

The Purchasing Decisions to Consumption of Healthy Drink Freshtime Yogurt at Pandemic Covid-19 Based on Promotion and Price (Case Study at KPSBU, North Bandung Cattle Breeders Cooperative)

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Abstract

This study aims to determine whether promotions and prices affect the purchasing decisions of Freshtime Yogurt at North Bandung Cattle Breeders Cooperative. KPSBU (North Bandung Cattle Breeders cooperative) is one of the many producers of yogurt makers in the West Bandung Regency area. The factors tested in this study are promotion and price as independent variables. While purchasing decisions as the dependent variable. The research method used in this research is descriptive and verification method. The population in this study were KPSBU consumers with a population of 461. The technique of determining the sample used in this study was a non-probability sampling technique with accidental sampling method. While to calculate the sample size using the Slovin formula, so the number of samples in this study were 82 consumers. Based on the results of the research partially and simultaneously showed that promotion and prices have a significant effect on Freshtime yogurt purchasing decisions at KPSBU. The results of this study are expected to contribute to the company so that it can be used as material information and input to improve company performance.

Keywords: Promotion, Price, Purchasing Decisions.

INTRODUCTION

Covid-19 has spread widely both internationally and in our country, Indonesia, making it an important global problem. The emergence of this virus is difficult to predict, so it has a serious impact on the world. The health sector has become the top priority of the community during the Covid-19 pandemic so that making healthy and nutritious food and drinks such as milk and supplements is one of the most popular products for consumers besides sanitary products such as soap, tissue, or cleaning.

The Nielsen consumer survey institute said 30% of consumers plan to shop more frequently *online* when the pandemic strikes. In a journal published by McKnsey, hints at the tendency of consumers to undercut prices and prioritize product value during a pandemic. Based on this phenomenon, health products such as healthy food, supplements, milk and yogurt are in high

demand. This is because consumers today prefer to consume healthy food and drinks with the aim of strengthening the body's immunity as an effort to prevent the Covid-19 virus.

KPSBU (North Bandung Cattle Farm Cooperative) is one of the producers of milk products and its sub-products, namely yogurt with the name of its yogurt product, *FreshTime*. Yogurt *FreshTime* is not the only yoghurt product in Bandung, there are many other brands such as: KPBS, Odise Yoghurt, Bandung Yoghurt, Youjel, Lmilk Yoghurt, Dafa Yoghurt and various SMEs (small and medium enterprises) that have just seen opportunities in the product Health in the era of the Covid-19 pandemic has resulted in tighter competition in the field of yogurt.

The sales data for *FreshTime* yogurt is in the table below:

Table 1. Data on sales of *FreshTime* yogurt 2019-2020

Month	Quantity (liter)	
	2019	2020
January	966	1.244
February	1.094	1.010
March	1.570	1.386
April	1.990	1.153
May	2.338	1.652
June	1.563	1.988
July	1.835	2.066
August	1.734	2.120
September	1.402	1.297
Total	14.492	13.916

Source: KPSBU 2020

Based on the total sales of *FreshTime* yogurt, which is 13,916 liters in 2020 compared to the previous year 2019, which is 14,492 liters, we can see that there has been a decrease of around 576 liters and with the beginning of the decline in sales in February, which was the beginning of Covid-19 entering our country, Indonesia. This presumably because the implementation of promotions and pricing is not good enough to make consumers more selective in making purchasing decisions.

Theory Basis

a. Promotion

According to William Shoell quoted by Alma (2013), "Promotion is an effort made by marketers to communicate with potential customers".

Promotion Dimensions

According to Kotler and Armstrong (2012), there are five dimensions of promotion, namely:

1. Advertising (Advertising)
2. Sales promotion (Sales Promotion)
3. Personal selling (Individual Sales)
4. Public relations (Public Relations)
5. Direct marketing (Direct Selling)

b. Price

According to Tjiptono and Chandra (2017), price is the only element of the marketing mix that brings income to the organization.

