THE INFLUENCE OF PRICE AND SOCIAL MEDIA PROMOTION FACEBOOK MARKETING ON PURCHASE DECISIONS FOR AM CLOTHING DISTROS IN BREBES

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Abstract

The purpose of the study was to determine and determine the effect of price and social mediaadvertisingonpurchasingdecisionsforAmClothBrebesdistribution.consideringthenumberofdistributions in Brebes, the approach used in this study is an associative approach. The population in thisstudy is infinity, with accidental sampling technique, so that a sample of 65 people was taken, the type ofdatacollectedtosupportthevariableswithaquestionnaire,thedataanalysistechniqueinthisstudyused ,includedinstrumentaltest,validityandreliability,classicalassumptiontestincludednormality,multicollinearity,heteroscedasticity,multiplelinearregressionanalysis,ttestFtest,dataprocessingusingSPSS softwareprogram(statusticpackageforthesocialscienceb)0.25forwindows,theresultsofthestudyshow that partially, each price and promotion variable influence on purchasing decisions of Am ClothDistrosinBrebes,priceandpromotionvariablesaffectpurchasingdecisionsofAmClothDistrosin Brebes

INTRODUCTION

Business is familiar to our ears, business is an activity of companies looking for a lot of profit to meet the needs and desires as social beings, by using strategies and innovations to compete with other companies. provide modify and combine with an interesting touch by following the current trend which is currently viral. especially with the existence of sophisticated technology that makes it easier for people to do business. Every human being has different tastes, with various market segments, so marketers can identify consumer behavior and types of consumers in deciding to buy in our business, by letting consumers freely choose to decide whether to buy or not our products, with strong accuracy in order to compete globally. effective, there are several factors, one of which is Price & Promotion, especially nowadays everyone has social media, therefore Promotions other than Promotions, Social Media Promotions Facebook is also one of the social media accounts owned by everyone from various circles. Moreover, pricing will affect our company's competitive ability and affect potential buyers.

Information on products sold is obtained through promotions, consumers can carry out effective and attractive promotions and create affordable prices compared to similar product prices and create high-quality Facebook Social Media channels for products offered by companies. Distro development in Brebes shows a high level of products offered. Distro development companies in Brebes show a high level of consumers, especially young people today who prioritize their fashion, so it can be said that the Brebes Am Clothing distribution business has effective opportunities and potential. The number of competitors who offer the same product makes it a challenge for us to attract consumers' purchasing power. There are several strategies that can be done, namely promotion, product location and price, with the right analysis, our efforts to survive in the fashion distribution sector. with a variety of products so that buyers have several alternatives as well as store locations and low prices also make it easier for buyers when shopping, product promotions that are carried out continuously can affect consumer interest

Distro Am Clothing had a decline in sales at the beginning of the store's establishment. There were several things that caused the decline in sales at the beginning of the establishment of the Am Clothing Distro. This was because the store chose to distribute well-known brands in order to choose outlets that could support their lifestyle but according to the contents of the wallet, as well as segmentation and pricing in accordance with the target market which is necessary for the company to carry out appropriate promotional activities, and fixing the right price, motivating consumers to buy then gradually to purchase decisions. Based on the background, the researcher formulated the problems as follows;

1. How does the price influence the purchase decision partially?
2. How does the Promotion affect the Purchase Decision partially?
3. How do prices and promotions influence purchasing decisions simultaneously?

LITERATURE REVIEW

Purchase

Decision Purchasing decision is a consumer decision-making process that combines knowledge to choose two or more alternative products that are influenced by several factors such as quality, price, location, promotion, and ease of service.Before making a choice, there are several considerations before carrying out a special Purchase Decision Process consisting of a series of eventsfollowing: Namely, need identification, search, evaluation of alternatives, Purchase Decision, and Purchase Decision action. according to Tjiptono (2015: 21) defines consumer purchasing decisions as a process in which consumers recognize the problem, seek information about certain products or brands. While according to Kotler and Keller (2016; 194), consumer

purchasing decisions are part of consumer behavior the study of how individuals, groups, and organizations choose, buy, and use and how goods, services, ideas or experiences to satisfy their needs and desires. According to Buchari Alma (2016: 96) suggests that purchasing decisions are decisions that are influenced by the financial economy, technology, politics, culture, products, location prices, promotions, physical evidence, people, processes, so as to form attitudes on consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

