ANALYSIS OF THE INFLUENCE OF PRODUCTS, PRICES AND PROMOTIONS ON PURCHASING NUTRISARI DURING THE COVID-19 PANDEMIC

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ABSTRACT

This research to analyze and determine the effect of product, price and promotion on the purchase of Nutrisari during the Covid-19 Pandemic.The results of simultaneous tests that have been carried out on Products, Prices, and Promotions have a positive and significant effect on Purchases with the regression equation Y = 0.090 + 0.208(X1) + 0.516(X2) + 0.207(X3), the simultaneous influence contribution is 59, 9% and the remaining 40.1% is influenced by other factors. From hypothesis testing, it is obtained that the calculated F value is greater than F table or (47.815 > 2.700), this result is also evidenced by the coefficient value of the hypothesis testing model where the significance value is positive, namely 0.000 < 0.05 so that H0 is rejected and H1 is accepted, meaning that there is a significant effect. positive and significant between Product (X1), Price (X2) and Promotion (X3) on Purchase (Y).

Keywords*: price, product, promotion, purchase*

INTRODUCTION

In the midst of the COVID-19 outbreak since the announcement of the first positive case in Indonesia in early March 2020, the Indonesian economy has experienced a contraction following the Large-Scale Social Restrictions (PSBB) policy as the government's effort to limit the spread of the COVID-19 virus. The Asian Development Bank in its report in April 2020 predicted that Indonesia's Gross Domestic Product (GDP) growth rate in 2020 would be 2.5%, only half of the 2019 GDP growth rate of 5.0%.

The Covid-19 pandemic has been a blow to various industrial sectors, including food and beverages. Even though it is still positive, the growth of this industrial sector is far from normal conditions. The decline in purchasing power of the lower middle class and the tendency of the upper class to hold back spending during the pandemic has made the industry sluggish. General Chair of the Indonesian Food and Beverage Entrepreneurs Association (Gapmmi) Adhi S. Lukman (11 December 2020) estimates that recovery will not occur immediately once the vaccine begins to be injected. Apart from weak public consumption, the food and beverage industry also still has to face

bureaucratic problems. Complicated import licensing has hampered the supply of raw materials. Apart from that, according to BPS data (2020), the population growth rate per year during 2010-2020 averaged 1.25 percent, slowing down compared to the 2000-2010 period which was 1.49 percent. . This clearly greatly influences consumption levels which affect the food and beverage industry sector.

However, on the other hand, the shock of the COVID-19 outbreak in 2020 has caused people's need for supplements to actually increase. PT Nutrifood Indonesia acknowledged the growth in sales of supplement segment products amidst the Covid-19 pandemic. Head of Corporate Communication Nutrifood Angelique Dewi, as quoted from Tribun Bisnis, accessed via https://www.tribunnews.com/bisnis/2021/01/26/di-tengah-pandemi-nutrifood-akui- NEUTRIBUNE-MENINGKAT, dated March 20 2021, said the supplement products in question were Nutrisari and HiLo. He continued that during the pandemic, Nutrifood's sales market was still dominated by the domestic market.

According to Imambachri and Dewi (2022: 105), internet-based marketing strategies, one of which is the development of promotional tools such as Facebook, Instagram, YouTube, as well as the use of search engine optimization, therefore at this time many companies are starting to implement disruptive marketing strategies, namely implementing marketing strategies that challenge the existence of the status quo by relying on the use of technology, new ways of marketing are starting to be used by many companies.

Nutrisari and HiLo are the choices because they have the most variants. And this product has been present in society for a long time so its distribution is very wide. Meanwhile, Nutrifood Public Relations & Sustainability Manager Arninta Puspitasari said that apart from being distributed to all corners of Indonesia, Nutrifood products are also reaching the export market.

It is known that Nutrifood, as a health food and drink producer, is quite confident in controlling market share in pandemic conditions. Nutrisari is a product that has 100 percent of the RDA (nutritional adequacy rate) for daily vitamin C, while HiLo has 100 percent of the daily RDA for vitamin D. The highest market share is led by Java as the largest population in Indonesia.

