



**ANALYZING THE CORRELATION BETWEEN PROMOTION AND STORE
LOCATION: ROTI BAKAR 88 IN TANGERANG SELATAN**

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May 2018**





APPROVAL PAGE

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Preface

This thesis is mainly talking about Analyzing store location correlation with promotion of Roti Bakar 88 in South Tangerang. This is a mandatory part of the completion undergraduate degree. To know how the store location of Roti Bakar 88 in South Tangerang will affect the promotion of the store and how the correlated they are in terms of achieving sales and traffic of Roti Bakar 88.

For knowing every location of Roti Bakar 88 franchisee is different from other particular area of Roti Bakar 88 but in within Tangerang Selatan city, because the demographic factor in every region is different and the methods of consumer approach is differ by peoples buying behavior in that different area in Tangerang Selatan.

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CHAPTER I - Introduction

I.1 Background

Food industry are characteristically always using promotion for engaging their sales towards increasing customers traffic, to inform and persuade by changing people's attitudes, via a multitude of online and offline channels. For communicate potential customer to scaling sales revenue and profit for the sustainability of business activity.

The topic is about the sales promotion activity that makes awareness of the product of the company. Promotion contributes to the customer's perceptions of a product, influencing their view of the benefits provided, changing their attitudes – and perhaps changing their behavior so that they buy a product or service. Sales promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another.

Since the digital age are globalized, social media channels and online advertising have begun to play a major role in this as they open up a whole new level of communications as people spend more and more time online. By seeing the opportunities of having a promotional of their business products or services through online based promotion which is cheaper and easier for approaching the public and also more time is saved than using offline tangible promotion (Marketing: Concepts and Strategies, 2002).

Because of the number of social media users around the world are rapidly increase throughout the years and the number of cellphone / smartphone users also high, the likelihood of the online based promotion are so very prospective for the upcoming years also not forgetting about the offline based promotion such as banner, poster, coupon, etc. to boost up sales revenue for growing the business.

Culture has an impact on many aspects of consumer behavior, from service expectations to consumer innovativeness. It also has been suggested that an understanding of culture can assist in making marketing decisions, such as whether to pursue standardized or localized strategies



I.2 Research Problem

There are several research problems to be investigated in this research, those are:

1. This research attempts to study the influence and impact of a location for business in food industry especially in promotion methods comparison.
2. This research attempts to discover and analyze all the factors that matter why one store has a different promotion methods and source over another based on theoretical theories.
3. This research attempts to prove all the factors matter right/wrong by doing;
 - a. Local Survey
 - b. Bigger Scope Survey

I.3 Research Purposes

Referring to the above research problems, this study aims for the following issues:

1. The main purpose of this research is to analyze are the impacts and correlation between location of a food business with its promotion. This research focuses on what are the factors that makes one store had a different methods of promotion.
2. The secondary purpose of this research is to analyze how big is the promotion differences between one store and another just because of a location.

I.4 Research Scope and Limitation

Due to some factors and all the considerations, the study will only focus on the following aspects:

1. This research study will be only in the area of Tangerang Selatan.
2. The promotion that will be only described by the use of the online social media and with offline.

I.5 Research Structure

This study research writing will be divided to 5 chapters, that consists of:

1. Chapter I: Introduction, the background of the study, some theoretical foundation, research problems, research purposes, and limitation and scope.
2. Chapter II: Literature Review
3. Chapter III: Research Methodology
4. Chapter IV: Result and Discussion
5. Chapter V: Conclusion



CHAPTER II – Literature Review

II.1 Promotion Mix

The Promotion Mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services. The fourth element of the 4 P's of Marketing Mix is the promotion; that focuses on creating the awareness and persuading the customers to initiate the purchase. The several tools that facilitate the promotion objective of a firm are collectively known as the Promotion Mix.

The Promotion Mix is the integration of Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing. The marketers need to view the following questions in order to have a balanced blend of these promotional tools. (Business Jargon, 2017)

The location of your business can be an important factor in its success. When choosing a location, carefully assess the right environment for your business. When starting out, you'll need to decide where you'll conduct business. Unless you're a completely home-based business or online business, this will require buying or leasing a business premises. Each business has different requirements and it's important to consider your business needs and priorities when deciding on the type and location for your business premises. (Business jargon, 2017)

Consider the accessibility of the location for every person who will be coming there. If you are on a busy street, is it easy for cars to get in and out of your parking lot? Your facility also needs to be accessible to people with disabilities. That is an example of the accessibility consideration for placing business for sustainable growth and be a profitable business.

Promotion are include in marketing strategy of an business and one of the key factor of marketing mix is promotion, place also include in marketing mix so they both have a connection for generating sales and profit for the business , because as we can see for some of a Roti Bakar 88 store is having a different way of promoting their product even if it is same product at their store.

II.2 Product Quality

Location-based marketing delivers targeted marketing messages to customers in particular locations, through mobile devices such as smartphones and tablets. Some of the most popular location-based services are:

- Google My Business
- Facebook Places
- Zomato
- Yelp.