Price is one component which is important for consumer decision making in buying products so that it is very n successful marketing of a product. According to Kotler and Keller (2016: 312) states that "price as the amount of money charged for a product of service, or service or the sum of values that customers exchange for benefits of having or using the product service". Meanwhile, according to Fandy Tjiptono (2015: 151) argues that price is the only element of the marketing mix that generates revenue while others incur costs. According to (Farida, Tarmizi) November 2016 Price is an important element attached to a product, Price is the main key for consumers to buy goods, especially consumers to buy goods, especially middle and lower class consumers in marketing, pricing can be a force in competitive goods in the market. Based on the definitions above, it can be concluded that the price is a value of goods or services expressed in money so that consumers can feel the benefits when consuming the product.

Promotion affects the behavior and thoughts of prospective consumers when making buying decisions with the promotion can change people's thinking from previously not interested in our product to be interested in our product so that a purchase transaction occurs. Promotion is the most important factor in the process of introducing our products so that there is a continuous buying process, which starts from tasting to become regular customers. By providing a targeted promotion is expected to produce a positive influence on the sales of our products. Many views are expressed in different views. The literature on the definition of financing (for example) according to Ben. M. Enis in (Riyono & Budiharja, 2016) states: "Promotion is a type of communication that provides a statement that convinces potential customers of a product or service according to (Kotler & Armstrong, 2008) stating that promotion means an activity that conveys the benefits of the product and persuades customers to buy it. buy it and to inform customers about the company and its products. According to (Farida et al, 2016) Promotion (promotion) is clearly the main tool in marketing a product. This promotion also drains the company's finances a lot in order to introduce the company's products to market share. Promotions that can be carried out can be in the form of promotions in print and electronic media, billboards brochures, and sponsorships. Discounted prices (price discount 0 can lead to a desire to make impulse purchases (tolisindo) , 2017) the size and length of the price discount period have a role in growing the desire to do impulse buying (tolisindo, 2017).

Social media marketing has provided great benefits in today's society. Not hindered by distance, social media now has an effect positive for users who are hindered by distance and shorten communication time.In addition to giving a positive effect, social media marketing media also has a negative effect [10] there are many activities that can be done on social media from seeking information to communicating to providing information in the form of photos and videos with the presence of the website makes it easier for us to Promote new social media products that are often used by the public, namely Facebook, Instagram, Twitter, by posting videos about the advantages and disadvantagesdealer. Brand marketing here is to introduce any brand Generally refers to the wider community of brand awareness, by introducing your brand and making a good impression, you can increase your credibility.

Social media is also used in SEO penetration business website optimization efforts. By introducing your brand and making a good impression, you can increase your credibility. Social media is also used in website optimization efforts ± 262 million people plus the fact that there was an increase of about 3 times compared to 1 last week, it was recorded that internet users in the

business and economic sectors were between 37.82%-45.14% of users looking for population information and services and help work, of course this fantastic number should be an indicator of enabling businesses to take a digital approach to their business, products and services. This also causes the increasing number of web service providers or website support services in Indonesia.

Framework
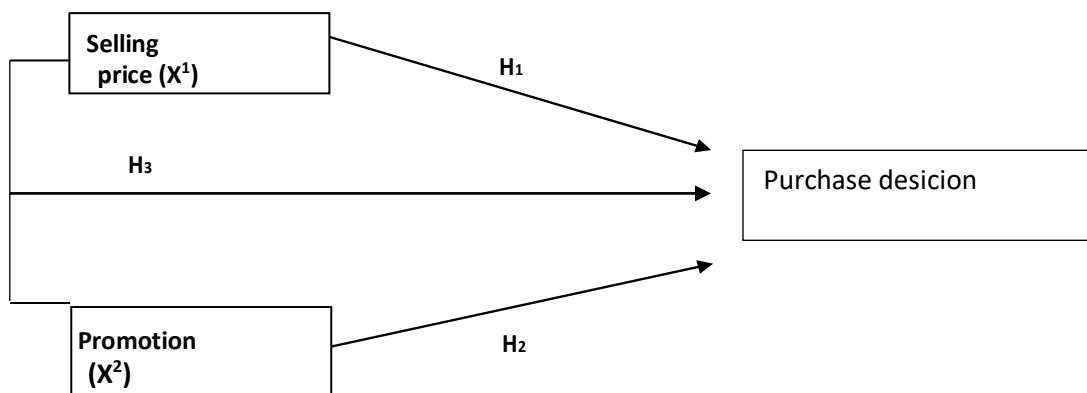
Based on the explanation of the skeleton picture above, the hypothesis can be drawn that;

H1: It is suspected that there is an influence of price on purchasing decisions for Am Clothing distributions in Brebes. H2: It is suspected that there is an influence of Promotion on the Purchase Decision of Am Clothing Distro in Brebes.