The development of the fruit juice drink industry can be seen that products under the Nutrisasri brand owned by PT Nutrifood, part of the large company PT

Unilever Indonesia Tbk (UNVR), are the market leaders for fruit juice drinks with a share of 29.1%. The increase in production occurred in line with the increase in consumption of fruit juice drinks in the domestic market. Consumption of fruit juice drinks is growing at an average annual rate (CAGR) of 4.9%. Indonesian people's consumption of fruit juice drinks during the Covid-19 pandemic increased to 350 grams per capita per year from 290 grams per capita in previous years.

The competition phenomenon that exists in the era of globalization will increasingly direct the Indonesian economic system towards market mechanisms that position marketers to always develop and capture market share. One of the assets to achieve this situation is a brand. Brand is one of the important attributes of a product, where a product brand can provide added value to the product. According to Keller et al (20012: 248) Brand image or brand describes the intrinsic properties of a product or service, including the way in which the brand tries to meet the psychological or social needs of customers. Meanwhile, according to Kartajaya (2010: 62), defines a brand as: "An asset that creates value to customers by increasing satisfaction and rewarding quality."

Then other factors that really influence the market are price and promotion. According to Kotler and Keller (2007:78) price is one element of the marketing mix that generates income, other elements generate costs. One way that can be used to introduce products to the public is through promotional programs. Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade, and/or increase the target market for the company and its products so that they are willing to buy, accept and be loyal to the products offered by the company concerned (Hurriyati, 2008: 58).

From the background stated above, the author is interested in conducting further research by taking the title: "Analysis of the Influence of Products, Prices and Promotions on Purchasing Nutrisari" (Case Study of PT. Nutrifood Indonesia).

RESEARCH METHODS

This research method uses quantitative descriptive with the aim of analyzing the independent variable against the dependent variable. According to Sugiyono (2019:16) quantitative research methods can be interpreted as research methods

that are based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing hypotheses that have been established. set.

This research was conducted from March - August 2021, and the population was all companies that are followers of social media such as Facebook, Twitter and Nutrisari Instagram, totaling 1,080,329 spread throughout Indonesia.

Table 1. Number of Nutrisari's Followers on Social Media

Social Media	Followers
Facebook	896.429
Instagram	19.900
Tweeter	164.000
Amount	1.080.329

Source: sample data is processed

The sampling technique used in this research is proportional random sampling technique, namely the sample selection is carried out at simple random proportionally by drawing lots/calculating the proportionality using the Slovin formula (Siregar, 2010: 149).

$$n = \frac{N}{N(e)^2 + 1}$$

Notes :

    n   = Sample size

    N   = Populations

    e   = The error in taking samples is set at 10%.

$$n = \frac{1.080.329}{1.080.329\,x(0,1)^2 + 1}$$

$$n = \frac{1.080.329}{1.080.329\,x\,0,01 + 1}$$

$$n = \frac{1.080.329}{10.084}$$

$n = 99,991$, rounded to 100.

The sampling composition in this research is as follows:

Table 2. Research Sampling

Social Media	Followers	Calculation (%)	Sample Q'ty

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Facebook	896.429	83%	83
Instgram	19.900	2%	2
Tweeter	164.000	15%	15
Amount	1.080.329	100%	100

Source: sample data is processed

To obtain accurate data, this research uses two types of data, namely [1] primary data and [2] secondary data. [1] Primary data is a source of research data obtained directly from observations on the website. Primary data is specifically collected by researchers to obtain valid information. Primary data obtained was in the form of writing and information on the website. The author collected this primary data using three methods, namely: observation method, documentation. (Sugiono, 2014). In this research, the questionnaire created is in the form of questions where each answer refers to a liket scale as in the table below:

Table 3. Likert Scale

Answer	Called	Score
Strongly Agree	SS	5
Agree	S	4
Disagree	KS	3
Do not Agree	TS	2
Strongly Disagree	STS	1

Souce: Sugiyono, 2014:93

[2] Secondary Data. Secondary data in this research includes historical data on product variants, prices and promotional activities, the history of the company's founding, and other things that support the writing material in this research. Next is the study of theory and formulation of a theoretical framework, submission of hypotheses, analysis and ending with conclusions. In the research conducted by the author, it consists of independent variables, dependent variables and moderator variables.