Price Dimensions

According to Stanton (2009) cited by Sofi Nurul Afyah (2017), there are four dimensions that characterize prices, namely:

1. Price affordability
2. Price competitiveness
3. Price compatibility with benefits
4. Price compatibility with quality

c. Decision Purchasing

Dimensions and Indicators

Consumer purchasing decisions, there are six sub-purchasing decisions made by buyers stated by Kotler and Keller (2016), namely:

1. Product selection: consumers can make a decision to buy a product or use the money for other purposes.
2. Choice of brand: the buyer must make a decision about which brand to buy. Each brand has its own differences.
3. Choice of place of dealer: the consumer must make a decision about which dealer to visit.
4. Number of purchases: consumers can make decisions about how many products to buy. Purchases made may be more than once.
5. Time of purchase: consumer decisions in choosing the time vary according to need.
6. Payment methods: consumers can make decisions about the payment methods that will be made in making consumer decisions to use products or services.

Promotion (X1) and Price (X2) Relationship to Purchase Decisions (Y)

Purchasing decisions are influenced by several things, such as according to Buchari Alma (2013), "A purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotion, physical evidence, people and, process. So as to form an attitude towards consumers to process all information and draw conclusions in the form of a response that appears what products will be purchased".

Based on the literature review and previous research that has been described, the framework of thinking through the research paradigm is described below:

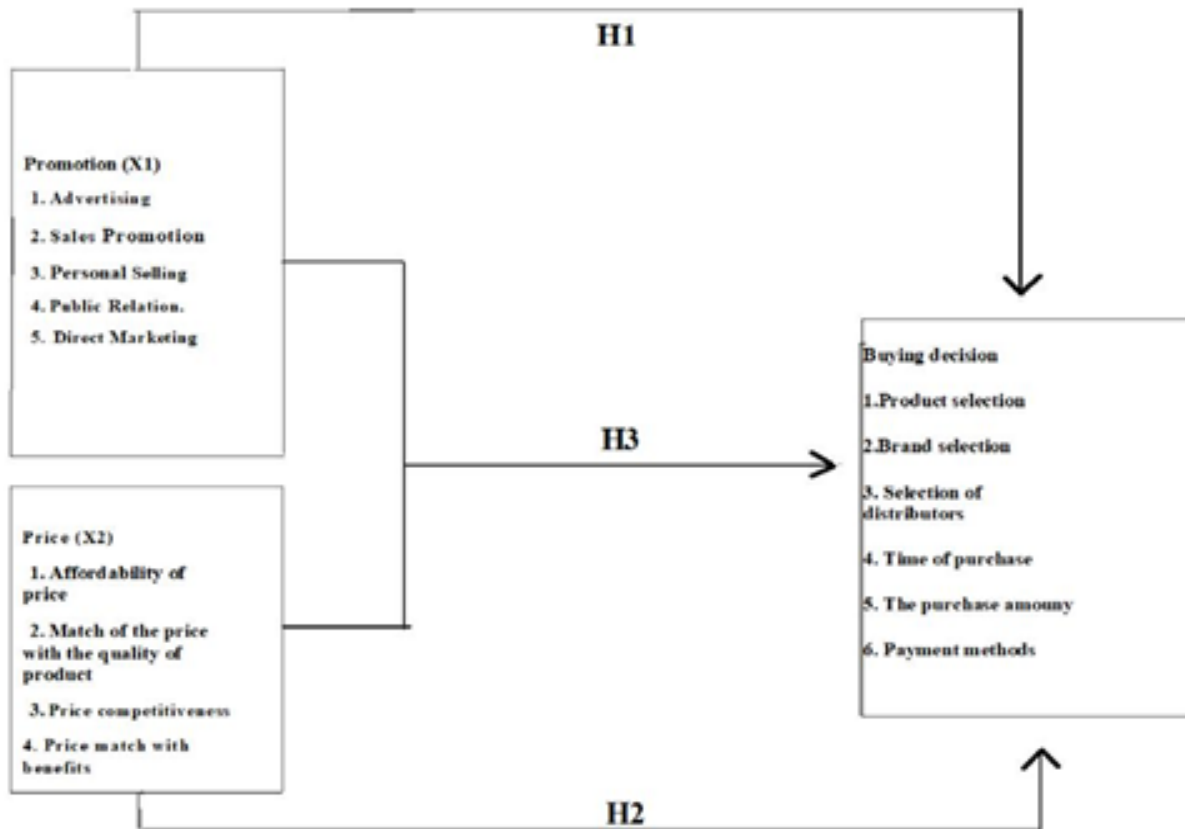


Figure 1. Research Paradigm

Hypothesis

H1: Promotion mix has a positive effect on Yoghurt Purchase Decisions *Freshtime*

