

## Promotion and Policy Influence Prices on Consumer Purchase Decision on Football Cafe Lubukpakam

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### ABSTRACT

*This research was conducted at the Football Cafe Lubukpakam the which is a culinary company in the field of food and beverages. The research objective is to analyze and Determine the effect of promotion and price on purchasing decisions. This type of research uses associative research, the population is consumers who come to visit and buy at the Football Cafe Lubukpakam in March 2019 as many as 2,325 consumers, random sampling is Slovin formula so that the number of samples is 95 respondents. Data sources using primary data, the data collection techniques using literature studies, questionnaires and observations. Data analysis using multiple linear regression techniques, classic test Assumptions and hypothesis testing. Based on the results of the study Showed that partially and simultaneously promotion and price had a positive and significant effect on consumer purchasing decisions at Football Cafe Lubukpakam. R square coefficient value (R<sup>2</sup>) Showed that consumer's purchasing decisions can be explained by promotions and prices by 90.60% and the remaining 9.4% can be explained by other variables not Examined.*

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### 1. Introduction

In the era of current business activity, tingkatpersaingan in the business world increasingly tight and competitive among fellow business fields. The increasingly fierce competition among businesses is prosecute or business owner to be able to maximize its performance with optimized so that it can compete in the market. In addition, the owner of the company must strive and work hard to be able to learn and understand well the needs and desires of its customers over which tend to change from time to time. On the other hand, so that the company can achieve success in the face of competition and he must strive to achieve tujuanyakni able to create and retain loyal customers who have been using the company's products. To achieve these objectives the company must understand and produce goods and or services desired and needed by consumers at affordable prices and more benefits that can be enjoyed by the consumer at the time of taking it. Therefore, while the company's main key to win the competition which affect the consumer's decision to remain loyal through the delivery of business promotion and establishment of competitive pricing policy. Therefore. Research was conducted on Football Cafe Lubukpakam which is one of the culinary in Lubukpakam by offering a variety of different types of food and beverages to meet the needs and tastes of consumers there. In addition, there were several attempts cafe in Lubukpakam making enterprise Football Cafe strive and strive to preserve continuity of business to keep it running smoothly and is able to survive. To that end, the efforts made by the company is to set policy prices for food and drinks needed by the community with affordable so that people remain interested and want to come and eat at the cafe Football. However, because the price of food to make the food and beverages rose the policy of the company also did rise in prices of food and beverages to consumers without considered first. For the majority of consumers are aware of rising prices of food and beverages in the Football Cafe then slowly would be deterred for datang and buy food menu in the Cafer. With such conditions occur sooner or later make sales of the company decreased due to reduced consumer purchasing decisions on products of food and drink menu presented by the company. Meanwhile, in terms of the promotion, the media used by Football Cafe using banners and banners installed in business premises. With the promotion media used by Football Cafe can be seen that the range is still limited only

to the communities around Football Cafe so that the campaign carried out by the company is not yet up and this condition would affect the purchase decision for a menu of food and drinks offered by the Football Cafe is still limited.

## **2. Theory**

### **A. Promotion**

Menurut Daryanto (2011), explains that the sale is the flow of information or persuasion in one direction to steer the organization or person to create a transaction between buyer and seller. Promotion is the element in the marketing mix of companies that utilized to inform, persuade, and remind about the company's products (Sunyoto, 2015). According Suparyanto and Rosad (2015), argued that the promotion mix is a typical mix of advertising, personal selling, and publicity a company that is used to achieve the purposes of advertising and marketing.

### **B. Price**

Business competition today is influenced by the price offered by the price so that the pricing by the company will be a major consideration for most consumers before buying the product. Price is the main part of the marketing mix so as to be able to influence consumer purchasing decisions are determined by the price of the product. If the price can be competitive and affordable products that consumers will prefer products that can dijangkaunya price with the same benefits.

