



**THE INFLUENCE OF PRODUCTS, PRICE PERCEPTIONS, PROMOTIONS
ON THE PURCHASE DECISIONS OF THE 6TH CLASS ELEMENTARY
BOOKS IN PT. YUDHISTIRA GHALIA INDONESIA.**

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ABSTRACT

This study aims to determine the effect of product, price perception, promotion of purchasing decisions in the 6 th grade tematik book at PT Yudhistira Ghalia Indonesia. The data used in this study are primary data which is done by distributing questionnaires. The method used to take samples in this study is the census method with a total sample of 100 respondents or a grade 6 SD teacher. Data analysis techniques used are validity test, reliability test, multicollinearity test, heterocedasticity test, linearity test, multiple linear regression analysis test. The analytical method used in this study is multiple linear regression analysis using the SPSS version 16.

The results obtained in the form of product related to purchasing decisions in the 6 th grade tematik book at PT Yudhistira Ghalia Indonesia. While price perception dan promotion is significant and positive for purchasing decisions in the 6 th grade tematik book at PT Yudhistira Ghalia Indonesia.

Keywords: *Product, Price perception, Promotion and Purchasing decision*

A. INTRODUCTION

The era of globalization continues to develop rapidly at this time resulting in humans every time going through social, political, economic changes so that it affects human behavior so that in running their business they must experience changes and innovate in the face of competitor behavior. Competition is becoming increasingly fierce so that every company in carrying out its objectives, one of which is to strengthen marketing activities.

Marketing is a social and managerial process by which individuals or groups obtain what they need and want by creating and exchanging products and value with others. Kotler and Armstrong, (2006). Understanding of consumer behavior in each target market is very important, because the survival of the company as an organization that seeks to meet the needs and activities of consumers is highly dependent on consumer behavior (Tjiptono, 2008).

PT Yudhistira Ghalia Indonesia is a company engaged in publishing and marketing school books, so marketing activities are a priority in the continuity and existence of the company. Purchasing decision is an integration process used to combine knowledge, evaluate two or more alternative behaviors and choose one of them. Peter and Olshon, (2017). Meanwhile, Assuari (2011) states that the marketing strategy includes product, price, place, promotion.

Based on the opinions of several researchers, the term purchase decision can be interpreted as consumer behavior, aiming to determine the process of developing a decision to buy an item or service, where individuals are directly involved in obtaining and using the goods or services offered. Therefore, to make a purchase is formed based on the needs and desires. So PT Yudhistira Ghalia Indonesia took immediate steps so that consumers make purchasing decisions using marketing strategies.

Product attributes are product elements that are considered important by consumers and become the basis for decision making. Tjiptono, (2007), product attributes include appearance, form / content, and quality of goods. Product quality is the ability of a product to carry out its

functions, including reliability, durability, accuracy, ease of operation, product improvement and other valuable attributes. Kolter and Armstrong, (2010). In his research, Weenas (2013) stated that product quality influences purchasing decisions. Every company must try to meet the needs and desires of customers, therefore, companies try to make quality products, whether displayed through the external characteristics or the content of the product itself. This is different from research conducted by Eni Nuraini et al, (2020) which states that product quality has no significant effect on purchasing decisions.

Price perception is one of the most important attributes evaluated by consumers, and managers need to be fully aware of the role of price in shaping consumer attitudes. Mowen and Minor, (2002). In certain situations, consumers are very sensitive to price, so that prices that are relatively high compared to competitors, consumers can switch to more affordable prices. Price is what consumers have to give to get a product (Lamb et.al, 2001). Research by Adiputra et al. (2016) states that price perception has a very positive effect on purchasing decisions, this is supported by research by Fernando et al., (2018) in their journal, price perceptions have a positive and significant effect on purchasing decisions. This is different from what the research conducted by Syaleh, (2017) stated that there was a positive but not significant effect between price on purchasing decisions.

Another factor that influences purchasing decisions is promotion. Where promotion is one of the elements in the marketing mix that is used to inform, persuade, and remind about the company's products. Saladin and Buchory, (2010). Promotion is a way of communication to convince someone to make a decision about buying a product or service and provide information to consumers. Niazi et.al,(2012). This research is in line with what was done by garib et al, (2019) stating that promotion has a significant positive effect on purchasing decisions. This is different from the research of Donna et al, (2016) which stated that store promotions were not able to increase customer delight.

