




The influence of price and promotion on purchasing decisions at mini market Karya Bersama

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ARTICLE INFO	ABSTRACT
<p>Article history: Received Jul 02 2024 Revised Jul 23, 2024 Accepted Aug 20, 2024</p>	<p>This research aims to investigate the influence of price and promotion on purchasing decisions at Mini Market Karya Bersama. The research method uses a quantitative approach by collecting data through surveys of shop customers. The results of the analysis show that price has a positive and significant influence on purchasing decisions ($t_{count} = 4.254$, $t_{table} = 1.661$, significance = $0.000 < 0.05$). This indicates that competitive pricing can increase product attractiveness and support increased sales. Apart from that, promotions also have a positive and significant influence on purchasing decisions ($t_{count} = 3.248$, $t_{table} = 1.661$, significance = $0.002 < 0.05$), indicating that an effective promotional strategy can increase consumer awareness and interest in store products. Simultaneously, price and promotion have a significant influence on purchasing decisions ($F_{count} = 23.444$, $F_{table} = 3.09$, significance = $0.000 < 0.05$), with a coefficient of determination (R^2) of 0.321, indicating that variations in purchasing decisions 32.1% can be explained by price and promotions. These findings provide practical implications for the management of Mini Market Karya Bersama in designing more effective marketing strategies to increase sales and strengthen their market position.</p>
<p>Keywords: Price; Buying decision; Mini Market Karya Bersama; Promotion.</p>	

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1. INTRODUCTION

Improvements in marketing activities must be carried out in a planned manner, in other words, the company must determine the right marketing strategy (Piyoh et al., 2024). Changes in the company environment, especially competitors who are able to produce the same products, have caused many companies to be consumer-oriented (Rahayu, 2020). Consumer-oriented companies should always think about what consumers need, what consumers want, and what services consumers like so that consumers are not only satisfied, but become loyal and make repeat purchases (Dipayanti & Hernayadi, 2022).

The changes in marketing strategies implemented by Mini Market Karya Bersama have had a notable impact on both sales and customer loyalty. Initially, the shop faced challenges with sales and customer retention due to ineffective promotional strategies

and uncompetitive pricing. However, the adoption of a more comprehensive marketing mix strategy has led to significant improvements.

The conditions that must be met by a company in order to be successful in competition are trying to achieve the goal of creating and retaining consumers. In order for this goal to be achieved, every company must strive to produce and deliver the goods and services that consumers want at a reasonable price (Fauzi & P Sijabat, 2023). Thus, every company must be able to understand consumer behavior in its target market, because the survival of the company as an organization that tries to meet the needs and desires of consumers is very dependent on consumer behavior (Sudur et al., 2023). If the company has determined its marketing strategy, especially in the marketing mix policy, then consumers will learn, try and accept the product (Hananto, 2021). The process of consumer acceptance of a product will be implemented in the form of a purchasing decision (Andi et al., 2023).

Arfah (2022) states "Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them." The process of evaluating potential buyers in forming priorities based on existing brands from several options is called a purchasing decision. In purchasing decisions, there are two choices, or more precisely, between behaviors or actions that are very important and need to always be paid attention to (Aghitsni & Busyra, 2022).

Imanudin (2021) states "Price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service." The price of an item is a proportion of the value of the customer's satisfaction with the item they purchased. Consumers are willing to pay a very expensive selling price for an item if the consumer assumes that the fulfillment of the needs they expect for the item they are going to buy is high. However, if the consumer assumes that satisfaction with an item is of low value, then he will not take the item at a high cost (Nurlita & Restiawati, 2022).

Sumilat et al., (2022) state "Promotion is communicating information between sellers and potential buyers or other people to influence attitudes and behavior." Promotion is an activity aimed at influencing consumers so that they become familiar with the products offered by the company to them and then they become happy and buy the product (Meidasari et al., 2023).

Mini Market Karya Bersama is a small retail shop that provides various daily needs such as food, drinks, household products and other necessities. The problem faced by shops is that there is a lot of competition in similar businesses, forcing shops to try hard to market their products. The large number of similar shops popping up in the same field has quite an impact on shop sales where sales are unable to reach the predetermined targets (Rakhmawati & Nikmah, 2022).

