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The Influence of Prices and Promotions on Purchasing Decisions on Dine-in Services at McDonald's Cideng, Central Jakarta

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Abstract

The purpose of this research is to determine the effect of prices and promotions on customers' purchasing decisions for dine-in services at McDonald's Cideng, Central Jakarta, both partially and simultaneously. The method used in this research is associative quantitative with a population of 37,500 customers taken as a sample of 100 respondents. The sampling technique uses a probability sampling method, namely accidental sampling. The data analysis techniques in this research are: simple linear regression analysis, multiple linear regression analysis, and coefficient of determination analysis. Then hypothesis testing is the t test and f test. The results of this research are that price influences purchasing decisions, this can be seen from the t test with the calculated t value $>$ t table or $(10.084 > 1.660)$. This is also reinforced by the ρ value $<$ Sig.0.05 or $(0.000 < 0, 05)$. Promotions influence purchasing decisions this can be seen from the t test with the calculated t value $>$ t table or $(9.126 > 1.660)$. This is also reinforced by the ρ value $<$ Sig.0.05 or $(0.000 < 0.05)$. Price and promotions influence purchasing decisions, this can be seen from the results of the f test where F calculated $>$ F table or $(73.628 > 2.70)$, this is also reinforced by ρ value $<$ Sig.0.05 or $(0.000 < 0, 05)$.

Keywords: Price, Promotion, Purchase Decision

INTRODUCTION

In the current era of globalization, life can be said to be modern. Era globalization is era Which free and strict in competition. With this development, people's lifestyles are increasingly

developing. Style instant and practical life makes a number of people want accuracy And speed in various matter. One of them is in terms of consuming food or drinks.

Currently, the culinary business in Indonesia

is very mushrooming. Besides business authentic Indonesian culinary cuisine (Indonesian Food), there is also a culinary business foreigners who have entered Indonesia, one of which is fast food (Fast food). McDonald's was founded by Ray Kroc. Ray Kroc started his career as driver ambulance Cross Mera on year 1917, though moment That actually He Not yet fulfil condition For plunge to Medan war Because his age new step on 15 year. In year 1954 Ray shocked with the arrival of a large order in the form of 8 multi-mixers from a restaurant in San Bernardino, California. There He find A restaurant which is not too large in scale, but is considered successful and managed by Dick And Mac McDonald's. In 1960 Ray Kroc has right exclusive on brand McDonald's.

Standard Operational Program Which executed by McDonald's Indonesia, Wrong the only one is McDonald's Cideng Which located in region Central Jakarta is dominated by office areas, hotels, hospitals, etc other public places such as Tanah Abang Station and Busway stops. Where p This can provide business potential in the region This. He is known McDonald's by public make McDonald's s always crowded visited, Good For place Eat, hang out chilli sauce doing assignments, and many others. One of them is McDonald's Cideng Central Jakarta is always busy with visitors because of the McDonlad's Cideng area Central Jakarta is surrounded by offices, hospitals, schools and public places such as stops and stations.

The following is the number of visitors to McDonald's Cideng Jakarta Center per 5 months, from January-May 2022.

Table 1. Number of visitors to McDonald's Cideng, Central Jakarta January-May 2022

Month	Amount
January	5.850
February	6.665
March	8.730
April	7.560
May	8.695
Sum	37.500

Source: McDonald's Cideng, Central Jakarta.

Based on the data above, it shows that visitors to McDonald 's Cideng Central Jakarta is busy with visitors every month, both from children, teenager, even people mature Which always visit McDonald's. The purchase decision was taken after going through several calculations and consideration of alternatives. Before the choice is made, there are several stages Which may be passed by the decision maker. The purchasing decision process Specific consists from order incident following, that is: introduction problem need, information search, evaluation of alternatives, purchasing decisions and post behavior purchase.

According to (Kotler & Amstrong, 2016) the purchasing decision is stage in the process taking decision buyers where consumers actually buy. (Mulyana, 2021) states that the purchasing decision process goes through several stages carried out by consumers. This stage will result in a decision whether to buy or not and after buying the consumer will be satisfied or not.