Based on research conducted by previous researchers that product, price perception and promotion affect purchasing decisions, it is necessary to consider their influence on consumer decisions in making purchases. Based on the description of the background of the problem described above, the following research can be proposed "The Influence Of Products, Price Perceptions, Promotions On The Purchase Decisions Of The 6th Class Elementary Books In Pt. Yudhistira Ghalia Indonesia."

Based on the background described above, the formulation of the problem in this study is as follows:

1. Does the product have a positive effect on consumer purchasing decisions at PT Yudhistira Ghalia Indonesia?
2. Does price perception have a positive effect on consumer purchasing decisions at PT Yudhistira Ghalia Indonesia?
3. Does promotion have a positive effect on consumer purchasing decisions at PT Yudhistira Ghalia Indonesia?

The objectives of the research to be achieved in this research are:

1. Knowing and analyzing the influence of the product on consumer purchasing decisions.
2. Knowing and analyzing the effect of price perception on consumer purchasing decisions.
3. Knowing and analyzing the effect of promotion on consumer purchasing decisions.

B. LITERATURE REVIEW

Buying decision

Purchasing decision is an integrating process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Peter and Olson, (2005). Purchasing decision is a person's decision where he chooses one of several alternative choices so that in improving purchasing decisions, product, price, and distribution variables are priorities in addition to promotion also need to be improved. Purchasing decisions can also be defined as the process of

making decisions and physical individual activities involved in the process of evaluating, obtaining, using or being able to use goods and services. Purchase decisions are also actions that are directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. This subject can be predicted from several perspectives which are all considered, namely: consumer influence, overarching, and intercultural. Purchasing decisions can be defined as attitudes shown by people in terms of planning, buying and using economic goods and services.

Meanwhile, buyer behavior focuses on the behavior of a particular individual, who buys the product in question, even though that person is not involved in planning the purchase or using the product (Tjiptono, 2014). While purchasing decisions are actions taken by individuals, groups, or organizations related to the decision-making process in obtaining, using economic goods or services that can be influenced by the environment.

Product.

Anything that can be offered to the market for attention, ownership, use, or consumption that can satisfy wants and needs which includes physical objects, services, people, places, organizations and ideas so that it becomes the most basic marketing tool. Kotler and Armstrong, (2001). According to Tjiptono, (2007) states that products are product elements that are considered important by consumers and are used as the basis for decision making.

So it can be concluded that the product is a set of attributes both tangible and intangible that is used to meet consumer needs. So that the product can be interpreted as the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, product improvement and other valuable attributes. Kotler and Armstrong, (2010).

Price Perception.

Price perception according to Mowen and Minnor, (2002) is one of the most important attributes evaluated by consumers, and managers need to be really aware of the role of the price in shaping consumer attitudes, by providing cheap / affordable rates will affect the sum insured (UP) so that the premium can be quite low but still with good service and balanced benefits for AJB Bumiputera customers. Price is an amount of money as a medium of exchange to obtain products or services, in fact there is a positive but not significant effect between prices on purchasing decisions. Kotler, (2008).

So it can be interpreted that the sum of all values provided by customers to benefit from owning or using a product, both goods and services. Meanwhile, Stanton (1994) relates to the perception that price is the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer or seller through bargaining or is set by the seller for the same price to all buyers.

Paul Peter and Jerry Olson, (2000) stated that price perception relates to how price information is fully understood by consumers and gives deep meaning to them. When consumers evaluate and research the price of a product, it is strongly influenced by the behavior of the consumers themselves. Thus the assessment of the price of a product being said to be expensive, cheap or ordinary from each individual does not have to be the same, because it depends on individual perceptions which are motivated by the environment and individual conditions.

Promotion.

Research conducted by Saladin and Buchory (2010), one of the elements in the marketing mix that is utilized to inform, persuade, and remind about the company's products is promotion. Promotion is a way of communication to convince someone to make a decision about buying a product or service and provide information to consumers. Niazi, et.al, (2012). Promotion is a process of communicating marketing output variables that are very important to be implemented by companies in marketing products, so that in increasing sales, promotion is very important to attract consumers to want to buy their products. Swastha and Irawan, (2008).

