THE INFLUENCE OF PRICE, PROMOTION, LOCATION, AND BRAND IMAGE ON PURCHASE DECISIONS

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ABSTRACT

This study aims to test and analyze the influence of price, promotion, location, and brand image on purchase decision and to test and analyze the influence of price, promotion, location, and brand image simultaneously on purchase decision. The applied research type is a correlation study with quantitative methods. The population of this study was consumers of rumah makan "Warung Bude". The research sample consisted of 50 people, taken with a accidental sampling technique. Data obtained by distributing questionnaires then analyzed using multiple linear regression and hypothesis testing using SPSS version 25. The results of this study are: (1) price partially has an influence on purchase decision, (2) promotion partially has no influence on purchase decision, (3) location partially has an influence on purchase decision, (4) brand image partially has an influence on purchase decision, (5) price, promotion, location, and brand image simultaneously have a influence on purchase decision.

Keywords: Purchase Decision, Price, Promotion, Location, Brand Image

INTRODUCTION

Marketing is one of the most important things in business, where products are introduced to consumers. Marketing performance is characterized by good sales growth over time, higher growth than competitors, and having a market share that is increasingly expanding. Companies need to understand how consumers perceive and prefer products or brands in the market. By understanding the perception of consumer behavior, companies can apply appropriate marketing concepts to influence consumers in purchasing a product to achieve good marketing performance.

The world is being hit by the Corona Virus Disease (Covid-19) pandemic which has an impact on the world economy, including Indonesia. The government implements physical distancing and urges people not to travel to public places. The economic decline was also felt in Batam City due to the low purchasing power of the people as a result of increasing unemployment during the pandemic. The subsequent impact on various aspects of business, including the culinary business.

Culinary businesses in Batam City that have been affected by the pandemic, one of which is the restaurant "Warung Bude" which is located at Greendland Housing Block A6 No. 6 Batam Center. This restaurant sells food and drinks with a diverse menu. This restaurant is open every day from 9 am to 6 pm. This restaurant is a growing middle and lower class restaurant. This restaurant also has customers who subscribe every day and also customers who order catering at certain times as consumption for various events. In addition to the pandemic, the number of competitors taking place in the middle and lower class restaurant business has caused this restaurant to experience a decline in marketing performance which is marked by a decline in sales.

Factors such as an increase in menu prices due to an increase in raw material prices, promotions that are only limited to word of mouth from customers, the location of restaurants in housing where the traffic level of people who pass through them tends to be low, and the lack of branding efforts are considered to influence purchasing decisions. at the restaurant "Warung Bude", therefore a study was conducted with the title "The Influence of Price, Promotion, Location and Brand Image on Purchase Decisions".

The formulation of the problem in this study is as follows: (1) Does price affect purchasing decisions? (2) Does promotion affect purchasing decisions? (3) Does location affect purchasing decisions? (4) Does brand image affect purchasing decisions? (5) Do price, promotion, location and brand image simultaneously affect purchasing decisions?

This study has the following objectives: (1) To analyze the effect of price on purchasing decisions. (2) To analyze the effect of promotion on purchasing decisions. (3) To analyze the influence of location on purchasing decisions. (4) To analyze the influence of brand image on purchasing decisions. (5) To analyze the effect of price, promotion, location and brand image simultaneously on purchasing decisions.

LITERATURE REVIEW

Buying Decision

Decision making can be interpreted as a process and selection of various alternatives in accordance with certain interests by determining an option that is considered the most profitable (Sangadji & Sopiah, 2013). According to Weenas (2013), the criteria used to assess purchasing decisions are as follows: (1) Stability on a product (2) Provide recommendations to others (3) Make repeat purchases

Price Definition

According to Kotler & Armstrong (2012) price is the sum of all the values that customers give to benefit, own, and use a product or service. According to Sisodiya & Sharma (2018) Price is a measure of the cash that must be paid to get the privilege of utilizing the product. Kotler & Armstrong (2012) explain the indicators that characterize prices from the consumer's point of view, namely: affordable prices, competitive prices, and prices according to benefits.

