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## Influence of Promotion Strategies and Pricing on Purchasing Decisions of Raw Plastic Pellet Products at PT. Bahkti Jaya Kusuma in Gading Serpong, South Tangerang City

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**ABSTRACT:** This research aims to determine the influence of promotion strategies and pricing, both partially and simultaneously, on purchasing decisions. The population consists of consumers who buy products at PT. Bahkti Jaya Kusuma, with a sample size of 100 consumers. The data analysis methods used include multiple linear regression analysis, the product-moment correlation coefficient, the coefficient of determination, and significance tests. The analysis results show an influence, both partially and simultaneously, on purchasing decisions. The multiple linear regression coefficient results are obtained as  $Y = 5,251 + 0.517 X_1 + 0.057 X_2 + e$ . The product-moment correlation coefficient yields a value of  $r = 0.852$ . The coefficient of determination results in an R-squared value of 72.6%. The F-test results indicate a calculated F value > the tabulated F value, namely  $128.291 > 4.00$ .

**Keywords:** Promotion Strategies, Pricing, and Sales volume.



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## INTRODUCTION

In this rapidly evolving era of globalization, where all parties can freely enter any desired market, whether domestically or internationally, without limitations, companies can sell products at favorable prices with the expected quality to boost sales. As competition intensifies, companies strive to seize existing opportunities to meet consumer desires and needs. Management is a process of planning, organizing, leading, and controlling the efforts of organizational members, as well as the utilization of available resources within the organization, to achieve predetermined organizational goals (Fung et al., 2021; Gådin & Hammarström, 2000; Rocha & Caldeira-Pires, 2019).

George R. Terry, in the book "Principles of Management" (Sukarna, 2011:3), also states that management is the accomplishing of predetermined objectives through the efforts of other people, or in other words, management is the achievement of set goals through joint efforts with others.

He divides management into four basic functions, namely Planning, Organizing, Actuating, and Controlling, abbreviated as POAC (Newman & Lee, 2022).

Marketing management is an analytical, planning, implementation, and control tool designed to create, build, and maintain profitable exchanges with target markets with the aim of achieving the company's primary goal: profitability. The concept of marketing is a fundamental concept and approach applied in implementing marketing management strategies for products or services within an organization or company. Some define the concept of marketing as a business philosophy stating that satisfying consumer needs is an economic and social requirement for the company's survival (Liu et al., 2021; Miles et al., 2002; Nazmul Islam et al., 2021).

As mentioned in my previous writing, the marketing concept encompasses six aspects: production concept, product concept, selling concept, marketing concept, social marketing concept, and global marketing concept. Key elements in the Marketing Concept: a). Market-oriented, focusing on consumer desires b). Integrated marketing activities planning c). Achieving a level of customer satisfaction (Bag et al., 2021).

Marketing is one of the core activities that companies, whether dealing in goods or services, need to undertake to sustain their business. This is because marketing is a direct engagement with consumers, making it an essential company activity. Therefore, marketing activities can be interpreted as human activities that occur in relation to the market. Promotion, within the marketing field, is a communication activity carried out by a company to buyers or consumers. It involves informing, persuading, and influencing everything related to the goods or services produced for consumers. All these activities aim to increase sales volume by attracting consumer interest in making purchasing decisions from the company (Balicka & Niedbala, 2022; Chotimah, 2019).

Promotional strategy is a planned activity with the intention of persuading and stimulating consumers to purchase the company's products. The goal is to achieve an increase in sales volume by encouraging consumers to buy from the company.

Running a buying and selling business is inevitably tied to the issue of pricing. Price plays a crucial role in the occurrence of buying and selling agreements, from the producer to the hands of the consumers. Through price determination, the economic value and feasibility of a product become apparent. Due to this, companies typically establish agreed-upon pricing before the product circulates in the market. Pricing plays a strategic role in marketing. If the price is too high, the product may become inaccessible to specific target markets or even result in low customer value. Conversely, if the price is too low, the company may struggle to make a profit, or some consumers may perceive the quality as poor.