The research is located at McDonald's Cideng, jl. Cideng West no 55-56 Gambir, Central Jakarta which is surrounded by office areas and houses Sick, And Also place general other like station Land Brother And Stop busway Which make location McDonald's Cideng This strategic with access vehicle Which very easy.

Table 2. Average volume sales and frequency transaction 2019-2021

Year/Month	2019	2020	2021
January	5.500	3.677	4.500
February	4.300	3.450	5.550
March	4.600	3.265	4.950
April	4.350	3.345	5.250
May	5.670	2.550	6.300
June	5.255	2.670	6.150
July	6.720	3.110	6.600
August	4.255	2.150	6.450
September	3.350	2.340	6.600
October	3.240	3.455	6.750
November	3.125	3.545	6.815
December	3.167	3.760	7.200
Sum	53.532	37.317	73.115

Source: McDonald's Cideng, Central Jakarta.

From the table above it can be seen that the number of transactions that occurred in McDonald's Cideng is quite varied from 2019 to 2021. final number on year 2019 is as much 53.532 transaction. And exists decline due to the Covid-19 pandemic which occurred at the end of 2019 and increasingly decreased in 2021 with a total of 37.317 transactions. And start getting better again on 2021 with number of transactions as much as 73.115.

The occurrence of ups and downs or fluctuations in the number of existing transactions, causes restaurants to have an uncertain amount of income. In this case, the factors thought to influence purchasing decisions are price and promotion.

According to (Tjiptono, 2012) "price is a monetary unit or other measure (including goods and other services) that is exchanged in order to obtain the right to own or use a good or service, this understanding is in line with the concept of exchange in marketing". According to (Ekowati & Finthariasari, 2020) Price and promotions, it is a sensitive factor for consumers because consumers always make considerations when making purchasing decisions.

The prices offered at McDonald's are quite varied and suit the budgets of both the ordinary, middle and upper class and also for various genders. The following is a pre-survey conducted on McDonald's Cideng, Central Jakarta customers.

The table above shows that there are problems regarding the prices offered by McDonald's which can be reached by all groups (65%), the prices of McDonald's products are the cheapest compared to others (70%), consumers are satisfied with the prices offered (55%), the prices offered not burdensome for consumers (60%) Prices are in line with competitors (50%).

Based on the observations made, there are several problems regarding the price variable, namely the prices offered by McDonald's, not all levels of society can afford to buy products from McDonald's at quite expensive prices, and the prices from McDonald's are quite high compared to other fastfood restaurants. Price is also the only element of the marketing mix that generates revenue, all other elements represent only price. Price is also the most flexible element in the marketing mix and plays an important role in consumer purchasing decisions regarding a product or service. When the price offered for the sale of a product is offered at a very affordable price, consumers tend to buy the item or product. Apart from price, what is suspected to influence is promotion. According to (Prilano, Sudarso, & Fajrillah, 2020) stated that the price problem is caused by the competitiveness of cheaper prices which has an impact on purchasing decisions.

Promotion is one of the determining factors for the success of a marketing program or marketing strategy, this is because promotion is communication that is persuasive, inviting, urging, persuading and convincing someone (Mursid, 2016). If even a

Table 3. Pre-survey price variables

No.	Statement	Answer		Percentage	
		Yes	No	Yes	No
1.	Price Which offered McDonald's can reachable by all circles	7	13	35%	65%
2.	Price product McDonald's most cheap compared Which other	6	14	30%	70%
3.	Consumers feel satisfied with that price Offered	9	11	45%	55%
4.	The price offered is not burdensome Consumer	8	12	40%	60%
5.	Price in accordance with competitors	10	10	50%	50%

Source: Pre-Survey.

good product does not have effective promotion, the product will not sell. With promotions, consumers will know how useful the product is to own. With promotions, consumer attitudes will change and they will be encouraged to make purchasing decisions.

The relationship between promotion and purchasing decisions, according to (Sunyoto, 2014) promotion, is a variable in the marketing mix that is very important for companies to implement in marketing a product. Promotion is not only a communication tool in introducing products to consumers, but also as a tool to influence consumers in purchasing or using products according to consumer needs and desires. According to (Sari, Rachman, Ronaldi, & Sanjaya, 2020) Sales promotion includes tools for consumer promotion, merchant promotion, business promotion and sales force. With good promotion, the delivery of information about the advantages of a product will be well received and understood by consumers.

