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The Effect of Price and Promotion on Purchase Decisions That Have an Impact on Consumer Loyalty at PT. Sometech Indonesia in Jakarta

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Abstract

This study aims to determine the effect of price and promotion on purchasing decisions that have an impact on consumer loyalty at PT Sometech Indonesia in Jakarta. The method used is explanatory research with a sample of 98 respondents. The analysis technique uses statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that the price has a significant effect on purchasing decisions by 36.9%, hypothesis testing obtained a significance of 0.000 <0.05. Promotion has a significant effect on purchasing decisions by 41.8%, hypothesis testing obtained a significance of 0.000 <0.05. Price and promotion simultaneously have a significant effect on purchasing decisions by 50.1%, hypothesis testing obtained a significance of 0.000 <0.05. Purchase decisions have a significant effect on consumer loyalty by 32.0%, hypothesis testing obtained a significance of 0.000 <0.05.

Keywords
Price; promotion; purchase decision; consumer loyalty

I. Introduction

In marketing management, of course, there are ways to market products so that sales can increase so as to generate the expected profit or profit. Likewise, the Endoscopy Medical Devices industry must be able to offer products that are able to satisfy consumer wants or needs.

According to the Regulation of the Minister of Health of the Republic of Indonesia No. 220/Men.Kes/Per/IX/1976 dated September 6, 1976, what is meant by Medical Devices are goods, instruments of apparatus or tools including any components, parts or equipment produced, sold or intended for use in research. and health care, diagnosis, cure, alleviation or prevention of disease, disorders of the body or its symptoms in humans. (Source Minister of Health, Per/IX/1976). Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The rapid development of technology has an impact on all aspects of life, including the world of health. If at first treatment procedures for certain types of diseases required surgery, now there are many other methods that are safer to do. One of them is endoscopy. This method can be used to detect health problems in various organs of the body, including the ears, nose, and throat or better known as the ENT endoscopy method. Initially, endoscopic procedures could only be performed on a limited number of organs, such as the stomach and large intestine. Now, in addition to the ear, nose and throat, ENT endoscopy also covers parts of the bronchi, esophagus, and larynx.

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In order to obtain a more accurate diagnosis, examination of the ear, nose, and throat through an ENT endoscopy procedure must of course be carried out by medical personnel who are professional and experts in their fields.

PT. Sometech Indonesia is one of the medical device industries whose marketing concentration is currently still in an effort to meet the needs of the domestic community, especially throughout Indonesia. PT. Sometech Indonesia always maintains the quality of its products and optimizes medical services. The amount of the budget that has been set by the government is always increasing every year. It is proven that compared to 2015, the figure for 2020 has doubled from Rp. 69.3 Trillion to Rp. 132.2 Trillion. This provides an illustration that business in this industry has developed quite well in Indonesia.

There are several things that are quite basic why the government continues to increase the budget in the health sector. (1) Indonesia's population is increasing, currently 270 million people (2) Indonesian people's awareness of the importance of maintaining health is increasing (3) Nowadays, it is easier for people to get health information and services. From these three things, the government is here to contribute to the provision of quality health support facilities and infrastructure for its citizens. In addition, the provision of experienced medical personnel also makes the health business sector more complete. Based on GAKESLAB (Indonesian Medical & Laboratory Equipment Company Association) which tries to analyze and see the opportunities and challenges in developing the health support equipment business in Indonesia. From his observations, it turns out that there is one thing that can accelerate the movement of business in the medical device sector for the better, namely the integration of business activities with the IT (Information Technology) sector.

Price is the only element of the marketing mix that can generate revenue for the company. Prices are flexible which can change at any time. Price is a label that is in a product that must be paid in order to get the product / service. Price is a factor that has a significant influence on purchasing decisions. Consumers often compare product prices before making a purchase. Price is a company's selection of the general price level that applies to certain products, relative to the prices of competitors, Tjiptono (2017).

The success of a company's marketing concept if the company can better meet consumer needs, this shows that the company has entered the era of competition. In line with this, efforts that can be made in marketing a product are by carrying out promotional activities which include, advertising, sales promotion, personal selling, public relations, direct marketing so that potential consumers are more familiar with, understand, and have sympathy for the products offered. Promotion is faced with various kinds of activities that companies can do to communicate the advantages of the product in order to persuade buyers. Therefore, marketing managers must choose the right and integrated form of promotion in order to produce a domino effect so as to increase sales.

Before carrying out a promotion, careful planning should be carried out covering the promotional mix including advertisements such as newspaper and magazine advertisements, then publicity such as seminars, then in the form of face-to-face sales such as word of mouth promotions and in the form of sales promotions.

