

THE INFLUENCE OF PROMOTIONS AND PRICES ON PURCHASING DECISIONS AT PT. HANA ASIA TOURS KERINCI BRANCH WITH SOCIAL MEDIA AS INTERVENING VARIABLE

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ABSTRAK

The problem that occurred in this study was the presence of unstable sales. The purpose of this study is to identify the effect of promotion and price on purchasing decisions with social media as an intervening variable. The sample used in this study was 100 people with quantitative descriptive data analysis techniques This research is a Structural Equation Modeling (SEM) model with the Smart PLS 3.0 analysis tool. There is a significant and positive influence of promotion on purchasing decisions. There is a significant influence of price on purchasing decisions. The Company should continue to maintain promotions and economical prices and control prices to suit the economy of the community.

INTRODUCTION

Indonesia is the largest Muslim country in the world. It is recorded that Muslims in Indonesia are 86.7% of the total population of Indonesia as many as 278 million people. With so many Indonesian people who adhere to Islam, of course many of the people want to perform Umrah and Hajj. Therefore, this is one of the most promising business opportunities. This Umrah travel business is engaged in services.

Data from the Indonesian Ministry of Religious Affairs in 2017-2018 reached 1,005,336, and decreased slightly in 2018-2019 to 974,650 pilgrims. In 2020 and 2021 there was no data from the Indonesian Ministry of Religion who went for Umrah because at that time there was corona or covid 19. Thus, Saudi Arabia did not accept Umrah or Hajj that year. In 2022 Saudi Arabia is accepting back Hajj and Umrah pilgrims. In 2022, 880,929 pilgrims have been departed.

In 2022, the Umrah travel business is open again, recorded in 2023 there are 2230 Umrah travel in Indonesia, this number can be checked on the PPIU data website. PPIU is Umrah travel data in Indonesia that already has legality or permission from the government. With so many Umrah travel businesses in Indonesia. Of course, making each company make a reliable marketing strategy to win the competition.

The growth of Umrah and Hajj travel agencies continues to increase and develop. The growth of Umrah travel is influenced by selling power factors and public trust factors. Therefore, Umrah travel in detail tries to improve the quality of service by offering attractive prices and providing discounts to prospective pilgrims. Pricing and promotions greatly influence consumer purchasing decisions.

Various strategies have been carried out by the Company to compete in the business world today including pricing strategies and promotions on social media. Likewise with PT. Hana Asia Wisata has also carried out various strategies to compete with other companies. PT. Hana Asia Wisata is one of the companies that already has an official license from the Ministry of Religious Affairs of the Republic of Indonesia which is engaged in services where this company helps people who will go for Umrah and Hajj plus. The company was founded by Ustadz Ahmad Alhabsyi in cengkareng Jakarta. PT. Hana Asia Wisata Kerinci Branch was established in 2012 in Siulak precisely in Koto Low Village with the President Director named Dedi Irawan who also has a permit from the Jambi Regional Office. PT. Hana Asia Wisata Kerinci branch has had thousands of pilgrims since 2012 until now.

PT. Hana Asia Wisata Kerinci Branch departs pilgrims 4 times a year depending on the determination of the month of departure. Every year it is recorded that the number of pilgrims who depart is always different or unstable. In 2022, 356 pilgrims departed and in 2020 and 2021 did not dispatch pilgrims. Of course, this is one of the phenomena that occur at PT. Hana Asia Tours.

LIBRARY SURVEY

Promotion

According to (Martowinangun et al., 2019) Promotion is an activity that is planned using various promotional variables as a tool with the intention of informing, persuading and reminding consumers to buy the company's products and brands so that the goal of increasing sales can be achieved. Dimensions of sales promotion according to Kotler and Armstrong (2016: 206- 209; in (Lenny Anggriani & Hamali Yusuf, 2020)) consists of:

1. Consumer Promotion Tools, including product samples, coupons, cash refunds, price pools, premium gifts, special advertisements, customer rewards, point-of-purchase exhibitions and demonstrations, as well as contests, sweepstakes, and games.
2. Trade Promotion Tools, consisting of direct discounts on the list price of each pack purchased during a certain period, allowance offers in the form of large discounts per pack in exchange for a retailer deal for displaying the manufacturer's products in a certain way, as well as free item offers that are additional merchandise packs to trade intermediaries who buy a certain amount.
3. Business Promotion Tools, which are used to produce business pioneers, drive purchases, reward customers, and motivate salespeople.

Price

According to (February 2019) Price is a value of money determined by a company in exchange for goods or services traded and something else that a company holds to satisfy customer desires. According to Kotler and Armstrong (2015:52) in (Darmansyah & Yosepha, 2020) There are price forming dimensions as follows:

1. Affordability Consumer Prices can reach prices that have been set by the company. Products usually have several types in one brand, the price also differs from the cheapest to the most expensive. With the price set, many consumers buy products. For example: the price of the product is affordable.
2. Price is often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality. If the price is higher, people tend to assume that the quality is also better. For example: the price offered is in accordance with the quality of the product.
3. Consumers decide to buy a product if the perceived benefits are greater or equal to those that have been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will assume that the product is expensive and consumers will think twice about making repeat purchases. For example: the suitability of prices with the benefits obtained by consumers.
4. Prices According to Ability or Price Competitiveness Consumers often compare the price of a product with other products. In this case, the cheapness of a product is highly considered

by consumers when buying the product. For example: cheaper prices than competitors. Based on the four dimensions and price indicators above, it can be concluded that in determining the price of a product each company must consider affordability for consumers, price suitability with product quality and benefits felt by consumers without spending greater costs when buying the product.

