

Original Article

The Effect of Price and Promotion on Purchasing Decisions of Philips Product

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Received Date: 18 May 2024

Revised Date: 29 May 2024

Accepted Date: 01 June 2024

Published Date: 16 June 2024

Abstract: *This research proposes to find out whether prices and promotions effect purchasing decisions for Philips products. The population used in this research is consumers who buy Philip's electrical products at PT. Use Prosperous Electricity. This research is associative research with a causal nature using a quantitative approach; the sample used was 100 respondents. The analysis technique used in this research is multiple linear regression analysis using the SPSS 26 program. The test results show that price has a significant and positive effect on Purchasing Decisions, Promotion has a significant and positive effect on Purchasing Decisions. and Price and Promotion simultaneously effect Purchasing Decisions.*

Keywords: *Price, Promotion and Purchasing Decisions.*

I. INTRODUCTION

Competition in today's business world is very competitive. Every company must try to find advantages in their products so that they can attract market interest. Apart from that, they are also required to apply marketing concepts that are clear and in accordance with the conditions of the market segment they focus on in order to remain competent with other companies. Domestic electronic products are currently increasingly popular. This can be seen from the increasing number of lamp brands from various products from electronic companies, both imported and local, being sold so that consumers recognize the products they offer through promotional strategies conducted by each company itself.

To win the market, these producers must be able to make their products superior. One of them is the selling price and promotional media for the company's products. Meanwhile, the high and low selling price of a product can be affected by the high and low costs of managing raw material inventory. These industrial companies tend to control raw material inventories so that the costs incurred are efficient.

Activities in marketing include four main variables called marketing mix. The four variables are product, price, promotion, and distribution system, where the four variables must be interconnected in order to achieve the company's ultimate goals. Then the company must be able to identify what the company's advantages are. After that, the company determines effective policies that can make the company superior to other companies, such as product excellence, price advantage, promotion excellence and distribution excellence. Of the four variables in the marketing mix, it is the price that attracts attention. Why is that? Price is one of the elements in the marketing mix that generates income from the sale of goods and services being marketed. Apart from that, price is also a major determining factor in consumers' decisions about whether or not to buy an item on offer. Even a slight price difference for a particular product will affect consumer motivation in determining purchases. Price is one element of the marketing mix that can be an advantage in a company.

PT. Guna Elektrik Makmur is a private industrial company which operates in the field of making household electronic equipment. In its production process, it certainly requires raw materials, which cannot be separated from the supply of raw materials itself, which is imported from Japan. Moreover, the supply of raw materials will also affect production results and apart from that, it will greatly affect sales turnover. The limited supply of raw materials will also affect the company's limited ability to receive orders for manufactured goods from company customers. Moreover, this will have a big impact on the company's sales volume level.

It is expected of businesses to enlighten customers about the advantages of the products they are offering. Companies may employ advertising and direct marketing as promotional tactics when giving customers information about their products. Sales promotion is a short-term income in motivating the purchase or sale of a product, promotional services are part of product introductions, individual sales and various desired ways to achieve promotional goals and sales results. Product introduction certainly provides its own attraction from consumers who want to try new goods such as household electronic products at PT. Guna Elektrik Makmur attracts consumer attention. The problem with promoting less attractive



products is that the discount offered is only 10%, and online media cannot attract potential consumers because the products do not vary. By conducting promotions and increasing prices, can affect sales results.

Consumers respond to information about the product with their own perceptions. That perception will affect them in making Purchasing Decisions which have a direct impact on sales volume. When consumers decide to buy a product, they first consider whether their requirements and wants will be met before looking for more information. Therefore, before launching a product, a company must be able to see or know what consumers need.

According to the background and discussion described above, the researcher is interested in conducting research entitled "The Effect of Price and Promotion on Purchasing Decisions for Philips Products at PT. Guna Elektrik Makmur". The formulation of the problem in this research is as follows:

1. Does price effect Purchasing Decisions?
2. Does promotion effect Purchasing Decisions?
3. Do price and promotion effect Philips product Purchasing Decisions simultaneously?

II. LITERATURE REVIEW

A) *Price*

Price is the sum of money that buyers must spend in order to purchase a product. Since the other components of the marketing mix are expenses, price is the one that drives sales revenue. Herdiyanti Bertiana: (2021). A price is a monetary unit or another type of value (including products and other services), defined by Tjiptono (2016: 151), that is transferred in order to secure ownership rights or usage of a good or service. Price, according to Kotler & Armstrong (2016: 10), is the sum of money that a client must pay for a good or service or the value that they must trade in order to profit from having or utilizing it. Consumers always compare the sacrifices made with their perception of the value of a product. Consumers will decide whether the price of a product is appropriate or not for the benefits they feel.