H3: It is suspected that there is an effect of Price and Promotion on the Purchase Decision of Am Clothing Distro in Brebes simultaneously

METHODS

The survey method is a way for researchers to help determine the order of surveys.according to Sugiyono (2017:2) the research method is a scientific way to obtain data with a specific purpose and use, while according to Nur and Bambang (2016:227) the research method is as follows: "From the understanding that contains data sources, research time is a scientific way which is designed in a systematic and organized manner to obtain data that is used to achieve a certain goal. This research method uses quantitative research, according to Sugiyono (2017: 8), "this research method is based on the philosophy of positivism used to examine certain populations or samples, data collection uses quantitative / statistical data analysis research instruments with the aim of testing hypotheses that have been established set.

B survey location and time
1. Research Research Center
       Taking location in Brebes (Islamic center). The researcher chose this location because Brebes (Islamic Center) is located in an urban area near schools and offices, with distributions that supply bags, clothes and shoes that are easily available. There is a research sample there.

2. Survey Time
     Thesurvey was conducted in May 2022.
C. Research Subjects and Research
       Subjects Research subjects are Brebes people who consume Am Cloth
distribution products.

D. Population, Sample, and Population Sampling Techniques

       According to Handayani (2020) Population is the entire item under study with the same characteristics, which can be individuals from a group, event, or something being investigated. studied The population in this study were 190 people who were consumers across the Am distribution in Brebes in May.The sample is part of the inferred population, and part of the population actually represents the population. The sample used in this study were consumers of Am Clothing distributions in the city of Brebes. With a population of 190 people. The samples were taken based on the questionnaire. The sampling technique used purposive sampling technique. By using Slovin's formula. According to Sugiyono (2016: 85) it is a non-probability sampling method and this occurs when the elements selected for the sample are selected based on the researcher's assessment.

$$\Pi = \frac{N}{1+Ne^2}$$

Information::

Π= Number   of samplessought

N   =Total population

e   =Value of perception

Based on the above formula, the following samples were obtained:

$N = \frac{190}{1+(190.01)2}$

$N = \frac{190}{1+(190.0,01)}$

$N = \frac{190}{1+1,9}$

$N = \frac{190}{2,9}$

N=65

Respondents are consumers of Am Cloth distribution products in the City of Brebes.

Data analysis

1. Research variables

Researchvariables are attributes or values of a person, an activity with a certain variation is determined and then drawn by the researcher who examined the results and concluded there are 2 variables in the studyis the subject of the independent variable or independent variable and the dependent variable or dependent variable. Independent variables or independent variables The independent variables in the research are promotion, price, and social marketing variables. Promotion is a product promotion activity that aims to get product recognition in the market in the minds of potential buyers.

What is meant by price in this survey is the respondent's perception of the price of distribution products or even lower customer value. Price Fairness with perceived profit: At a certain Price level, its value increases as the consumer's perceived benefit increases, and On the other hand, at a certain Price level, perceived gain The value of a good or service increases with effective increase. Competitive Product Price Comparison: Strategies used by competitors to beat competitors' products.

Social Facebook is Facebook on social media provided by companies with interests It is the dependent variable or the dependent variable perceived by consumers The dependent variable is a set of symptoms that contains a set of aspects or elements that help accept or adapt to the conditions of other variables called independent variables. The dependent variable in this study is the Purchase Decision.

1. Measurement variable

The type of measurement scale for this study is the type of interval scale. To measure the variables Promotion, Price and Purchase Decision measured using a modified Likert scale with five answer options: strongly agree agree, neutral disagree, strongly disagree. In terms of affirmative statements, answers were evaluated as strongly agree, agree, neutral, disagree, strongly disagree 5,4,3,2,1, negative comments completely agree agree strongly disagree, strongly disagree, rating 1, 2,3, 4,5

Data Collection Techniques

1. method

This research was conducted to reveal data about the effect of Facebook Social Media Promotional Prices on Purchase Decisions at Dsitro Am Clothing Brebes using questionnaire method
2. Preparation of the questionnaire
distributed includes an overview of product prices, Facebook Social Media Promotion and Purchase Decisions at Am Clothing Distro Brebes which have content validity.

