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# The Effect of Pricing and Promotion on Consumer Purchase Decisions of Suzuki Car at PT. Sejahtera Buana Trada Suzuki Mobil Pekanbaru

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ABSTRACT

This study aims to determine the effect of pricing and promotion on consumer purchasing decisions to determine whether pricing and promotion are effective as a marketing strategy in improving consumer purchasing decisions at Suzuki Car Dealer Companies in Pekanbaru. This study uses quantitative methods with the type of explanatory research, and uses primary data. Data was collected through a questionnaire consisting of 28 questions. The sample consists of 100 consumer respondents from a population of 100 consumers using purposive sampling technique. Research data were collected using a questionnaire that was measured using a Likert scale and processed using multiple regression statistical analysis techniques through SPSS version 25.0. The results of the study found that: 1) Pricing and promotion have a significant effect on consumer purchasing decisions, 2) Pricing has a significant effect on consumer purchasing decisions,3) Promotion has a significant effect on consumer purchasing decisions. The implications of research, pricing and promotion as an effective marketing strategy in improving consumer purchasing decisions, either simultaneously or partially.



## 1. Introduction

Effective marketing is about how to produce an output of goods and services that are produced in a production process mechanism carried out by the company, so that the products and services produced can be accepted by the community according to the level of their needs. Effective marketing is not just an estimate or estimate, but rather a result from the execution of a mature production process by conducting research and development (research and development) by utilizing the efficiency of existing resources in the company with the concept of carrying out a good and mature plan. The marketing process must be carried out continuously and sustainably, this is of course in accordance with the level of needs, desires and expectations of these consumers. Companies in order to achieve effective marketing must of course plan and run a production process to create or produce superior, competitive and quality products and services (competitive adavantage), and also companies must be able to set prices as effectively as possible, promote and distribute goods and services in accordance with with a target that is consumers in the end. In today's condition, many companies are competing in promoting their products and services to consumers and winning an increasingly competitive market, without doing research and development beforehand what the real needs, wants and expectations of consumers are. As a result, the consequences of these conditions cause the marketing carried out not to achieve optimal results. The company must of course take an action (action) or policy in order to maintain a long-term existence, the substance of which is that the company must be able to maintain superior and competitive product quality performance, so that products and services which are marketed or offered to consumers, are able to increase the competitiveness of the company, in this case the company in determining the attitude and policy of its marketing strategy, of course it must be better planned for the creation of effective and efficient marketing and the desired target market can be achieved maximally.

## 2. Literature Review

### 2.1. Buying Decision

Purchase decision is an individual's attitude or perception to use or buy a product, either in the form of goods or services that have been adapted to his needs and willingness to bear the risks that may occur. Purchase decisions taken by consumers are a collection of a number of appropriate and organized decisions(Aldi, 2012).(Winardi, 2010)stated that the consumer's purchase decision is the point of a purchase from the appraisal process. Meanwhile, according to(Peter, J. Paul and Olson, 2000)Purchasing decision is a combined process for assessing or considering two or more preference behaviors and choosing one of them. according to(Philip and Kotler & Keller, 2009) The purchasing decision-making process passes through five stages, namely:


**Fig 1.** Purchasing Decision Process. Source:(Philip and Kotler & Keller, 2009)

From the picture above, it can be explained that:

a. Identify the problem
Identification of needs problems will arise when consumers get a problem, namely a condition where there is a significant difference between the desired or expected state and the actual or real situation or condition.

b. Information Investigation

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Information investigation is carried out when consumers perceive that their perceived needs can be met by buying and using a product. Consumers will choose some information that is believed in their memory, then look for information from the external environment.

c. Alternative Assessment
Information assessment means that after obtaining appropriate data, the consumer evaluates and evaluates the product by taking into account the brand and choosing it according to the wishes of consumers

d. Decision to buy or not
Next is the decision to buy or not, after consumers believe the needs are in accordance with their perceptions of wants, needs and expectations and feel suitable for the brand of the product, the next step consumers decide to use or buy, even not using the product.

e. Post Purchase Integrity
After consumers buy a product, consumers will be faced with some level of satisfaction or dissatisfaction with the product. In this condition, it can provide an overview of data or related information that is meaningful to the company whether the product or service that has been sold can satisfy consumers or not.

