Promotion and Price Analysis of Purchase Decisions Bear Brand Milk During The Covid-19 Pandemic at PT. Aneka Rasa Citra Sejati, Jakarta

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Abstract — *Promotion and price are important factors in realizing a company's sales goals. Promotion is very influential on the company's efforts to achieve maximum sales volume, as well as price perceptions will determine consumer behavior in deciding purchases. This research was conducted on customers of PT. Aneka Rasa Citra Sejati, Jakarta aims to analyze promotional factors and price perceptions that influence customer purchasing decisions for bear brand milk during the covid-19 pandemic. The sample in this study amounted to 105 respondents with a simple probability sampling method. The method used in data analysis is descriptive quantitative with correlation coefficient test, regression equation, F test, T test and Determination test, statistical data processing using SPSS 25 software. The results show that R square is 0.536 or 53.6%. This means that 53.6% of purchasing decisions are influenced by promotion and price factors. The correlation value between promotion and price on purchasing decisions is 0.732, which means there is a strong influence between variables X1, X2, and Y. Multiple linear regression coefficient test shows that Y= 1.723+0.395X1+0.354X2. The analysis above shows that sales promotion and price perception have a strong and significant influence on purchasing decisions, and the conclusion Ha is accepted that there is an influence of promotion and price on purchasing decisions of bear brand milk.*

Keywords : *Promotion, Price, Purchase Decision*

I. INTRODUCTION

Along with the COVID-19 pandemic, which is still the concern of the people of all countries, including Indonesia, forcing everyone and business entities to reduce activities by direct contact. The recommended work activity by the government is wfh (work from home). Business actors are allowed to carry out business activities while still implementing health protocols in the work environment. On the other hand, the public as users of goods and services are also constrained in meeting their needs due to restrictions on markets, shops and malls. Various activities are carried out online, including shopping activities carried out online through various marketpalace applications, as well as the company's website.

With the above conditions, promotion is an important factor in realizing the sales goals of a company. Promotion is very influential on the company's efforts to achieve maximum sales volume, because even though the products offered are good, according to the target market, the price is relatively cheap and easy to obtain, but if it is not accompanied by a good promotion, the level of sales will not be adequate. Through promotion the company can communicate products to consumers by creating interesting content and always evaluating the content material that is shared on social media and offline. So that the advantages of the product can be known by consumers and can make consumers interested in trying and then making a decision to buy a product.

PT Aneka Rasa Citra Sejati is a company engaged in the distribution of PT Nestle Indonesia's production, in the form of coffee, cereals and several types of milk, one of which is bear brand milk. This product is often out of stock, due to high public demand during the Covid-19 pandemic, it is believed that the benefits can increase body stamina. The high demand resulted in retail prices increasing by up to 100%. Word of mouth promotion is quite effective in increasing sales volume of bear brand milk. Under normal conditions, the Company uses promotions to trigger transactions, so that consumers are interested in buying and encourage existing customers to remain regular customers to increase sales volume and encourage salespeople to aggressively sell them.

In purchasing decisions, price information is very much needed by consumers. Price is the amount of money the customer has to pay to get the product. The factors that need to be considered in the application of prices are costs, profits and changes in market demand. Where the high or low prices given to consumers will affect the behavior or not of a product on the market. Likewise with bear brand milk, the price of which can increase by 100% due to high demand, driven by public perception of bear brand milk which can increase a person's immune system. Even though it gradually drops to normal prices after the stock of products in the market is sufficient. Here the consumer's perception of the price of a product can be used as a measure of product quality based on the price of the product (Rajagukguk, 2017).

If the benefits felt by consumers are higher, then the value of the product will also be higher. Other consumer behavior before determining which product to choose, usually consumers will compare product prices elsewhere. The following is data on sales of bear milk PT. Assorted flavors of true images in the period April-June 2020.