Price is the value of getting a product to consumers and the benefits of owning or using it at a certain time. Kotler and Keller (2016:67) state that price is one of the marketing mix elements that generate revenue. The understanding of several experts can be concluded that price is a currency value used to make payments made by consumers to get the desired product.

B) *Price Indicator*

Price, according to Kotler and Armstrong (2016:62), is a method used by businesses to control pricing. It establishes the right base price for goods and services and has to decide on strategies involving price reductions, freight cost reimbursement, and other pertinent factors. There are several indicators that characterize prices, namely:

1. Price Affordability

Customers can afford the costs that the business has set. A single brand typically offers a variety of product categories at varying price points, from the least expensive to the most expensive.

2. Price Compatibility with Product Quality

Customers frequently use price to determine the quality of a product; if they perceive a difference between two goods, they will frequently prefer the higher price. People often assume that greater prices correspond to higher quality.

3. Matching Price with Benefits

If the product's alleged benefits outweigh or match the price they paid for it, consumers will purchase it. If customers believe that the product is not worth the money they paid, they will perceive it as pricey and be less likely to make additional purchases.

4. Prices According to Capabilities or Price Competitiveness

Customers frequently contrast a product's price with those of other products. In this instance, people actually consider price while making a purchase.

C) *Promotion*

Promotion is one of the activities for companies in an effort to maintain sales quality. To improve marketing in terms of marketing goods or services from a product, it is not enough just to develop product quality and determine prices; but must be supported by promotions (Bertiyana Herdiyanti, 2021). Promotion is the most important part of marketing a company's products. For companies, promotion is a communication tool to consumers to introduce the products they have produced. Dian Pangestu (Natalia Sri, I Made Dwi, 2022)

Kinnear and Kenneth in Setyaningrum (2015:223) describe it as an information-sharing method used in marketing communications between buyers and sellers. The functions of promotion include educating, convincing, and reminding customers to take advantage of the good or service that is being provided. The intended reaction could be anything from knowing that the good or service exists to making a real purchase.

According to Kotler and Keller (2016:250), a corporation will engage in promotion as a means of getting the word out about one of its products to the public in an attempt to pique their interest in purchasing them. Actions that explain the product's advantages and convince the target market to purchase it.

D) Promotion Indicator

Apart from that, companies must be able to choose the right promotional indicators in promoting products. According to Kotler and Keller (2016:272), the indicators that characterize promotion are:

1. Promotion reach
This is how extensive the promotion is conducted by a company.
2. The quality of message delivery in advertising broadcasts in promotional media is an unacceptable measure of how well the promotion is being conducted.
3. Quantity of advertising displays in promotional media
It is how often the promotional frequency appears in promotional media.

E) Purchasing Decisions

Purchasing Decisions are the activities of an individual who directly decides to purchase a product being offered. According to Tjiptono (2015:181), Purchasing Decisions is a process where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to Purchasing Decisions.

According to Kotler and Keller (2016:44), a Purchasing Decision is an action taken by consumers to buy a particular product after receiving purchasing stimuli. Decision-making is a consumer activity that is directly involved in obtaining and using the goods offered. According to Sudaryono (2016: 102), making Purchasing Decisions begins with a need that is trying to be fulfilled, which is related to several alternatives, so it is necessary to conduct an evaluation purposeed at obtaining the best alternative from consumer perception.

F) Purchasing Decisions Indicator

According to Kotler and Keller (2016:44), a Purchasing Decision is an action taken by consumers to buy a particular product after receiving purchasing stimuli. Purchasing Decisions indicators, namely:

- a. Product Selection
Customers have the option to spend their money on other things or purchase a product. In this situation, the business needs to concentrate on the customers who plan to purchase a product and the alternatives they are thinking about.
- b. Brand Choice
Consumers choose which brands to purchase. Every brand is unique in some way. In this situation, businesses need to understand how customers select a brand.
- c. Distributor Choice
Buyers decide which distributor to visit. Each buyer has different considerations in determining a distributor, this could be because of factors such as close location, low prices, and complete inventory of goods.
- d. Purchase Time
The frequency with which consumers choose to make purchases might vary; for instance, some choose to make purchases daily, weekly, biweekly, triweekly, or monthly.
- e. Purchase Amount
It is up to the consumer to decide how much of a product to purchase at any one time. It is possible to make multiple purchases. In this scenario, the business has to create a wide range of items in accordance with the various preferences of customers.
- f. Payment Method
Purchase selections are influenced by the technology utilized in these transactions, but buyers can also choose the payment method that will be used when deciding which items and services to employ.