Definition of Promotion

Shinta (2011) states that marketing activities seek to disseminate information, influence and persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. According to Sari et al (2018) Promotion has been defined as the coordination of all seller's efforts to set up channels of information and persuasion to sell goods and services or promote ideas. Kotler & Keller (2012) describe 5 promotion indicators, namely: promotion reach, promotion quality, promotion quantity, promotion time, and accuracy of promotion targets.

Location Definition

According to Ananda & Rafida (2016), location can also be interpreted as a place to control company activities, location also serves as a meeting place between various parties with an interest in the company. According to Hurriyati (2015) the selection of a place or location requires careful consideration of several indicators including access, visibility, a large and safe parking space, and the environment.

Definition of Brand Image

According to Tjiptono (2011) brand image is a series of associations perceived by individuals over time as a result of direct or indirect experience of a brand. According to Sari (2016), the indicators used in measuring brand image are as follows: trusted brand image, brand image heightens consumer prestige (prestige), and superior brand image.

Hypothesis

Based on the theoretical review and empirical findings above, the hypotheses in this study are:

H1: Price has an effect on Purchase Decision.

H2: Promotion has an effect on Purchase Decision.

H3 : Location has an effect on Purchase Decision.

H4 : Brand image has an effect on Purchase Decision.

H5: Price, Promotion, Location, and Brand Image simultaneously affect the Purchase Decision.

RESEARCH METHODS

Research Type and Design

The type and research design applied in this research is descriptive quantitative research which aims to describe the variables studied and their dependencies, thereby producing comprehensive information about the variables studied.

Population and Sample

The population of this study is the customer of the restaurant "Warung Bude". Determination of the sample in this study using Nonprobability Sampling By using incidental sampling. The number of samples used in this study were 50 people.

Data Source

The data used in this study uses primary data obtained directly from customers of the "Warung Bude" restaurant. Secondary data is data that refers to information collected from pre-existing sources.

Data Collection Technique

Judging from the source of data collection, data collection can be done using a questionnaire (Sugioyono, 2017).

Operational Definition

Dependent Variable (Independent Variable)

The independent variables in this study include:

X_1 = Price

X_2 = Promotion

X_3 = Location

X_4 = Brand Image

Dependent Variable (Attraction Variable)

The dependent variable is the variable that is explained or influenced by the independent variable. In this study the dependent variables are; Y = Purchase Decision

Data Analysis Technique

Validity Test

(Sugiyono, 2017) states that validity is the degree of accuracy between data that occurs in the object of research and data that can be reported by researchers. Comparison of rcount and rtable is used as a criterion of validity test. If rcount > rtable then the statement item can be said to be valid. The value of rcount is taken in the correlated item-total correlation column, while rtable is determined using the formula df=n-2.

Reliability Test

Reliability means that it can be trusted or relied on, based on this opinion, it can be concluded that it is said to be reliable if it gives steady or steady results even though it is done by anyone and at any time (Sugiyono, 2014). Reliability measurements were carried out with the SPSS statistical test tool Cronbach Alpha (α). A variable is said to be reliable if it gives a Cronbach Alpha value 0.6 or rcount > rtable (Sugiyono, 2014).

Classic Assumption Test

The classical assumption test aims to see whether or not the regression model used to predict the dependent variable is based on the input of the independent variable, the regression model must be free from several assumptions, including:

Normality Test

Normality test is carried out to ensure that the data to be analyzed is normally distributed or not.

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. What is meant

by orthogonal variables are independent variables whose correlation values between independent variables are equal to zero. Ghozali (2015). A good regression model should not have a correlation between the independent variables. If the tolerance value is < 0.10, or equal to the VIF value > 10, it can be said that the regression model has symptoms of multicollinearity and vice versa.