The selling price of the product is able to communicate to the market about the value intended by the company's positioning of the product or its brand (Adisaputro, 2014). Price is an exchange rate that can be equated with money or other items to the benefits derived from the goods or services for one group of people at a particular time and a particular place (Sudaryono, 2016: 216). Price (price) value da profits obtained a company. Price effective can never compensate for the implementation of the product strategy, promotion and distribution is good, but the price that idak clearly effective way of companies to be successful (Rahman, 2010).

### **C. Decision Purchase**

The development of the business world is currently experiencing fairly rapid growth where these conditions can be seen from the marketing activities undertaken by the company ranging from pricing, distribution, promotion and distribution channel as well as service and marketing communications. Efforts will be made by the company so that the product can be accepted by the market and are able to influence consumers to be interested in buying the company's products. In this case, the decision to purchase a product in the hands of consumers so that it takes the right way so that targeted and effective marketing of products that do can run smoothly.

For consumers actually purchase is not only one course of action (such as product), but rather consists of several actions that are related to one another (Priansa, 2017). Consumer decision making is a process that combines knowledge pengeintegrasian to evaluate two or more alternative behaviors and choosing one of them. Consumer decision covering all the process through which consumers identify problems, find solutions, evaluate alternatives, and choose between options (Sangadji and Sopiah, 2013). Consumer decision making is a process of interaction between affective attitude, the attitude of cognitive, behavioral and environmental factors attitude with which humans make an exchange in all aspects of life (Nitisusastro, 2012: 195).

### **D. Hypothesis**

Based on the title of the study and the concept of the hypothesis, then the hypothesis in this study are:

- 1) Promotions influence on consumer purchase decisions in the Football Cafe Lubukpakam.
- 2) Pricing policies impact on consumer purchasing decisions on Football Cafe Lubukpakam.
- 3) Promotions and pricing policy simultaneously influence consumer purchasing decisions on Football Cafe Lubukpakam.

## **3. Research methods**

### **A. Types And Research Approach**

This type of research used by the author of the study associative, is the type of research that are proven and found a relationship between two or more variables (Sugiyono, 2014). In this study, the author intends to identify the influence of the independent variables consist of promotions and pricing policies of the dependent variable purchase decisions

**B. Technique Data collection**

Penelitian data collection techniques used are: the study of literature is the collection of data obtained from literature, journals, skipri, other scholarly works as well as from the internet media and so forth of the issues, namely the promotion, price and purchasing decisions. In addition to literature review, data collection is done by questionnaire, is collecting data by distributing questionnaires to the respondents to be able to respond or answer to the problems being studied.

**C. Type and Data Sources**

In research conducted by the author, the sources of data used are primary data. Yaitu data primary data obtained directly from the research object observed without using an intermediary research (Soewadji, 2012). In this study, the primary data in the form of a questionnaire which contains a number of statements - a statement of the issues being studied are promotion, price and consumer purchasing decisions.

**D. Population**

Population is a generalization region consisting of the object or subject that has certain qualities and characteristics that are applied by the authors to be studied and then inferred (Sudaryono, 2017). The population used is the average number of customers who come to visit and buy on Football Cafe Lubuk Pakam in March 2019 about 75 people x 31 days = 2,325 consumers

**E. Samples**

Samples of a set of data taken from the population. Sampling was done in practice in the field because there are many obstacles that do not allow to examine the entire population (Priyastama, 2017). In this study, the authors used random sampling (simple random sampling), which is a technique that is simply a sample taken randomly without regard to levels that exist in the population, each element of the population have the same opportunities and are known to be elected as a subject (Noor, 2012). The formula used to take a sample of more than 100 respondents, using the formula Slovin so that the number of samples used by 95 respondents.

**F. Method Data analysis**

Analysis of the data used consisted of multiple linear regression analysis, the correlation coefficient (R), the coefficient of determination (Adjusted R<sup>2</sup>), the analysis of partial test (t test) and analysis of simultaneous test (F test) with menggunakan the data processing program SPSS software versi 20.