III. RESEARCH METHODOLOGY

A) Types of Research

In this research, the method used is a quantitative descriptive method, namely research of how to collect all data and information obtained at the research location whose purpose is to determine the effect of the independent variable x on the dependent variable using multiple regression and correlation hypothesis testing.

B) Population and Samples

Sugiyono stated (2015:80) that a population is a regeneralization area consisting of objects or subjects that have certain criteria or characteristics determined by researchers to be studied and then conclusions drawn. From the theory above, the researcher took the population in this research as consumers who bought Philip's electrical products at PT. Guna Electric Makmur, the number of which is unknown. Sugiyono explained (2015:81) that the sample is part of the total number of characteristics possessed by the population. In this research, the customers who are the sample respondents are consumers who are buying at PT. Guna Elektrik Makmur uses the non-probability method, also called non-chance. The number of samples to be taken is according to the Lemeshow formula, this is because the population size is unknown or infinite. The number of samples in this research was 100 respondents.

C) Data Type and Collection Technique

The data used in this research is primary data. Primary data is original data or raw data that the author obtained directly from research in the field. According to Sugiyono (2017:199). To obtain data in this research the author distributed a questionnaire. The author distributes questionnaires in the form of statements to respondents.

D) Research Variable

Variables are used to facilitate research so that it starts with a clear goal.

1. Price Variable (X1)
2. Promotion Variable (X2)
3. Purchasing Decisions Variable(Y)

E) Operational Variables

Table 1: Operational Variables

No.	Variables	Definition	Indicator	Scale
1.	Price	Price is one of the elements of the marketing mix that generates revenue. (Kotler dan Keller, 2016:67)	1. Price Affordability 2. Price Compatibility with Product Quality 3. Price Match 4. With Benefits 5. Prices according to capabilities or price competitiveness 6. The quality of message delivery in advertising broadcasts in promotional media	Likert
2.	Promotion	Promotion is an activity conducted by a company in an effort to communicate a product to consumers so that it can affect consumer buying interest in the company's products. (Kotler dan Keller, 2016:250)	1. Promotion reach 2. The quality of message delivery in advertising broadcasts in promotional media 3. Quantity of advertising displays in promotional media	Likert
3.	Purchasing Decisions	A purchasing decision is an action taken by a consumer to purchase a particular product after receiving a purchase stimulus. Decision-making is a consumer activity that is directly involved in obtaining and using the goods offered. (Kotler and Keller, 2016:44)	1. Product Selection 2. Brand Choice 3. Distributor Choice 4. Purchase Time 5. Purchase Amount 6. Payment Method	Likert

F) Data Analysis Method

This research uses Multiple Regression analysis

1. Validity and Reliability Test

A validity test is used to determine the validity of a questionnaire. If the statements (indicators) on a questionnaire can reveal anything that the questionnaire is intended to measure, then the questionnaire is considered legitimate. Ghozali

(2017:35). The validity test is conducted by comparing the calculated r values; in this case, N is the number of samples, and K is the number of research-independent variables. If $r_{count} > r_{table}$ and is positive, then the question (indicator) is said to be valid. A method for evaluating a questionnaire with indicators derived from variables is reliability testing. When a respondent's responses to a questionnaire remain constant or steady throughout time, the questionnaire is considered dependable, Ghozali (2017:34).