The promotion that has been done by the company is still very lacking. The marketing strategy carried out to get some consumers can be said to be less successful because consumers believe in the products offered and have not been fully accepted by consumers and this affects the number of consumers. This condition will clearly complicate the marketing strategy to be implemented considering that promotion costs are also an important part in supporting the achievement of overall marketing performance.

The concept of customer loyalty according to costale in Smith and Wright, (2014) is a form of strong relationship between consumers with the company. According to Hill in Rusdarti, (2004) loyalty is a behavior indicated by routine purchases based on the decision-making unit. Furthermore, Griffin in Smith and Wright, (2014) states that a consumer becomes loyal then

A consumer must go through several stages including suspects, prospects, disqualified prospects, first time customers, repeat customers, clients, advocates. There are several indicators in measuring customer loyalty, namely: rebuy, retention and referral (Rusdarti, 2004). Meanwhile, according to Singh in Rusdarti, (2004) the indicator of consumer loyalty is the percentage of purchase, frequency of visits and recommend to others.

Based on the background of the research that has been presented above, the authors are interested in conducting research with the title "The Influence of Price and Promotion on Purchase Decisions for Endoscopy Equipment Products that Have an Impact on Consumer Loyalty at PT. Sometech Indonesia in Jakarta".

II. Review of Literature

2.1 Price

According to Kotler and Armstrong (2017), "price is the amount of money charged for a product and service or the amount of value that customers exchange for the benefits of owning or using a product or service".

2.2 Promotion

According to Kotler and Keller (2019), "Promotion is the specific mix of personal advertising, sales promotion and public relations that a company uses to achieve its advertising and marketing objectives.

2.3 Buying Decision

According to Kotler and Armstrong (2017) argues "consumer behavior is an approach to problem adjustment which consists of five stages carried out by consumers. The five stages are problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior"

2.4 Consumer Loyalty

According to Griffin (2016) stated that "loyalty is defined as nonrandom purchase expressed over time by some decisionmaking unit". In his translation, Griffin says that loyalty is a fixed purchase that is expressed over time by several units of retrieval.

2.5 Research Model

According to Sugiyono (2018), "The research model is a synthesis that reflects the relationship between the variables studied and is a guide for solving research problems and formulating hypotheses in the form of a flow chart equipped with qualitative explanations". In this study, the research model is made as follows:

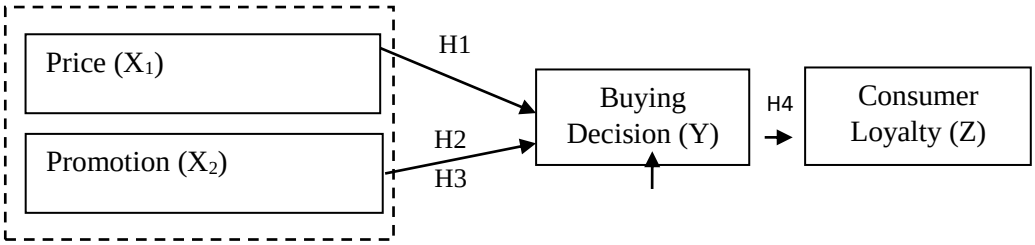

Figure 1. *Research Model Paradigm*

2.6 Research Hypothesis

According to Sugiyono (2018) "The hypothesis is a temporary answer to problems, because it is temporary, it needs to be proven true through the empirical data collected". The formulation of the hypothesis proposed is as follows.

H1: There is a significant effect of price on purchasing decisions at PT Sometech Indonesia in Jakarta.

H2: There is a significant effect of promotion on purchasing decisions at PT Sometech Indonesia in Jakarta.

H3: There is a significant effect of price and promotion simultaneously on purchasing decisions at PT Sometech Indonesia in Jakarta.

H4: There is a significant effect of purchasing decisions on consumer loyalty at PT Sometech Indonesia in Jakarta.

III. Research Method

The population in this study amounted to 98 respondents to PT Sometech Indonesia in Jakarta. The sampling technique in this study is a saturated sample, where all members of the population are used as samples. Thus, the sample in this study amounted to 98 respondents. The type of research used is associative, where the aim is to find out how to find connectedness.

IV. Result and Discussion

4.1 Instrument Test Results

a. From the test results, all items of the questionnaire variable Price obtained a significance value of 2 tailed of 0.000 <0.05, thus the instrument is valid.
b. From the test results, it was obtained that all items of the promotion variable questionnaire obtained a 2-tailed significance value of 0.000 <0.05, thus the instrument was valid.
c. From the test results, it was obtained that all questionnaire items for purchasing decision variables obtained a 2-tailed significance value of 0.000 <0.05, thus the instrument is valid.
d. From the results of reliability testing, the following results were obtained.