**4. Analysis Multiple Linear Regression**

This analysis is used to determine whether there is a positive effect of the independent variable (X) on the dependent variable (Y) with the regression model as follows:

$$Y = a + BX_1 + BX_2 + e$$

Information :

a = constant

b = Coefficient of regression

X<sub>1</sub> = Promotion

X<sub>2</sub> = Price

Y = Keputusan pembelian

e = Standard error

The purpose of using multiple linear regression analysis in this study was to determine the influence of independent variables, promotions and prices on the dependent variable (y) is a purchasing decision.

**A. Correlation coefficient and coefficient of determination (later lannjut in rmh)**

The correlation coefficient (R) indicates how much the relationship between the independent variable (X) simultaneously on the dependent variable (Y). Rated R ranges from 0 to 1, the closer the value of 1 means the relations stronger, whereas values close to 0, then the relations weakened.

According Priyatno (2017) guidelines to provide interpretation of the correlation coefficient as follows:

0.00 to 0.199 = Very low

0.20 to 0.399 = low

0.40 to 0.599 = moderate

0.60 to 0.799 = strong

0.80 to 1.000 = Very strong

**B. Examination Hypotheses Partial (t test)**

Partial test is performed to determine the influence of promotions and price toward the purchase keputusan Football's Cafe Lubuk Pakam. Berikut partial hypothesis testing criteria, namely:

- a) If the value of the coefficient  $t < t_{table}$  on significant  $t > 0.05$  then  $H_0$  is accepted ( $H_a$  rejected):  
Promotions and price variables mean no significant impact on consumer purchasing decisions Football Cafe Lubukpakam
- b) If the value of the coefficient,  $t > t_{table}$  on significant  $t < 0.05$  then  $H_a$  accepted ( $H_0$  rejected):  
Means of promotion and price variables significantly influence consumer purchase decisions on Football Cafe Lubukpakam,

### C. Examination Hypothesis Simultaneous (Test F)

Simultaneous test is performed to determine promotions and price together have a significant effect on consumer purchasing decisions Football Cafe Lubukpakam. The following can be presented simultaneously testing criteria, namely:

- a) If the value of the coefficient value of  $F_{count} > F_{table}$  at significantly  $F_{hitung} < 0.05$  then  $H_a$  accepted ( $H_0$  rejected):  
Statistically variable promotions and price together have a significant effect on consumer purchasing decisions Football Cafe Lubukpakam.
- b) If the value of the coefficient value of  $F < F_{table}$  at significantly  $F_{hitung} > 0.05$  then  $H_0$  is accepted ( $H_a$  rejected);  
Variable statistically significant promotions and price together no significant impact on consumer purchasing decisions Football Cafe Lubukpakam.

## 5. Analysis and Discussion

### A. Multiple Linear Regression Analysis

The following can be presented the results of multiple linear regression testing of processing tabulation of respondents with SPSS as follows:

**Table 1**  
Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.789	1.447		.545	.587
X1_Promosi	.877	.039	.894	22.419	.000
X2_Harga	.098	.043	.092	2.297	.024

a. Dependent Variable: Y\_Keputusan pembelian

Based on the table-1. above, the following can be presented multiple linear regression equation can be written:  $Y = 0.789 + 0.877X_1 + 0.098X_2$ . The equation can be translated:

1. A constant value (a) has nilai 0.789 and is positive, it means that will increase the purchasing decisions of 0.789 assuming variable promotion and price has a value of zero coefficients.
2. Promotion variable has a value coefficient of 0.877 and worth positive, meaning that if there is an increase by one point pada promosi maka can meningkatkan keputusan pembelian sebesar 0,877 unit assuming the regression coefficients for the variables harga adalah fixed value (zero).
3. Price variable has a value coefficient of 0.098 and worth positive, meaning that if there is an increase by one point pada harga maka can meningkatkan keputusan pembelian sebesar 0,098 unit assuming the regression coefficients for the variables harga adalah fixed value (zero).

