

The Influence Of Promotion, Price And Brand Image On Purchasing Decisions

(Study Of Homedoki Furniture Store Consumers In Tangerang)

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Abstract: *The purpose of this research is to determine the influence of promotion, price and brand image on purchasing decisions for the Homedoki Furniture Store in Tangerang. This research uses a Non Probability Sampling technique using a saturated sample method. The population in this study was 35 respondents. This research was carried out using the multiple linear regression method assisted by the SPSS version 25 program and Microsoft Excel 2013. The results of the research used the Multiple Linear Regression Analysis Method $Y = 1.166 + 0.474 (X1) + - 0.152 (X2) + 0.656 (X3) + \epsilon$, so it can be concluded that Promotion has a significant effect on Purchasing Decisions, Price has no effect on Purchasing Decisions, and Brand Image has a significant effect on Purchasing Decisions.*

Keywords: *Promotion, Price, Brand Image, Purchase Decision.*

INTRODUCTION

The furniture business is a business that continues to grow. The many types of furniture make this business have unlimited potential. Such as various materials for making furniture, ranging from wood, stone, iron, roots and bamboo, even plastic. The function of furniture is no longer just to complete the contents of the house, but also to add to the aesthetic side of the house. That is why nowadays a lot of furniture has unique and cute designs that attract the interest of consumers.

Increasingly advanced technology is also advancing business in this field. Through the internet, consumers can easily search for furniture with the material and type they want. The development of the furniture business of course also gives rise to increasingly fierce competition. Many people have used this business as a profitable business investment. The large collection of a shop will be a comparison to see which shop is better. As more types and models of furniture are sold, the space required by furniture stores will also increase.

Of course, this has an impact on the shop's expenses. This is because consumers definitely want to see and examine the goods they are going to buy. Considering that furniture takes up a lot of space, not all types and models of furniture are displayed in stores. Apart from that, the shop of course has to continue to issue the latest catalogs, which of course also costs money.

A company is successful if it has good marketing management. Marketing management is the basis for carrying out the company's survival, namely from the start of the production process until the goods reach consumers. Kotler and Keller (2016) argue that: "Marketing management is the art and science of selecting target markets and building profitable relationships with them." According to Kotler and Keller (2016) who say that; "Marketing management as the art and science of selecting target markets and acquiring, retaining and increasing the number of customers by creating, delivering and communicating superior customer value."

In marketing there is a marketing strategy called the marketing mix which has an important role in influencing consumers to buy a product or service offered by the company. The marketing mix concept consists of 4p, namely: product, price, place and promotion. Each of the 4 marketing mixes is interconnected and dependent on each other and has an optimal one according to the characteristics of its segment.

The marketing mix has these elements which are very influential in sales because these elements can influence consumer interest in making purchasing decisions. According to Kotler & Armstrong (2018) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchasing intentions and purchasing decisions, whereas according to Yusuf (2021) purchasing decisions are a thought in which individuals evaluate various choices and make choice of a product from many options.

The phenomenon seen in Homedoki furniture stores is that the volume of purchases of these products has decreased due to the emergence of competitors and new entrants. In the midst of intense competition, Homedoki furniture stores always strive to become products that consumers like. The importance of purchasing decisions is so that companies can increase sales volume by analyzing what factors consumers consider when deciding to buy furniture. Because every consumer certainly has a different pattern in purchasing furniture.

Formulation of the problem

Based on the existing problem background, there are several problems that need to be explained in the problem formulation as follows:

1. Does promotion have a significant effect on purchasing decisions?
2. Does price have a significant effect on purchasing decisions?
3. Does Brand Image have a significant influence on purchasing decisions?

Research purposes

The objectives of this research are as follows:

1. To find out the effect of promotions on purchasing decisions.
2. To find out the price for purchasing decisions.

3. To find out whether Brand Image influences purchasing decisions.

THEORITICAL REVIEW

Promotion

Promotion is one of the variables in the marketing mix that is very important for a company in marketing its products or services. Promotion is any form of communication used to inform, persuade or remind people about products produced by organizations, individuals or households (Simamora, 2018)

Price

According to (Kotler & Keller, 2017) Price is the amount of money charged for a product or service, or the sum of all the values given by customers to gain benefits from owning or using a product or service. Price is something that must be given to customers to get the advantages offered by the marketing mix (Arianty, 2015). Price is the amount of money and goods needed to obtain a combination of other goods accompanied by the provision of services (Kotler, 2017).