A good sales promotion will make consumers stop for a moment, make them think about a brand or product, and if the influence is right it will divert consumers so that they make a decision to follow the sales promotion that is being offered so that there is great hope for consumers to decide to purchase a product or product. services offered. Thus, McDonald's provides many promotions that its customers can take advantage of through many alternative channels for purchasing McDonald's products, such as direct purchases for Dine-in, take away, Drive thru, Mcdelivery, as well as online orders through collaborating partners. The following is a pre-survey statement with McDonald's Cideng customers.

The bold above shows that there are problems regarding the promotions offered by McDonald's which are valid every day (60%), There are special promotions for pupils and students (65%), There are special promotions for loyal McDonald's customers (65%), There are promotional menu packages specifically for dine-in customers (55%) Every purchase via drive thru service gets a different promotion (55%).

Based on the observations made, there are several problems with the promotion variable, where consumers are less satisfied with the promotions offered by McDonald's, such as there are no promotions specifically for students, there are no promotions specifically for loyal McDonald's customers and there are no special menus being promoted. If the promotion offered is attractive and provides large benefits to consumers, then consumers will tend to buy the goods or products being promoted.

METHODS

The research carried out used quantitative research methods. According to (Sugiyono, 2017), "Quantitative research methods can be defined as research methods that are based on the philosophy of Positivism, used to research certain populations or samples, collecting data using research instruments, analyzing quantitative/statistical data, with the aim of testing predetermined hypotheses." Carried out in this research is an associative approach. According to (Sugiyono, 2017) the associative problem formulation, it is a research problem formulation that asks about the relationship between two or more variables. Meanwhile, for the form of relationship,

Table 4. Pre-survey promotion variables

No.	Statement	Answer		Percentage	
		Yes	No	Yes	No
1.	Promotion Which offered applies every day	8	12	40%	60%
2.	There is promotion special student and student	7	13	35%	65%
3.	There are special promotions for loyal customers McDonald's	7	13	35%	65%
4.	There is package menu promotion special customer Eat in place	9	11	45%	55%
5.	Every purchase through service drives thru get promotion Which different	9	11	45%	55%

Source: Pre-Survey.

a causal relationship is used, namely a relationship that is cause and effect.

The population in the study were visitors who frequently visited McDonald's Cideng, Central Jakarta between January and May 2022 with a population of 37,500 visitors. The sampling technique used by researchers is probability sampling technique. According to (Sugiyono, 2017) explaining that, "Probability sampling is a sampling technique that provides an equal opportunity for each element (Member) of the population to choose to become a member of the sample". The form of probability sampling used in this research is accidental sampling. This sampling technique was used because it makes it easier for the author to obtain data directly at the research site and also visitors are people who are making purchases at McDonald's Cideng.

In this case, sampling must be representative and researchers must understand the size of the sample and the characteristics of the population in the sample. Sampling requires a formula using the Slovin formula. Based on the results of calculations using slovin, the sample of respondents in this study was adjusted to 100 consumers who visited McDonald's Cideng.

The data collection technique used was a questionnaire. A questionnaire is a number of questions asked to respondents in writing. The list

of questions is aimed at respondents, especially those related to the problem to be researched and answered with the answers provided by the respondent. Meanwhile, the data analysis techniques in this research are: simple linear regression analysis, multiple linear regression analysis, and coefficient of determination analysis. Then hypothesis testing is the t test and f test.

RESULTS

Simple linear regression analysis

Simple linear regression analysis is used to see whether there is an influence between the price (X1) and promotion (X2) variables on purchasing decisions (Y) partially. Simple linear regression analysis was calculated using SPSS version 25.

Based on the results of the regression calculations in the table above, the regression equation $Y = 5.527 + 0.862X1$ can be obtained. From the equation above, it can be concluded as follows:

If the value $X = 0$ we will get $Y = 5.527$. This means that the value (a) or constant is 5.527. This value indicates that when the price (X1) is 0 or does not increase, then the Purchase Decision (Y) will still be worth 5.527. The regression coefficient value (b) is 0.862 (positive), which shows a unidirectional influence, which means that if the price is increased by one unit it will increase the purchasing decision by 0.862 units.