### B. Partial test (t test)

The following can be presented the results of the partial test for independent variables consists of the sale and the price of the dependent variable, namely consumer purchasing decisions as follows:

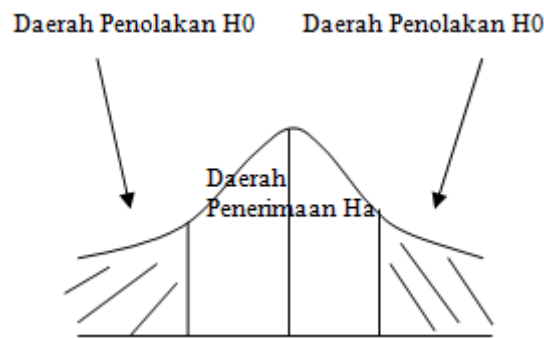


Figure 1. Criteria for hypothesis testing (t test)

**Table 2.**  
Partial test (t test)  
*Coefficients<sup>a</sup>*

Model	Standardized Coefficients	t	Sig.
	Beta		
1 (Constant)		.545	.587
X1_Promosi	.894	22.419	.000
X2_Harga	.092	2.297	.024

a. Dependent Variable: Y\_Keputusan pembelian

Based on the table-2. The above promotion variables have sig 0.000 < 0.05, while the price policy has sig. 0.024 < 0.05, the hypothesis H1 and H2 diteima accepted. Promotion variable has a value of  $t > t$  table,  $22.419 > 1.661$ , while the price of mempunyai nilai  $t > t$  table,  $2.297 > 1.661$ . It can be concluded that the sale and the price significantly influence consumer purchasing decisions. Positive t value indicates that promotions and prices r has a significant relationship (unidirectional) with consumer purchasing decisions.

### C. The correlation coefficient test and Coefficient of Determination

The following can be presented results the correlation coefficient and the coefficient of determination for the independent variables consist of the sale and the price of the dependent variable, namely consumer purchasing decisions as follows:

Table 3.  
Results The coefficient of determination (R<sup>2</sup>)

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R square	F Change
1	.952 <sup>a</sup>	.906	.904	1.16757	.906	442.876

a. Predictors: (Constant), X1\_Promosi, X2\_Harga

b. Dependent Variable : Y\_Keputusan

Based on Table 3 above it can be concluded that the sale and price variables r have a very strong relationship on consumer purchasing decisions ( $R = 0.952$  value close to 1). Meanwhile, the value of R square coefficient (R<sup>2</sup>)0.906 of theses shows that the consumer purchase decision is able to be explained by the sale and the price of 90.60% and the remaining 9.4% can be explained by other variables not examined such as service, communication, marketing strategy, consumer satisfaction.

### D. Simultaneous Test (Test F)

The following can be presented simultaneously test results from the processing of respondents to the independent variable consists of the sale and the price of the dependent variable that consumer purchasing decisions as follows:

Table 4.  
Simultaneous Test Results (Test F)

ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1207.469	2	603.734	442.876	.000 <sup>a</sup>
Residual	125.415	92	1.363		
Total	1332.884	94			

a. Predictors: (Constant), X1\_Promosi, X2\_Harga

b. Dependent Variable: Y\_Keputusan pembelian

From Table 4 above it can be concluded that simultaneous promotions and price variables together significantly influence consumer purchasing decisions (coefficient F count > F table, 442.872 > 3.10 at 0,000 significant <0.05). Thus, from the above test results simultaneously stated that the proposed research hypothesis H3 is received (H0 rejected).

## 6. Conclusion

Based on the descriptions that have been mentioned above as well as the data analysis, the authors make conclusions from this study are as follows:

- 1) Promotions and prices in the company partially positive and significant impact on consumer purchasing decisions in which the coefficient of sig. <0.05 (Lysistrata (2018), Nasiroh and Widodo (2017),
- 2) Promotions and prices in the company jointly positive and significant impact on consumer purchasing decisions which result sign.0,000 coefficient <0.05 (Lysistrata (2018), Triwahyuni (2017),
- 3) The coefficient of determination (R) = 0,952, means of promotion and price have a very strong relationship on consumer purchasing decisions (the R value approaching figure 1). Rated R square coefficient (R<sup>2</sup>)0,906 of these shows that the consumer purchase decision is able to be explained by the sale and the price of 90.60% and the remaining 9.4% can be explained by other variables not examined such as quality of service, distribution, marketing communications, marketing planning and so on.

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