Other elements of the marketing mix, when used appropriately, can make pricing a strategic weapon for effective competition. Prices can be adjusted or changed dramatically, depending on the desired outcome. However, accurate pricing is a crucial factor in determining the short-term and long-term success of a company (Tjiptono, 2015:289).

Based on the background and title of this research, the researcher formulates the problems as follows: 1.) How does promotion strategy influence the purchasing decision of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari?; 2). How does pricing influence the purchasing decision of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari?; 3). To what extent do promotion strategy and pricing influence the purchasing decision of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari?.

## **METHOD**

This research aims to: 1). Determine the influence of promotional strategies on the purchasing decisions of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari; 2). Assess the impact of pricing on the purchasing decisions of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari; 3). Examine the combined influence of promotional strategies and pricing on the purchasing decisions of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari.

In conducting this research, the author identified a population of 100 respondents, namely employees of PT. BAHKTI JAYA KUSUMA. The sampling technique employed in this study was incidental sampling, resulting in a sample size of 100 respondents. The research design used was associative, with the aim of investigating the relationship between independent and dependent variables. Subsequently, the data were analyzed using validity tests, reliability tests, simple linear regression analysis, correlation coefficients, determination coefficients, and hypothesis testing.

## **RESULT AND DISCUSSION**

### **1. Marketing Management**

Marketing management is a discipline that studies the implementation of marketing. With the knowledge of marketing management, a company can identify which market to target by establishing good relationships with the target market. a. Marketing management according to experts: a). According to Alma Buchari (2007:130), "Marketing management is the process of improving the efficiency and effectiveness of marketing activities carried out by individuals or companies." b). According to Kotler and Keller (2009:5), "Marketing management is the art and science of selecting target markets and attracting, retaining, and growing customers by creating, delivering, and communicating superior customer value."

From the above definitions, it can be concluded that marketing management is the art and science of selecting target markets to improve the efficiency and effectiveness of marketing activities conducted by individuals or companies.

Definition of marketing: Mix the marketing mix is a set of marketing variables that can be controlled by a company and used to achieve goals in the target market. In marketing, there are 4 (four) marketing policies often referred to as the 4Ps or marketing mix: product, price, place, and promotion. To achieve marketing objectives, these four elements must support and relate to each

other, so that marketing success is expected to be followed by customer satisfaction. Here are some definitions of the marketing mix provided by experts: a). According to Philip Kotler (2006:5), "The marketing mix is a set of marketing variables that can be controlled by a company and used to achieve goals in the target market." b). According to Prof. Dr. Buchari Alma (2007:205), "The marketing mix or Marketing Mix is a strategy of blending marketing activities to find the optimal combination that produces satisfying results." c). According to Saladin (2007:3), "The marketing mix is a series of marketing variables that can be controlled by a company and can be used to achieve goals in the target market." d.)According to Kotler and Keller (2007:52), the marketing mix can be classified into 4P (product, price, place, promotion).

classified into 4P are: a). Product Product is a combination of goods and services offered by a company to the market, including quality, design, shape, brand, and packaging of the product. b). Price Price is the amount of money paid for a particular product or service. c). Place Activities carried out by the company to make the product obtainable and available to the target customers. d). Promotion Activities carried out by the company to communicate the advantages of the product and persuade target customers to buy it.

Promotion Concept: Promotion activities can be one of many factors contributing to a company's success in selling its products. Promotion is seen as a persuasive one-way activity to persuade someone to take exchange actions (buying and selling) in marketing. Therefore, promotion must be worked on carefully and meticulously because promotion is not only about how to speak to consumers, but it also involves how much cost will be incurred for promotion and must remain within the company's capabilities. a). According to Suryana (2001:112), "Promotion is a way of communicating goods and services offered so that consumers know and buy them." b). According to Tjiptono (2008:219), "Promotion is a form of marketing communication. Marketing communication is marketing activities that seek to disseminate information, influence/persuade, and remind the target market or company and its products to be willing to accept, buy, and be loyal to the products offered by the respective company." c). According to Swasta and Irawan (2005:349), promotion is essentially a form of marketing communication aimed at encouraging demand. Marketing communication is marketing activities that seek to disseminate information, influence, and/or remind the target market about the company and its products, so that they are willing to accept, buy, and be loyal to the products or services offered by the respective company.