Simple location-based services (such as Google My Business) provide a list of businesses that match a customer's search terms, along with basic information about those businesses. More sophisticated location-based services (such as Yelp and Zomato) go much further. Once a customer checks in at a particular place, these services can send them special offers and discounts for immediate use at nearby businesses.

Location-based marketing is an efficient, measurable way to increase sales. This guide explains how location-based marketing works, and how to use it successfully. Using location-based marketing to promote your business. (Queensland Government, 2017)

II.3 Opportunities for Sales Promotions

The Technologies described above can be expected to affect retailer promotions in several ways, the most important ones of which are related to:

- Better control on sales Promotion
- Targeting consumers outside the store
- Targeting consumers in the store
- Cross-selling

II.3.1 Better Control on Sales Promotion

A first effect of the new technologies is increased flexibility with respect to price changes. In particular, electronic shelf labels and electronic displays allow the retailer to adjust prices very quickly. Thus, it becomes possible to run promotions for very short time spans. For example, a retailer could offer a price promotion during the day, when most housewives go shopping, and return to the regular price at night, when many singles shop after their working day is finished. This means that promotions will have an increased potential for price discrimination. (Småros, 2016)

II.3.2 Targeting Consumers Outside the Store

Price promotions are an important tool in price discrimination. Typically, the price discrimination works through self-selection of the consumers. The promotion is offered to all customers, who then decide whether to use it or not. However, promotions can be an even stronger mechanism for price discrimination if retailers do not offer them to all customers, but target certain consumers. This type of targeting can be an effective way of encouraging profitable store switching, purchase acceleration, category switching, and brand switching. (Smith, 2016)

II.3.3 Targeting Consumers in the Store

Thus far, targeted promotions have mostly been used on the Internet and via direct mailing, but new technologies also offer the opportunity to target consumers at the point of sale in bricks-and-mortar stores. Customized information on promotion can be presented to the consumer by beaming it on the floor or by displaying it on the PSA or on electronic advertising displays. (Ferenzi, 2018)



II.3.4 Cross-Selling

The same technologies offer retailers new opportunities for cross-selling and for exploiting category complementarity. (Gedenk, 2013)

CHAPTER III – Research Method

III.1 Research Process

Beginning with problem identification, where the background information of topic is discussed up to conclusions and recommendations where the results will then be presented and discussed thoroughly.

III.2 Sampling Process

With Cluster sampling I'm targeting population in Tangerang Selatan , then I choose 4 stores that are considered 2 strategic locations and 2 less strategic locations , and those 4 stores will be picked in BSD, Pamulang, Anggrek loka (BSD-2), Ciputat. In this research study, we will interview 66 respondents that will be converted to 66 data.

III.3 Sample size

From the estimated 2.000 Population inside the Tangerang Selatan I'm accepting 10% margin of error and 95% confidence level needed with 50% distribution response it comes up to 92 respondents that will be converted into 92 data.

A screenshot of a sample size calculator interface. It contains four input fields with their respective values and a final output field. The first field is 'What margin of error can you accept?' with a value of 10% and a note '5% is a common choice'. The second field is 'What confidence level do you need?' with a value of 95% and a note 'Typical choices are 90%, 95%, or 99%'. The third field is 'What is the population size?' with a value of 2000 and a note 'If you don't know, use 20000'. The fourth field is 'What is the response distribution?' with a value of 50% and a note 'Leave this as 50%'. A horizontal line separates the input fields from the output field, which states 'Your recommended sample size is 92'.