Table 1. Sales Of Bear Brand Milk For The Period April – June 2020

No	Month	Amount (Dozen)
1	April	5.656
2	May	5.240
3	June	9.687
Sum		20.583

Source: PT. Aneka Rasa Citra Sejati

The following is data on sales of bear milk in the period April-June 2020. The table above shows that sales in the period April, May, June were 20,583 doz; the highest sales in June were 9,687 doz, followed by April sales of 5,656 doz, while May sales were 5,240 doz

Based on the above background, this research is entitled "Promotion and Price Analysis of Purchase Decisions Bear Brand Milk During The Covid-19 Pandemic at PT. Aneka Rasa Citra Sejati, Jakarta". This study is intended to analyze the effect of sales promotion and price perception on the purchasing decision of bear brand milk, either partially or simultaneously.

II. LITERATURE REVIEW

A. Purchase Decision

Purchasing decision is a problem solving action that starts from analyzing or recognizing needs and wants. Searching for information, evaluating alternative sources of purchase selection (P. and K. L. K. Kotler, 2016). Consumer decisions are motives or impulses that arise against something where the buyer makes a purchase due to needs and desires (Swastha, 2014) . Kotler and Keller stated in Senggetang et al (2019) there are four indicators of purchasing decisions, namely:
1. Stability in a product.
2. Habits in buying products.
3. Provide recommendations to others.
4. Make repeat purchases.

B. Sales Promotion

Promotion is carried out in one direction in order to influence other parties to create exchanges in marketing (Swastha, 2014). Promotion is a form of marketing communication carried out to disseminate information, influence, persuade, or increase the target market for the company and its products so that people can accept, buy and be loyal to the products offered by the company (Tjiptono, 2015).

Promotional mix is sales promotion and public relations used by companies in achieving goals for advertising and marketing with steps with special strategies from personal advertising, promotion mix elements consist of five kinds (P. Kotler, 2015), namely**:**
1. Advertising, which is a clear form of presentation of ideas, products or services.
2. Sales Promotion, which is an approach as a driver of the desire for consumers to try and then buy products or services.
3. Public relations and publicity, which is a strategic program to promote and protect the image of the company's products or services.
4. Personal Selling, which is a direct interaction with prospective customers to explain, answer directly and receive orders.
5. Direct Marketing, which is the use of letters, telephone, e-mail, facsimile and others to communicate directly by getting direct responses from consumers.

C. Sales Promotion Purpose

The purpose of promotion is to introduce a product or service so that consumers buy from the product or use the service. Thus it can increase sales volume and increase profits earned by the company. This can be

achieved by the company if the promotion is done properly. Boone and Kurtz stated that the purpose of the proposition is (Rafida & Hidayati, 2019) :

1. Provide information about a product widely to potential customers
2. Acquire and also reach new consumers and maintain the level of loyalty of these consumers.
3. Increase sales, is the purpose of the promotion strategy with several strategies to focus on stimulating primary demand.
4. Stabilizing sales, is the company's steps to promote sales during periods of decline in sales by offering attractive prizes.
5. Highlight the value of a product or service, which is a promotion by explaining the benefits obtained from a product or service that buyers are less familiar with.

D. Price Perception

Pricing is pricing which is one of the most important decisions in marketing and is the only important element to get revenue or revenue (Tjiptono, 2019). Perceived price is the relative cost that consumers must incur to obtain the desired product or service. Through the price we can assess the picture of the quality of the product/service. Perceived price can also be compared with perceived quality and perceived costs incurred in acquiring the product. The following are the objectives of pricing within the company (Tjiptono, 2019), namely:

1. Pricing to achieve a goal in the field.
2. Price and margin stability.
3. Price to reach the target market share.
4. Prices to overcome competitors or prevent competition
5. Pricing to maximize profit

E. Hypothesis

1. Effect of Promotion (X1) on Purchase Decision (Y)
   H1: Promotion has a positive and significant effect on purchasing decisions.
   H0 : Promotion has no positive and significant effect on purchasing decisions
2. Effect of Price (X2) on Purchase Decision (Y)
   H2: Price Perception has a positive and significant effect on purchasing decisions.
   H0: Price Perception has no positive and significant effect on purchasing decisions
3. Effect of Promotion (X1), (X2) on Purchase Decision (Y)
   H3: Promotion, and Price Perception simultaneously have a positive and significant effect on purchasing decisions.
   H0: Promotion and Price Perception simultaneously have no positive and significant effect on purchasing decisions

III. METHOD

The type of research used in this research is explanatory research, which intends to find out how much the value of the independent variable affects the dependent variable and to test the hypothesis between each independent variable and simultaneously on the dependent variable. The approach used is descriptive quantitative with SPSS version 25 data processing. This research was conducted on customers of PT Aneka Rasa Citra Sejati, Jakarta with a sample of 105 respondents, Probability sampling technique with simple random sampling.

