

THE INFLUENCE OF PRODUCTS AND PROMOTIONS ON PURCHASE DECISIONS STUDY CASE IN PT. XYZ

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Abstract

In the world of marketing, consumer purchasing decisions are greatly influenced by various factors, one of which is the product and promotion offered by the company. Therefore, it is important for companies to understand how these two factors can influence consumer behavior in making purchasing decisions. This study aims to investigate the Influence of Products and Promotions on Yakult Purchasing Decisions Case Study of PT. Yakult Medan Branch This type of research is quantitative. The number of samples in this study was 100 respondents. The data analysis techniques used in this study were research instrument tests (validity and reliability), descriptive statistical tests, classical assumption tests (normality, multicollinearity and heteroscedasticity), and hypothesis tests (multiple linear analysis tests, t-tests, F-tests and coefficients of determination) with the help of SPSS version 26. The results of this study indicate that Products (X1) have a positive and significant effect on Purchasing Decisions (Y), Promotions (X2) have a positive and significant effect on Purchasing Decisions (Y) and Products (X1) and Promotions (X2) have a positive and significant effect simultaneously on Purchasing Decisions (Y) at PT. Yakult Indonesia Persada Medan Branch.

Keywords: *Products, Promotions and Purchasing Decisions.*

1. INTRODUCTION

Basically, all companies aim to make a profit by offering a product that has been created which can satisfy market conditions within a certain period of time.(Efendi & Mashadi, 2020). Companies are required to create and maintain long-term relationships with customers. One effective approach to achieving this goal is through the right branding and marketing communication strategies.(Verdiansyaf et al., 2024).

XYZ product, as one of the leading brands in the probiotic beverage category, offers an interesting case to study in the context of the role of branding and in maintaining customer loyalty. Efforts to attract and retain consumers are a must for business actors to remain competitive in the market. This reflects the purchasing decision which is a series of initial steps taken by prospective buyers before starting the purchasing process. Purchasing decisions are consumer actions to form preferences among brands in their choice and buy the most preferred product.(Ningsih, 2021).

One of the factors that influence consumer decisions in choosing a product is product quality. Product quality is the level of product ability to meet what consumers expect from a product they have. Distribution channels are needed by every company, because producers produce products and to reach consumers must go through distribution channels in the company.(Febrianto, 2022).

Promotion also has a central role in a company's marketing strategy, not only directly influencing consumer purchasing power but also impacting production costs and company profits.(Adyanto & Santosa, 2018). From the above phenomenon, PT. XYZ Indonesia Persada actively launched various promotional initiatives to respond to the decline in public awareness of health. Additional promotional methods involve officers who provide comprehensive information through video media and brochures. The existence of XYZ Lady is also an important asset in marketing efforts, where they use brochures and images to explain products directly to consumers. The purpose of this study is to determine the influence of products and promotions on purchasing decisions at PT. XYZ Persada Indonesia. Specifically, this study aims to determine whether products influence purchasing decisions, whether promotions influence purchasing decisions,

and whether products and promotions simultaneously influence purchasing decisions at PT. XYZ Persada Indonesia. Based on the explanation above, the author is interested in conducting research entitled "The Influence of Products and Promotions on XYZ Purchasing Decisions Case Study of PT. XYZ Medan Branch".

2. LITERATURE REVIEW

2.1 Purchasing Decision

The purchasing decision is the step in which consumers identify problems, look for information about brands or products, and consider several options before finally deciding to make a purchase.(Aditya & Gunaningrat, 2024). The purchasing decision taken by the buyer is actually a collection of a number of organized decisions. A purchasing decision is an action taken by consumers, whether individuals, groups, or organizations, consciously to buy a product based on the desired needs.(Nugroho & Soliha, 2024).

2.3 Promotion

According to Rizky et al., (2019) is an activity that can communicate interesting persuasive information about the products offered, either directly or through parties that can influence purchasing decisions. Promotion has a purpose and where the purpose is able to spread information or is able to provide high appeal to consumers and can build and grow consumer interest for customer buying interest(Damayanti & Saputro, 2023).Deliberation & Trust (2023)which states that promotion has a positive and significant partial effect on purchasing decisions at the Devin Electronics Store, Mamuju Regency.

2.4 Products

Products have an important meaning for the company because without a product, the company will not be able to do anything from its business. Buyers will buy a product if they feel it is suitable, therefore the product must be adjusted to the desires or needs of the buyer so that product marketing is successful.(Ningsih, 2021). According to Kotler & Armstrong (2019) product refers to the combination of goods and services offered by a company to the target market. Research conducted by Octavenia & Ardani (2018) states that product quality has a positive and significant effect on purchasing decisions. This shows that product quality is an important factor in determining purchasing decisions made by consumers.

3. RESEARCH METHODS

This research is an associative research with a causal relationship. Sugiyono, (2019) states that causal associative is a formulation of research problems that are of a nature that asks about the relationship between two or more variables. According to Sugiyono, (2019) states that causal associative is a formulation of research problems that are in the nature of asking about the relationship between two or more variables. Causal relationships are relationships that are cause and effect. In this study there are independent variables (which influence) and dependent variables (which are influenced). This means that the study focuses on products and promotions as independent variables on purchasing decisions as dependent variables.

4. RESULTS AND DISCUSSION

4.1 Normality Test

The normality test aims to test whether in the regression model, the interfering variables or residuals have a normal distribution.(Ghozali, 2020).The normality test in this study is seen in the graph and the value of one sample klmogorov-smirnov using a significance level of 0.05. The results of the normality test can be seen in the following table:

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	44.1100000
	Std. Deviation	4.08112481
Most Extreme Differences	Absolute	.066

	Positive	.066
	Negative	-.060
Test Statistics		.066
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS Output Results, 2025.

