



The Effect Of Products, Promotions And Prices On Mizon's Purchasing Decision At Alfamart Sungai Harapan

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ABSTRACT

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The management of the company always tries and strives to develop its business by selling quality products. The purpose of this study is to determine the influence of products, promotions and prices on purchasing decisions. The population of this study was Mizon consumers in Alfamart Sungai Harapan which amounted to 270 people. The sample consisted of 73 respondents, which were taken by the accidental sampling method. Data analysis used multiple regression and hypothesis testing and used SPSS version 23. The results of this study concluded that. Product variables, partial, have a significant effect on purchasing decisions. Promotion variables partially have a significant effect on purchasing decisions. Price variables partially have a significant effect on purchasing decisions. Product, promotion and price variables simultaneously have a significant effect on purchasing decisions.

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1. Introduction

Every company that is established has the goal of obtaining the greatest profit and wants the company to last a long time in the midst of society [1]. To achieve its goals, the company's management always tries and strives to develop its business by selling quality products, attractive promotions and affordable prices so that consumers are interested in buying. The development of the business world at this time is characterized by increasingly fierce competition [2]. The food and beverage industry is one of the mainstays for Indonesia in contributing to the national economy. The isotonic beverage industry in Indonesia and in particular Batam City there are several kinds of brands available, namely Pocari, Mizon and Hydro Coco. The product is marketed through the retail company Alfamart. Alfamart is spread throughout the Batam City area so this can certainly make it easier for consumers to make purchases of isotonic drinks, especially Mizon.

Purchasing decisions are decisions made by consumers to make a purchase of a product through the stages that consumers go through before making a purchase that include perceived needs [3]. A purchase decision made by a consumer is made on the basis of his wants and needs for a product in terms of product attributes, namely product elements that are viewed as important by consumers and used as the basis for decision making. Product attributes are all features (both tangible and intangible) of a good or service that can be valued at a customer's value. The purchase decision is the absence of consumers to want to buy or not to buy a product [4].

Each manufacturer always strives through the resulting products to achieve the goals and objectives of the enterprise. The resulting product can be sold or purchased by consumers at a price level that provides a long-term profit of the company [5]. Through the products sold, the company can guarantee the life of every employee and maintain the stability of the business continues to grow [6]. It is in this framework that each manufacturer thinks about the marketing activities of his product, long before the product is produced until the product is consumed [7]. Each company directs its business activities to produce quality products and can provide consumer satisfaction, so that in the long run the company gets a profit. A variegated product is also a dream for consumers, therefore pricing is closely related to product quality [8].



A product is a real item or service that can be seen or tangible and even graspable that is designed to satisfy consumer desires [9]. The product is one of the main values of consumers for buying decisions, then the affordability of the price that is able to be met and the benefits of the product for the health of consumers [10]. Creating quality products that consumers want is not something easy, therefore every product designed must go through in-depth analysis in order to find solutions to problems and be able to make consumers satisfied when consuming each product [11]. One of the products sold by Alfamart Sungai Harapan is Mizon. The problem that occurs is that Mizon products do not develop both in terms of taste to the packaging, of course this can reduce consumers' interest in buying Mizon products.

Promotion is an activity aimed at influencing consumers so that they get to know the products that the company offers to them and then become happy and then buy the product [12]. Promotion is one of the scopes of the marketing mix that is important in marketing the goods or services produced by the company and also as a way of providing information to the public about the goods or services produced by a company [13]. Promotion also means an activity that communicates the advantages of the product and persuades the target to buy it [14]. Therefore, the company always builds the best possible communication to its consumers and potential customers through promotions. Promotions are listed on each package, as information about the amount of nutrition contained, then the promotional design is adjusted to the tastes of various consumers [15]. Please note, that it is very difficult to be able to understand the wishes of consumers, because all of that is stored in his mind [16]. Promotions are designed more attractively to influence consumers to buy both for the short and long term. In the short term, it can influence consumers to want to try while in the long term [17]. Basically, the Mizon promotion carried out by the management of Alfamart Sungai Harapan is adequate, it's just that there are still promotions whose attitude is inconsistent, promotional boards and banners are too quick to exchange to other products, and there is no price pocket promo if the purchase is a certain amount.