Purchasing decisions are an activity from consumers to build a perspective of buying or not buying the product. according to(Tjiptono, 2017) said if the purchase decision is a process where consumers understand the problem, look for data or information about a particular product or brand and evaluate how good each alternative is and can find the right solution, then focus on purchasing decisions. Based on the views of the experts above, it can be concluded that the purchase decision is the behavior of a person buying or using the product or service he has chosen with the aim of satisfying the needs or expectations of these consumers. (Hasan, 2008) explained that a very strong driving aspect in consumer purchasing decisions is influenced by the number of people who have involvement in purchasing decisions. People who have involvement in purchasing decisions, namely: 1. The initiator is a person who is aware of the existence of unmet needs and takes the initiative to suggest to consumers to buy certain products. 2. Influencers are people who always function to influence thoughts in the form of their views or opinions and influence purchasing decisions. 3. Decider is a person who functions in decision making and decides whether the product is to be purchased, what product to buy, how to buy, and where to buy the product. 4. Buyer is the person who makes the actual purchase. 5. User is a person who consumes or uses the purchased product

### 2.2 Price

One of the marketing variables that can potentially influence the emergence of purchasing decisions is pricing. With the existence of efficient pricing and determined by the industry or company, it will have an impact on consumer interest in carrying out good purchasing decisions.(Hasan, 2008)provides the view that price is the entire form of monetary budget sacrificed by consumers in obtaining, owning, using some combination of goods and services from a product. The industry must set the selling price for the first time, especially when developing new products. The determination of the selling price has the potential to be a problem, because the decision to determine the selling price is very complicated, and also the company must pay attention to the various aspects that influence it. Price is the amount of money that the customer must pay to get the product. Price is one indicator of the marketing mix that creates sales revenue, because the other factor is the company's expenses(Tan, 2011). Price is the amount of funds that customers must pay to get the product(Philip Kotler & Armstrong, 2008). Price is one of the determinants of the success of an industry, because price determines how much profit the industry will get from selling its products in the form of goods or services.(Philip and Kotler & Keller, 2009) ) explains if price is an element in the marketing mix that not only ensures profitability, but communicates the proportion of the value of a product, product marketing must master the psychological aspects of price data which include reference prices, quality inferences sourced from price (price-quality inferences). as well as price clues. (Assauri, 2011)Price is a burden or value for consumers that is obtained by obtaining and using a product, including financial expenditures from consuming, in addition to non-financial social expenditures such as time, effort, psychology, risk and social prestige or prestige. Opinion(Simamora, 2001)Price interpretation is some of the values that are exchanged in getting a product. Thus, the price of a product or service is a determinant of market demand. Price has an impact on the industry's competitive position and influences its market share. For the industry, the price shares the results by generating some revenue and net profit. Universally, the interpretation of price is the exchange value of a product or service. This is the amount a buyer is willing to pay for a product or service.It provides the value that a seller expects in offering goods for sale in the market.

according to (Tjiptono, 2015)dimensions of price: 1. Affordability of prices consumers can reach the prices that have been set by the company. There are usually several types of products in one brand and the prices also differ from the cheapest to the most expensive. With the price set, many consumers buy the product, because the price is in accordance with the affordability of each consumer and varies according to the type of goods selected. 2. Price compatibility with product quality, price is often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality. If the price is higher, people tend to think that the quality is also better, while the cheaper one has mediocre quality. But there are also products that charge lower prices to create a certain image. Consumers will judge whether the price is in accordance with the quality, even whether the price is in accordance with the results they want. 3. Price competitiveness consumers often compare the price of a product with other products. In this case, the high or low price of a product is highly considered by consumers when they are going to buy the product. In addition to comparing with competitors' products, usually consumers will be interested in the discounts offered by a product. 4. Price suitability with benefits consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases. In addition to the benefits, consumers will also consider whether it is in accordance with the services provided or not

Price indicator by (Philip Kotler, 2009)as follows: 1. Affordable prices Affordable prices are the expectations of consumers before they make a purchase. Consumers will look for products whose prices they can afford. 2. Price compatibility with product quality For certain products, consumers usually do not mind if they have to buy at relatively high prices as long as the product quality is good. However, consumers prefer products with low prices and good quality. 3. Price

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competitiveness The company determines the selling price of a product by considering the price of the product sold by its competitors so that its products can compete in the market. 4. Price compatibility with benefits Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