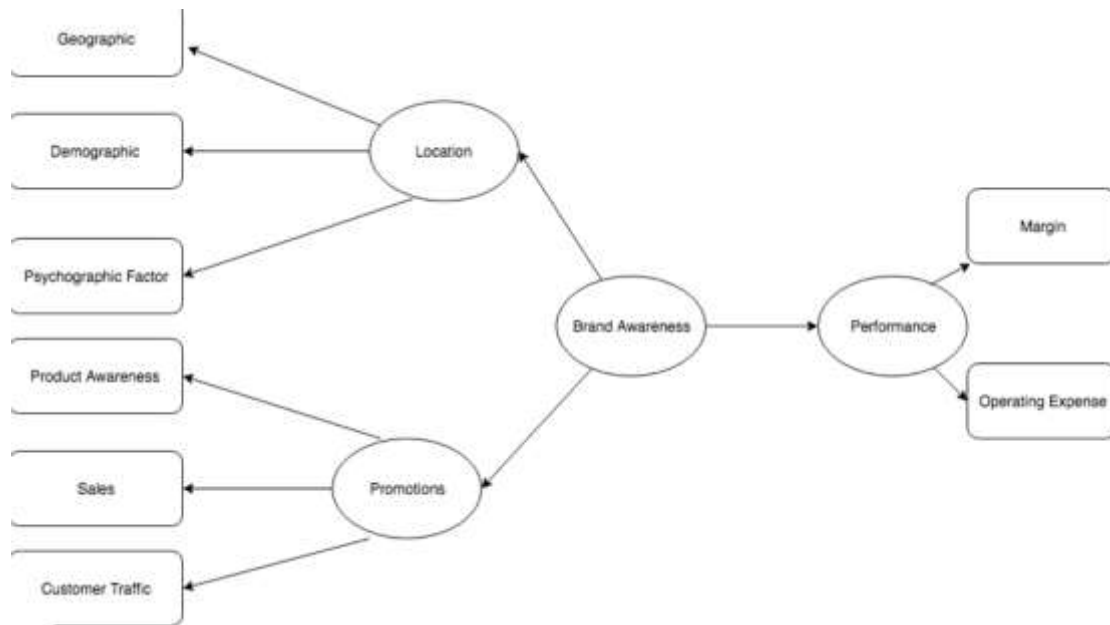
Source: Raosoft.com

III.4 Targeted Population

According to our paper, the target are the population of Roti Bakar 88 store in Tangerang Selatan and Jakarta Region, its include the stakeholder which is the managers, staffs and the customer in the working hour. Have the feedback from them by how busy the store is by identifying through the staffs and the managers and the

traffic of the customers in the working hour , the Promotion will add up to 30%-80% sales to the store if it run effectively and delivered to the consumers.

III.5 Research Model





III.6 Previous Study and Differences is Research

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
<p>1. Location and Competitive Strategy in Retail : The case of GamseStop in Michigan (Schrantz, 2013)</p>	<p>Competitors</p> <ul style="list-style-type: none"> • Market Penetration • Number of Competitor <p>Demographic & Economic</p> <ul style="list-style-type: none"> • Alternative goods • Convenience <p>Location</p> <ul style="list-style-type: none"> • History organized by year • Hierarchical diffusion 	<ul style="list-style-type: none"> • Competitor is very much affected by the demographic & economy within a location of store, because the peoples buying power of one region is depend on how well the economic situation of the region.
<p>2. Measuring the Effectiveness of Location-Based Advertising : A Randomized Field Experiment (Molitor, 2017)</p>	<p>Ranking Mechanism</p> <ul style="list-style-type: none"> • Availability Distance Information • Offline points-of-sale <p>Consumer's choices</p> <ul style="list-style-type: none"> • Distance-specific transportation costs • Ranking-related search cost 	<ul style="list-style-type: none"> • One of consumer's consideration before choosing from one particular store is how society value the store and how reachable it is to the customer in that area, how much money will they spent to reach the store



Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
<p>3. Retail Location theory : evolution & evaluation (Brown, 2012)</p>	<p>Population Hierarchy</p> <ul style="list-style-type: none"> • Population Buying Power • Population Density <p>Location</p> <ul style="list-style-type: none"> • Accessibility • Spatial Interaction 	<ul style="list-style-type: none"> • People’s buying power is a crucial factor of a particular area for its effectiveness of the promotion of the stores and how much population per unit area will also affecting how the promotion reach the most of the population per unit area. Also accessibility will play a big role for customers who receiving information of the promotion because how they reach to that area is the goal for the company for getting sales.



Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
<p>4. Qualitative Market analysis of Retail and Restaurant Business in Indonesia (Wibowo, 2013)</p>	<p>Sales promotion benefits</p> <ul style="list-style-type: none"> • Benefits of savings • Quality • Exploration & Entertainment <p>Product Category and Brand Stimuli</p> <ul style="list-style-type: none"> • Utilitarianism • Hedonism <p>Culture</p> <ul style="list-style-type: none"> • Personality - centered approach <p>Sales promotion Effectiveness</p> <ul style="list-style-type: none"> • Sales volume • Profits • Consumer usage of Promotion 	<ul style="list-style-type: none"> • Promotion will influence consumer thought throughout the product which is the more interesting the offer and the display the more consumer attracted to the store • How people seeing the product is big factor for getting an effective promotion and sales, is it categorized as a primary needs for customer for repeating their orders or just a one time purchase if it categorized as a secondary needs. • Promotion approach also have to based on the cultural situation of that area
<p>5. Advertising Content and Consumer Engagement on Social Media: Evidence From facebook (Lee,</p>	<p>Product Engagement</p> <ul style="list-style-type: none"> • Brand awareness • Product Demand <p>Brand Equity</p> <ul style="list-style-type: none"> • Advertising • Sales Promotions 	<ul style="list-style-type: none"> • The more value of one product provides by an effectives promotion will make a greater feedback of the store product on customer's perspective on the product



Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
Hosanagar, & Harikesh Nair, 2017)		

According to my paper compare to the previous study its differences is from the area of research include the population and samples and the time doing this research as those factors differences can bring the different result of the research. As the scope and the limitation of my research is smaller than the previous studies above it comes with a significant differences between the variables such as the Product Category & Brand Stimuli and the distance of store whether the promotion is delivered to the consumer but not purchasing the product.



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