3. testing techniques

Instruments that meet the requirements of Validity and Reliability are then tested for research instruments such as the following;

RESULT AND DISCUSSION
This research was conducted in May, this research is located in Brebes, the object of this research is the Promotion Price of Social Media Facebook Purchase Decision, the respondents in this study were buyers in Brebes, the results of this research data were obtained from distributing questionnaires.

Validity and Rehabilitation Test

For the purposes of testing the validity of the instrument when researching using 65 buyer respondents at the Am Clothing Distro Brebes with a significant result of 0.01, it can be seen that R table = 0.317, thus the results of the variable validity test.

Table1Validity Test

Variabel	Indicator	R Count	Rtable	Information
Price	HA1	0.710	0.317	Valid
	HA2	0.868	0.317	Valid
	HA3	0.802	0.317	Valid
	HA4	0.906	0.317	Valid
	HA5	0.844	0.317	Valid
Promotion	PR1	0.749	0.317	Valid
	PR2	0.806	0.317	Valid
	PR3	0.783	0.317	Valid
	PR4	0.849	0.317	Valid
	PR5	0.688	0.317	Valid
Purchase decision	KP1	0.809	0.317	Valid
	KP2	0.880	0.317	Valid
	KP3	0.805	0.317	Valid
	KP4	0.906	0.317	Valid
	KP5	0.913	0.317	Valid

The source of the results of SPSS 25.0 Output (2022)

From the results of SPSS 25.0 Output in the table shows that the research instrument consists of 15 questions about Price, Facebook Social Media Promotion, and Purchase Decisions. it is proven that the results of the validity test show that all variable items have a value of r arithmetic of r table based on a significant test of 0.01. for example in X1 R Count 0.710 R table .317 and so on so all data from the 3 variables are valid, so the research instrument is feasible to use for research data.

Reliability Test using the Alpha formula. The basis obtained from an instrument consisting of various questions that can be used, if the Cronbach Alpha value is above 0.60.

Tabel2.Reliability test

Variable	Crochbach Alpha	Note
Price	0.881	Reliable
Promotion	0.829	Reliable
Purchase decision	0.909	Reliable

Source: SPSS output 0.25 (2022)

From the SPSS 25.0 output in the table it can be explained that the Cronbach's alpha value of Variable X1 (Price) is 0.881, variable X2 (Facebook Social Media Promotion) is 0.829 and Variable Y (Purchase Decision) of 0.909. The standard Cronbach's alpha is 0.60, so all the points contained in the questionnaire on Price, Social Media Promotion and Purchase Decisions, the research data for Variables X 1, X2, and Y can be used as a data collection tool in the research process.

Classical
Assumption   Tabel3Kolmogorov-Smirno Test Normality

One-SampleKolmogorov-SmirnovTest			Unstandardize dResidual
N			65
NormalParameters[a,b]	Mean		0
	Std.Deviation		1
MostExtremeDifferences	Absolute		.142
	Positive		.142
	Negative		-.118
Kolmogorov-SmirnovZ			1.143
Asymp.Sig.(2-tailed)			.147
MonteCarloSig.(2-tailed)	Sig.		.134[c]
	99%ConfidenceInterval	LowerBound	.126
		UpperBound	.143

aTestdistributionsnormal

b.User-Specified

c.Basedon10000 sampledtables withstartingseed 112562564

sumber:the result of out putSPSS0,25 (2022)

Test Normality test is part of the assumption test The residual classical normality test value is normally distributed or not normally distributed, the regression model is to have a normal distributed residual value, taking the basis for decision making if the significant value is 0.05, from the data above that the value of asymp. Significant 0.147 0.05 then the residuals are normally distributed, taking the tolerance Multicollinearity test, if the tolerance value 0.10 means that there is no Multicollinearity see VIF if the VIF value 0.10 means that there is Multicollinearity.