Table 5. Simple linear regression test results for price variables (X1) on purchasing decisions (Y)

	Coefficients ^a			
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	
(Constant)	5,527	3,612		1,530 ,129
Price	,862	,086	,714	10,084 ,000

a. Dependent Variable: Purchase Decision

Source: Processed Primary Data, 2022

Table 6. Results of simple linear regression testing promotion variables (X2) on purchasing decisions (Y)

	Coefficients ^a			
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	
(Constant)	13,687	3,099		4,416 ,000
Promotion	,678	,074	,678	9.126 ,000

a. Dependent Variable: Purchase Decision

Source: Processed Primary Data, 2022

Based on the results of the regression calculations in the table above, the regression equation $Y = 13.687 + 0.678X_2$ can be obtained. From the equation above it can be concluded as follows:

If the value $X = 0$ you will get $Y = 13.687$. This means that the value (a) or constant is 13.687. This value indicates that when the Promotion (X_2) is 0 or does not increase, the Purchase Decision (Y) will still have a value of 13.687. The regression coefficient value (b) is 0.678 (positive), which shows a unidirectional influence, which means that if Promotion is increased by one unit, it will increase Purchasing Decisions by 0.678 units.

Multiple linear regression analysis

Multiple linear regression analysis is used to see whether there is an influence between the price (X_1) and promotion (X_2) variables on purchasing decisions (Y) simultaneously. Simple linear regression analysis was calculated using SPSS version 25.

Based on the table above, the results obtained from the regression coefficient above, a regression equation can be created as follows:

$$Y = 1.437 + 0.578X_1 + 0.386X_2$$

Based on the multiple regression equation formed above, it can be concluded that: the Price and Promotion variables have a positive coefficient on the Purchasing Decision variable. The coefficient for the Price variable gives a value of 0.578, which means that if the price variable gets better assuming other variables remain constant, the Purchasing Decision variable will increase. The Promotion Coefficient gives a value of 0.386, which means that if the Promotion variable gets better assuming other variables remain constant, purchasing decisions will increase.

Coefficient of determination test

The analysis of the coefficient of determination is intended to determine the percentage strength of influence between the independent variables on the dependent variable (either partially or simultaneously), in this research the variables Price (X_1) and Promotion (X_2) on Purchasing Decisions (Y). The following are the results of the calculation of the coefficient of determination processed using the SPSS Version 25 program.

Table 7. Results of multiple linear regression testing for price variables (X_1) and promotion (X_2) on purchasing decisions (Y)

	Coefficients ^a		Standardized	
	Unstandardized B	Coefficients Std. Error	Coefficients Beta	
(Constant)	1,473	3,374	,437	,663
Price	,578	,098	,478	5,920 ,000
Promotion	,386	,081	,386	4,783 ,000

a. Dependent Variable: Purchase Decision
Source: Processed Primary Data, 2022

Table 8. Results of partial determination coefficient testing between price (X_1) and purchasing decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 ^a	,509	,504	2,823

a. Predictors: (Constant), Price
Source: Processed Primary Data, 2022

Based on the table 8, it can be seen that the Adjusted R square is 0.504 or 50.4%. This shows that the percentage influence of the independent variable Price (X1) on the dependent variable Purchase Decision (Y) is 50.4% while the remaining 49.6% is influenced or explained by other variables outside the variables studied.

Based on the table 9, it can be seen that the Adjusted R square is 0.454 or 45.4%. This shows that the percentage influence of the independent variable Promotion (X2) on the dependent variable Purchase Decision (Y) is 45.4% while the remaining 54.6% is influenced or explained by other variables outside the variables studied.

Based on the table 10, it can be seen that the Adjusted R square is 0.595 or 59.5%. This shows that the percentage of simultaneous influence of the variables Price (X1) and Promotion (X2) on the dependent variable Purchase Decision (Y) is 59.5% while the remaining 40.5% is influenced or explained by other variables outside the variables studied.

Hypothesis test

t test (partial test)

Hypothesis testing for the Price (X1) and Promotion (X2) variables on Purchasing Decisions (Y) is carried out using the t test (partial test). In this study, a significance criterion of 5% (0.05) was used.