2. Descriptive Statistical Analysis

According to Ghozali (2016: 112), descriptive statistics provide an overview or description of data seen from the average value (mean), standard deviation, variance, maximum value, minimum value, sum, range, kurtosis, and skewness (distribution differences). This analysis is a descriptive technique that provides information about the data held and does not purpose to test hypotheses.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of two or more independent variables (X_1, X_2, \dots, X_n) on the dependent or dependent variable (Y). In this research, multiple linear regression analysis is used to determine the effect of independent or independent variables, namely motivation, work environment and leadership style, on the dependent or dependent variable, namely performance. Data analysis was conducted using the SPSS program. The multiple linear regression equation is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

where:

Y = Purchasing Decisions

a = Constant

β_1 = Price Regression Coefficients

β_2 = Promotion Regression Coefficients

X_1 = Price

X_2 = Promotion

e = Error term

4. Hypothesis Test

a. Hypothesis Test t (t-Test)

The t-test is used to test whether the independent variable Price (X_1), Promotion Variable (X_2), individually effects the dependent variable Purchasing Decisions (Y).

b. Hypothesis Test F (F Test)

Simultaneous hypothesis testing or F test is a test used to see whether the Independent Price Variable (X_1), Promotion Variable (X_2) simultaneously have a significant effect on the dependent variable Purchase Decision (Y).

c. Determination Coefficient Analysis (R^2 Test)

The coefficient of determination test is used to predict and see the contribution of effect provided by the independent variable or independent variable (X) simultaneously (together) on the dependent variable or dependent variable (Y). The coefficient of determination value is between zero and one. The smaller the R^2 (R Square) value indicates that the effect of the independent variables (X) on the dependent variable (Y) is getting weaker. Conversely, if the R^2 (R Square) value is closer to 1, then the effect is stronger.

IV. RESULTS AND DISCUSSION

A) Validity Test

1. Price Variable (X_1)

Table 2: Price Variable Validity Test Results (X_1)

Variable	Indicator	r product moment count	r product moment table	Remarks
Price	X1.1	0.883	0.361	Valid
	X1.2	0.832	0.361	Valid
	X1.3	0.896	0.361	Valid
	X1.4	0.830	0.361	Valid
	X1.5	0.883	0.361	Valid
	X1.6	0.682	0.361	Valid
	X1.7	0.897	0.361	Valid
	X1.8	0.674	0.361	Valid
	X1.9	0.628	0.361	Valid
	X1.10	0.666	0.361	Valid

Source: Primary data that has been processed in 2023

According to the data processing results above, the calculated r-product results are greater than 0.361, so all indicators for the Price variable are valid.

2. Promotion Variable (X2)

Table 3: Promotion Variable Validity Test Results (X2)

Variable	Indicator	r product moment count	r product moment table	Remarks
Promotion	X2.1	0.891	0.361	Valid
	X2.2	0.923	0.361	Valid
	X2.3	0.549	0.361	Valid
	X2.4	0.800	0.361	Valid
	X2.5	0.819	0.361	Valid
	X2.6	0.902	0.361	Valid
	X2.7	0.731	0.361	Valid
	X2.8	0.830	0.361	Valid
	X2.9	0.760	0.361	Valid
	X2.10	0.818	0.361	Valid

Source: Primary data that has been processed in 2023

According to the data processing results above, the calculated r-product results are greater than 0.361, so all indicators for the Promotion Variable are valid.

3. Purchasing Decisions Variable (Y)

Table 4: Validity Test Results for Purchasing Decisions Variables (Y)

Variable	Indicator	r product moment count	r product moment table	Remarks
Purchasing Decisions	Y1	0.932	0.361	Valid
	Y2	0.900	0.361	Valid
	Y3	0.921	0.361	Valid
	Y4	0.905	0.361	Valid
	Y5	0.943	0.361	Valid
	Y6	0.887	0.361	Valid
	Y7	0.900	0.361	Valid
	Y8	0.747	0.361	Valid
	Y9	0.948	0.361	Valid
	Y10	0.866	0.361	Valid

Source: Primary data that has been processed in 2023

According to the data processing results above, the calculated r product results are greater than 0.361, so all indicators for the Purchasing Decisions variable are valid.

B) Reliability Test

1. Price Variable (X1)

Table 5: Price Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	10

Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.930, while the alpha value limit is 0.6. Because $0.930 > 0.6$, it can be concluded that the research question items are reliable.

2. Promotion Variable (X2)

Table 6: Promotion Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	10

Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.930, while the alpha value limit is 0.6. Because $0.930 > 0.6$, it can be concluded that the research question items are reliable.

3. Purchasing Decisions Variable (Y)

Table 7: Purchasing Decisions Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items

.971	10
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Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.971, while the alpha value limit is 0.6. Because $0.971 > 0.6$, it can be concluded that the research question items are reliable.