Promotional mix is the best strategy combination of the variables of advertising, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales program. According to Tjiptono, (2008) Promotional Indicators are; Advertising, personal selling, sales promotion, public relations.

Hypothesis.

H 1: The product has a positive and significant effect on the decision to purchase thematic books for Grade 6 Elementary School at PT. Yudhistira Ghalia Indonesia.

H 2: Price Perception has a positive and significant effect on purchasing decisions for 6th Grade Thematic books at PT. Yudhistira Ghalia Indonesia.

H 3: Promotion has a positive and significant effect on purchasing decisions for 6th Grade Thematic books at PT. Yudhistira Ghalia Indonesia.

C. RESEARCH METHODS

The variables used in this study consisted of the dependent variable, namely purchasing decisions (Y) and three independent variables, namely product (X1), price perception (X2) and promotion (X3).

Population and Sample.

The population is the entire collection of elements that show certain characteristics that can be used to make conclusions. The set of elements shows the number, while certain characteristics indicate the characteristics of the collection. Sanusi, (2011). The population in this study were 6th grade elementary school teachers totaling 390 respondents as users of the 6th grade Thematic books published by PT Yudhistira Ghalia Indonesia in the marketing area of Jepara Regency.

While the sample is a subset of the population to be studied. The method used for sampling is using the stratified random sampling method, which is the process of taking samples through the process of strata division, selecting a simple random sample for each stratum, and combining them into a sample to estimate the population parameters.

The large number of samples in this study used the slovin formula

$$n = N / (1 + Ne^2)$$

n : sample size

N : population size

e : tolerance precision average accuracy.

So that ;

$$n = 390 / (1 + 390(0.5 \cdot 0.5))$$

$$n = 390 / (1 + 0.25)$$

$$n = 97.5 \text{ menjadi } 100 \text{ respondents}$$

The sample in this study was rounded up to 100 consumers who used the 6th grade Thematic book published by PT Yudhistira Ghalia Indonesia.

Method Of Collecting Data

The method of distributing questionnaires aims to obtain data in the form of answers to several statements submitted to respondents (Ghozali, 2013). Submitting a questionnaire the author provides several questions / written statements to consumers.

Meanwhile, the criteria for selecting the sample are:

1. Grade 6 elementary school teacher as user of grade 6 SD Thematic book published by PT Yudhistira Ghalia Indonesia at state school accredited A
2. Grade 6 elementary school teacher as a user of grade 6 SD Thematic books published by PT Yudhistira Ghalia Indonesia at state schools accredited B
3. Grade 6 elementary school teacher as user of grade 6 SD Thematic book published by PT Yudhistira Ghalia Indonesia at private schools / foundations accredited A and B.

4. The marketing area for books published by PT Yudhistira Ghalia Indonesia is in Jepara Regency.

The research instrument used in this study used a Likert scale. The level of assessment used a 4-point scale. The data processing method used the SPSS (Statistical Product and Service Solution) analysis application.

Data Analysis Method.

The analytical method used in this research is as follows:

1. Descriptive Analysis is a statistic that is used to analyze data by describing or describing the data that has been collected as it is without the intention of making conclusions that apply to the public or generalizations.
2. Inferential analysis is a data analysis technique used to determine the extent of the similarity between the results obtained from a sample with the results to be obtained in the population as a whole. Sugiyono, (2004)

Inferential statistics is a method that deals with the analysis of data on samples to be used to generalize to the population. This use of inferential statistics is based on chance and a randomly selected sample. This data processing method uses the SPSS analysis application.

The analytical steps used in this research are data quality test, classical assumption test, multiple regression analysis, and hypothesis testing (Coefficient of Determination R², t-test, F-test).