### 2.3 Promotion

Another factor that influences the purchasing decision variable is promotion.(Zikmund & Babin, 2011)defines promotion as a communication function of the company that is responsible for informing and persuading / inviting buyers. Promotion is one of the determining factors for the success of a marketing program. Promotion is a special means of personal advertising, sales promotion and public relations that a company uses for its advertising and marketing purposes. In essence, promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.(Tjiptono, 2008). (P. Kotler, 2000)Promotional activity is a marketing effort that provides various short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence buying behavior, but the main purpose of promotion is to inform, persuade and remind. Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing(Basu, 2001)Promotion is a diverse collection of incentive tools, mostly short term, designed to stimulate faster and greater purchase of a particular product or service by consumers or merchants.(Kotler Philip and Kevin Keller, 2007). (Kotler Philip & Keller K. Lane, 2009)states that promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. according to(Simamora, 2001)There are several reasons marketers carry out promotions, namely: providing information, stimulating demand, differentiating products, reminding current customers, reminding customers of the benefits of the company's products can prevent them from turning to competitors when they decide to replace or upgrade their products. Promotion competitors can be used to face the marketing efforts of competitors to counter their advertising campaigns, responding to negative news sometimes the competition is not selling similar products and other companies. Often companies fall victim to publicity and fraud.

Promotion mix by (Philip Kotler & Keller, 2016)is the marketing communication mix, better known as the promotion mix, namely: 1. Advertising, namely all paid forms of non-personal presentation and promotion of ideas, goods or services through clear sponsors. The form most recognized by the public is through electronic media and print media. 2. Sales promotion, namely various short-term incentives to encourage trial purchases of products or services. The forms are sweepstakes, prizes, samples and others. 3. Events and experiences, namely company-sponsored activities and programs designed to create daily or brand-related interactions. It takes the form of art festivals, entertainment, charity events, and so on. 4. Public Relations and publicity are various programs designed to promote or protect the image of a company or its individual products. The forms are donations, charities, speeches, seminars, and others. 5. Direct Marketing and database, namely the use of mail, telephone, fax, e-mail, or internet to communicate directly with or request a response or dialogue from certain customers and prospects. 6. Online and social media marketing, namely online activities and programs designed to engage customers or prospects and directly raise awareness, improve image, or obtain sales of products and services. 7. Mobile marketing (Mobile marketing), is a special form of online marketing that places communication on the consumer's mobile phone, smartphone or tablet. 8. Personal Selling, namely face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions or procuring messages. The forms are sales, sales meetings, and so on

### 2.4 Previous Research

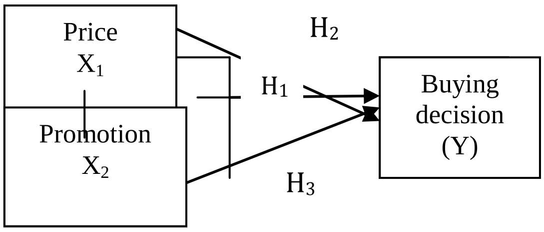
Price is the only element of the marketing mix that provides income or revenue for the company(Philip Kotler, 2005). From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership rights for the use of goods and services. The consumer's point of view says that price is often used as an indicator of value when the price is associated with the perceived benefits of an item or service. Value can be defined as the ratio between perceived benefits and price. At a certain price level when the perceived benefits increase, the value also increases. The results of empirical studies on research conducted by(Ghanimata & Kamal, 2012),(Susanto, 2016) and(Kodu, 2013) get the results that the price has a significant effect on purchasing decisions

(Mandey, 2013)in his research entitled the effect of promotion, distribution and price on purchasing decisions of Surya Promild cigarettes. The results of the regression test showed that the promotion variable had a positive and significant effect on purchasing decisions.(Silviana, 2012)in his research entitled the effect of product, price, promotion and distribution channel on the decision to repurchase ice cream wall's in junior high and high school students in the city of Padang. The results of the regression test showed that the promotion variable had a positive and significant effect on purchasing decisions. in his research entitled the effect of product quality, price suitability, and promotion intensity on consumer purchasing decisions on the Djarum Super cigarette brand in Semarang City, Padang. The results of the regression test showed that the promotion variable had a positive and significant effect on purchasing decisions.

## 3. Method

This type of research is a quantitative approach with the type of explanatory research (explanatory research), because this study aims to explain the relationship between pricing and promotion variables (independent) and purchasing decision variables (dependent variable). From these research variables, research indicators are derived to be used as a reference for making research instruments. The research location at PT. Prosperous Buana Trada Suzuki MobilPekanbaru.

### 3.1 Conceptual framework



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H1: There is a significant effect of price (X1) and promotion (X2) simultaneously on purchasing decisions (Y).
H2: There is a significant effect of price (X1) partially on purchasing decisions (Y).
H3: There is a significant effect of promotion (X2) partially on purchasing decisions (Y).