The data used in the form of primary data obtained by questionnaire technique using google form. Respondents' answers use a Likert scale with a score of 1 to 5. These results are used to measure the Effect of Promotion and Price on purchasing decisions. The analysis technique carried out includes correlation coefficient test with the interpretation used is Pearson correlation, namely:

Table 2. Pearson Correlation Interpretation

Internal Coefficient	Relationship Level
0,00 – 0,199	Very low
0,200 – 0,399	Low
0,400 – 0,599	Currently
0,600 – 0,799	Strong
0,800 – 1,00	Very Strong

Source : Sugiyono (2018)

To find out how much increase and decrease in the variables X1, X2 to Variable Y, regression test is used. And to find out how big the influence of Variable X1, X2 on variable Y is used Determination Coefficient Test. F test, and T test.

IV. RESULT AND DISCUSSION

A. Validity and Reliability Test

Validity results are shown by comparing r results (count) with r tables. If r count > r table > then the variables studied are valid.

Table 3. Validity Test

No	Variable	R Count	R Table	Sig Value	Information
1	X1	0.793	0.1918	0,000	VALID
2	X1	0.775	0.1918	0,000	VALID
3	X1	0.784	0.1918	0,000	VALID
4	X2	0.700	0.1918	0,000	VALID
5	X2	0.734	0.1918	0,000	VALID
6	X2	0.709	0.1918	0,000	VALID
7	X2	0.836	0.1918	0,000	VALID
8	Y	0.831	0.1918	0,000	VALID
9	Y	0.858	0.1918	0,000	VALID
10	Y	0.880	0.1918	0,000	VALID

Source : SPSS 25 Data Processing

Based on the table data above, it is known that r count is greater than r table, so the 10 instruments are declared valid, so all instrument variables X1, X2, and Y are declared valid and can be used for research.

The following are the results of the reliability of the Sales Promotion, Price Perception and Purchase Decision variables:

Table 4. Reliability Test

No	Variable	Cronbach's Alpha	Information
1	Sales Promotion	.687	Reliable
2	Price Perception	.733	Reliable
3	Buying decision	.818	Reliable

Source : SPSS 25 Data Processing

Based on the output table above, it is known that Cronbach's Alpha value is 0.687. 0.733 and 0.818, because the Cronbach's Alpha value is greater than 0.60, as the basis for decision making in the reliability test above, it can be concluded that all research variables are reliable.

B. Multiple Linear Regression Test

Multiple linear regression analysis aims to determine whether or not the influence of the variable (X1, X2) on the variable (Y).

Table 5. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.723	.908		1.896	.061
	Total_X1	.395	.099	.391	3.994	.000
	Total_X2	.354	.087	.397	4.060	.000
a. Dependent Variable: Total_Y						

Source : SPSS 25 Data Processing

Based on the output above, the value of the constant = 1.723 with the value of the regression coefficient of the variable X1 = 0.395 and the value of the regression coefficient X2 = 0.354. then by referring to the multiple linear regression equation :

$$Y= 1.723+0.395X1+0.354X2$$

From the above equation, it can be explained as follows:
1. The constant value is 1.723. If the Promotion and Price variables are equal to zero, then the Purchase Decision is 1.723.
2. The value of the beta coefficient on the Promotion variable is 0.395, which means that every change in the Promotion variable (X1) by one unit will result in a change in the Purchase Decision of 0.395. On the other hand, a one-unit decrease in Promotion (X1) will reduce the Purchase Decision by 0.395 with the assumption that other variables remain constant.
3. The value of the beta coefficient on the Price variable is 0.354, which means that every change in the Price variable (X2) by one unit will result in a change in the Purchase Decision of 0.354 units. On the other hand, a one-unit decrease in Price (X2) will reduce the Purchase Decision by 0.354 with the assumption that other variables are fixed.

C. F Test
Simultaneous regression test (F Test) is used to see whether the variables X1 and X2 have a joint influence on the Y variable. This test has a significance level of 5%, the f table value of 3.08.