Heteroscedasticity Test

According to Gozali (2015) the heteroscedasticity test is to test whether in the regression there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity.

Hypothesis Test

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to measure the presence or absence of influence between the independent variable (free) and the dependent variable (bound).

T Test (Partial)

To find out whether each independent variable independently influences the dependent variable, the T test is used. The condition is tcount > ttable or the probability of error is not more than 5%, it is proven that the independent variable partially affects the dependent variable. Thus Ha is accepted and H0 is rejected.

F Test (Simultaneous)

This test is used to determine the effect of simultaneous (together) independent variables on the dependent variable, where Fcount > Ftable, then Ha is accepted or jointly the independent variables can explain the dependent variable simultaneously.

R2 Test

The R2 test is intended to measure the ability of how big the percentage of variation of the independent variable (independent) in the multiple linear regression model is in explaining the variation of the dependent variable (dependent). In other words, testing the model using R2, the value of the coefficient of determination is between 0 (zero) and 1 (one) meaning the ability of the independent variables (price, promotion, location, and brand image) in explaining the variation of the dependent variable (purchase decisions) is very limited.

RESULT AND DISCUSSION

Characteristics of Respondents by Gender

The results of this study seen from the characteristics of respondents based on gender can be seen in table 1.

Table 1. Characteristics of Respondents by Gender

	Frequency	Percentage
Man	30	60
Woman	20	40
Total	50	100

Source: Primary Data Processed, 2022

Based on Table 1, it can be concluded that the majority of respondents are men who make up 60% of the respondents in this study, and the remaining 40% are women.

Characteristics of Respondents Based on Educational Background

Characteristics of respondents based on educational background in this study can be seen in Table 2.

Table 2. Characteristics of Respondents Based on Educational Background

	Frequency	Percentage
JUNIOR HIGH SCHOOL	9	18
SENIOR HIGH SCHOOL	20	40
Diploma	7	14
Bachelor	13	26

	Frequency	Percentage
Magister	1	2
Total	50	100

Source: Primary Data Processed, 2022

Based on the table above, it can be seen that the majority of respondents have a high school education background which makes up 40% of the total customers of the "Warung Bude" restaurant. 26% of customers have an undergraduate education background, 18% have a junior high school education background, 14% have a Diploma education background, and the remaining 2% have a Masters/S3 education background.

Characteristics of Respondents Based on Occupation

The results of this study when viewed from the characteristics of respondents based on work in Table 3.

Table 3. Characteristics of Respondents by Occupation

	Frequency	Percentage
Student	28	56
Civil Servant	6	12
Private	16	32
Total	50	100

Source: Primary Data Processed, 2022

Based on the results of respondents' answers, it can be concluded that customers who are still students make up 56%, followed by private workers with 32% and civil servants with 12%.

Characteristics of Respondents Based on Income

The results of this study when viewed from the characteristics of respondents based on income in Table 4.

Table 4. Characteristics of Respondents by Income

	Frequency	Percentage
< Rp. 500.000	8	16
Rp. 500.000 – Rp. 1.000.000	16	32
Rp. 1.000.000 – Rp. 3.000.000	5	10
Rp. 3.000.000 – Rp. 5.000.000	12	24
Rp. > Rp. 5.000.000	9	18
Total	50	100

Source: Primary Data Processed, 2022

Based on the results of respondents' answers, it can be concluded that 32% of customers have an income of Rp. 500,000 - Rp. 1,000,000. Meanwhile, customers with an income of Rp. 3,000,000 - Rp. 5,000,000 followed by 24%, and 18% of customers with income > Rp. 5,000,000, 16% of customers who have income < Rp. 500,000, and only 10% of customers have an income of Rp. 1.000.000 - Rp. 3,000,000.

Characteristics of Respondents Based on Age

The results of this study when viewed from the characteristics of respondents based on age are in Table 5.