Based on data from Mini Market Karya Bersama regarding sales targets and realization of Mini Market Karya Bersama from January to December 2022, it can be seen that the sales target for Mini Market Karya Bersama from January to December 2022 cannot be achieved. The highest percentage that can be achieved is in January 2022, namely 86.50%. Based on the initial survey, researchers who went directly to Mini Market Karya Bersama found that the decline in sales occurred because the products marketed by the shop were still relatively more expensive than competing shops due to the shop's lack of strategy in determining the right price on the market.

In addition, based on data from stores, it can be seen that competing products with the same brand and price are much cheaper than store products. Uncompetitive prices are a factor that can influence consumer purchasing decisions (Afredo, 2022). The higher product prices at Mini Market Karya Bersama compared to its competitors can be attributed to several key factors. First, the shop may lack an effective pricing strategy, leading to prices that do not align well with market conditions or consumer expectations. Additionally, if the shop faces higher costs for acquiring inventory, such as from more

expensive suppliers or inefficient supply chain practices, these costs are often passed on to consumers. Operational expenses, including rent, utilities, and staffing, may also contribute to higher prices if they are higher than those of competitors. Limited negotiating power with suppliers can further exacerbate this issue, leading to elevated procurement costs. Inefficiencies in inventory management, such as spoilage or stock imbalances, can increase operational costs, which are reflected in higher prices. Furthermore, the shop's market positioning or brand perception as a premium provider might justify higher prices, but it may not align with consumer expectations or competitive pricing. A lack of competitive analysis may result in prices that are not competitive with those of similar stores. Finally, ineffective promotional strategies, such as inadequate cashback promotions, may fail to attract price-sensitive customers, leading to higher perceived prices. Addressing these issues involves revising pricing strategies, improving cost management, enhancing supplier negotiations, and conducting thorough market analysis to ensure more competitive pricing and better alignment with consumer expectations.

Apart from that, marketing promotion strategies are an important factor in influencing consumer purchasing decisions. The right promotional strategy can certainly boost store sales. However, the phenomenon found at Mini Market Karya Bersama is that the promotional strategy implemented by the shop is still not very appropriate and has not provided benefits for the shop because the promotional strategy implemented by the shop is only through cashback promotions and advertising promotions through print media and social media. This marketing strategy did not work well and was not suitable for the business the shop was running because the shop's products were only purchased when the cashback promotion was running, so if you implemented this strategy it would actually be detrimental to the shop and reduce the shop's revenue figures.

Based on data on store promotional costs from January to June 2023, it can be seen that the promotional costs incurred each month are quite large, covering almost 10-20% of the store's sales realization. The promotional strategy implemented by the shop is still not appropriate and influences consumer purchasing decisions, so it needs to be studied in more depth regarding the appropriate promotional strategy for the shop to implement (Wangsa et al., 2022).

However, from January 2023 to June 2023, the realization of store sales began to increase, this is because the store began to implement a marketing mix strategy by improving more effective services, especially in product ordering services from consumers and building long-term relationships with consumers. This marketing mix strategy has proven effective in convincing consumers to be loyal and continue to buy the products sold by the shop. Apart from that, the sales aspect of the marketing mix can also utilize E-Commerce media such as Shopee which is a category of marketplace. Store products are starting to be differentiated so that they are unique compared to products from competing stores (Erika & Robin, 2022). Apart from that, the marketing mix strategy through setting low prices has also been proven to be able to increase consumer purchasing decisions (Sukri, 2020). Stores are also starting to implement better promotional strategies, such as exchanging points or rewards, which still provide profits for the store and consumers are increasingly interested in buying store products (Andi et al., 2019).

Price is a factor that influences consumers when making purchases, so the price charged to consumers is expected to be in accordance with the quality of the product received, so that consumer satisfaction can be achieved (Napitupulu et al., 2021).

According to Rahman & Kunaifi (2022), the indicators in determining prices are as follows: tariff, suitability of discounts, price promotions, very affordable prices for all groups, prices that are very appropriate to quality, and very cheap prices. Promotion is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or consume them (Sukri, 2020).

According to Sanjaya (2015), promotion indicators are promotion frequency, promotion quality, promotion quantity, promotion time, and promotion accuracy or suitability. Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them (Arfah, 2022).