Table 1. Reliability Test Results

Variable	*Cronbach's Alpha*	Alpha Critical Standard	Information
Price (X1)	0,625	0,600	Reliable
Promotion (X2)	0,634	0,600	Reliable
Buying decision (Y)	0,618	0,600	Reliable
Buying Decision (Z)	0,625	0,600	Reliable

Based on the results of the above test, the overall variable price (X1), promotion (X2), purchasing decisions (Y) and consumer loyalty (Z) obtained a Cronbach alpha value greater than 0.600. Thus it is declared reliable.

4.2 Classical Assumption Test Results

a. Normalitiy Test

The results of the normality test using the Kolmogorov-Smirnov Test are as follows:

Table 2. Normality Results Kolmogorov-Smirnov Test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Buying decision (Y)	.073	98	.200*	.974	98	.053

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Based on the test results in the table above, a significance value of 0.200 is obtained where the value is greater than the value of = 0.050 or (0.200 > 0.050). Thus, the assumption of the distribution of the equations in this test is normal.

b. Multicollinearity Test

The multicollinearity test was carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

Table 3. Multicollinearity Test Results with Collinearity Statistics.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	9.882	2.991			
	Price (X1)	.323	.082	.351	.667	1.499
	Promotion (X2)	.442	.088	.445	.667	1.499

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the tolerance value of each independent variable is 0.667 < 1.0 and the Variance Inflation Factor (VIF) value is 1.499 < 10, thus this regression model does not occur multicollinearity.

c. Autocorrelation Test

The test was carried out with the Durbin-Watson test (DW test). The test results are as follows:

Table 4. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707[a]	.501	.490	2.469	1.827

a. Predictors: (Constant), Promotion (X2), Price (X1)

b. Dependent Variable: Buying decision (Y)

The test results in the table above obtained the Durbin-Watson value of 1,827, the value is between the interval 1,550 – 2,460. Thus the regression model stated that there was no autocorrelation disorder.

d. Heteroscedasticity Test

The test was carried out with the Glejser Test Model test tool. The test results are as follows:

Table 5. Heteroscedasticity Test Results with Glejser Test Model

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.444	1.728		1.993	.049
	Price (X1)	-.160	.047	-.402	-3.390	.061
	Promotion (X2)	.119	.051	.278	2.344	.071

a. Dependent Variable: RES2

The results of the test using the glejser test obtained the value of Sig. > 0.050. Thus the regression model in this test has no heteroscedasticity disorder.

e. Descriptive Analysis

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

Table 6. Results of Descriptive Statistics Analisis Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price (X1)	98	30	46	37.87	3.749
Promotion (X2)	98	31	46	38.11	3.482
Buying decision (Y)	98	32	46	38.96	3.458
Buying Decision (Z)	98	31	50	39.18	3.656
Valid N (listwise)	98				

The price obtained a minimum variance of 30 and a maximum variance of 46 with a rating score of 37.87 with a standard deviation of 3.749. The promotion obtained a minimum variance of 31 and a maximum variance of 46 with a rating score of 38.11 with a standard deviation of 3,482. The purchase decision obtained a minimum variance of 32 and a maximum variance of 46 with a rating score of 38.96 with a standard deviation of 3,458. Consumer loyalty obtained a minimum variance of 31 and a maximum variance of 50 with a rating score of 39.18 with a standard deviation of 3,656.

4.3 Analisis Kuantitatif

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

a. Multiple Linear Regression Analysis

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

Table 7. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.496	3.035		2.799	.006
	Price (X1)	.355	.083	.374	4.305	.000
	Promotion (X2)	.446	.088	.441	5.070	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the regression equation Y = 8.496 + 0.355X1 + 0.446X2 is obtained. From this equation, it is explained as follows:

1) A constant of 8,496 means that if there is no price and promotion, then there has been a purchase decision value of 8,496 points.
2) Price regression coefficient is 0.355, this number is positive, meaning that every time there is an increase in price of 0.355 points, the purchase decision will also increase by 0.355 points.
3) Promotion regression coefficient is 0.446, this number is positive, meaning that every time there is an increase in promotion of 0.446 points, the purchase decision will also increase by 0.446 points.

b. Coefficient of Determination Analysis

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

Table 8. Results of Testing the Coefficient of Price Determination on Purchase Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607[a]	.369	.362	2.762

a. Predictors: (Constant), Price (X1)

Based on the test results, the determination value is 0.369, meaning that the price has an influence contribution of 36.9% on purchasing decisions.

Table 9.Test Results of Promotion Determination Coefficient of Purchase Decision

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647[a]	.418	.412	2.651

a. Predictors: (Constant), Promotion (X2)

Based on the test results obtained a determination value of 0.418 meaning that promotion has a contribution of 41.8% influence on purchasing decisions.