Table 5. Characteristics of Respondents by Age

	Frequency	Percentage
< 17 years	9	18
18 - 30 years	38	76
31 - 40 years	3	6
Total	50	100

Source: Primary Data Processed, 2022

Based on the results of respondents' answers, it can be concluded that customers aged 18-30 years are the majority of customers of the "Warung Bude" restaurant, which is 76%, while customers aged less than 17 years make up 18% and the remaining 6% are aged 31-40 years. .

Validity & Reliability Test Results

Based on the results of the validity and reliability tests, all instruments were declared valid and reliable.

Normality Test Results

In the scatter plot of Figure 1, it can be seen that the points following the diagonal line spread in all directions of the normal curve area.
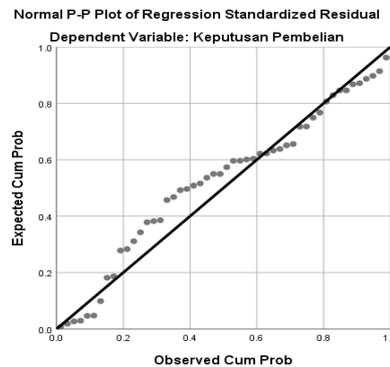

Figure 1. Normality Test Results (P-P Plot)

Source: Data manager results, 2022

Multicollinearity Test Results

Based on the results of data processing with the SPSS 25.0 program, the results obtained that the two independent variables are known to have a VIF value < 10, which means that there are no signs of multicollinearity in this regression model.

Table 6. Multicollinearity Test Results

	Tolerance	VIF
Price	0.457	2.189
Promotion	0.589	1.698
Location	0.361	2.770
Brand Image	0.378	2.647

Source: Data manager results, 2022
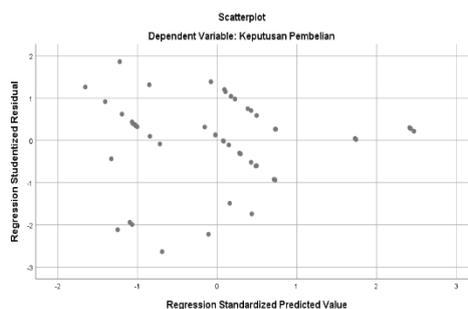
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Results

Source: Data Processing Results, 2022

Based on the image of the Partial Regression Plot graph, it is involved that the model is normally distributed, and the regression model that is formed is identified as having no heteroscedasticity.

Multiple Linear Regression Test Results

Table 7. Multiple Linear Regression Test Results

	Unstandardized B	t	Sig.
(Constant)	7.332	3.830	0.000
Price	0.287	3.105	0.003
Promotion	-0.058	-1.220	0.229
Location	0.198	2.430	0.019

	Unstandardized B	t	Sig.
Brand Image	0.297	2.893	0.006

Source: Data Processing Results, 2022

Based on the results of data processing obtained the following regression equation.

$$Y = 7.332 + 0.287X1 - 0.058X2 + 0.198X3 + 0.297X4 + e$$

It means:

1. A constant with a value of 7.332 means that if the variable Price, Promotion, Location, and Information Brand Image is zero, then the Purchase Decision is 7.332.

2. The regression coefficient of the Price variable is 0.287, meaning that if other independent variables are considered zero and the price value has increased by 1%, then the Purchase Decision will increase by 0.287.

3. The regression coefficient of the Promotion variable is -0.058, meaning that if the other independent variables are considered zero and the Promotion value has increased by 1%, the Purchase Decision will decrease by 0.058.

Based on the results of data processing obtained the following regression equation.

$$Y = 7.332 + 0.287X1 - 0.058X2 + 0.198X3 + 0.297X4 + e$$

It means:

1. A constant with a value of 7.332 means that if the variable Price, Promotion, Location, and Information Brand Image is zero, then the Purchase Decision is 7.332.