According to Wangsa et al., (2022), the purchasing decision indicators used consist of 4 indicators, namely stability of a product, habit of purchasing the product, willingness to recommend, and interest in revisiting.

2. RESEARCH METHOD

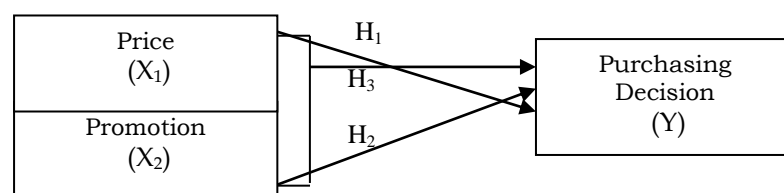


Figure 1. Research Conceptual Framework

Based on the results of the mapping of the conceptual framework above, the authors formulate a hypothesis as an answer to the steps that are contrary to this research activity, as a result: (a) H_1 : Price influence the purchasing decision of customers of Mini Market Karya Bersama. ((b) H_2 : Promotion influence the purchasing decision of customers of Mini Market Karya Bersama. (c) H_3 : Price and promotion simultaneously influence the purchasing decision of customers of Mini Market Karya Bersama

In this study the authors used a type of descriptive research method with a quantitative approach. The population in this study is not known for certain because the number of customers at Mini Market Karya Bersama varies every day. The sampling technique uses the Simple Random Sampling method. Because the population size is unknown, the sample determination was determined using Lemeshow formula is as follows:

$$n = \frac{z^2 p(1-p)}{d^2} \quad 1$$

Information:

n = Number of Samples

z = Standard Value = 1.96

p = Maximum Estimate = 50% = 0.5

d = Alpha (0.10) or sampling error = 10%

Based on the formula above, the number of samples to be studied can be calculated as follows:

$$n = \frac{1.96^2 0.5(1 - 0,5)}{0.1^2}$$

$$n = 96.04 = 96 \text{ respondent}$$

So the number of samples in this study was 96.04 rounded up to 96 people. Considering the data collection using questionnaires, to obtain valid and reliable research results, validity and reliability tests were carried out. Then the classical assumption test was carried out which included a normality test, multicollinearity test, autocorrelation test and heteroscedasticity test (Andi et al., 2022).

This study uses multiple linear regression analysis techniques, namely the analysis used to determine the magnitude of the influence of the independent variable on the dependent variable on the following basis:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (2)$$

Where:

Y= Purchasing decision

a = Constant

b = Regression coefficient

X1 = Price

X2 = Promotion

e = Error coefficient

In addition, this research will also test the hypothesis. Hypothesis testing is intended to determine whether there is a significant effect between the independent variables on the dependent variable. The hypothesis testing in this study consisted of 3 tests, namely the Coefficient of Determination (R^2), t statistical tests, and F statistical tests. The Coefficient of Determination (R^2) was used to measure the correctness of the regression analysis model. The t-statistical test shows how far the influence of one explanatory variable or partially independent in explaining the variation of the dependent variable is and is used to determine whether or not there is an influence of each independent variable individually on the dependent variable tested at a significance level of 0.05. The F statistic test shows whether all independent or independent variables included in the model have a simultaneous effect on the dependent or dependent variable (Sugiyono, 2020).

3. RESULTS AND DISCUSSIONS

3.1 Descriptive statistical analytical results

Descriptive statistical analysis is statistics used to analyze data by describing or illustrating the data that has been collected. This analysis aims to provide an overview or describe the data in variables looking at the maximum, minimum, average value (mean) and standard deviation. The results of descriptive statistical analysis can be seen in Table 1 following.

Table 1. Results of Descriptive Statistical Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
X1	96	26.00	40.00	34.8125	3.36644
X2	96	29.00	40.00	35.4479	2.65120
Y	96	25.00	40.00	34.4583	3.30205
Valid N (listwise)	96				

Source: Data Processed With SPSS 25, 2024

3.2 Data quality testing results

The first stage is to test the quality of the data by testing the validity and reliability. Validity test is carried out to ensure that the questionnaire used to collect data is a valid questionnaire. Measuring validity in this study using Bivariate Pearson (Product Moment Pearson), namely the correlation technique, by calculating the correlation between the scores of each question item and the total score. A validity test can be said to be valid if it is significant < 0.05 or 5% or $r_{count} > r_{table}$. The process of finding r_{table} values is carried out using the r product moment table, namely determining alpha (α) = 0.05 then n (sample) = 30 people. Degrees of freedom (df) = $n-2 = 28$ so that the r_{table} value is 0.361.