H2: Price has a positive effect on Yoghurt Purchase Decisions *Freshtime*

H3: Price and Promotion Mix affect the Purchase Decision of Yogurt *Freshtime*

Research Methods

This research method uses descriptive analysis and verification methods. This study was taken using a population taken from visitors who make purchases at Yoghurt *Freshtime*, with the number of population to be studied has been determined by the number of 461 people. So from these data, the sample size is obtained using the Slovin formula, respondents who were selected were 82 people. For testing multiple linear regression analysis on the research hypothesis.

Information about promotion (X1)

Table 2. Respondents' Responses to Items in Promotion Variables

No.	Statement	ΣScore	Average	Category
	Advertising			
1.	I found Yogurt <i>Freshtime</i> in various advertisements	227	2,77	Not good
2.	The design of the Yogurt <i>Freshtime</i> ads was attractive	251	3,06	Not good
3.	Information in the ad explained about Yogurt <i>Freshtime</i> (the benefits of yogurt and others)	253	3,08	Not good

4.	Information in Yogurt <i>Freshtime</i> Ads is reliable	255	3,11	Not good
	Sales Promotion			
5.	Promotions offered Yogurt <i>Freshtime</i> are attractive	218	2,66	Not good
6.	Promotions offered Yogurt <i>Freshtime</i> vary (various)	226	2,75	Not good
7.	Terms (buy 1 get 1 free) get a Yogurt promotion is <i>Freshtime</i> clear	234	2,85	Not good
8.	Promotional time that is done by Yogurt is <i>Freshtime</i> right when needed	223	2,72	Not good
	Individual Sales			
9.	KPSBU employee appearance is good (neat, polite)	277	3,38	Not good
10.	KPSBU employees know information about Yogurt products <i>Freshtime</i>	260	3,18	Not good
11.	How KPSBU employees Describe the product as satisfactory	234	2,85	Not good
12.	KPSBU employees can know old and new customers	272	3,32	Not good
	Public Relations			
13.	The company notifies Yogurt <i>Freshtime</i> to the public	246	3,00	Not good
14.	KPSBU ever hold events / programs related to products	276	3,36	Not good
15.	KPSBU ever hold events / programs related to products	213	2,60	Not good
16.	KPSBU give Sponsorship (sponsor)	253	3,08	Not good
	Direct Selling			
17.	Yogurt <i>Freshtime</i> offers a good deal	245	2,99	Not good
18.	Yogurt <i>Freshtime</i> website is good / good (interesting website)	225	2,74	Not good
19.	The order of the purchase process for Yogurt is <i>Freshtime</i> easy to do	249	3,04	Not good
	Σ average		56,54	
	Average		2,97	Not good

The results of processed data

Price Variable Information (X2)

Table 3. Respondents' Responses to Items at Price Variable

No.	Statement	Total Score	Average	Category
	Affordability of prices			
1.	Yogurt <i>Freshtime</i> offers varying prices	271	3,30	Not good
	Price competitiveness			
2.	Yogurt <i>Freshtime</i> offers a cheaper price than other yogurts	208	2,54	Bad
	Match with benefits			
3.	Yogurt <i>Freshtime</i> provides a price comparable to the benefits	218	2,66	Not good
	Price match with quality			
4.	Yogurt <i>Freshtime</i> offers fairly reasonable prices	227	2,77	Not good
	Σ average		11,27	
	Average		2,82	Not good

Results of data processing

Information on Variable Purchasing Decisions (Y)