Brand Image

Every product sold on the market has its own image in the eyes of consumers which is deliberately created by marketers to differentiate it from competitors according to Kotler and Keller (2016). Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just as when someone thinks about other people

Buying decision

According to Assauri (2018). Purchasing decisions are the process of making purchasing decisions that involve determining what will or will not be purchased, and the decision comes from past actions obtained from the customer himself.

Theoretical framework

The theoretical framework in this research is presented in the following picture:

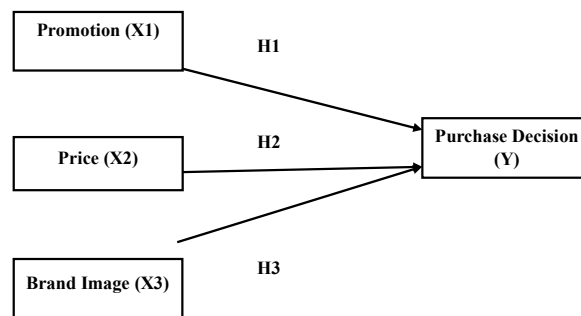


Figure Theoretical Framework
Source: processed by yourself 2023

Hypotension

In this research, the hypothesis is prepared as follows:

H0: Promotion has no significant effect on purchasing decisions

H1: Promotion has a significant effect on purchasing decisions

H0: Price has no significant effect on purchasing decisions

H1: Price has a significant effect on purchasing decisions

H0: Brand Image has no effect on Purchasing Decisions

H1: Brand Image influences Purchasing Decisions

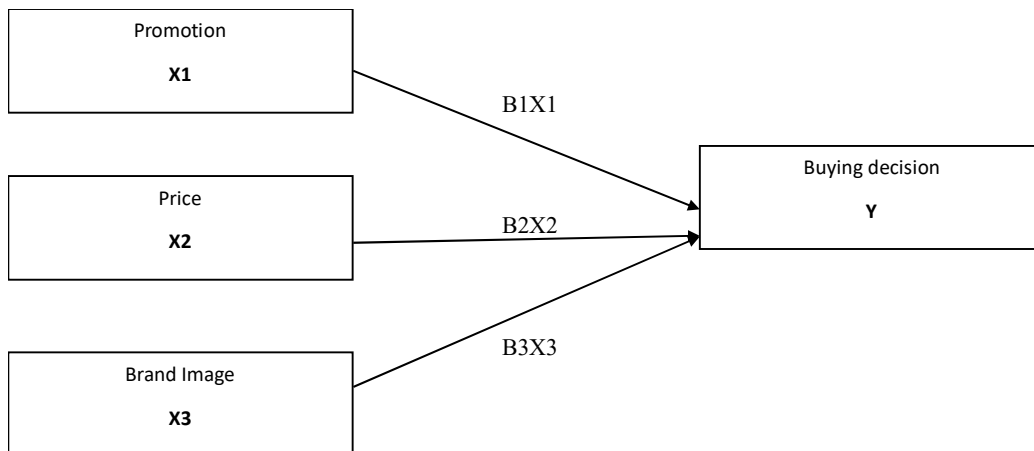
RESEARCH METHODS

Research Population and Sample

In calculating the sample, researchers used 35 samples because the companies studied were start-up companies or companies that had just been established and were still in the development stage. To determine the sample to be used in research, various sampling techniques are used. The sampling technique used in this research is based on a non-probability sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the 59 population to be selected as a sample, using the saturated sampling method. Meanwhile, researchers use Purposive Sampling because later in taking samples they will be taken with certain considerations (Sugiyono,

Research Model

This research uses a forecasting model with multiple linear regression, which has the following equation:



Research Path Diagram
Source: Self-processed 2023

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Information :

Y: Purchase Decision (dependent variable)

X1: Promotion (independent variable)

X2: Price (independent variable)

X3: Brand Image (independent variable)

a: constant

β : regression coefficient of each variable

ϵ : confounding factors outside the model

Data analysis technique

Descriptive research type with a quantitative approach. The data analysis tools used are validity test, classical assumption test, simple correlation analysis, multiple linear regression analysis, coefficient of determination analysis and t test, data testing was carried out using SPSS version 25 software.