Table 2. Validity Test Results

Variable	Items	Pearson Correlation Total (r_{count})	Sig. (2-tailed)	Information
Price (X ₁)	The product pricing set is appropriate	0.586	0,000	Valid
	The product prices and discounts given meet customer needs	0.657	0,000	Valid
	The store frequently offers attractive promotions at lower prices	0.615	0,000	Valid
	Products on promotional pricing still have good quality and are very appropriate	0.669	0,000	Valid
	There are many product options with different prices, from the cheapest to the most expensive	0.712	0,000	Valid
	The store's product prices are affordable for everyone	0.691	0,000	Valid
	The store's product prices match the benefits received	0.718	0,000	Valid
	The store's product prices match the quality provided	0.578	0,000	Valid
Promotion (X ₂)	The frequency of promotions by the store is very consistent and occurs monthly	0.836	0,000	Valid
	The promotional messages from the store make me interested in buying their products	0.876	0,000	Valid
	The promotional media used by the store is appropriate and well communicated to me	0.822	0,000	Valid
	The store utilizes digital promotion media very well, so the promotional messages are delivered quickly and accurately	0.632	0.033	Valid
	I feel the store offers very attractive promotions with good quality	0.758	0.003	Valid
	The quality of the store's promotions is good enough to make me understand and be interested in buying the store's products	0.817	0.025	Valid
	I feel the store promotes according to certain times such as holidays, weekends, or special dates	0.863	0,000	Valid
The promotions offered by the store meet customer needs	0.793	0.010	Valid	
Purchasing Decision (Y)	The store's products help consumers meet their needs	0.694	0,000	Valid
	The store's products have good quality, making customers want to keep buying them	0.733	0,000	Valid
	Customers are accustomed to buying the store's products due to the store's good quality and service	0.831	0,000	Valid
	The store's products are different from those of competitors, making me want to continue buying the store's products	0.671	0,000	Valid
	The store's products are worth buying and using, and I would recommend them to others	0.800	0,000	Valid
	Customers who have purchased	0.860	0,000	Valid

from the store are likely to recommend it to their acquaintances			
Every month, I visit the store to see new products	0.807	0,000	Valid
I am satisfied with the store's products, so I want to keep visiting the store	0.891	0.003	Valid

Source: Data Processed With SPSS 25, 2024

Based on Table 2, it can be seen that all r_{count} values produced are positive and $> r_{\text{table}}$, namely > 0.361 and the significance value of each question item is < 0.05 , it can be concluded that all instruments of the variable application of the price, promotion, and purchase decision tested in this study are valid.

Next, is to do reliability testing to measure a questionnaire that has indicators of variables. The method used to view the data is reliable with Cronbach's Alpha method (α). Cronbach's Alpha coefficient used in this study is > 0.6 . The following are the results of the reliability test which can be seen in Table 3.

Table 3. Reliability Test Results

No	Variables	Cronbach's Alpha	N of Items	Information
1	Price (X_1)	0.792	8	Reliable
2	Promotion (X_2)	0.919	8	Reliable
3	Purchasing Decision (Y)	0.905	8	Reliable

Source: Data Processed With SPSS 25, 2024

Based on Table 3, it can be seen that the three research variables have Cronbach's Alpha values greater than 0.60 so it can be said that the three variables in this study are reliable.

3.3 Classical assumption test results

In this study, to show that the data is normally distributed, it was done using the Kolmogrov-Smirnov Monte-Carlo approach as shown in Table 4.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residuals
N			96
Normal Parameters ^{a, b}	Mean		.0000000
	Std. Deviation		2.69236260
Most Extreme Differences	Absolute		.127
	Positive		.127
	Negative		-.108
Statistical Tests			.127
Asymp. Sig. (2-tailed)			.001 ^c
Monte Carlo Sig. (2-tailed)	Sig. 99% Confidence Interval	Lower Bound	.076
		Upper Bound	.091

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Data Processed With SPSS 25, 2024

Table 7 shows a significant value obtained of $0.83 > 0.05$. Based on these values it is concluded that the data is normally distributed. Next, the normality test will be shown with the histogram graph in Figure 1.