The explanation of each variable is as follows: (1) Free/Independent Variables (X1, X2, X3). There are three independent variables examined in this research, the first is Product (X1), Price (X2) and Promotion (X3). The product components in the marketing mix are: product diversity, product quality, product design, product characteristics, product brand name, product packaging, product size, service, product guarantee and rewards. According to Kotler and Armstrong (2016:253), the

attributes that accompany and complement the product are: (a) Brand (branding); (b) Packaging; (c) Product quality. Then regarding price (X2), according to Kotler and Armstrong (2012, 52), in the price variable there are several price indicators which include: (a) Conformity of Product Price to Product Quality; (b) Price suitability with benefits; (c) Price suitability to conditions/capabilities. Furthermore, Promotion (X3) according to Kotler (2009: 172) to measure promotion, the following indicators are used: (a) Advertising; (b) Personal Selling. The Dependent / Dependent Variable (Variable Y), namely purchasing indicators used include: (a) Purchase Interest; (b) Purchase Decision.

In this research, the instruments used to measure research variables must of course have a measurement scale (Sugiyono, 2014:92). A measurement scale is an agreement used as a reference to determine the length and shortness of the intervals in a measuring instrument so that when used it will produce quantitative data.

The measurement scale used in this research is the Linkert scale. According to Sugiyono (2014:93) that "In social research where the instrument uses a Likert scale, the data obtained is interval".

The answer to each instrument item that uses the Linkert scale has a gradation, including the following words:

Table 4. Variable Scale Range Criteria (X) and (Y)

Score Scale	Scale Range	Answer
		Variable (X), (Y)
1	1,00 – 1,79	Strongly Disagree
2	1,80 – 2,59	Do not Agree
3	2,60 – 3,39	Disagree
4	3,40 – 4,19	Agree
5	4,20 – 5,00	Strongly Agree

Souce: Sugiyono (2014:93-94)

The data analysis technique in this research is a quantitative method. This is a research method that aims to describe the condition of the object under study based on existing facts by collecting, managing, presenting and analyzing various data found and comparing it with existing theory, then analyzing its application in practice so that conclusions can be drawn.

In this research the author obtained the necessary data related to the research object. The analytical methods used by the author are validity tests, reliability tests, classical tests, normality tests, multicollinearity tests, heteroscedasticity tests, and how big the relationship between variables is.

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LITERATURE REVIEW

1. Products

According to Tjiptono (2015:231) it is as follows: "The producer's subjective understanding of 'something' that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with the organization's competence and capacity as well as market purchasing power.

2. Price

According to Deliyanti Oentoro, in Sudaryono (2016: 216) "price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place". According to Suparyanto and Rosad (2015: 141) "Price is the amount of something that has value, generally in the form of money that must be sacrificed to get a product. From the various opinions above, the author concludes that price is defined as an exchange value that can be purchased with money to obtain goods or services.

3. Promotion

According to Kotler and Keller (2016: 47) "promotion is an activity that communicates the superiority of a product and persuades target customers to buy it." According to William Shoell, quoted by Alma (2013: 179), "Promotion is an effort made by marketers to communicate with potential customers." From the two definitions above, it can be concluded that promotional activities are communication activities between buyers and sellers regarding the existence of products and services, convincing, persuading and improving these products and services so as to influence attitudes and behavior that encourage exchange in marketing. 3. Purchasing Decisions According to Tjiptono (2016:22) "Purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions.

DISCUSSION AND RESULTS

From distributing the questionnaires, researchers received various assessments or answers. Instrument testing is necessary because it has a very important position in ensuring that the variables studied have a function as a means of evidence. The testing of research instruments and data is discussed through validity and reliability tests, as follows:

1. Testing the Validity of Research Instruments

Testing the validity of the questions is carried out to ensure that all the question items set really provide accurate data, so that they can be used to obtain a real picture of the object under study so that the question items used can be known to be valid or not, in the sense that they can be used or not. No. To process the validity test, each question item is carried out by comparing the calculated r value with the r table. The r table value in this study with 100 respondents was 0.197 with a significance level = 0.10 (10%) with a test confidence level of 90% : [a] Validity Testing For Product Variables (X1), the calculated r value is above 0.197 or (r calculated > r table), then all items are declared valid. The questionnaire used is suitable for use as research data; [b] Validity Testing For the Price Variable (X2), the calculated r value is above 0.197 or (r calculated > r table), then all items are declared valid. The questionnaire used is suitable for use as research data; [c] Validity Testing For Promotion Variables (X3), the calculated r value is above 0.197 or (r calculated > r table), so all items are declared valid. The questionnaire used is suitable for use as research data;[d] Validity Testing For the Purchase Variable (Y), the calculated r value is above 0.197 or (r calculated > r table), then all items are declared valid. The questionnaire used is suitable for use as research data.