DISCUSSION

Validity test

Validity Test Results of the Promotion, Price and Brand Image variable statement items were declared valid because the calculated r value > r table (0.344)

Table
Validity Test Results

Variable	Statement	Corrected Item-Total Correlation	Information
Promotion	X1.1	1. 0.621	1. Valid
	X1.2	2. 0.790	2. Valid
	X1.3	3. 0.589	3. Valid
	X1.4	4. 0.630	4. Valid
	X1.5	5. 0.680	5. Valid
	X1.6	6. 0.730	6. Valid
	X1.7	7. 0.790	7. Valid
	X1.8	8. 0.419	8. Valid
	X1.9	9. 0.523	9. Valid
	X1.10	10. 0.568	10. Valid
Price	X2.1	1. 0.660	1. Valid
	X2.2	2. 0.455	2. Valid
	X2.3	3. 0.660	3. Valid
	X2.4	4. 0.294	4. Valid
	X2.5	5. 0.277	5. Valid
	X2.6	6. 0.293	6. Valid
Brand Image	X3.1	1. 0.450	1. Valid
	X3.2	2. 0.748	2. Valid
	X3.3	3. 0.695	3. Valid
	X3.4	4. 0.795	4. Valid
	X3.5	5. 0.689	5. Valid
	X3.6	6. 0.380	6. Valid
Buying decision	Y.1	1. 0.702	1. Valid
	Y.2	2. 0.704	2. Valid
	Y.3	3. 0.465	3. Valid
	Y.4	4. 0.812	4. Valid
	Y.5	5. 0.780	5. Valid
	Y.6	6. 0.712	6. Valid
	Y.7	7. 0.780	7. Valid
	Y.8	8. 0.389	8. Valid

Reliability Test

Table
Reliability Test Results

No	Variable	Reliability Test	Information
1	Promotion (X1)	0.891	Reliable
2	Price (X2)	0.890	Reliable
3	Brand Image (X3)	0.845	Reliable
4	Purchase Decision (Y)	0.891	Reliable

Source: SPSS version 25 output data

based on the reliability test results, the Cronbach's Alpha value is > 0.6 . It can be said that all statement items in the variables, Promotion, Price, Brand Image and Purchasing Decisions are reliable.

Normality test

Normality test was carried out using the Kolomogorov-Smirnov test. If Asymp. Sig (2-tailed) is greater than 0.05 then it is stated that the residual data is normally distributed, conversely if Asymp.Sig (2-tailed) < 0.05 the residual data is not normally distributed. can be seen in the following table:

Table
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		35
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.34086592
Most Extreme Differences	Absolute	.087
	Positive	.084
	Negative	-.087
Statistical Tests		.087
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
ddb. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS v.25 output

Based on the table above, Asymp. Sig (2-tailed) is $0.200 > 0.05$. It can be concluded from the results of the table above that the residual data in this study is normally distributed

Multicollinearity Test

Results
Multicollinearity Test

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,166	1,686		,692	,494		
	PROMOTION	,474	,111	,571	4,278	,000	,136	7,376
	PRICE	-.152	,106	-.135	-1,430	,163	,272	3,680
	BRAND IMAGE	,656	,146	,528	4,483	,000	,174	5,755

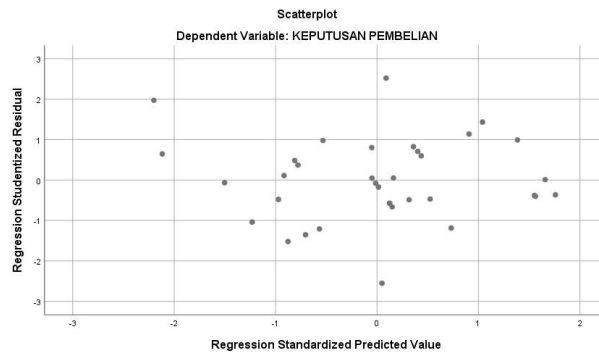
a. Dependent Variable: PURCHASE DECISION

Source: SPSS v.25 output

Based on the table above, it can be seen that the Tolerance value of the three independent variables is more than 0.1 and the VIF is less than 10. It can be concluded that all independent variables are declared to have no symptoms of multicollinearity so that the data can be used for further research.