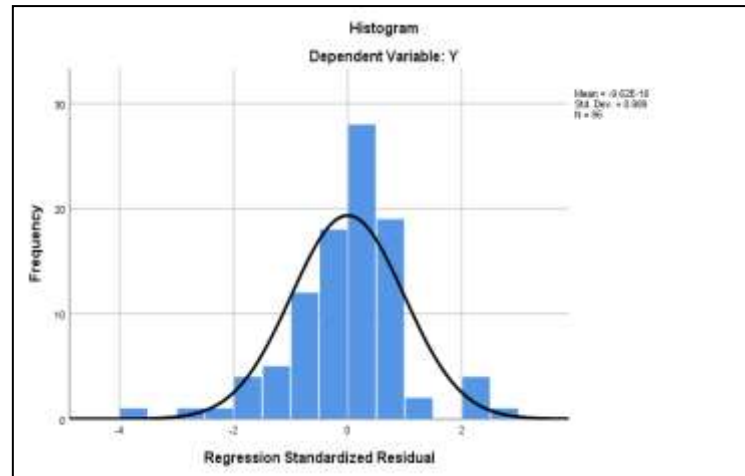


Figure 2. Normality Test Results with Histogram Graphs
 Source: Data Processed With SPSS 25, 2024

Based on Figure 1 , visible that The picture of the line is in the shape of a bell , does not deviate to the left or to the right. Matter this shows that the data is distributed normal and meet the assumptions of normality .

Then, the normality test will be shown with the P-Plot graph in Figure 2.

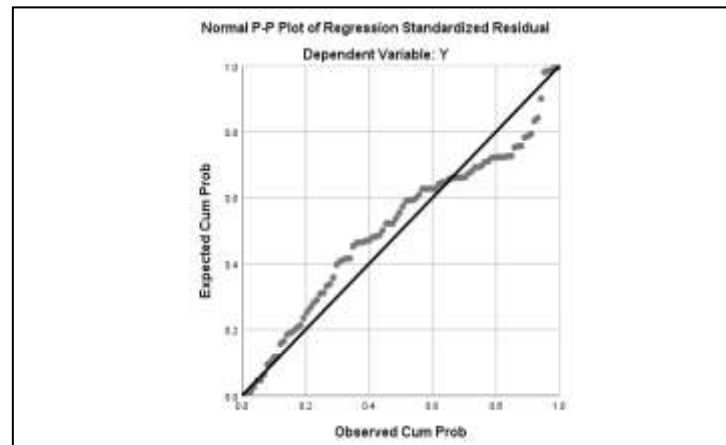


Figure 3. Normality Test Results with P-Plot Graphics
 Source: Data Processed With SPSS 25, 2024

Based on Figure 2, it is shown that the data (dots) spread around the diagonal line and follow the diagonal line. So from this figure it can be concluded that the residuals of the regression model are normally distributed. Next, multicollinearity testing will be conducted to determine whether the regression model found a correlation between independent variables or independent variables. Multicollinearity test can be done by looking at the value of VIF (Variance Inflation Factor) and Tolerance.

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Price (X ₁)	0.844	1,185
Promotion (X ₂)	0.844	1,185

a. Dependent Variable: Y
Source: Data Processed With SPSS 25, 2024

Based on Table 5, it can be seen that the Tolerance value of the independent variable is 0.844 which is greater than 0.1, while the VIF value of the independent variable is 1.185 which is smaller than 10, so the data is declared free from multicollinearity.

The last classical assumption test is the heteroscedasticity test to determine whether or not there is a deviation from the classical assumption. In this study, the heteroscedasticity test was carried out using glejser as shown in Table 6.

Table 6. Heteroscedasticity Test Results

Model	t	Sig.
1 (Constant)	1,169	0.245
Price (X_1)	-1,373	0.173
Promotion (X_2)	0.584	0.561

a. Dependent Variable: Abs_RES
Source: Data Processed With SPSS 25, 2024

Table 6 shows that all independent variables have a significance value of > 0.05 so it can be concluded that there is no heteroscedasticity in the regression model.