This study aims to determine and analyze whether there is a significant effect of price and promotion on the purchasing decisions of Suzuki cars at PT. Prosperous Buana Trada Suzuki Pekanbaru. The object of this research is Suzuki car consumers at PT. Prosperous Buana Trada Suzuki Pekanbaru.(Arikunto, 2010)if the population is less or equal to 100, it is recommended to take it entirely, while the population is above 100, the sample is taken 10%-15% or 20%-25% of the population. Because the population only amounted to 100, it was determined that a sample of 100 was taken entirely by purposive sampling technique. The characteristics of the selected sample are suzuki car consumers.

Data collection techniques using questionnaires (questionnaire) to consumer respondents. The consideration of using a questionnaire is that respondents can understand the substance of the statements in the questionnaire and are classified as consumers who are interested in buying a Suzuki SX 4 S-CROSS car at PT. Sejahtera Buana Trada Suzuki Pekanbaru who has limited time to be interviewed in person. Then this data was analyzed using Multiple Linear Regression Statistics through SPSS version 25.0 program.

## 4. Result and Discussion

### 4.1 Research Instrument Test

**a. Validity test.**

To determine valid item numbers, it is necessary to consult the product moment table r. Validity test assessment criteria; if r count > r table, then the questionnaire item is valid and if r count < r table, it can be said that the questionnaire item is invalid(Sugiyono, 2017)Based on the test results, it is known that from 28 statement items, 28 items were found to have r count > r table 0.1966

**Table 1.**
Research Variable Correlation Coefficient

| NO Items | Price R count | Promotion R count | Buying decision R count | R Table | KET |
|---|---|---|---|---|---|
| 1 | 0.773 | 0.760 | 0.700 | 0.1966 | Valid |
| 2 | 0.873 | 0.309 | 0.745 | 0.1966 | Valid |
| 3 | 0.751 | 0.532 | 0.496 | 0.1966 | Valid |
| 4 | 0.620 | 0.468 | 0.366 | 0.1966 | Valid |
| 5 | 0.693 | 0.535 | 0.401 | 0.1966 | Valid |
| 6 | 0.833 | 0.459 | 0.658 | 0.1966 | Valid |
| 7 | 0.662 | 0.702 | 0.668 | 0.1966 | Valid |
| 8 | 0.887 | 0.745 | 0.676 | 0.1966 | Valid |
| 9 | | 0.781 | 0.703 | 0.1966 | Valid |
| 10 | | 0.675 | 0.702 | 0.1966 | Valid |

Source: Processed Data, 2021

**b. Reliability Test**

From the results of the "reliability" instrument testIt is known that all research dimensions have Cronbach's alpha coefficient values greater than the critical value of 0.6. Thus the statement items (28 items) that measure the dimensions of the research variables are declared reliable(Sugiyono, 2017)

**Table 2.**
Reliability Test Results

| No | Variable | Cronbach Alpha | Alpha |
|---|---|---|---|
| 1. | Price (X1) | 0.916 | 0.6 |
| 2. | Promotion (X2) | 0.836 | 0.6 |
| 3. | Purchase Decision (Y) | 0.833 | 0.6 |

Source: Processed Data, 2021

### 4.2 Classic assumption test

**a. Normality test.**

The normality test is used to test whether the distribution of the related variables for each particular independent variable is normally distributed or not in the linear regression model. The test criteria for the Kolmogorov-Smirnov test are the probability value (sig) > 0.05, then the data is normally distributed, while the probability value (sig) < 0.05, then the data is not normally distributed. Based on the results of SPSS output, it is known that the significance value of Asymp. Sig. (2-tailed) of 0.017 is greater than 0.05, meaning that the research data X1, X2 and Y are normally distributed.

