรสมาชิก ทำให้ลูกค้าที่สนใจ					
12. หากมีบัตรสมาชิกลูกค้ามักจะได้รับประโยชน์มากเมื่อซื้อสินค้า					
13. คุณมักจะซื้อสินค้าของในร้าน 7-Eleven เพราะโปรโมชั่นที่น่าสนใจมาก					
14. คุณมักจะซื้อสินค้าของในร้าน 7-Eleven เพราะจำเป็นต้องใช้มัน					
15. คุณซื้อสินค้าเฉพาะใน 7-Eleven					
16. คุณเข้า7-Eleven ทุกวัน					
17. คุณซื้อสินค้าในร้าน 7-Eleven เพราะมีผลิตภัณฑ์ที่สมบูรณ์ทั้งหมดที่คุณต้องการ					

ขอขอบคุณที่สละเวลาในการกรอกแบบสอบถามนี้

BIODATA

Name : Nurrima Adlina Adzhani Gustaram

Date of Birth : March, 20 1994

Place of Birth : Ciamis, West Java, Indonesia

Nationality : Indonesia

Address : Ban Khlong Hok, Thanyaburi, Pathun Thani, 12110

Email : nurrimaadlina@gmail.com

Contact Number : +66 874-489-418

Major : International Business Administration

Trainee : Thai Lion Air Company