Next, a heteroscedasticity test was carried out using a scatterplot graph as shown in Figure 3 below.

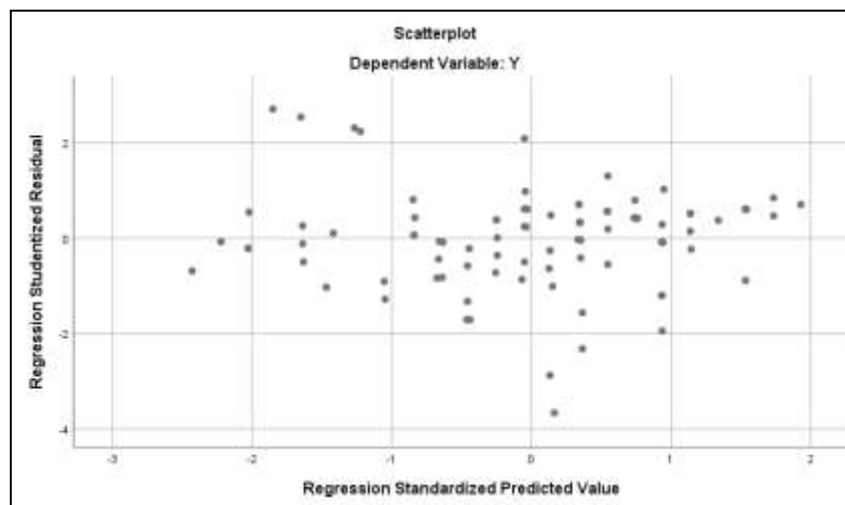


Figure 4. Heteroscedasticity Test Results with Scatterplot Graphs
Source: Data Processed With SPSS 25, 2024

From Figure 3, it can be seen that the data is distributed irregularly without forming a particular pattern and away from point 0, so the data is declared free from heteroscedasticity.

3.4 Multiple linear regression analysis test results

The results of the multiple linear regression analysis test on two independent variables, namely self- efficacy and financial literacy on one dependent variable, namely intention of entrepreneurs which can be seen in Table 7 below.

Table 7. Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7,890	4,046	
	Price (X ₁)	0.384	0.090	0.392
	Promotion (X ₂)	0.372	0.115	0.299

a. Dependent Variable: Purchase Decision (Y)
Source: Data Processed With SPSS 25, 2024

Based on Table 7, the values can be seen:

$$\alpha = 7.890$$

$$\beta_1 = 0.384$$

$$\beta_2 = 0.372$$

So the Multiple Linear Regression equation in this research is:

$$Y = 7.890 + 0.384 X_1 + 0.372 X_2 + \epsilon$$

Based on this equation it can be described as follows: The constant value (α) is 7.890 which means that if there were no price and promotion variables, then the purchasing decision value would be 12.632 unit.

The price variable (X_1) has a value of $\beta_1 = 0.384$ and is positive, which means that for every increase in the price variable by 1 unit, the purchasing decision value will increase by 0.384 units assuming the promotion variable remains constant.

The promotion variable (X_2) has a value of $\beta_2 = 0.372$ and has a positive value, which means that for every increase in the promotional variable by 1 unit, the purchasing decision value will increase by 0.372 units assuming variable prices still.

3.5 Hypothesis testing

The first hypothesis testing was carried out by testing a t-test to determine the significant effect of the dimensions of the independent variable partially on the dependent variable.

Table 8. t-test Results

Model		t	Sig.
1	(Constant)	1,950	0.054
	Price (X ₁)	4,254	0,000
	Promotion (X ₂)	3,248	0.002

a. Dependent Variable: Purchasing Decision (Y)

Source: Data Processed With SPSS 25, 2024

Table 8 shows that the t-table value for significance is 0.05 at degrees of freedom $df = nk$ where k is the total number of variables and n is the number of samples. $df = 96 - 3 = 93$ is 1.661. The results of the partial test can be explained as follows:

H_1 : There is an influence of price on purchasing decisions

The price variable has a t_{count} value of 4.254 and a t_{table} value of 1.661, so the t_{count} value (4.254) > t_{table} value (1.661) with a significant value of 0.000 is smaller than 0.05, so the research results reject H_0 and accept H_1 . Thus, it can be concluded that the price variable (X_1) has a partially positive and significant effect on purchasing decisions (Y) at Mini Market Karya Bersama.