Table 6. F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.284	2	102.642	58.896	.000[b]
	Residual	177.763	102	1.743		
	Total	383.048	104			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X2, Total_X1						

Source : SPSS 25 Data Processing

Based on the data contained in the table and the calculation of the f table above, it was found that the value of fcount > f table (58.896 > 3.08), and the significance value (sig) f < 0.05 (0.000 < 0.05). Based on these results, H0 is rejected, H3 is accepted, meaning that Promotion and Price together have a significant effect on Purchase Decisions during the COVID-19 pandemic at PT Aneka Rasa Citra Sejati, Jakarta.

D. T Test
This decision is made based on the comparison of the significance value of the t-count value of each of which is a regression coefficient with a significance level of 5% and a t-table of 1.98350. Based on table 5, partially between the independent variable (X) to the dependent variable (Y) as follows:

a. From the promotion test, it was found that the tcount > ttable (3.994 > 1.9835) and the significance value (sig) t < 0.005 (0.000 < 0.05). Based on these results, H0 is rejected and H1 is accepted, which means the promotion variable has a significant influence on purchasing decisions.

b. From the price test, it was found that the tcount > ttable (4.060 > 1.9835) and the significance value (sig) t < 0.005 (0.000 < 0.05). Based on these results, H0 is rejected and H2 is accepted, which means that the price variable has a significant influence on purchasing decisions.

E. Correlation Coefficient

The correlation coefficient denoted by r is used to determine the strength of the relationship between the dependent variable and the independent variable.

Table 7. T Test

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.732[a]	.536	.527	1.32014	.536	58.896	2	102	.000
a. Predictors: (Constant), Total_X2, Total_X1									

Source : SPSS 25 Data Processing

Based on the calculation results that can be seen in the table above, the significance of F Change is 0.000. So, the significance of F change 0.000 <0.05, it can be concluded that the Promotion and Price Perception variables are related to the Purchase Decision variable. /d 0.799) this indicates a strong correlation category.

F. Coefficient of Determination

The coefficient of determination denoted by r2 is used to determine how much influence Sales Promotion and Price Perception have on Purchases. Based on the results of the table 7, it shows R Square in the influence of promotions and price perceptions on purchasing decisions as much as 0.536 or 53.6%. This shows that the influence of the independent variable (X) Promotion, Price Perception (X2) and the dependent variable (Y) Purchase Decision as much as 53.6%. The remaining 46.4% is influenced by other factors.

V. CONCLUSION

Based on the results of this study, it can be concluded that:
1. Sales Promotion and Price Perception have a positive and significant effect on purchasing decisions during the covid-19 pandemic at PT Aneka Rasa Citra Sejati, Jakarta with a correlation value of 0.732 with a strong category.
2. Sales Promotion and Price Perception have a significant effect on consumer purchasing decisions at PT Aneka Rasa Citra Sejati, Jakarta. Based on the results of the F test, H0 is rejected, H3 is accepted, it means that promotion and price together have a significant effect on the decision to buy bear brand milk at PT Aneka Rasa Citra Sejati, Jakarta.
3. Promotional testing found that the value of tcount > ttable (3.994 > 1.9835) and the significance value (sig) t < 0.005 (0.000 < 0.05). Based on these results, H0 is rejected and H1 is accepted, which means the promotion variable has a significant influence on purchasing decisions.
4. Price testing found that the value of tcount > ttable (4.060 > 1.9835) and the significance value (sig) t < 0.005 (0.000 < 0.05). Based on these results, H0 is rejected and H2 is accepted, which means that the price variable has a significant influence on purchasing decisions.

VI. CONCLUSION

Based on the results of this study, the suggestions that can be given are as follows:
1. PT Aneka Rasa Citra Sejati, Jakarta during the covid-19 pandemic needs to maintain promotions and prices while also maintaining product quality with improvements to the distribution factor so that bear brand milk stocks are maintained so prices are always stable.
2. Dissemination of Discount Info or Discounts must be more creative and clearer so that consumers are more interested in making purchases at PT Aneka Rasa Citra Sejati Jakarta.
3. For further researchers, it is hoped that research can add other variables, such as Product, Place, and increase the number of samples and a wider population area.

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