Table 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 ^a	.517	.502	1.738

a. Predictors: (Constant), PROMOSI, PERSEPSI HARGA, PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

D. RESEARCH RESULTS AND DISCUSSION

Based on the processed SPSS analysis, the results can be seen in tables 1.2 and 3 as follows;

Table 2

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	310.905	3	103.635	34.295	.000 ^a
Residual	290.095	96	3.022		
Total	601.000	99			

A. Predictors: (Constant), Promosi, Persepsi Harga, Produk

B. Dependent Variable: Keputusan Pembelian

Table 3

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.403	1.559		-2.183	.031
Produk	.076	.142	.052	.539	.591
Persepsi Harga	.321	.102	.298	3.154	.002
Promosi	.357	.069	.473	5.194	.000

a. Dependent Variable: Keputusan pembelian

Based on table 3 above, it can be described as follows:

H1: The product has a positive and insignificant effect on the decision to purchase the thematic books for the 6th grade elementary school at PT Yudhistira Ghalia Indonesia.

It is known that the tcount value is $0.539 < t_{table} 1.98498$ with a sign value of $0.591 > 0.05$. In conclusion, the product variable H1 has a positive and non-significant effect on the decision to purchase thematic books for the 6th grade elementary school at PT Yudhistira Ghalia Indonesia is rejected.

H2: Price Perception has a positive and significant effect on purchasing decisions for thematic books for the 6th grade elementary school at PT Yudhistira Ghalia Indonesia.

It is known that the value of tcount is $3.159 > t_{table} 1.98498$ with a sign value of $0.002 < 0.05$. In conclusion, H2 perception of price has a positive effect on the decision to purchase thematic books for elementary school grade 6 at PT Yudhistira Ghalia Indonesia is accepted.

H3: Promotion has a positive and significant effect on purchasing decisions for 6th grade thematic books at PT Yudhistira Ghalia Indonesia.

It is known that the value of tcount $5.194 > t_{table} 1.98498$ with a sign value of $0.00 < 0.05$. So it can be concluded that promotion H3 has a positive effect on purchasing decisions for 6th grade elementary thematic books at PT. Yudhistira Ghalia Indonesia accepted.

Based on table 3 above, the product has a negative effect, while the perception of price, promotion has a positive and significant effect on purchasing decisions for the thematic books for 6th grade elementary school at PT Yudhistira Ghalia Indonesia.

The users of 6th grade thematic books at PT. Yudhistira Ghalia Indonesia feels that the product has not been able to influence purchasing decisions because book packaging is not the main goal in selecting goods and has not become the main goal in making purchases, varied products have not been able to attract sympathy and create confusion in choosing a product. While interest has not been able to improve purchasing decisions, it can be seen in the appearance of the form / content that is not so attractive, many other reference books published by official institutions are more interesting so that the Thematic book as an enrichment / companion book feels that the form / content can be modified by its own delivery to students and this is which makes the product have a negative effect on purchasing decisions.

The other side of the 6th grade thematic book users at PT. Yudhistira Ghalia Indonesia feels that price perception is very important with the affordability of more competitive prices, varied prices and also being able to enjoy the quality and benefits of thematic books at

affordable prices. This is of course the users are interested in making a purchase. Users of 6th grade thematic books at PT. Yudhistira Ghalia Indonesia feels that promotion is very important in introducing sales both directly and through social media, by organizing certain events by providing attractive bonuses and good after-sales service, of course very enthusiastic in making purchases.

E. CONCLUSION

Based on the discussion above, the researcher can draw the following conclusions;

1. Users of 6th grade thematic books at PT. Yudhistira Ghalia Indonesia feels that the product has not been able to influence purchasing decisions because book packaging is not the main goal in selecting goods and has not become the main goal in making purchases, varied products have not been able to attract sympathy and create confusion in choosing a product. So that buying interest has not been able to improve purchasing decisions, it can be seen in the appearance of the form / content that is not so attractive, many other reference books published by official institutions are more attractive so that the Thematic book as an enrichment / companion book feels that the form / content can be modified by its own delivery to students and This is what makes the product have a negative effect on purchasing decisions.
2. Users of 6th grade thematic books at PT. Yudhistira Ghalia Indonesia feels that price perception is very important with the affordability of more competitive prices, varied prices and also being able to enjoy the quality and benefits of thematic books at affordable prices. This is of course the users are interested in making a purchase.
3. Users of 6th grade thematic books at PT. Yudhistira Ghalia Indonesia feels that promotion is very important in introducing sales both directly and through social media, by organizing certain events by providing attractive bonuses and good after-sales service, of course very enthusiastic in making purchases.

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