Table 4. Respondents' Responses to Items in Purchasing Decision Variable

No.	Rating	Total Score	Average	Category
1.	I choose the Yogurt <i>Freshtime</i> product because the quality of the product offered	242	2,95	Not good
2.	I choose the Yogurt <i>Freshtime</i> product because the flavor variant was	261	3,18	Not good
3.	I choose the Yogurt <i>Freshtime</i> because the brand is trustworthy.	248	3,02	Not good
4.	I choose the Yogurt <i>Freshtime</i> because the location	241	2,61	Not good
5.	I buy the Yogurt <i>Freshtime</i> every time I need	260	3,17	Not good
6.	I bought the Yogurt <i>Freshtime</i> as much as I needed	297	3,62	Good
7.	I bought the Yogurt <i>Freshtime</i> because the purchasing process was	271	3,30	Not good
Σ average			21,85	
Average			3,12	Not good

Data Analysis and Hypothesis Testing
Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Equation Coefficients^a

	B	Std. Error	Beta			
1	(Constant)	,096	,354		,271	,787
	Promotions	,834	,110	,666	7,562	,000
	Price	,193	,087	,195	2,220	,029

a. Dependent Variable: Purchasing
Source: SPSS (Statistic Program for Social Science) 20.0

From the table above, the following equation is obtained:

$$Y = 0.096 + 0.834X_1 + 0.193X_2$$

Correlation Coefficient Analysis

Table 6. Correlation Coefficient Analysis of Partial Correlations

		Promotions	Price	Purchasing Decisions
Promotions	Pearson Correlation	1	,657**	,794**
	Sig. (2-tailed)		,000	,000
	N	82	82	82
Price	Pearson Correlation	,657**	1	,633**
	Sig. (2-tailed)	,000		,000
	N	82	82	82
Decisions	Pearson Correlation	,794**	,633**	1
	Sig. (2-tailed)	,000	,000	

	N	82	82	82
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** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS (Statistic Program for Social Science) 20.0

Analysis:

- a. The relationship between the promotion variable (X1) to the purchase decision (Y) is 0.794. With the interpretation of the strong score because it is in the interval 0.60 - 0.799.
- b. The relationship between the price variable (X2) on the purchase decision (Y) is 0.633. With the interpretation of the strong score because it is in the interval 0.60 - 0.799.

Meanwhile, to determine the simultaneous relationship, it can be seen from the table Model Summary by looking at the R value in the following table:

Table 7. Simultaneous Correlation Coefficient Analysis
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808 ^a	,652	,643	,40161

a. Predictors: (Constant), Price, Promotion

Source: SPSS (Statistic Program for Social Science) 20.0

Based on Table 7, it can be seen that the correlation coefficient value obtained between promotions (X1) and price (X2) on the purchase decision (Y), which is 0.808. The correlation value is positive, which indicates that the relationship between the independent variable and the dependent variable is unidirectional. Based on the correlation coefficient interpretation criteria, the correlation value of 0.808 is included in the very strong relationship category because it is in the interval 0.80 - 1,000.

Analysis of the coefficient of determination

To calculate how much influence (contribution) is given by promotion (X1) on purchasing decisions (Y) partially, it can be seen through the coefficient of determination (Kd) which is 63.04%, which means that promotion (X1) affects purchasing decisions (Y) 63.04%. Then, the coefficient of price determination (X2) on the purchase decision (Y) is partially 40.07% which means that the price (X2) affects the purchase decision (Y) on *Freshtime* Yoghurt by 40.07%.

The simultaneous calculation to calculate how much influence (contribution) is given by promotion (X1) and price (X2) on purchasing decisions (Y). Based on the results of the output SPSS, the $R_{value\ square}$ was 0.652 or 65.2%. While, the remaining 34.8% is influenced by other variables not examined in this study.

Hypothesis Test

Hypothesis Testing as Partial Testing (t test)

Using SPSS 20, partial hypothesis test results are obtained as below:

Table 8. Results of Partial Hypothesis Testing Variables Promotion and Price on Purchase Decisions
Coefficients^a

Model	Unstandardized	Standardized	t	Sig.