Heteroscedasticity Test

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. Heteroscedasticity can be detected by looking at the points in the scatterplot image. A good regression model is one where heteroscedasticity does not occur. Observations are made by looking at the presence or absence of certain patterns on the graph.



In figure 4.6 of the graph above, you can see the dots spread randomly. Does not form a certain clear pattern and is distributed both above and below. So it can be concluded that the regression model is free from heteroscedasticity problems.

Simple Correlation Analysis

**Table
Simple Correlation Test Results**

		Correlations			
		PROMOTIO N	PRICE	BRAND IMAGE	BUYING DECISION
PROMOTION	Pearson Correlation	1	,850**	,907**	,935**
	Sig. (2-tailed)		,000	,000	,000
	N	35	35	35	35
PRICE	Pearson Correlation	,850**	1	,803**	,775**
	Sig. (2-tailed)	,000		,000	,000
	N	35	35	35	35
BRAND IMAGE	Pearson Correlation	,907**	,803**	1	,938**
	Sig. (2-tailed)	,000	,000		,000
	N	35	35	35	35
BUYING DECISION	Pearson Correlation	,935**	,775**	,938**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	35	35	35	35

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS v.25 output

Based on the table above, the results of the relationship between each variable can be obtained, namely as follows:

1. The relationship between Promotion and Purchasing Decisions is 0.935, which shows that the correlation is very strong with a positive direction, which means that if Promotion decreases, Purchasing Decisions will also decrease and vice versa. In the sig column. (2-tailed) there is a value of 0.000 (0.000 < 0.05) so it can be said that there is a relationship between Purchase Decisions and Promotions.
2. The relationship between price and purchasing decisions is 0.775, which shows that the correlation is very strong with a positive direction, which means that if prices increase, purchasing decisions will also increase and vice versa. In the sig column. (2-tailed) there is a value of 0.000 (0.000 < 0.05) so it can be said that there is a relationship between Purchasing Decisions and Price.
3. The relationship between Brand Image and Purchasing Decisions is 0.938, which shows that the correlation is strong with a positive direction, which means that if Brand Image increases, Purchasing Decisions will also increase and vice versa. In the sig column. (2-tailed) there is a value of 0.000 (0.000 < 0.05) so it can be said that there is a relationship between Purchasing Decisions and Brand Image

Multiple Linear Regression Analysis

**Table
Multiple Linear Regression Test Results**

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,166	1,686		,692	,494		
	PROMOTION	,474	,111	,571	4,278	,000	,136	7,376
	PRICE	-.152	,106	-.135	-1,430	,163	,272	3,680
	BRAND IMAGE	,656	,146	,528	4,483	,000	,174	5,755

a. Dependent Variable: PURCHASE DECISION

Source: SPSS v.25 output

From the data in table 4.22 above, the following regression equation can be obtained:

$$Y = 1.166 + 0.474 (X1) + 0.152 (X2) + 0.656 (X3) + \epsilon$$

The regression equation can be interpreted as follows:

1. The constant 1.166 means that if Promotion (X1), Price (X2) and Brand Image (X3) are 0, then the Purchase Decision (Y) value is 1.166.
2. The regression coefficient for the Promotion variable (X1) is 0.474. This shows that adding 1 unit of value will result in an increase in Purchasing Decisions (Y) by 47.4% assuming the values of the other independent variables remain constant.
3. The regression coefficient for the Price variable (X2) is -0.152. This shows that adding 1 unit of value will result in an increase in Purchasing Decisions (Y) of 15.2% assuming the values of the other independent variables remain constant. So the higher the Price (X2), the higher the Purchase Decision (Y).