2. Testing the Reliability of Research Instruments

The r table value in this study with a total of 100 respondents is 0.197, with a significance level of α = 0.10 (10%) with a test confidence level of 90%. Based on the data analysis process, it shows that all statement items for the Product variable (X1) have an average r value of 0.825, Price (X2) have an average r value of 0.814 and Promotion (X3) have an average r value of 0.814. 0.669, each has a Cronbach's Alpha if Item Deleted or (r calculated) value above 0.197 or (r calculated > r table), thus it can be said that all the measuring concepts for each variable from the questionnaire used are reliable. Based on the results of data

processing, it shows that all question items for the Purchase variable (Y) have Cronbach's Alpha if Item Deleted or (r count) above 0.197 or (r count > r table), thus it can be said that all the measuring concepts for each variable from the questionnaire used is reliable.

Table 5. Product Variable Reliability Test Results (X1), Price (X2) and Promotion (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,825	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X_1_sub1	21,09	7,113	,384	,224	,838
X_1_sub2	21,15	6,290	,632	,475	,788
X_1_sub3	21,38	6,117	,698	,553	,774
X_1_sub4	21,50	6,071	,711	,592	,771
X_1_sub5	21,45	6,311	,653	,490	,784
X_1_sub6	21,53	6,676	,494	,312	,817

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,814	,811	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X_2_sub1	20,30	5,747	,582	,359	,783
X_2_sub2	20,39	6,362	,425	,218	,814
X_2_sub3	20,44	5,198	,686	,535	,758
X_2_sub4	20,37	5,427	,616	,484	,776
X_2_sub5	20,27	5,553	,634	,422	,772
X_2_sub6	20,43	5,965	,511	,332	,798

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,669	,684	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X_3_sub1	20,38	6,157	,347	,174	,644
X_3_sub2	20,57	5,783	,548	,400	,581
X_3_sub3	20,45	6,210	,355	,232	,641
X_3_sub4	20,91	5,598	,322	,138	,668
X_3_sub5	20,46	5,827	,511	,372	,591

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X₃_sub6	20,38	6,117	,371	,232	,636

Source: data is processed by SPSS version 26

Table 6. Reliability Test Results for Purchase Variables (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,852	,851	6

Item-Total Statistics

|	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y_sub1	20,37	7,145	,709	,572	,813
Y_sub2	20,47	7,928	,571	,526	,839
Y_sub3	20,58	7,256	,664	,497	,822
Y_sub4	20,46	6,695	,721	,546	,810
Y_sub5	20,46	7,221	,649	,447	,824
Y_sub6	20,51	7,808	,510	,412	,850

Source: data is processed by SPSS version 22

3. Classical Assumption Testing

The classical assumption test is used to determine the accuracy of the data. According to Santoso (2011:342) stated "A regression model will be used to forecast. A good model is a model with the minimum possible forecasting error. Therefore, before being used, a model must fulfill several assumptions, which are usually called classical assumptions." In this research, technical data analysis was carried out with the help of the SPSS 22 for Windows program. In this research, the classical assumption tests used are the Normality Test, Multicollinearity Test, Autocorrelation Test, and Heteroscedasticity Test: [a] Data Normality Testing. The normality test is used to test whether in a regression model, the dependent variable, independent variable, or both have a normal distribution or not..

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: PembelianY
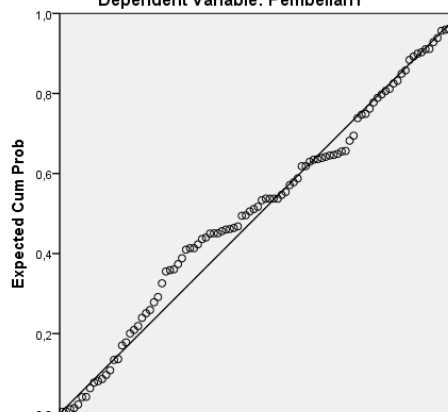
Picture 1. P-P Plot Normality Test-Residual Point Scatter Diagram
Source: data is processed by SPSS version 22