Price is a costing that depends on the demand for a product desired by consumers because an ability to buy in large quantities is considered to reduce expenses [18]. The price reflects the value of a product, this applies to all products traded on the market in the hope that the seller makes a profit and the consumer benefits the product owned [19]. Regarding product prices, it is sometimes a problem among merchants and consumers, because product prices are never stable so that consumers are always confused, even though the price of the product is a reference for sellers to trade and consumers' decisions to choose the desired product [20]. In pricing a product, there needs to be a government policy that regulates it so that it becomes a clear reference [5]. Of course, it is the hope that sellers with high product prices will get a profit, as well as consumers when the standard product price will benefit from each product purchased, so both parties both get benefits and benefits on the agreed transaction [15]. The price of Mizon products according to alfamart Sungai Harapan management is standard, but for consumers there are some product prices listed as expensive so that consumers do not consume these products, there is no discount when buying products in small quantities, and product purchases cannot be done by credit card.

Product, Products are goods or services that can be traded. A product is a tangible or intangible item that can provide benefits to meet consumer needs [21]. A product is a good or service offered to consumers to be noticed and purchased by consumers. Products are everything that includes goods, services, people, places, ideas, information, and organizations that can be offered to properly satisfy consumer needs within a certain period of time [22]. A product is a real item or service that can be seen or tangible and even graspable that is designed to satisfy consumer desires [9]. Based on the theory above, it is concluded that a product is a tangible and visible item that can provide benefits for consumers to meet their needs and desires.

Promotion is an activity aimed at influencing consumers so that they get to know the products that the company offers to them and then become happy and then buy the product [23]. Promotion is a number of activities that can be carried out with the aim of boosting sales [24]. Promotion is a function of notification, recommendation and reintroduction of consumer decisions. Promotional activities within the company are the most important part besides other variables such as products, prices, and distribution channels [25]. A product will be useless if it is not delivered to the consumer. Promotion is a marketing variable created to introduce the company's products to consumers in the target market. Therefore, promotion is an initial form of communication between the company and consumers and as a medium to introduce products to consumers in order to know the existence of the company's products. Communication is a process of sharing ideas, information, or *feelings of an audience*. In fact, the activities of a company are not only about making products, determining packaging, selling them but more than that. The activities in it are a unity that is



interrelated and supportive, including promotional activities [15]. Communication activities between product or service providers and potential consumers can be established with the fourth element of this marketing mix. Through effective promotional activities, the company hopes that it will be able to win the competition with competing companies and have an impact by obtaining sales results according to the target and even exceeding them. With such an expectation, the company wants the implementation of appropriate and sustainable promotional activities to bring optimal achievements [12].

Price is a costing that depends on the demand for a product desired by consumers because an ability to buy in large quantities is considered to reduce expenses [18]. Price is a value that is used for transactions specifically so that it can affect the market which can be characterized by competition with competitors in a non-political or oligopoly manner [26]. Price is an amount of money owned to pay wages or part of the reward for goods or services as a result of transactions carried out by both parties so that they agree on each other between the price set by the company and the price received by consumers [27]. The price of a value of a good or service in a measured form in the form of currency that should be paid by consumers to buy a variety of goods or services marketed [10]. The desired price for goods or services is a price that is measured in real or unreal conditions assessed by consumers when making a transaction [28]. Based on the theory above, it is concluded that price is the exchange rate in units of currency in every transaction made by consumers for charcoal or the desired service. Pricing is an action carried out by a company or producer when it has to determine the agreed price for the first time, so this happens to producers getting new goods or services when introducing the goods or services to distributors and consumers and when the agreement enters the bargaining process regarding the new price, then the company considers several factors in determining the policy in determining the policy in setting a price described in the steps of the pricing procedure [26].

Purchasing Decision, Purchasing decisions are decisions made by consumers to make a purchase of a product through the stages that consumers go through before making a purchase which include perceived needs, activities before buying, waiting time behaviors and feelings after buying [29]. Purchasing decisions are decisions made to satisfy consumer needs and desires by evaluating more than one alternative that is influenced by the main reasons for making a purchase which includes the way of purchase, product, and situation [21]. Purchasing decision is an approach to solving problems in human activities to buy a good or service in fulfilling its wants and needs which consists of the introduction of needs and desires, search for information, evaluation of alternative purchases, purchasing decisions and behavior after purchase [7]. Explaining purchasing decisions, namely consumer purchase decisions are the actions of individuals who are directly or indirectly involved in the business of obtaining and using a product or service needed [30].