4. Brand Image variable regression coefficient(X3)of 0.656This shows that adding 1 unit of value will result in an increase in Purchasing Decisions(Y) is 65.6% assuming the values of the other independent variables remain constant.So it's getting higherBrand Image(X3), the higher the Purchase Decision (Y).

Analysis of the Coefficient of Determination (R²)

Table
Coefficient of Determination Test Results (R²)

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.962a	.925	.918	1,404	1,822
a. Predictors: (Constant), BRAND IMAGE, PRICE, PROMOTION					
b. Dependent Variable: PURCHASE DECISION					

Source: SPSS v.25 output

Based on table 4.24, it can be seen that the Coefficient of Determination/KD/Adjusted R Square shows 0.918, meaning that 91.8% of the Purchase Decision value (Y) is influenced by the variables Promotion (X1), Price (X2), Brand Image (X3). Meanwhile, the remaining 8.2% (100% - 91.8%) is influenced by other variables outside this research.

T test

Table
Test results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,166	1,686		,692	,494		
	PROMOTION	,474	.111	,571	4,278	,000	.136	7,376
	PRICE	-.152	.106	-.135	-1,430	,163	,272	3,680
	BRAND IMAGE	,656	,146	,528	4,483	,000	,174	5,755

a. Dependent Variable: PURCHASE DECISION

Source: SPSS v.25 output

. $df = n - k - 1 = 35 - 3 - 1 = 31$, then $t_{table} = 1.696$

T Test Results in the table:

1. Promotion (X1)

a. Tcount (4,278) > t_{table} (1,696), then H1 is accepted.

b. Sig. (0,000) < (0.05), then H0 is accepted.

Promotion (X1), has a significant and influential effect on Purchasing Decisions (Y).

2. Price (X2)

a. Tcount (-1,430) < t_{table} (1.696), then H2 is rejected.

b. Sig. (0.163) > (0.05), then H0 is rejected.

Price (X2), has no effect and is not significant on purchasing decisions (Y).

3. Brand Image (X3)

- a. $T_{count} (4,483) > t_{table} (1,696)$, then H3 is accepted.
- b. $Sig. (0,000) < (0.05)$, then H0 is accepted.

Brand Image (X3), has a significant and influential effect on Purchasing Decisions (Y).

Interpretation of Research Results

In general, this research shows that the condition of the respondents' research on these research variables is generally good. This is reflected in the high number of agreeing responses from respondents regarding the conditions of each study. Then the explanation of each variable is explained as follows:

Based on the results of data testing, it can be seen that there is a significant influence of promotion on purchasing decisions. This shows that Homedoki Furniture Store Employees in Tangerang can increase creativity in promotions in order to increase Purchasing Decisions. The results of this research support previous research conducted by Mal and Mertayasa(2018)states that Promotions influence Purchasing Decisions.

The results of testing the second hypothesis in this study show that price has no influence on the Purchasing Decision variable. This shows that the Homedoki Furniture Store's customer commitment prioritizes price because customers prioritize that the price given is not too expensive in order to create purchasing decisions. The results of this research support previous research conducted by Taufik Maburur Mohammad (2015) which stated that price has no influence on purchasing decisions.

The results of testing the third hypothesis in this study show that brand image influences purchasing decisions. This shows that customers view the Homedoki Furniture Store as appropriate so they are able to make purchasing decisions. The results of this research support previous research conducted by Siti Nurhayti (2017)states that Brand Image has an influence on Buying decision.

CONCLUSION

Based on research that has been conducted regarding the Influence of Price, Promotion and Brand Image on Purchasing Decisions (Study of Homedoki Furniture Store Consumers in Tangerang) it can be concluded that:

1. Promotions can increase purchasing decisions for Homedoki Furniture Store consumers in Tangerang.
2. Price cannot increase purchasing decisions among consumers of the Homedoki furniture store in Tangerang.

3. Brand image can increase purchasing decisions for consumers of the Homedoki Furniture Store in Tangerang

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