[b] Multicollinearity Testing. This multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. A good regression model should have no correlation between independent variables. If independent variables are correlated with each other, then these variables are not orthogonal. To detect whether there is multicollinearity in the regression model, it can be seen from the tolerance value or Variance Inflation Factor (VIF). The prerequisites are as follows: If the VIF value is > 10 and the tolerance value is < 0.10 then symptoms of multicollinearity occur; If the VIF value is < 10 and the tolerance value is < 0.10 then there are no symptoms of multicollinearity. Multicollinearity testing was carried out using SPSS version 22 with the following results:

4. Heteroscedasticity Testing

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity. Another way to analyze the Heteroscedasticity assumption can also be to look at the scatter plot graph where: If the distribution of data in the scatter plot is irregular and does not form a certain pattern (up and down, grouped together) then it can be concluded that there is no heteroscedasticity problem. If the distribution of data on the scatter plot is regular and forms a certain pattern (up and down, grouped together) then it can be concluded that there is a Heteroscedasticity problem.

5. Relationship between variables

a. Partial Influence. To determine the partial influence of how big the influence of two or more independent variables is on the dependent variable, a multiple

regression test is needed. The multiple regression equation model is as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3, + \acute{\epsilon}$

Remarks:

a = Constant number

Y = Dependent variable

b = Regression coefficient of each variable

X = Independent Variable

$\acute{\epsilon}$ = Disturbance's error / confounding variable

Based on the results of the regression calculations in the table below, the following multiple linear regression equation can be obtained:

Y = 0.090 + 0.208 X1 + 0.516 X2 + 0.207X3 + €

From the results of the multiple linear regression equation above, it can be concluded as follows: The constant value is 0.090 with a calculated t value of 0.042 so it is smaller than the t table value of 1.984. The constant value is not significant, so if X1, X2 and X3 do not exist then there has been a purchase of 0.090, The b value is 0.208 with a calculated t value of 2.711. This shows that if the constant remains and there is no change in variables X2 and X3 then every 1 unit change in variable X1 will result in a change in Y of 0.208 times. This effect is positive and significant because the calculated t value of 2.711 is greater than the t table value of 1.984, The c value is 0.516 with a calculated t value of 6.055. This shows that if the constant remains and there is no change in variables X1 and X3 then every 1 unit change in variable X2 will result in a change in Y of 0.516 times. This effect is positive and significant because the calculated t value of 6.055 is greater than the t table value of 1.984, the d value is 0.207 with a calculated t value of 2.770. This shows that if the constant remains and there is no change in variables X1 and X2 then every 1 unit change in variable X3 will result in a change in Y of 0.207 times. This effect is positive and significant because the calculated t value of 2.770 is greater than the t table value of 1.984.

b. Simultaneous Influence: [1] Influence Value and Determination Coefficient. Analysis of the coefficient of determination (Kd) is intended to find out how much influence the independent variable simultaneously has on the dependent

variable. Based on simultaneous testing, it is known that the simultaneous influence value is $(0.774)2$ x 100% = 0.599, thus the influence of Product (X1), Price (X2), and Promotion (X3) on purchases (Y) is 59.9% . Meanwhile, the remaining 40.1% (100% - 59.9% = 40.1%) is influenced by other factors; [2] Test the Significance of Influence

c. Simultaneous significance testing of influence is carried out by comparing the calculated F value (in the Summary model) with the table F value, or by comparing the sig value. F with a confidence level of 0.05. The calculated F value of 47.815 is greater than the F table value of 2.700 or (47.815 > 2.700). The significance value is also indicated by the Sig value. F is 0.000 so it is smaller than the specified confidence level coefficient, namely 0.05 or (0.000 < 0.05).