2. Methods

The type of research in this study is causality research, which is a study compiled to examine the possibility of causal relationships between variables [31]. With a *survey* method that aims to find out the influence of products, promotions and prices on the purchase decision of Mizon at Alfamart Sungai Harapan. Furthermore, the measurement of these variables in the questionnaire presentation or statement list using the *likert* scale. The data analysis method uses quantitative analysis. Quantitative research is a type of penelitian that basically uses a deductive-inductive approach. This approach is derived from a theoretical framework, the ideas of experts, and the understanding of researchers based on their experiences, then developed into problems and their solutions that are proposed to determine the role of justification or assessment. The population of this study was Mizon consumers in Alfamart Sungai Harapan with a population of 270 consumers and a sample of 73 people. The sampling technique used in this study is *accidental sampling*, which is to determine the sample based on chance, that is, anyone who happens to meet the researcher and has a match with the source data can then be used as a sample [32]. In quantitative research, there are two main things that affect the quality of research data, namely the quality of research *instruments*, and the quality of data collection. The quality of the research instrument is concerned with the validity and reliability of the instrument and the quality of data collection with regard to the accuracy of the means used to collect the data. This study used questionnaires as a data collection tool and used a likert scale. The data analysis process is an activity after all data is collected from correspondents including grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data on each variable studied, making calculations to answer problem formulations and conducting calculations to test hypotheses that have been submitted. The things that need to be

discussed will be in data analysis techniques, types of data analysis, statistical techniques, formulas, hypothesis testing criteria, and also findings when using computer programs to manage data. In this study, the author took data analysis techniques using descriptive analysis, classical assumption tests, validity tests, reliability tests, T tests, and F tests. this research. In this study in analyzing data using statistic test equipment SPSS 23.

3. Result And Discussion

Based on the data that is tabulated and then processed with statistical test tools, the results can be known in the next explanation. From the processed data for the validity test of each variable, it is obtained the value of $r\text{-count} > r\text{-table}$ 0.230 so that it is declared valid. In the reliability test each variable has a Cronbach Alpha value of > 0.60 so that it is declared *reliable*.

Table 1
Multicholnearity Test Results

Model	Collinearity Statistics	
	Tolerance	Bright
Product	.823	1.215
Promotion	.575	1.740
1 Price	.595	1.681

Source: Primary Data processed

Based on the results of uji multicholnearity in table 1 shows that the VIF value for each independent variable is less than 10. The VIF value of the product variable is 1,215 , the promotion variable is 1,740 and the price variable is 1,681. The *tolerance* value for each independent variable is greater than 0.10. The product variable is 0.823, the promotion variable is 0.575 and the price variable is 0.595. So that in this study, it can be concluded that there is no multicholnearity between independent variables.

Table 2
T Test Results

Model	Coefficients ^a				T	Itself.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error				
	(Constant)	5.264	4.096		1.285	.203
1	Product	.756	.093	.567	8.169	.000
	Promotion	.270	.101	.221	2.658	.010
	Price	.349	.105	.270	3.313	.001

a. Dependent Variable: Purchasing Decision

Source: Primary Data processed

Based on the results of the t test in table 2 above, the regression equation is carried out as follows:

$$Y = 5.264 + 0.756X_1 + 0.270X_2 + 0.349X_3 + e$$

- The calculated t value for the product variable is 8,169 > 1,667 t table and the sig value is 0.000 < 0.05. Based on the results obtained, H0 is rejected and H1 is accepted for the product variable, thus partially the product variable has a significant effect on the purchase decision.
- The calculated t value for the promotion variable is 2,658 > 1,667 t table and the sig value is 0.010 < 0.05. Based on the results obtained, H0 is rejected and H2 is accepted for the promotion variable, thus partially the promotion variable has a significant effect on the purchase decision.
- The calculated t value for the price variable is 3,313 > 1,667 t table and the sig value is 0.001 < 0.05. Based on the results obtained, H0 is rejected and H3 is accepted for the price variable, thus partially the price variable has a significant effect on the purchase decision.