H_2 : There is an influence of promotion on purchasing decisions

The promotion variable has t_{count} value of 3.248 and a t_{table} value of 1.661, so the t_{count} value (3.248) > t_{table} value (1.661) with a significant value of 0.002 is smaller than 0.05, so the research results reject H_0 and accept H_1 . Thus, it can be concluded that the

promotion variable (X_2) has a partially positive and significant effect on purchasing decisions (Y) at Mini Market Karya Bersama.

The final hypothesis testing is the F test which is carried out to test the significant effect of the dimensions of the independent variables simultaneously on the dependent variable.

Table 9. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	347,196	2	173,598	23,444	,000 ^b
	Residual	688,638	93	7,405		
	Total	1035,833	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processed With SPSS 25, 2024

H_3 : There is an influence of price and promotion on purchasing decisions

Table 9 shows above that the F_{count} value is 23.444 , which is greater than the F_{table} of 3.09 with Sig. 0.000 < 0.05. This shows that H_0 is rejected and H_1 is accepted. This means that the price variable (X_1) and promotion variable (X_2) have a positive and significant effect simultaneously on purchasing decisions (Y) at Mini Market Karya Bersama.

3.6 Coefficient of determination test

The coefficient of determination test is denoted by R^2 which was used to measure how much influence price (X_1) and promotion (X_2) have on purchasing decisions (Y).

Table 10. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.579 ^a	0.335	0.321	2.72116

a. Predictors: (Constant), X2, X1

Source: Data Processed With SPSS 25, 2023

Table 10 shows the value of Adjusted R Square (R^2) obtained at 0.321, meaning that the purchasing decision variable can be explained by price and promotion variables of 32.1% while the remaining 67.9% is influenced by other variables not examined in this study such as as service quality, product quality, discounts, and so on.

3.5 Discussion

a. The Effect of Price on Purchasing Decisions

The results of statistical data analysis prove that there is a positive and significant influence of price variables on purchasing decisions at Mini Market Karya Bersama. The price variable has t_{count} value of 4.254 and a t_{table} value of 1.661, so the t_{count} value (4.254) > t_{table} value (1.661) with a significant value of 0.000 is smaller than 0.05, so the research results reject H_0 and accept H_1 .

Thus, it can be concluded that the price variable (X_1) has a partially positive and significant effect on purchasing decisions (Y) at Mini Market Karya Bersama. Prices that are competitive and in line with consumer expectations can increase the attractiveness of the product, thereby encouraging an increase in the number of purchases (Ardiansyah & Khalid, 2022). These findings provide practical implications for the management of Mini Market Karya Bersama to continue to monitor and adjust their pricing strategy to remain competitive and attractive to consumers. Thus, effective price management can be one of the keys to success in increasing customer satisfaction and sales volume in this mini market.

This is in line with the results of research conducted by (Piyoh et al., 2024) in 2024 which stated that price influences purchasing decisions. Price plays an important role in determining customer purchasing decisions. Consumers tend to compare product prices in different places to ensure they are getting the best deal. Competitive prices can attract consumer attention and make products more attractive compared to similar products offered by competitors. Apart from that, the perception that prices are reasonable and in accordance with product quality also influences purchasing decisions.

b. The Effect of Promotion Against Purchasing Decisions

The results of statistical data analysis prove that there is a positive and significant influence of promotional variables on purchasing decisions at Mini Market Karya Bersama. The promotion variable has a t_{count} value of 3.248 and a t_{table} value of 1.661, so the t_{count} value (3.248) > t_{table} value (1.661) with a significant value of 0.002 is smaller than 0.05, so the research results reject H_0 and accept H_1 .