Table 9. Results of partial determination coefficient testing between promotion (X2) and purchasing decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	,459	,454	2,963

a. Predictors: (Constant), Promotion
Source: Processed Primary Data, 2022

Table 10. Results of simultaneous determination coefficient testing between price (X1) and promotion (X2) on purchasing decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	,603	,595	2,553

a. Predictors: (Constant), Promotion, Price
Source: Processed Primary Data, 2022

Table 11. Hypothesis test results (t Test) price variable (X1) on purchasing decisions (Y)

	Coefficients^a			
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	
(Constant)	5,527	3,612		1,530 ,129
Price	,862	,086	,714	10,084 ,000

a. Dependent Variable: Purchase Decision
Source: Processed Primary Data, 2022

Based on the test results in the table above, the calculated t value > t table or (10.084 > 1.660) is obtained. This is also confirmed by the ρ value < Sig.0.05 or (0.000 < 0.05). Thus, H0 is rejected and H1 is accepted, this shows that there is a significant influence between price on purchasing decisions.

Based on the test results in the table above, the calculated F value > F table or (73.628 > 2.70) is obtained. This is also confirmed by the ρ value < Sig.0.05 or (0.000 < 0.05). Thus, H0 is rejected and H3 is accepted, this shows that there is a significant simultaneous influence between Price and Promotion on Purchasing Decisions.

Table 12. Hypothesis test results (t Test) promotion variables (X2) on purchasing decisions (Y)

	Coefficients ^a		Standardized	
	Unstandardized B	Coefficients Std. Error	Coefficients Beta	
(Constant)	13,687	3,099	4,416	,000
Promotion	,678	,074	,678	9.126 ,000

a. Dependent Variable: Purchase Decision
Source: Processed Primary Data, 2022

Based on the test results in the table above, the calculated t value > t table or (9.126 > 1.660) is obtained. This is also confirmed by the ρ value < Sig.0.05 or (0.000 < 0.05). Thus, H0 is rejected and H1 is accepted, this shows that there is a significant influence between Promotion on Purchasing Decisions.

F Test (Simultaneous test)

To test the influence of the Price and Promotion variables simultaneously on Purchasing Decisions, the F statistical test (simultaneous test) is carried out with a significance criterion of 5% (0.05).

DISCUSSION

Influence of price (X1) on purchasing decisions (Y)

Based on the statistical test results of the simple linear regression test, the equation $Y = 5.527 + 0.862X1$ was obtained and the coefficient of determination with the Adjusted R square value was 0.504. This shows that the percentage influence of the independent variable Price (X1) on the dependent variable Purchasing Decision (Y) is 50.4% while the remaining 49.6% is influenced or explained by other variables outside

Table 13. Hypothesis results (F Test) between price (X1) and promotion (X2) on purchasing decisions (Y)

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	959,441	2	479,721	73,628	,000 ^b
Residual	631,999	97	6,515		
Total	1591,440	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Promotion, Price
Source: Processed Primary Data, 2022

the variables studied, while the t test results obtained $t_{count} > t_{table}$ or $(10,084 > 1.660)$. This is also reinforced by the ρ value $< \text{Sig}.0.05$ or $(0.000 < 0.05)$. Thus, H_0 is rejected and H_1 is accepted, this shows that there is a significant influence between price on purchasing decisions.

The results of this research are in line with the results of research (Pratiwi, Junaedi, & Prasetyo, 2019) entitled The Influence of Price on Consumer Purchasing Decisions: Case Study of 212 Mart Cikaret with the research results that there is an influence of price on consumer purchasing decisions. The more the price matches the quality of the product, the greater the consumer purchasing decisions will be. On the other hand, if the price does not match the quality of the product, it will reduce consumer purchasing decisions. The same thing is also in accordance with the results of research (Putranto & Kartoni, 2020) with the research title The Influence of Product Quality and Price on Tupperware Purchasing Decisions (Case Study of Housewives in Kunciran Housing - Tangerang) with the research results showing that Price (X_2) on purchasing decisions (Y) is 49.7%. This shows that high prices will increase purchasing decisions. From hypothesis testing, it was obtained that the value of $t_{count} > t_{table}$ $(6.370 > 1.296)$ was also proven by a significance of $0.000 < 0.1$. Thus, H_0 is rejected and H_1 is accepted, this shows that there is a partially positive and significant influence between price on purchasing decisions.