2. The regression coefficient of the Price variable is 0.287, meaning that if other independent variables are considered zero and the price value has increased by 1%, then the Purchase Decision will increase by 0.287.

3. The regression coefficient of the Promotion variable is -0.058, meaning that if the other independent variables are considered zero and the Promotion value has increased by 1%, the Purchase Decision will decrease by 0.058.

4. The regression coefficient for the Location variable is 0.198, meaning that if other independent variables are considered zero and the location value has increased by 1%, then the Purchase Decision will increase by 0.198.

5. The regression coefficient of the Brand Image variable is 0.297, meaning that if the other independent variables are considered zero and the Brand Image value has increased by 1%, the Purchase Decision will increase by 0.297.

Hypothesis Test Results

t test (Partial)

1. Price variable (X1) has a t-count value of 3.105 > 2.014 t table with a significance value of 0.003 <0.05, then H0 is rejected, Hα is accepted, it can be concluded that the price affects the Purchase Decision.

2. Promotion variable (X2) has a t-count value of -1,220 <2,014 t table with a significance value of 0.229> 0.05, then Ho is accepted, Hα is rejected, it can be concluded that Promotion has no effect on Purchase Decision.

3. Location variable (X3) has a t-count value of 2.430 > 2.014 t table with a significance value of 0.019 <0.05, then Ho is rejected, Hα is accepted, it can be concluded that location has an influence on purchasing decisions.

4. Brand Image Variable (X4) has a t-count value of 2.893 > 2.014 t table with a significance value of 0.006 <0.05, then Ho is rejected, Hα is accepted, it can be concluded that Brand Image has an influence on Purchase Decisions.

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The test results show that the independent variables simultaneously (together) obtained a calculated F value = 30,515 with a probability value of F (sig) of 0.00 (sig 0.00 < 0.05). So it can be concluded that Price (X1), Promotion (X2), Location (X3), and Brand Image (X4) simultaneously affect the Purchase Decision.

Table 8. F Test Results (Simultaneous)

	F	Sig.
Regression	30.515	0.000

Source: Data processing results, 2022

Test R2 (Determination)

The results of the R2 test show the R Adjusted number of 0.707 which shows the independent variables namely Price, Promotion, Location, and Brand Image together giving an effect of 70.7% on the dependent variable, namely Purchase Decision, while 29.3% of factors and other variables that are not included in this research model.

Based on the results of the analysis above, it can be concluded that price, promotion, location, brand image together are able to make a large or very strong contribution to purchasing decisions at the "Warung Bude" restaurant.

These results are in line with the research conducted by Mongi et al. (2013) on "Product Quality, Promotional Strategies and Price Influence on the Decision to Purchase Telkomsel Simpati Cards in Manado City" which concludes that price has a significant effect on purchasing decisions. Meanwhile, this research is not in line with or with research by Nurhayati (2017) on "The Effect of Brand Image, Price and Promotion on Purchase Decisions for Samsung Mobile Phones in Yogyakarta". This study concludes that promotion has a significant effect on purchasing decisions.

These results are in line with the research conducted by Wariki et al. (2015) on "The Influence of Promotional Mix, Perception of Price and Location on Purchase Decisions and Consumer Satisfaction at Tamansari Metropolitan Manado Housing" which concludes that location has a significant effect on purchasing decisions.

These results are in line with research conducted by Reven and Ferdinand (2017) on "Analysis of the Effect of Product Design, Product Quality, Competitive Prices, and Brand Image on Purchasing Decisions (Study on Jakarta Nesty Collection Customers)" which concludes that brand image has a significant effect on purchasing decisions. purchase.

CONCLUSION

Based on the results and discussion above, it can be concluded as follows: (1) Price has an influence on purchasing decisions. (2) Promotion has no influence on purchasing decisions. (3) Location has an influence on purchasing decisions. (4) Brand image has an influence on purchasing decisions. (5) Price, promotion, location, and brand image together influence purchasing decisions.

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