C) Classic Assumption Test Results

1. Normality Test

Table 8: Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters ^{a,b}	Mean	39.6400000
	Std. Deviation	2.97021044
Most Extreme Differences	Absolute	.065
	Positive	.056
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Primary data that has been processed in 2023

The normality test can be seen using the Kolmogorov-Smirnov test. The test results are significant $0.200 > 0.05$, so it can be said to have a normal distribution and meet the normality assumption.

2. Multicollinearity Test

Table 9: Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.410	5.057		3.640	.000		
	Ttotal X1	.191	.082	.217	2.332	.022	1.000	1.000
	Total X2	.340	.096	.330	3.544	.001	1.000	1.000

a. Dependent Variable: Total Y

Source: Primary data that has been processed in 2023

From the test results, the tolerance value is $1.000 \geq 0.10$, and the VIF value is $1.000 \leq 10.0$; thus, the model above is free from multicollinearity.

3. Heteroscedasticity Test

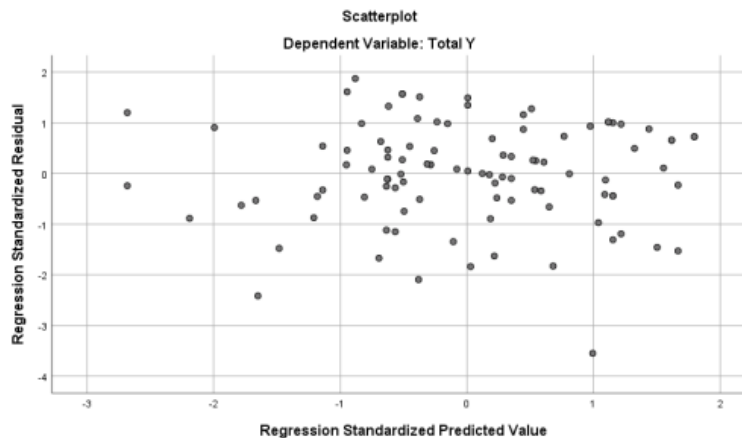


Fig. 1 Scatterplot Graphics

From the figure above, it can be seen that the distribution of points does not form a particular pattern/flow; thus, it can be said that homoscedasticity, or the absence of heteroscedasticity, exists. This model satisfies the traditional presumption of heteroscedasticity, which is that it lacks heteroscedasticity.

a. Multiple Regression Analysis Test

Table 10: Multiple Regression Analysis Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.410	5.057		3.640	.000		
	Tootal X1	.191	.082	.217	2.332	.022	1.000	1.000
	Total X2	.340	.096	.330	3.544	.001	1.000	1.000
a. Dependent Variable: Total Y								

Source: Primary data that has been processed in 2023

According to the Multiple Regression Analysis Test Results, the Regression Equation is formed as follows:

$$Y = 18.410 + 0.191 X1 + 0.340 X2 + e$$

From the Regression Equation formed above, the interpretation is as follows:

1. N constant value of 18.410 means that if the independent variables, namely Price and Promotion, are constant or do not change, it is suspected that Purchasing Decisions will increase by 18.410.
2. The Regression Coefficient Value $X1 = 0.191$ means that if the price is further increased while the promotional variable is declared fixed (there is no change), then it is predicted that Purchasing Decisions will increase by 0.191.
3. The Regression Coefficient Value $X2 = 0.340$ means that if the promotion is further increased while the price variable is declared fixed (no change), then it is predicted that Purchasing Decisions will increase by 0.340.

D) Hypothesis Test Results

1. Hypothesis Test t (t-Test)

Table 11: T-Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.410	5.057		3.640	.000		
	Tootal X1	.191	.082	.217	2.332	.022	1.000	1.000
	Total X2	.340	.096	.330	3.544	.001	1.000	1.000
a. Dependent Variable: Total Y								

Source: Primary data that has been processed in 2023

The results of the t-test in this research are as follows:

- a. For Price Variable $t_{\text{count}} 2.332 > t_{\text{table}} 1.660$, H_0 is rejected, and H_a is accepted, so the price has a significant effect on Purchasing Decisions.
 - b. For Promotion Variable $t_{\text{count}} 3.544 > t_{\text{table}} 1.660$, H_0 is rejected, and H_a is accepted, so promotion has a significant effect on Purchasing Decisions.
2. Hypothesis Test F (F Test)

Table 12: F-Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	873.393	2	436.696	9.095	.000 ^b
	Residual	4657.647	97	48.017		
	Total	5531.040	99			
a. Dependent Variable: Total Y						
b. Predictors: (Constant), Total X2, Tootal X1						

Source: Primary data that has been processed in 2023

From the calculation results, the F_{count} is $9.095 > F_{\text{table}} 2.70$; thus, H_0 is rejected, and H_a is accepted, which means that Price and Promotion together have a significant effect on Purchasing Decisions.