In Table 1, the results of the normality test on the Purchase Decision variable (Y) obtained an Asymp. Sig. (2-tailed) value of 0.200. This shows that in the Purchase Decision variable (Y) the Asymp. Sig. (2-tailed) value is greater than 0.05 ($0.200 > 0.05$). So it can be concluded that in the Purchase Decision variable (Y) the data used is normally distributed.

4.2 Partial Test (t-Test)

Partial hypothesis testing in this study was conducted by comparing the t-count value with the t-table value and using a significance level of 0.05. The results of the hypothesis test in this study can be seen in the table below:

Table 2. Partial Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,232	3.131		4,864	.000
	Product	.533	.079	.498	6,747	.000
	Promotion	.405	.073	.408	5,528	.000
a. Dependent Variable: Purchase Decision						

Source: SPSS Output Results, 2025.

The results of the partial test (t-test) were carried out using a significance level of 5% and by comparing the calculated t value with the t table. The t table in this study was obtained based on the degree of freedom (df) formula, namely $df = n - k$, $df = 100 - 3 = 97$, so the t table value was 1.98472. The results of the partial test (t-test) in this study are presented as follows:

1. Product variable (X1) obtained a t-value of 6.747 and a significance level of 0.000 with a positive direction. And a constant value of 0.533 with a positive direction. This shows that the t-value is greater than t-table ($6.747 > 1.98472$) and the significance value is less than 0.05 ($0.000 < 0.05$). So it can be concluded that the Product variable (X1) has a positive and significant effect on Purchasing Decisions (Y). Thus the first hypothesis (H1) is accepted. Product is the most dominant variable that influences purchasing decisions.
2. Promotion variable (X2) obtained a t-value of 5.528 and a significance level of 0.000 with a positive direction. And a constant value of 0.405 with a positive direction. This shows that the t-value is greater than t-table ($5.528 > 1.98472$) and the significance value is less than 0.05 ($0.000 < 0.05$). So it can be concluded that the Promotion variable (X2) has a positive and significant effect on Purchasing Decisions (Y). Thus the second hypothesis (H2) is accepted.

4.3 Simultaneous test (F-test)

Simultaneous test (F-Test) uses a significance level of 5% and compares the calculated f value with Ftable. The ftable value is obtained through the df (degree of freedom) formula, namely as follows:

Table 3. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1648.902	2	824,451	46,743	.000b
	Residual	1710.888	97	17,638		
	Total	3359.790	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Promotion, Product						

The results of the simultaneous test (F-Test) in the table above show that the F-count value is 46.743 which is greater than 3.09 ($46.743 > 3.09$) and the significance value is 0.000 which is less than 0.05 ($0.000 < 0.05$). So it can be concluded that the Product (X1) and Promotion (X2) variables together influence the Purchase Decision (Y). Thus the third hypothesis (H3) is accepted.

5. DISCUSSION

- Based on the results of the hypothesis test, the Product variable (X1) has a positive and significant effect on the Purchase Decision (Y). Thus, the first hypothesis (H1) is accepted. This means that product quality is a factor that influences the purchase decision. Customers will compare the products offered with competitor products so that it is mandatory in the business world or business to pay attention to the quality of their products. (Maulana & Halim, 2024). The research results are in line with research conducted by Suleman et al., (2022) and Komariah, (2023) which states that the product influences purchasing decisions.
- Based on the results of the hypothesis test, the Promotion variable (X2) has a positive and significant effect on the Purchase Decision (Y). Thus, the first hypothesis (H2) is accepted. This means that Promotion has an important role in influencing purchasing decisions, because through promotion, companies can introduce products, convey added value, and attract the attention of potential customers. (Larasati et al., 2021). The research results are in line with research conducted by Hanaysha, (2018) and Suleman et al., (2022) which states that promotions influence purchasing decisions.
- Based on the results of the hypothesis test, the Product (X1) and Promotion (X2) variables jointly influence the Purchase Decision (Y). Thus, the third hypothesis (H3) is accepted. Products and promotions have a complementary relationship in influencing purchasing decisions. (Larasati et al., 2021). The influence of products and promotions on purchasing decisions is very large, because both directly contribute to customer interest and confidence in choosing a product. (Maryani et al., 2023). The research results are in line with research conducted by Dewi et al., (2022) which states that products and promotions simultaneously influence purchasing decisions.

6. CONCLUSION AND RECOMMENDATIONS

6.1 CONCLUSION

Based on the research results that have been described, there are conclusions in this research, namely as follows:

- Products have a positive and significant effect on purchasing decisions at PT. XYZ Indonesia Persada Medan Branch.
- Promotion has a positive and significant effect on purchasing decisions at PT. XYZ Indonesia Persada Medan Branch.

3. Products and promotions have a positive and significant effect simultaneously on purchasing decisions at PT. XYZ Indonesia Persada Medan Branch.

6.2 SUGGESTION

Based on the research results and discussion, the researcher provides the following suggestions:

1. For Further Research
It is recommended to explore other variables such as service quality, brand loyalty, and consumer preferences, as well as expand the scope of the research area for more comprehensive results.
2. For Companies
PT. XYZ Indonesia Persada Medan Branch should continue to improve product quality and promotional strategies. Product innovation, targeted promotional campaigns, and optimization of strategies such as Home Delivery services, health education, retail promotions, and digital media need to be strengthened. Consumer feedback is also important for more effective product development and promotion.
3. For the Community
The public is expected to be wiser in making purchasing decisions by considering the quality of the product and the promotions offered, as well as evaluating product information objectively.

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