**Table 3.**
Normality Test

| One-Sample Kolmogorov-Smirnov Test | |
|---|---|
| | Unstandardized Residual |

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**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters, b | mean | .0000000 |
| | Std. Deviation | 3.61784136 |
| Most Extreme Differences | Absolute | .099 |
| | Positive | .061 |
| | negative | -.099 |
| Test Statistics | | .099 |
| asymp. Sig. (2-tailed) | | .017c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**b. Multicollinearity Test**

(Ghozali, 2016)to determine Multicollinearity seen from the value of Tolerance and Variance Inflation Factor (VIF), if the Tolerance value > 0.10 and the VIF value < 10, it means that there is no multicollinearity. Based on the results obtained, the price and promotion variables have a tolerance value greater than 0.1 and a VIF (Variance Inflation Factor) value not more than a value of 10. This means that the regression model is free from multicollinearity problems, or there is no very strong correlation between each variable. independent (Independent) in this regression model

**Table 4.**
Multicollinearity Test

**Coefficientsa**

| Model | | Collinearity Statistics Tolerance | VIF |
|---|---|---|---|
| 1 | Price | .560 | 1,786 |
| | Promotion | .560 | 1,786 |
| a. Dependent Variable: Purchase Decision | | | |

### 4.3 Heteroscedasticity Test

According to (Ghozali, 2016)Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observer to another observer. If the variance of the residuals from one observer to another is constant, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is a homoscedasticity regression model or there is no heteroscedasticity because this data collects data that represents various sizes. according to(Ghozali, 2016)One way to detect the presence or absence of heteroscedasticity is to perform the Glejser test. The Glejser test proposes to regress the absolute value of the residual on the independent variable. Probability results are said to be significant if the significance value is above the 5% confidence level (0.05)

**Table 5.**
Heteroscedasticity Test

**Coefficientsa**

| Model | | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 6.012 | 1,589 | | 3,783 | .000 |
| | Price | .038 | .062 | .082 | .623 | .535 |
| | Promotion | -.125 | .055 | -.300 | -2,289 | .024 |
| a. Dependent Variable: ABRESID | | | | | | |

### 4.4 Multiple Linear Regression Analysis

Multiple linear regression model is a regression model that relates one dependent variable to several independent variables. The model of the relationship between the two variables will explain the regression equation(Sugiyono, 2017)Test the hypothesis and the coefficient of determination. In the following, the results of the multiple regression analysis calculations that have been recapitulated are presented using the SPSS Version 25.0 program.

**a. Multiple Linear Regression Equation Model**

$Y = 5.904 + (0.400X_1) + (0.292X_2)$

**Table 6.**
Multiple Linear Regression Test

**Coefficientsa**

| Model | | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 5,904 | 2.407 | | 2,452 | .016 |
| | Price | .400 | .093 | .418 | 4.283 | .000 |
| | Promotion | .292 | .083 | .344 | 3.534 | .001 |
| a. Dependent Variable: Purchase Decision | | | | | | |

The regression coefficient for the purchase decision variable is positive, meaning that price and promotion have a positive effect on purchasing decisions. If it is assumed that the variables X1 and X2 are constant, then the value of the purchase decision variable is 5.904. If the variable X1 (price) is considered constant, then 1 unit of the promotional

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variable (X2) can significantly influence the occurrence of a positive influence on purchasing decisions by 29.2% (0.292). And if the promotion variable (X2) is assumed to be constant, then the price variable can have a positive influence on purchasing decisions by 40% (0.400).

**4.5 Hypothetical Test**

**a. Simultaneous Test (F Test).**

**Table 7.**
Calculation Results of Fcount

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1214,571 | 2 | 607,286 | 45,460 | .000b |
| | Residual | 1295,789 | 97 | 13,359 | | |
| | Total | 2510360 | 99 | | | |

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Promotion, Price

The F test is used to test and prove whether changes in the price variable (X1) and promotion (X2) simultaneously have a significant effect on changes in the consumer purchasing decision variable (Y), by comparing Fcount with Ftable at a 95% confidence level or = 0.05. From the results of the F test using SPSS produces an F count of 45,460. Based on Ftable, it is known that the degree of freedom (df1) = k = 2, while df2 = (n – k) = 100 – 3 = 97 with = 5% (0.05) orwith a significance number = 0.000 < = 0.05 (significant), then it can bethe F table value is 3.09. Conclusion H0 is rejected, because the value ofFcount>Ftable, it means that price and promotion have a significant effect on purchasing decisions. Thus, it can be concluded that with good and effective pricing and promotion carried out simultaneously can improve consumer purchasing decisions that are good for buying Suzuki cars.