3. Coefficient of Determination Test

Table 13: Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.397 ^a	.158	.141	6.929

a. Predictors: (Constant), Total X2, Tootal X1
b. Dependent Variable: Total Y

Source: Primary data that has been processed in 2023

The coefficient of determination can be seen in the Adjusted R Square of 0.141, this result implies that the ability of Price and Promotion to explain or effect Purchasing Decisions is 14.1%, while 85.9% (100% -14.1%) is explained by other factors.

E) Discussion

According to the results of observations, questionnaires and interviews regarding the effect of price and promotion on purchasing decisions for Philips products, the following results were obtained:

1. Price has a significant effect on Purchasing Decisions,
According to the test results, price has a significant effect on Purchasing Decisions for Philips Products.
From the answers to the questionnaire filled out by respondents, the prices of Philips products are able to compete with other brands in terms of product prices. Apart from that, the prices of Philips products are comparable to their long usage life. So the results of the research conducted show that the price of Philips products effects Purchasing Decisions.
The results of this research are in line with research conducted by Santri, Zulaicha, and Rusda Irawati in 2016, with the research title, the Effect of Products and Prices on Consumer Purchasing Decisions at Morning Bakery Batam. The results of the research show that price has an effect on Purchasing Decisions at Morning Bakery Batam.
In another research conducted by Robert Gain, Cristian Herdiana, Krismi Buda, and Sienatra in 2017, with the research title, The Effect of Product Quality and Price on Purchasing Decisions of Vodkasoda Shirt Consumers, the results of the price research had a significant effect on Vodkasoda Shirt Purchasing Decisions.
2. Promotion has a significant effect on Purchasing Decisions,
According to the test results, promotions have a significant effect on Philips Product Purchasing Decisions.
From the answers to the questionnaire filled in by respondents, "The delivery of messages related to Philips products is very effective", then the advertising of Philips products is effective through internet media.
The results of this research are in line with research conducted by Kevin Prilano, Andriasan Sudarso, and Fajrillah in 2020, with the research title, The Effect of Price, Security and Promotion on Purchasing Decisions for Lazada Online Stores, the results of the research show that promotional variables have a significant effect on Purchasing Decisions.
In another research conducted by Maria Agatha, Sri Widyanti, Hastuti, and Muhammad Anasrulloh in 2020, with the research title, The Effect of Promotion on Purchasing Decisions (Study on the Selection of Student Boarding Houses in Tulung-Agung), the research results show that promotion has a positive effect which is significant to Purchasing Decisions.
3. In the hypothesis test, Price and Promotion together have a significant effect on Purchasing Decisions for Philips Products.
The results of this research are in line with research conducted by Sharen G Tinneke M Olivia F. C in 2019, with the research title, The Effect of Promotion and Price on Purchasing Decisions at PT. Shopee International Indonesia In Manado City, research results show that the effect of promotions is 52.9%, the effect of prices is 40.3%, and the effect of promotions and prices together is 56.6%.

V. CONCLUSION AND SUGGESTIONS

A) Conclusion

1. Price has a significant effect on Purchasing Decisions for Philips Products.
2. Promotion has a significant effect on Purchasing Decisions for Philips Products.
3. Price and promotion simultaneously influence Philips's Product Purchasing Decisions.
4. Price has a significant effect on Purchasing Decisions for Philips Products.
5. Promotion has a significant effect on Purchasing Decisions for Philips Products.
6. Price and Promotion simultaneously effect Philips's Product Purchasing Decisions.

B) Suggestions

1. For PT. Guna Elektrik Makmur
 - a. Price has an effect on Purchasing Decisions; therefore, PT. Guna Elektrik Makmur needs to maintain product selling prices better, especially selling prices with similar competitors, so that Purchasing Decisions will be better.
 - b. Promotion has an effect on Purchasing Decisions and, therefore, the Management of PT. Guna Elektrik Makmur must frequently hold sales promotions and provide discounts so that Purchasing Decisions will be better.
2. For Future Researchers
Suggestions for future research, because this research only uses two variables, namely Price and Promotion, it is recommended that further research add other variables that effect Purchasing Decisions.

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