tabel4Multicollinearity Test

Coefficients[a]

| Mode l		Unstandardize dCoefficient s		Standardiz e dCoefficie nts	t	Sig.	Collinearit yStatistic s	
		B	Std. Error	Beta			Tolera n ce	VIF
1	(Consta nt)	-.624	1.566		-.399	.692		
	X1_HG	.483	.104	.457	4.660	<.001	.399	2.507
	X2_PM	.551	.115	.470	4.794	<.001	.399	2.507

a.Dependent Variable:Y_KP

Source: the results of SPSS Out Put data 0.25 (2022)

From the data it can be stated that the influence of Facebook social media prices and promotions on purchasing decisions at Am Clothing Distro Brebes has a value of 0.399 tolerance value 0.10, meaning that there is no multicollinearity.

Heteroscedasticity Test

The basic concept of the non-uniform variance test is part of the acceptance test of the regression model, one of the requirements that must be met by a good regression model is the absence of heterogeneity symptoms. As long as the non-uniform dispersion problem results in doubt (inaccuracy) in the results of the regression analysis carried out, the characteristics of the non-occurrence of heteroscedasticity symptoms of points that spread above and below or around number 0 the starting point is above or below, widens and then narrows and widened again, the spread of dots is not patterned.

Scatterplot
Dependent Variable: Y_KP
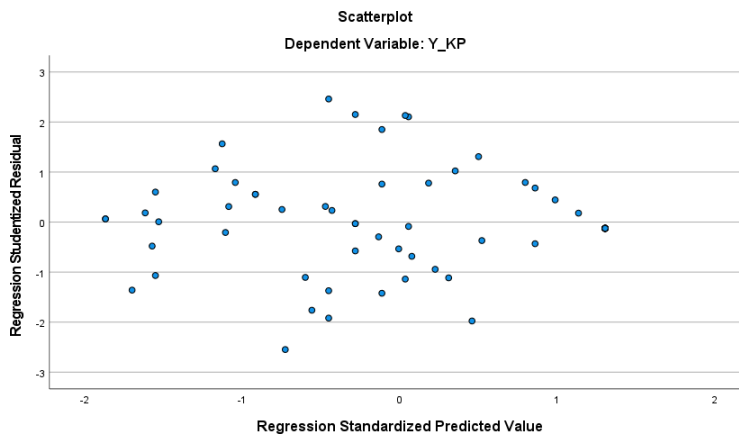
Source;the result of outputSPSS 0,25 (2022)

Characteristics there is no heteroscedasticity problem The dots and spreaders are around the number 0, The starting points are only above or below, widening then narrowing and widening again. The spread of dots is not patterned. From the picture, it is explained that there is no heteroscedasticity problem.

Hypothesis Testing

After testing the classical assumption, then testing the hypothesis test in this study, multiple linear analysis is used to test the independent variables on the dependent variable, the following is the test of Multiple Linear Analysis;

Table 5 Multiple Analysis test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	-.624	1.566		-.399	.692
	HARGA	.483	.104	.457	4.660	<.001
	PROMOSI	.551	.115	.470	4.794	<.001

a. Dependent Variable: PURCHASE DECISION

Based on the table above, Test Multiple Linear Analysis with the formula;

$Y = a + b1.X1 + b2.X2$, then $Y = 0.642 + 0.438 + 0.551$, the value of b1 (regression coefficient value X1) is 0.624, indicating that the price variable has a positive influence on purchasing decisions, which means that every increase of 1 after Price variable, it will affect the buyer's decision of 0.624, while the value of b2 (regression coefficient value x2) of 0.551 indicates that the Promotion variable has a positive influence on the Purchase Decision, meaning that each increase in the Promotion variable unit will affect the Purchase Decision by 0.551.

Table 6.The results of the partial X1 test (T test)

Coefficients[a]

Model		Unstandardized Coefficients B	Std.Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	2.934	1.602		1.832	.072
	TOTAL_HG	.868	.076	.821	11.418	<.001

a.Dependent Variable: purchase desicion totally

the result of source spss 2022

T test

Variable X1 against Y

According to the table above, X1 above shows that the significant value of the influence of price (X1) on the buyer's decision (Y) is 0.001 0.05 with a t-count value, value t count value of r table, with the formula t table = t (a/2; nk-1) = a 5% = (0.25/2;65-2-1) =1.998 (from T table) t test results (partial) shows that the significant value of the effect of price (X1) on purchasing decisions (Y) is 0.001 0.05 and the t-count value is 11,418 t-table values. Then HA 1 is accepted. In other words Price is a Purchase Decision.