**b. Partial Test (t Test)**

**Table 8.**
Calculation Results of t test

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 5,904 | 2.407 | | 2,452 | .016 |
| | Price | .400 | .093 | .418 | 4.283 | .000 |
| | Promotion | .292 | .083 | .344 | 3.534 | .001 |

a. Dependent Variable: Purchase Decision

From the table of t test results above, the results are as follows;

1) The effect of the price variable (X1) on the purchasing decision variable (Y) produces a t count of 4.283, while the value of t table (α = 0.05 ;db residual = 97) is 1.9847. Because the value of t arithmetic > t table, which is 4.283 > 1.98472 or the value of sig t (0.000) < = 0.05, the null hypothesis (Ho) is rejected and H2 is accepted. Thus it can be concluded that the price has a significant effect on purchasing decisions.
2) The effect of the promotion variable (X2) on the purchasing decision variable (Y) produces a t count of 3.534 while the value of t table (α = 0.05 ;db residual = 97) is 1.98472 or sig t value (0.001 < = 0.05, then the null hypothesis (Ho) ) is rejected and H3 is accepted. Thus, it can be concluded that promotion has a significant effect on purchasing decisions.

**c. Coefficient of Determination (R Square).**

**Table 9.**
Coefficient of Determination ($R^2$)

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .696a | .484 | .473 | 3,655 |

a. Predictors: (Constant), Promotion, Price
b. Dependent Variable: Purchase Decision

Table 9. above shows that the coefficient of determination of the relationship between price variables (X1) and promotions (X2) with purchasing decisions (Y) is 0.473 or 47.3%. This value indicates that the price variable (X1) and promotion (X2) have an effect on purchasing decisions of 47.3%. This means that together price and promotion can increase the purchasing power of 47.3%, while the remaining 52.7% is a contribution from other factors.

**d. Influence of Price and Promotion on Purchase Decision**

From the results of the study, it has been proven that there is a significant influence of price and promotion on purchasing decisions.When the company tries to set a price and is followed by a good promotion, it gives an impact of 47.3% while the remaining 52.7% is influenced by other factors. Good pricing and promotion simultaneously can improve consumer purchasing decisions. Thus, the strategy of the Suzuki Car Dealer company in improving purchasing decisions through pricing and promotions has been running properly.Research result (Jackson, 2013) using the dependent variable "purchase decision", states that there is a significant relationship between price and promotion with purchasing decisions.(Kurniawan & Hildayanti, 2019)by using price and promotion variables as independent variables and purchasing decisions as the dependent variable, states that there is a significant influence between price and promotion on purchasing decisions.

**e. Influence of Price on Purchase Decision**

Price has a significant influence on purchasing decisions. This means that consumers will choose products with relatively lower prices.The partial hypothesis testing proves that the price has a significant effect on purchasing decisions.The results of the partial calculation are the value of t arithmetic > t table, 4.283 > 1.98472 or the value of sig

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t (0.000) < = 0.05 then the null hypothesis (Ho) is rejected and H2 is accepted. Thus, it can be concluded that the price has a significant effect on purchasing decisions and indicates that the pricing determined in the buying process will assist consumers in deciding to purchase the product.Research result(Habibah, 2016)partially usethe price variable on purchasing decisions as the dependent variable, stating that there is a significant influence between price on purchasing decisions. Research results(Al Rashid & Indah, 2018) partially by using the price variable on purchasing decisions as the dependent variable, stating that there is a significant influence between price on purchasing decisions.

**f. Effect of Promotion on Purchase Decision**

Promotion is one of the important aspects in management because promotion can lead to a series of further activities from the company. Hypothesis testing by partial test proves that promotion has a significant positive effect on consumer purchasing decisions. The calculation resultsproduces a t count of 3.534 while the value of t table (α = 0.05 ;db residual = 97) is 1.98472 or the value of sig t (0.001 < = 0.05, then the null hypothesis (Ho) is rejected and H3 is accepted. Research result(Mandey, 2013)partially by using the promotion variable on purchasing decisions as the dependent variable, stating that there is a significant influence between promotions on purchasing decisions. Research result(Haryanto, 2013) partially by using the promotion variable on purchasing decisions as the dependent variable, stating that there is a significant influence between promotions on purchasing decisions.

## 5. Conclusion

a. The results showed that the price and promotion simultaneously had a significant positive effect on consumer purchasing decisions . These results indicate that price and promotion are the right strategies to improve consumer purchasing decisions. Consumer purchasing decisions will increase if the Suzuki Car Dealer company carries out effective pricing and promotions.
b. The results of the research show that partially the price has a significant effect on consumer purchasing decisions. Price is an element in the marketing mix that not only determines profitability but also as a signal to communicate the value proportion of a product, so that the effective price variable has a significant effect on consumer purchasing decisions.
c. The results showed that partially promotion had a significant effect on consumer purchasing decisions. Promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold, so that an effective promotion variable has a significant effect on consumer purchasing decisions.

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