Based on the analysis of direct and indirect influences between variables, it can be explained as follows: [1] The direct influence of Product (X1) on Purchases (Y) is 0.043 or 4.3%, the indirect influence through Price (X2) is 0.025 or 2.5% and the indirect influence through Promotion (X3) is 0.023 or 2 .3%. So the total influence given by the Product variable (X1) is 0.091 or 9.1% on purchases (Y). This means the product has a very low influence on purchasing; [2] The direct influence of Price (X2) on Purchases (Y) is 0.266 or 26.6%, the indirect influence through Products (X1) is 0.143 or 14.5% and the indirect influence through Promotions (X3) is 0.022 or 2 .2%. So the total influence given by the Price variable (X2) is 0.431 or 4.31% on purchases (Y). This means that price has a moderate/sufficient influence on purchases; [3] The direct effect of Promotion (X3) on Purchases (Y) is 0.043 or 4.3%, the indirect effect through Products (X1) is 0.012 or 1.2% and the indirect effect through Price (X2) is 0.022 or 2.2%. So the total influence given by the Promotion variable (X3) is 0.077 or 7.7% on purchases (Y). This means that promotions have a very low influence on purchases; [4] The total direct and indirect influence of Product (X1), Price (X2) and Promotion (X3) on Purchases (Y) is 0.599 or 59.9%. This means that the variables (X1, X2 and X3) have a moderate/sufficient level of influence on the Purchase variable (Y).

CONCLUSIONS AND RECOMMENDATIONS

The conclusions of this research are as follows: [1] The influence of product

(X1) on purchases (Y) is 20.8%. This influence is positive and significant. From hypothesis testing, it is obtained that the calculated t is greater than the t table value or (2.711 > 1.984), this result is also proven by the model coefficient value where the significance value is positive, namely 0.008 < 0.05 so that H0 is rejected and H1 is accepted, meaning there is a positive influence and significant relationship between product and purchase; [2] The effect of price (X2) on purchases (Y) is 51.6%. This influence is positive and significant. From hypothesis testing, it is obtained that the calculated t is greater than the t table value or (6.055 > 1.984), this result is also proven by the model coefficient value where the significance value is positive, namely 0.000 < 0.05 so that H0 is rejected and H1 is accepted, meaning there is a positive influence. and significant between Price and Purchase; [3] The effect of promotions (X3) on purchases (Y) is 20.7%. This influence is positive and significant. From hypothesis testing, it is obtained that the calculated t is greater than the t table value or (2.770 > 1.984), this result is also proven by the model coefficient value where the significance value is positive, namely 0.007 < 0.05 so that H0 is rejected and H1 is accepted, meaning there is a positive influence and significant relationship between promotions and purchases; [4] The results of the simultaneous tests that have been carried out show that Product, Price and Promotion have a positive and significant influence on Purchases with the regression equation Y = 0.090 + 0.208(X1) + 0.516(X2) + 0.207(X3), the simultaneous influence contribution is 59.9% and the remaining 40.1% is influenced by other factors. From hypothesis testing, the calculated F value is greater than F table or (47.815 > 2.700), this result is also proven by the coefficient value of the hypothesis testing model where the significance value is positive, namely 0.000 < 0.05 so that H0 is rejected and H1 is accepted, meaning there is an influence. positive and significant relationship between Product (X1), Price (X2) and Promotion (X3) on Purchases (Y).

Based on the conclusions explained above, the author provides the following suggestions: [1] The influence of the product on purchases is 20.80%. In the product quality indicator, the sub-indicator of flavor variants/types meets requirements, reaching a score of 4.09, even though it is included in the good category, flavor variants/types that can meet consumer needs are quite important, so producers must be more creative and innovative in creating variants/types. more varied flavors in increasing Brand Image and meeting consumer needs and desires in terms of

variants/types of flavors on the market; [2] The influence of price on purchases is 51.60%. In the price indicator, the Nutrisari price sub-indicator is commensurate with benefits, only reaching a score of 4.00, including good, but the company must issue more competitive prices in order to increase purchases and win price competition in the market' [3] The effect of promotions on purchases is 20.70%. For the Personal Selling indicator in the sub-indicator of not finding sales/spg, it only got a score of 3.72, although it is still included in the good category, but considering that sales/spg officers are the spearhead of the company, potential consumers should meet intensely with sales/spg officers more often. . Event activities or events located in busy centers such as malls, markets or places frequently visited by potential consumers;[4] The simultaneous influence of the independent variable on the dependent variable is 59.9%. This shows that the conditions of each independent variable must be improved significantly. Therefore, it is recommended for future research to conduct relevant research by improving indicators that are still not good or by adding dimensions or indicators to questions and the number of research respondents. Apart from that, it can also be done by increasing the number of independent variables as appropriate.

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