Table 3
F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1012.926	3	337.642	61.096	.000 ^b
	Residual	381.321	69	5.526		
	Total	1394.247	72			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Product, Promotion

Source: Primary Data processed

Result data processing in table 3 shows the value of F count 61,096 > 2.74 F table and the signification 0.000 < 0.05, then the decision taken is that H0 is rejected and H4 is accepted. The conclusion is that simultaneously the product variable (X1), the promotion variable (X2) and the price variable (X3) have a significant effect on the purchase decision variable (Y), meaning that the product, promotion and price can explain the purchase decision of Mizon at Alfamart Sungai Harapan.

Table 4
Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	.727	.715	2.35083

a. Predictors: (Constant), Price, Product, Promotion

b. Dependent Variable: Purchasing Decision

Source: Primary Data processed

Based on the results in table 4 , the value of the number R is obtained at 0.852, meaning that the correlation between the variables of product, promotion and price to the purchase decision is 85.2%. The determination value (R2) obtained was 0.727, this means that the percentage of contribution of product, promotion and price variables in the regression model was 72.7% and the relationship that occurred was strong, while the remaining 27.3% was explained by other variables that were not studied or not included in this study. Based on the results of the analysis above, it can be concluded that the product, promotion and price together are able to make a large or strong contribution to the purchase decision of Mizon at Alfamart Sungai Harapan.

The results of this study were product variables having a calculated t value of 8,169 > 1,667 t tables and significance of 0.000 < 0.05 whose decision H0 was rejected and H1 was accepted the conclusion that the product partially had a positive effect on the purchase decision of Mizon at Alfamart Sungai Harapan. This result is obtained because consumers feel that Mizon products are good, the quality of the products is guaranteed, the brand name is quite well known and the packaging is made as well as possible so that consumers feel interested in buying them. This research is in line with the research of Ibad [33][34][35].

The results of this study were that the promotion variable had a calculated t value of 2,658 > 1,667 t table and a significance of 0.010 < 0.05 whose decision was H0 was rejected and H2 was accepted, the conclusion that promotion partially had a positive effect on the purchase decision of Mizon at Alfamart Sungai Harapan. This result is obtained because consumers can find out Mizon products through advertising channels, the experience of relatives who consumed it before, always being a sponsor at every event so that consumers can easily recognize Mizon and discounts that can attract consumers to buy it. This research is in line with the research of [36][37][38].

The results of this study are price variables have a calculated t value of 3,313 > 1,667 t tables and significance of 0.001 < 0.05 whose decision H0 was rejected and H3 was accepted in conclusion the price partially had a positive effect on the purchase decision of Mizon at Alfamart Sungai Harapan. This result is obtained because consumers can be clearer in the price offered, the price is set in accordance with the market price and consumers feel their own satisfaction when consuming Mizon so that consumers' interest in deciding on purchases can be maintained properly. This research is in line with the research of [19][20][8]

4. Conclusion

Based on the results and discussions that have been described above, the dapat is concluded as follows: The product has a positive and significant effect on the purchase decision of Mizon at Alfamart Sungai Harapan. The promotion has a positive and significant effect on the purchase decision of Mizon at Alfamart Sungai Harapan. The price has a positive and significant effect on the purchase decision of Mizon at Alfamart Sungai Harapan. Products, promotions and prices simultaneously have a positive and significant effect on the purchase decision of Mizon at Alfamart Sungai Harapan.

Based on the results of this study, the author gave the following suggestions: It is hoped that Mizon can build the selling value of the product and is expected to be able to display the composition on Mizon clearly so that consumers can know the composition contained in Mizon products. It is hoped that Mizon will be aggressive in promoting products by spreading brochures about Mizon products that are complete with composition, good benefits for the body, then build a good impression to consumers who buy Mizon products so that consumers can tell their experiences about buying Mizon products. It is hoped that Mizon can provide prices that are able to satisfy consumers by making price cuts on large purchases and it is hoped that there will be more effective and easy payments for consumers. Consumers in deciding on purchases when consumers need good quality isotonix drinks, therefore it is hoped that Mizon will always ensure the availability of many products so that distribution becomes lancer, so this can encourage consumers to always choose Mizon. The results of the R2 test show that there are still other variables that must be considered in this study. In subsequent studies, it should add other variables that can influence purchasing decisions.

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