Thus, it can be concluded that the promotion variable (X_2) has a partially positive and significant effect on purchasing decisions (Y) at Mini Market Karya Bersama. Promotion is an effective marketing tool to attract consumers' attention and encourage them to make purchases. Through various forms of promotion such as discounts, special offers and advertising, mini markets can increase brand awareness and consumer interest in the products offered. The right promotion can create a higher perception of value in the eyes of consumers, so they are more likely to make a purchase (Pratama, 2021). Therefore, an effective promotional strategy is very important in an effort to increase sales and strengthen the market position of Mini Market Karya Bersama.

This is in line with the results of research conducted by (Maharani et al., 2024) in 2024 which stated that promotions influence purchasing decisions. Promotion is a one-way persuasion that is created to direct people, both individually and in groups, to an activity with the ultimate goal of marketing a product. The promotion carried out aims to increase potential consumers' knowledge of the product being marketed before the consumer decides to buy the product. On the other hand, the promotion carried out also creates a high interest in buying from potential consumers.

c. The Effect of Price and Promotion Against Purchasing Decisions

The results of statistical data analysis prove that there is a simultaneous positive and significant influence of price (X_1) and promotion (X_2) variables on purchasing decisions (Y) at Mini Market Karya Bersama. The F_{count} value is 23.444 which is greater than the F_{table} value of 3.09 with Sig. $0.000 < 0.05$. This shows that H_0 is rejected and H_1 is accepted. This means that the price variable (X_1) and promotion variable (X_2) have a positive and significant effect simultaneously on purchasing decisions (Y) at Mini Market Karya Bersama. Effectively implemented prices and promotions can increase the attractiveness of the products and services offered, making consumers more likely to make a purchase. Competitive prices provide the economic value that consumers are looking for, while attractive promotions can increase consumer awareness and interest in the product. By combining the right pricing strategy and effective promotional campaigns, Mini Market Karya Bersama can create an attractive and profitable shopping environment for consumers, which in turn will increase purchasing decisions and customer loyalty.

This is in line with the results of research conducted by (Febindra & Artina, 2024) in 2024 which states that price and promotion simultaneously influence purchasing decisions. Price is one aspect that influences purchasing decisions. When customers purchase a purchase, price is an important factor in their decision making. In addition to pricing, marketing also influences the types of activities that may be undertaken to generate demand for a product. Promotion is a communication technique carried out by a company to its customers or target market, with the aim of conveying information about

a product or company so that people want to get it.

Based on the test results, the coefficient of determination (R^2) is 0.321. This shows that 32.1% of the variation in the purchasing decision variable (Y) can be explained by variations in the price variable (X_1) and promotion variables (X_2), while the remaining 67.9% is variation in other variables not explained in this research. for example service quality, product quality, discounts, and so on.

4 CONCLUSION

Based on the results of the research and discussion, it can be concluded that the price variable partially has a positive and significant effect on purchasing decisions at Mini Market Karya Bersama. This indicates that price is a critical factor influencing purchasing decisions. Competitive pricing that meets consumer expectations can significantly increase the attractiveness of products, leading to higher purchase frequency. Effective price management is essential for Mini Market Karya Bersama to stay competitive, enhance customer satisfaction, and drive sales. This finding suggests that even a small reduction in price or adjustment to meet consumer expectations could result in a notable increase in purchasing behavior. The promotion variable partially has a positive and significant effect on purchasing decisions at Mini Market Karya Bersama. Promotions, including discounts, special offers, and advertising, effectively capture consumer attention and increase interest in products. Properly executed promotions can enhance perceived value and encourage consumers to make purchases. This finding highlights that well-targeted promotional activities can significantly boost consumer interest and drive purchasing behavior. The price and promotion variables simultaneously have an effect positive and significant on purchasing decisions at Mini Market Karya Bersama. This indicates that both price and promotion together have a substantial impact on purchasing decisions. The integration of competitive pricing with effective promotional strategies creates a compelling value proposition for consumers, making the products more attractive and increasing the likelihood of purchases. This combined approach is crucial for Mini Market Karya Bersama to enhance consumer engagement and drive higher sales volumes. However, there are limitations and assumptions that must be considered when generalizing these findings. Firstly, the study is specific to Mini Market Karya Bersama, and the market dynamics, consumer preferences, and competitive environment in other regions or types of retail settings might differ. Additionally, the effectiveness of pricing and promotional strategies can vary based on factors such as product type, market segment, and regional economic conditions.

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