		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,096	,354		,271	,787
	Promotion	,834	,110	,666	7,562	,000
	Price	,193	,087	,195	2,220	,029

a. Dependent Variable: Purchasing Decisions
 Source: SPSS (Statistic Program for Social Science) 20.0

From Table 8, it can be seen that the value of t_t obtained promotion variable (X1) is approximately 7.562. This value will be compared with the $t_{value_{table}}$ in the t distribution table. With $\alpha = 0.05$, $df = nk-1 = 82-2-1 = 79$, the $t_{value_{table}}$ for the two-party test was 1.990. Values above shows that the value of t_t obtained promotion variable (X1) of $7.562 > t_{table} 1,990$, according to the criteria of testing the hypothesis that H_0 is rejected and H_a accepted. Thus, it can be concluded that there is a significant influence between promotion (X1) on purchasing decisions (Y).

Simultaneous Hypothesis Testing Simultaneous

Table 9. Hypothesis Test Results Variable Promotion (X1) and Price (X2) Against Purchasing Decisions (Y)
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,881	2	11,941	74,033	,000 ^b
	Residual	12,742	79	,161		
	Total	36,623	81			

Dependent Variable: Purchasing Decisions
 a. Predictors: (Constant), Price, Promotion
 Source: SPSS (Statistic Program for Social Science) 20.0

Based on Table 9, it can be seen that the F value is calculated 74.033. This value will be compared with the F_{value} in the F_{table} distribution table. With $\alpha = 0.05$, $df_2 = nk-1 = 82-2-1 = 79$, the F_{table} is 3.11. Thus, $F_{count} 74.033 > F_{table} 3.11$, so that H_a is accepted and H_0 is rejected. This shows that there is a significant influence between promotion (X1) and price (X2) on purchasing decisions (Y).

Conclusion

Based on the results of research and discussion, it can be concluded as follows:

1. Promotion by *FreshTime* Yoghurt can be said to be less good. This is found in the highest assessment found in the employee's good appearance statement (neat, polite). Employees have a good appearance, are neat and polite, while the lowest assessment is found in the statement that they have advertised public services.
2. The price given by Yoghurt can be said to be less than good. This is found in the highest ratings on the statement Yoghurt *FreshTime* various offers prices. Yoghurt products have different price variants so that consumers have a variety of alternative products if they want to buy yoghurt products. Meanwhile, the lowest assessment is found in the statement Yoghurt *FreshTime* offers a cheaper price than other yogurts.

3. Promotion has an influence on purchasing decisions by 63.04% while the remaining 36.96% is influenced by other variables not examined in this study and with $t_{\text{count}} 7.562 > t_{\text{table}} 1.990$, so that H_a is accepted and H_0 is rejected. This shows that there is a significant influence between promotion (X1) on purchasing decisions (Y) *Freshtime* Yoghurt.
4. Price has an influence on purchasing decisions by 40.07%, while the remaining 59.93% is influenced by other variables not examined in this study and with $t_{\text{count}} 2.220 > t_{\text{table}} 1.990$, so that H_a is accepted and H_0 is rejected. This shows that there is a significant influence between morale (X1) on purchasing decisions (Y) *Freshtime* Yoghurt.
5. Promotion and price have a joint effect of 62.5% on purchasing decisions on *Freshtime* yogurt, while the remaining 34.8% is influenced by other variables not examined in this study and with $F_{\text{count}} 74.033 > F_{\text{table}} 3.11$, so that H_a is accepted and H_0 is rejected. This shows that the promotion (X1) and price (X2) simultaneously affect the purchase decision (Y) *Freshtime* Yoghurt.

Suggestions

Based on the results of the conclusions described above, the suggestions that can be put forward are:

1. To be able to increase the promotion of *Freshtime* Yoghurt, namely by using social media assistance because it is considered to be running effectively and efficiently.
2. To be able to take advantage of the price owned by *Freshtime* Yoghurt, it is done by setting a high price but telling consumers the content of *Freshtime* yogurt is more or *Freshtime* products have flavor variants that are not owned by competing products.
3. To increase the decision to purchase *Freshtime* Yoghurt, this can be done by opening a *stand* when there are certain events aimed at introducing Yogurt products *Freshtime* so that they can be widely known by the wider community or aiming that consumers who want to try Yogurt products *Freshtime* do not need to come directly to Lembang but can try while the event is ongoing.

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