The Effect Of Promotion On Purchase Decision at PT. Jaindo Metal Products In Bandung

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Abstract: This research aims to determine the effect of promotion on purchasing decisions at PT. Jaindo Metal Products in Bandung. The method used is explanatory research with a sample of 86 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research variable promotion obtained an average score of 3.811 with good criteria. Purchasing decision variable obtained an average score of 3,911 with good criteria. Promotion has a positive and significant effect on purchasing decisions with a regression equation value of Y = 9.701 + 0.326X, and a correlation coefficient value of 0.649 or has a strong level of relationship with a determination value of 42.1%. Hypothesis testing obtained a significance of 0.000 <0.05.

Keywords: Promotion, Purchase Decision.

INTRODUCTION

1. Background

Economic development in Indonesia is increasing, especially in the service sector which is very close to the Indonesian people, a fast and precise strategy is needed to overcome the intense competition in the marketing of special technical training services. One of the right strategies is if the company is able to provide customer satisfaction.

PT. Jaindo Metal Products in Bandung should also carry out promotions that are able to attract customers' attention and provide information that introduces customers to services. This agrees with Kotler and Armstrong (2017), "promotion means activities that communicate the merits of the product and persuade the target customer to buy it", meaning that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

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In order for a company to achieve long-term goals, emotional management should first determine the means to be achieved through various marketing strategies, including the marketing mix strategy and service quality that affect the buyer's decision.

With the steps that buyers go through to reach a decision to buy, producers need a deep understanding of what consumers consider when purchasing one type of clothing product, because many producers do not know exactly why consumers buy or buy. do not buy products produced by these manufacturers. Producers need to integrate themselves deeply into the minds of their consumers in order to be better acquainted with perceptions, values, behavior, beliefs and learning methods and of course needs and wants. For this reason, this thesis is entitled "The influence of Promotion on Purchasing Decisions at PT. Jaindo Metal Products in Bandung."

2. Formulation of The Problem

   a. How to Promotion at PT. Jaindo Metal Products in Bandung?.

   b. How is the purchase decision at PT. Jaindo Metal Products in Bandung?.

   c. Is there any influence between Promotion on Purchasing Decisions at PT. Jaindo Metal Products in Bandung?.

3. Research Purposes

   a. To find out the conditions of the Promotion at PT. Jaindo Metal Products in Bandung.

   b. To find out the conditions of the Purchase Decision at PT. Jaindo Metal Products in Bandung.

   c. To find out the effect of Promotion on Purchasing Decisions at PT. Jaindo Metal Products di Bandung.

METHODS

1. Population

   The population in this research amounted to 86 respondents PT. Jaindo Metal Products in Bandung.

2. Sample

   The sampling technique in this research was saturated samples, where all members of the population were used as samples. Thus the sample in this study the sample used was 86 respondents.

3. Types of Research

   The type of research used is associative, where the goal is to find out or find the relationship between the independent variable and the dependent variable.

4. Data Analysis Method

   In analyzing the data used validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing.

RESULT AND DISCUSSION

1. Descriptive Analysis

In this analysis, it is used to determine the highest minimum and maximum score, the ratting score and the standard deviation of each variable. The results are as follows:

Table 1. Descriptive Statistics Result

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotion (X1)	86	32	48	38.15	4.019
Purchase Decision (Y)	86	32	47	39.06	3.499
Valid N (listwise)	86				

The promotion obtained a minimum variance of 32 and a maximum variance of 48 with a ratting score of 3.811 with a standard deviation of 4.019. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

The purchase decision obtained a minimum variance of 32 and a maximum variance of 47 with a ratting score of 3,911 with a standard deviation of 3,499. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Verification Analysis

This analysis aims to determine the effect of the independent variable on the dependent variable. The test results are as follows:

a. Simple Linear Regression Analysis

This simple linear regression analysis is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. The Results of Simple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.701	2.352		3.762	.000
Promotion (X)	.326	.068	.787	7.809	.000

Based on the results in the table above, the regression equation Y = 9,701 + 0.326X is obtained. From this equation it is explained as follows:

(1) A constant of 9,701 means that if the Promotion does not exist, then there is a Purchase Decision value of 9,701 points.