Table 10. The Result of Simultaneous Price Determination and Promotion Coefficient Testing on Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707[a]	.501	.490	2.469

a. Predictors: (Constant), Promotion (X2), Price (X1)

Based on the test results, the determination value is 0.501, meaning that price and promotion simultaneously have a contribution of 50.1% influence on purchasing decisions, while the remaining 49.9% is influenced by other factors.

Table 11. The Results of the Coefficient of Determination of Purchase Decisions on Consumer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566[a]	.320	.313	3.031

a. Predictors: (Constant), Buying decision (Y)

Based on the test results obtained a determination value of 0.320, meaning that purchasing decisions have a contribution of 32.0% influence on consumer loyalty.

c. Partial hypothesis test (t test)

Hypothesis testing with t test is used to determine which partial hypothesis is accepted. The test results are as follows:

Table 12. Price Hypothesis Test Results on Purchase Decisions

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17.752	2.846		6.237	.000
	Price (X1)	.560	.075	.607	7.487	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (7.487 > 1.986), thus the hypothesis proposed that there is a significant influence between price on purchasing decisions is accepted.

Table 13. Promotional Hypothesis Test Results on Purchase Decisions

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14.471	2.958		4.892	.000
	Promotion (X2)	.643	.077	.647	8.312	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (8.312 > 1.986), thus the hypothesis proposed that there is a significant influence between promotions on purchasing decisions is accepted.

Table 14. Hypothesis Test Results of Purchase Decisions on Consumer Loyalty

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15.881	3.480		4.563	.000
	Buying decision (Y)	.598	.089	.566	6.721	.000

a. Dependent Variable: Buying Decision (Z)

Based on the test results in the table above, the value of t arithmetic > t table or (6.721 > 1.986), thus the proposed hypothesis that there is a significant influence between purchasing decisions on consumer loyalty is accepted.

d. Simultaneous Hypothesis Testing (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis: There is a significant influence between price, promotion and motivation on purchasing decisions.

Table 15. Simultaneous Price and Promotion Hypothesis Test Results on Purchase Decisions

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	580.517	2	290.259	47.598	.000[b]
	Residual	579.319	95	6.098		
	Total	1159.837	97			

a. Dependent Variable: Buying decision (Y)

b. Predictors: (Constant), Promotion (X2), Price (X1)

Based on the test results in the table above, the calculated F value > F table or (47,598 > 2,700), thus the fourth hypothesis proposed that there is a significant influence between price and promotion simultaneously on purchasing decisions is accepted.

4.4 Discussion

a. Influence of Price on Purchase Decision

Price has a significant effect on purchasing decisions with a coefficient of determination of 36.9%. Testing the hypothesis obtained the value of t arithmetic > t table or (7.487 > 1.986). Thus the hypothesis proposed that there is a significant effect between price on purchasing decisions is accepted.

b. Effect of Promotion on Purchase Decision

Promotion has a significant effect on purchasing decisions with a coefficient of determination of 41.8%. Testing the hypothesis obtained the value of t arithmetic > t table or (8.312 > 1.986). Thus the hypothesis proposed that there is a significant effect between promotions on purchasing decisions is accepted.

c. Influence of Price and Promotion on Purchase Decision

Price and promotion have a significant effect on purchasing decisions with the regression equation Y = 8.496 + 0.355X1 + 0.446X2, with a coefficient of determination of 50.1% while the remaining 49.9% is influenced by other factors. Testing the hypothesis obtained the calculated F value > F table or (47,598 > 2,700). Thus the hypothesis proposed that there is a significant effect between price and promotion on purchasing decisions is accepted.

d. The Influence of Purchase Decisions on Consumer Loyalty

Purchase decisions have a significant effect on consumer loyalty with a coefficient of determination of 32.0%. Testing the hypothesis obtained the value of t arithmetic > t table or (6.721 > 1.986). Thus the hypothesis proposed that there is a significant effect between purchasing decisions on consumer loyalty is accepted.

IV. Conclusion

1. Price has a significant effect on purchasing decisions with a contribution of 36.9% influence. Hypothesis test obtained value of t arithmetic > t table or (7.487 > 1.986).
2. Promotion has a significant effect on purchasing decisions with a contribution of 41.8% influence. Hypothesis test obtained value of t arithmetic > t table or (8.312 > 1.986).
3. Price and promotion simultaneously have a significant effect on purchasing decisions with a contribution of 50.1% influence while the remaining 49.9% is influenced by other factors. Hypothesis test obtained value F arithmetic > F table or (47,598 > 2,700).
4. Purchase decisions have a significant effect on consumer loyalty with a contribution of 32.0% influence. Hypothesis test obtained t value > t table or (6.721 > 1.986).

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