In conclusion, promotion is a way for a company to create awareness, share information, and influence buyers directly or indirectly toward the goods or services offered. The information provided to potential buyers greatly influences their decisions about the allocation of funds they have. They will include goods or services they know in their consideration list and then choose the most optimal combination. Of course, goods or services that they do not know or are not aware of will not be included in their considerations.

Therefore, the seller must make an active effort to make consumers aware, at least about: a). What goods or services are being offered? B). Who makes and who sells them?. Based on this, at least potential buyers must know what they will buy and who sells it before deciding to buy something.

Objectives of Promotion It is clear that the purpose of promotion activities is to provide information, attract consumer desires, and increase sales in the company. According to Kismono (2001:374), "Companies need to set promotion objectives that will help achieve broader company goals." Promotion programs can be based on one or more of the following objectives: a) Informing: Providing information to potential buyers about the work results offered by the company, where consumers can get it, and how much money they have to pay is the basic goal of promotion activities. Consumers need all this information to make purchasing decisions. b) Increasing Sales: Promotion is also useful and can impact increased sales. Companies can design promotions in various ways such as distributing shopping coupons, product samples, and others. Or by offering low prices or other methods to attract consumer interest. c) Balancing or Maintaining Sales: When sales start to decline, promotion can also be useful and can impact increasing sales, so that the level of sales that occur does not experience a significant decline. d) Placing Company Products: Companies are expected to be able to position their products well by showing the advantages of the products produced compared to competitors' products. Advertising can be the right solution to help the company. e) Representing Products: Through promotion, the company can easily represent products. Advertising media can be used by the company as a way to share the image of the products it owns with consumers. According to Nickels, et al. (2008:10), promotion aims to influence the public to participate in purchases. Promotion also aims to motivate the public to buy a company's products or services, and it serves as a means to build relationships with customers.

The main objective of promotion is to modify consumer behavior, inform, influence, persuade, and remind the target consumers about the company and its products or services (Swasta & Irawan, 2005:353). In detail, it can be outlined as follows: a) Informing: Promotion activities are aimed at informing the target market about the offerings of the company. b) Persuading target customers: Promotions that are persuasive in nature are generally disliked by the public, but nevertheless, this promotion is aimed at encouraging purchases. c) Reminding: Reminding promotions are carried out especially to maintain the brand of the product in the product's maturity period.

## 2. Results of Multiple Linear Regression Test

Based on the test using the SPSS program, the results of multiple regression are summarized in the following table:

Table 1  
Results of Multiple Linear Regression Test  
Coefficients<sup>a</sup>

Model	Unstandar dized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1 (Constant)	5,251	1,894		2,772	,007		
PROMOTION	,517	,035	,823	14,731	,000	,907	1,103
PRICE	,057	,038	,084	1,498	,137	,907	1,103

a. Dependent Variable: Purchase Decision

Source: Processed SPSS output, 2019

### 3. Test of Coefficient of Determination

According to Sugiyono (2012:50), the Coefficient of Determination (R<sup>2</sup>) aims to determine the extent to which independent variables explain the dependent variable. Based on the test using SPSS 20, the results of the coefficient of determination test are obtained as shown in the following table:

Table 2  
Results of the Coefficient of Determination Test  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	,726	,720	2,553

a. Predictors: (Constant), Price, Promotion

b. Dependent Variable: Purchase Decision

### 4. Hypothesis Testing

The F-statistic test fundamentally indicates whether all independent variables entered into the model collectively have a significant influence on the dependent variable. The results of the F-test calculation can be seen in the table:

Table 3  
Results of the F-test (Simultaneous)  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F
1 Regression	1672,593	2	836,296	128,291
Residual	632,317	97	6,519	
Total	2304,910	99		

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Promotion

Source: Processed SPSS output (2019)

From the results of the F-test, the calculated F value is greater than the tabulated F value, namely  $128.291 > 4.00$ , and the significance value (Sig) is less than 0.01 or  $0.000 < 0.01$ . This indicates that there is a simultaneous influence of promotion strategy and pricing on the purchasing decisions of raw plastic pellet materials at PT Kurnia Makmur Jaya Lestari.