TabLE7.Results of X2 partial test (T test)

Model		Coefficients^a					
		UnstandardizedCoefficients		StandardizedCoefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)	.696	1.776		.392	.696	
	TOTAL_PM	.966	.084	.824	11.546	<.001	

a. Dependent Variable: TOTAL_KPVariableX2 toward Y

the result ofspss 2022

Variable X2 Against Y

According to the table above X2 above shows that the significant value of the influence of Promotion (X2) on buyer decisions (Y) is 0.001 0.05 with t count value, t value value r table, with the formula t table = t (a/2;nk-1)= a 5%=(0,25/2;65-2-1)=1,998 (from T table) , the results of the t test (partial) show that the significant value of the promotion effect (X2) on Purchasing Decision (Y) is 0.001 0.05 and the t value is 11,546 the t table value, then Ha2 is accepted, meaning that there is a significant effect of price on purchasing decisions.

The first Hypothesis Testing (H1) t value of 11.418 when compared with ttable at a significance level of 0.05, which is 1.998, then t count greater than t table (11,418 1,998) and a significance probability value of 0.72 indicates a greater value than the value at a predetermined significance level, which is 0.05 (0.159 > 0.05). Based on the results of hypothesis testing, it is concluded that the price variable has an effect on purchasing decisions.

Testing the second hypothesis (H2) t value of 11.546 when compared with table at a significance level of 0.05, which is 1.998, then t count greater than t table (11.546 1.998) and a significance probability value of 0.001 indicates a smaller value than the value at the previously determined significance, which is 0.05 (0.001 0.05). Based on the results of the hypothesis test, it can be concluded that the Promotion variable has a significant effect on purchasing decisions.

F Test

Table 8.Simultaneous test results (F test)

Model		Sumof Squares	Df	MeanSquare	F	Sig.
1	Regression	679.941	2	339.971	99.427	<.001 b
	Residual	211.997	62	3.419		
	Total	891.938	64			

a. DependentVariable:TOTAL_KP
b. Predictors:(Constant),TOTAL_PM,TOTAL_HG

The source of result spss2022

Variables X1, X2 for Y

 X1 and X2 for Y, code value 0.05 and f value calculate f-table value, f-table value = 3.15, significant value 0.001 0 0.05 and f value 99.427 f-table value 3.15, can be Price (X1) And the significant value of the effect of Promotion (X2) on Purchase Decision (Y) is 0.001 0.05 and f count 99.427f. Table 3.15 This shows that Ha3 is accepted. Shows the effect of Price (x1) and Promotion (X2) on Purchase Decision (Y).

The third hypothesis shows that price and promotion of social media facebook simultaneously have a significant role in purchasing decisions at anmc plotting distributions in Brebes, the simultaneous significant value of F is < 001 test criteria requirements if probability (sig) 0.05 so, the hypothesis is accepted, so because 0.001 <0.05, it can be concluded that the independent variables of Price and Promotion of Social Media Facebook simultaneously play a significant role on the dependent variable of Purchase Decision, so the conclusion is that the three hypotheses are accepted.

Table 9. Coefficient of DeterminationTest

		SummaryModel		
Model	R	R Square	AdjustedR Square	Std.Errorofthe Estimate
1	.873ª	.762	.755	1.849

a. Predictors:(Constant),TOTAL_PM,TOTAL_HG
b. Dependentvariable:Purchase desicion

The source result of spss 2022

It is known that the value of R square 0.755 contains the Purchasing Decision variable which can be explained by 75.5% by the independent variables, namely Price and Promotion, while the

error terms value which is a variation of the dependent variable Purchasing Decision which cannot be explained by all independent variables is 0.184 = 18.4%

CONCLUSION

 The research that has been done related to the influence of price and promotion of Facebook social media on Purchase Decisions at Am Clothing Distro Brebes can be concluded as follows:

1. Affordable prices, price allowances received and competitive prices, have a good impact on prospective buyers on purchasing decisions.
2. Facebook Social Media Promotion which consists of Promotion reach, Promotional attractiveness, social media elements have a good impact on potential buyers.
3. That the price of Facebook social media has an effect on purchasing decisions at Am Clothing distributions.

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