(2) Promotion regression coefficient of 0.326, this number is positive, meaning that every time there is an increase in Promotion of 0.326 points, the Purchase Decision will also increase by 0.326 points.

b. Correlation Coefficient Analysis

The correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable. The test results are as follows:

Table 3. Correlation Coefficient Analysis Result of Promotion on Purchase Decision

Correlations[b]

		Promotion (X1)	Purchase Decision (Y)
Promotion (X1)	Pearson Correlation	1	.649[**]
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.649[**]	1
	Sig. (2-tailed)	.000	

Based on the analysis results obtained a correlation value of 0.649 means that Promotion has a strong relationship with Purchasing Decisions.

c. Coefficient of Determination Analysis

The analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable. The analysis results are as follows:

Table 4. Coefficient of Determination Analysis Results of Promotion on Purchase Decision

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649[a]	.421	.414	2.679

Based on the analysis results, it was found that the value of determination was 0.421, meaning that Promotion had an influence contribution of 42.1% to the Purchase Decision, while the remaining 57.9% was influenced by other factors that were not carried out by the research.

d. Hypothesis Testing

Hypothesis testing with the t test is used to determine which hypothesis is accepted.

Hypothesis formulation: There is a significant influence between Promotion on Purchasing Decisions.

Table 5. Hypothesis Test Result of Promotion on Purchase Decision

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.701	2.352		3.762	.000
	Promotion (X)	.326	.068	.787	7.809	.000

Based on the hypothesis test results in the table above, the value of t count> t table or (7.809> 1.989) is obtained, thus the hypothesis that there is a significant effect between Promotion on Purchasing Decisions is accepted.

DISCUSSION OF RESEARCH RESULTS

1. Condition of Respondents' Answers Variable of Promotion

Based on the respondents' answers, the promotion variable obtained a rating score of 3.811 in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Condition of Respondents' Answers Variable of Purchase Decision

Based on the respondent's answer, the Purchasing Decision variable obtained a rating score of 3,911 in the scale range from 3.40 to 4.19 with good or agree criteria.

3. The Effect of Promotion on Purchase Decision

Promotion has a significant effect on purchasing decisions with the regression equation Y = 9.701 + 0.326X, the correlation value is 0.649 or has a strong relationship with the influence contribution of 42.1%. Hypothesis testing obtained the value of t count> t table or (7,809> 1,989). Thus the hypothesis proposed that there is a significant effect between Promotion on Purchasing Decisions is accepted.

CONCLUSIONS

1. Conclusions

   a. The promotion variable obtained a rating score of 3.811 in the scale range from 3.40 to 4.19 with good or agree criteria.

   b. The purchasing decision variable obtained a rating score of 3,911 in the scale range from 3.40 to 4.19 with good or agree criteria.

   c. Promotion has a significant effect on purchasing decisions with the regression equation Y = 9.701 + 0.326X, the correlation value is 0.649 or strong and the influence contribution is 42.1% while the remaining 57.9% is influenced by other factors. Hypothesis testing obtained the value of t count> t table or (7,809> 1,989).

2. Suggestions

   a. Companies must continue to strive to improve the promotions that have been built since time immemorial, by showing more Pond's Promotions especially on weekends so that the audience or consumers can see the promotions. Then give promos to schools or become sponsors in activities such as a bazaar so that consumers, especially teenagers, can get to know Pond's products more. because a good promotion will influence purchasing decisions

   b. It is hoped that the company will make efforts to maximize product quality and promotions that can accommodate complaints and input from consumers about various things related to Pond's brand beauty cosmetics so that companies can find out what can improve purchasing decisions for their products.

   c. Future studies can add other variables besides the variables mentioned in this study for further research. In addition to improving understanding of the factors that can influence purchasing decisions..

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