## CONCLUSION

1. Based on the data from the questionnaire table for the pricing variable (x1), the average value is 38.93, falling into the category of the scale (3.41 – 4.20: High). This indicates that respondents' responses to the promotion strategy variable (x1) are in the high or good scale. This is evident from the highest score of 4.04 for the statements "I often see promotions at PT. BAHKTI JAYA KUSUMA" and "The reason I buy at PT Kurnia Makmur Jaya Lestari is because of the quality of its employees." Thus, many respondents observe various promotions offered by PT Kurnia Makmur Jaya Lestari, and the service quality of the employees at PT Kurnia Makmur Jaya Lestari is excellent. Therefore, this can serve as motivation to continually improve performance in all aspects to enhance purchasing decisions.
2. Based on the data from the questionnaire table for the price variable (x2), the average value is 46.83, falling into the category of the scale (4.20 – 5.00: Very High). This indicates that respondents' responses to the price variable (x2) are in the high or good scale. This is evident from the highest score of 4.15 for the statement "Companies that are consumers of PT. BAHKTI JAYA KUSUMA are already satisfied with the products and prices set, so they get large profits." Thus, many respondents choose PT. BAHKTI JAYA KUSUMA as a company that offers quality products with the best prices, allowing consumer companies to gain significant profits by being customers of PT Kurnia Makmur Jaya Lestari. Therefore, this can serve as motivation to continually improve performance in all aspects to enhance purchasing decisions.
3. Based on the data from the questionnaire table for the purchasing decision variable (Y), the average value is 28.03, falling into the category of the scale (3.41–4.20: Good). This indicates that respondents' responses to the purchasing decision variable (Y) are in the high or good scale. This is evident from the highest score of 4.09 for the statement "PT Kurnia Makmur Jaya Lestari becomes an alternative choice for consumers in buying plastic pellet products." This proves that the products provided by PT Kurnia Makmur Jaya Lestari are good, prompting many consumers to consider them as an alternative.

### Recommendations:

1. Based on the data from the questionnaire table for the promotion strategy variable (x1), the company should enhance its promotional strategy, particularly in terms of "Frequently, promotional programs are advertised through various media (social media, print media), attracting me to buy them," where the lowest score of 3.77 was obtained. Therefore, the

company needs to improve its promotional strategies in various print and social media, given that this aspect received the lowest score among all questionnaire questions in the promotion strategy variable. Thus, this should be a focal point for improvement to enhance purchasing decisions at PT Kurnia Makmur Jaya Lestari.

2. Based on the data from the questionnaire table for the price variable (x2), the company should pay more attention to the product pricing aspect of "In providing prices, PT. BAHKTI JAYA KUSUMA does not impose additional charges," where the lowest score of 3.65 was obtained. Therefore, the company needs to review the prices offered by PT Kurnia Makmur Jaya Lestari to determine whether additional costs, such as shipping penalties or similar charges, are imposed on consumer companies. Thus, this should be a focus for improvement to enhance purchasing decisions at PT Kurnia Makmur Jaya Lestari.
3. Based on the data from the questionnaire table for the purchasing decision variable (y), the company should improve purchasing decisions, especially in terms of "The products at PT Kurnia Makmur Jaya Lestari offer many choices for consumers when purchased," where the lowest score of 3.88 was obtained. Based on this score, the products owned by PT Kurnia Makmur Jaya Lestari may lack variety, and consumers might not have many references for purchasing products. This should be a specific area of attention to improve consumer purchasing decisions at PT Kurnia Makmur Jaya Lestari.

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