Effect of promotion (X_2) on purchasing decisions (Y)

Based on the statistical test results of the simple linear regression test, the equation $Y = 13.687 + 0.678X_2$ was obtained and the coefficient of determination with the Adjusted R square value was 0.454 or 45.4%. This shows that the percentage of influence of the independent variable Promotion (X_2) on the dependent variable Purchase Decision (Y) is 45.4% while the remaining 54.6% is influenced or explained by other variables outside the variables studied, while the t test results obtained $t_{count} > t_{table}$ or $(9.126 > 1.660)$. This is also reinforced by the ρ value $< \text{Sig}.0.05$ or $(0.000 < 0.05)$. Thus, H_0 is

rejected and H_1 is accepted, this shows that there is a significant influence between Promotion on Purchasing Decisions.

The results of this research are in line with the results of research (Poespa, Cahyono, & Martah, 2020) entitled The Influence of Product Quality, Price and Promotion on Purchase Decisions for Marina Lotion, where from the results of this research it is known that promotions influence purchasing decisions. The same thing is also in accordance with the results of research (Kesuma, Fitria, & Al Umar, 2021) entitled Product Quality and promotion on purchasing decisions for Pattaya Corner Products in Salatiga City with research results that the promotional variable is the variable that has the most dominant influence on purchasing decisions for Pattaya Corner because it has a value of 54%.

The influence of price (X_1) and promotion (X_2) on purchasing decisions (Y)

Based on the statistical test results of the multiple linear regression test, the equation $Y = 1.437 + 0.578X_1 + 0.386X_2$ was obtained and the coefficient of determination with the Adjusted R square value was 0.595 or 59.5%. This shows that the percentage of influence of the variables simultaneously Price (X_1) and Promotion (X_2) on the dependent variable Purchase Decision (Y) is 59.5% while the remaining 40.5% is influenced or explained by other variables outside the variables studied, while the results of f test obtained calculated $F > F_{table}$ or $(73.628 > 2.70)$, this is also confirmed by ρ value $< \text{Sig}.0.05$ or $(0.000 < 0.05)$. Thus, H_0 is rejected and H_3 is accepted, this shows that there is a significant simultaneous influence between Price and Promotion on Purchasing Decisions.

The results of this research are in line with research conducted by (Cahyono, Suryani, & Elvandari, 2020) entitled The Influence of Price and Promotion on Purchasing Decisions at PT Vista Bangun Propertindo with the research results showing that there is a simultaneous influence of the relationship value between the variables Price (X_1) and Promotion (X_2) on Purchasing Decisions (Y) of 0.834, the level of relationship is very strong. The value of the

influence of the Price (X1) and Promotion (X2) variables on Purchasing Decisions (Y) is 69.5% resulting from the coefficient of determination test (R²) and the F test value is 5.173 with a significance level of 0.000 because $0.000 < 0,05$. So it can be concluded that the Price variable (X1) and the Promotion variable (X2) simultaneously influence the Purchasing Decision variable (Y) at PT. Vista Bangun Propertindo – Tangerang.

The results of the research (Nabilaturrahmah, Wiranata, & Ivona, 2021) entitled *The Influence of Grabfood Prices and Promotions on Purchasing Decisions for KFC Grand Wisata during the Pandemic* show that Prices (X1) and Promotions (X2) have a simultaneous effect on purchasing decisions (Y) of 0.555 or 55.5%.

CONCLUSION

Partially, price has an influence on purchasing decisions, which can be seen from the t test with the calculated t value $>$ t table or ($10.084 > 1.660$). This is also reinforced by the ρ value $<$ Sig.0.05 or ($0.000 < 0.05$). Promotion's influence on purchasing decisions can be seen from the t test with the calculated t value $>$ t table or ($9.126 > 1.660$). This is also reinforced by the ρ value $<$ Sig.0.05 or ($0.000 < 0.05$). Simultaneously price and promotion influence purchasing decisions, this can be seen from the results of the f test where calculated $F >$ F table or ($73.628 > 2.70$), this is also reinforced by ρ value $<$ Sig.0.05 or ($0.000 < 0.05$).

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