Social Media

According to (Indriyani & Suri, 2020) Social media is a form of media that contains online resources that are generated, explored, utilized and disseminated with the intention of educating others about products, services, brands, topics, and other interesting events. The dimensions of social media are as follows:

- 1. Entertainment is an activity to present fun or entertainment.*
- 2. Interaction is a social relationship between individuals in such a way that the individuals concerned influence each other.*
- 3. Trendiness is everything that is currently being talked about, noticed, worn or utilized by many people at any given moment.*
- 4. Customization is an effort to adjust the product to the wishes of consumers.*

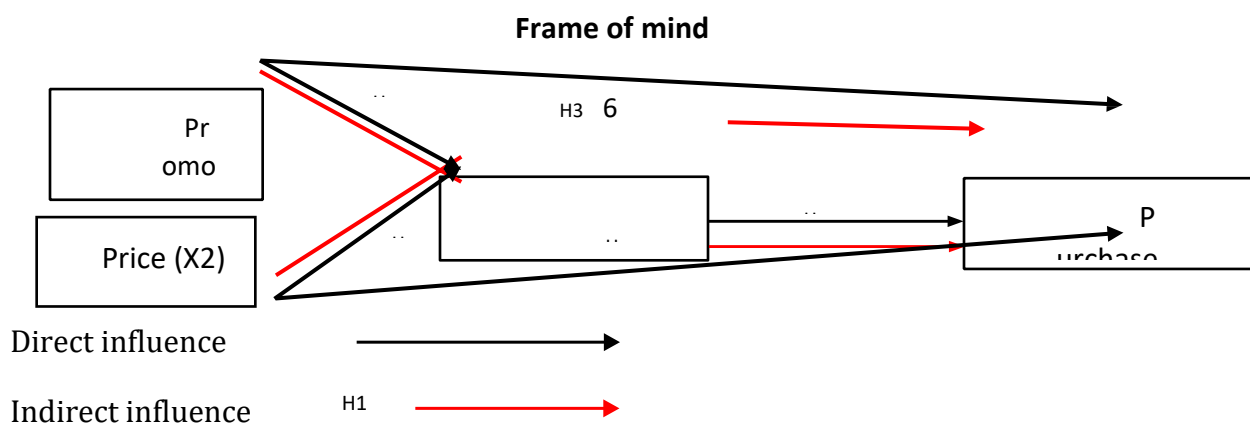
Purchase Results

According to (Tua et al., 2022) Purchase decision is a consumer action in choosing a purchase of goods or services that have been well selected and in accordance with the wishes of consumers to meet a need, then a decision will occur in the purchase. According to (Andriani, 2021) There are several dimensions of purchasing decisions:

- 1. Consumers can make the decision to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they are considering. For example: the needs of a product, the diversity of product variants and product quality*
- 2. Brand choice The buyer must make a decision about which brand to buy. Each brand has its own differences. In this case, the company must know how consumers choose a brand. For example: brand trust and popularity.*
- 3. Choice of dealer The buyer must make a decision on which dealer to visit. Each buyer has different considerations in terms of determining the distributor can be due to factors such as close location, low prices, complete inventory of goods and others. For example: ease of obtaining products and product availability.*
- 4. Consumer decisions in choosing the time of purchase can vary, for example: some buy once a month, once every three months, once every six months or once a year.*
- 5. Purchase amount The consumer can make a decision about how much product he will buy at any given moment. Purchases made may be more than one. In this case, the company must prepare many products according to the different wishes of the buyers. For example: the need for products.*

- H1: *suspected of promotional influence on social media*
Research conducted by (Alwitra et al., 2020) The close relationship of promotional variables through social media to sales at the Taste Clinic in Bangkinang Kota is very strong because a correlation coefficient (r) value of 92.2% was obtained.
- H2: *allegedly there is an influence of price on social media*
Research conducted by (Bimantara, 2021) Social media and price have a significant influence on purchasing decisions.
- H3: *allegedly there is an influence of promotion on purchasing decisions*
Research by (Octadyla et al., 2023) indicates that the Promotion has a positive and significant effect on the Purchase Decision.
- H4: *it is suspected that there is an influence of price on purchasing decisions*
Research conducted by (Mulyadi, 2022) Price variables were able to influence purchasing decision variables by 51.4%.
- H5: *alleged influence of social media on purchasing decisions*
According to research (Mustapa et al., 2022) Classical assumptions, hypothesis tests and linear regression tests. The results of this study show that the use of social media affects purchasing decisions.
- H6: *there is allegedly an influence of promotion through social media on purchasing decisions*
According to research (Maulana & Aprianti, 2022) The results of the study proved that there is a significant influence between promotion through Instagram social media on purchase decisions.
- H7: *there is an influence of price through social media on purchasing decisions*
According to research conducted by (Ikbal, 2022) Price has a significant effect on Purchasing Decisions, Social Media does not have a significant effect on Purchase Decisions, while Consumer Motivation can mediate Prices in making Purchase Decisions and Consumer Motivation cannot mediate Social Media in making Purchase Decisions.

Figure. 1



RESEARCH METHODOLOGY

The location of this study is in Koto Low Village, Siulak District, Kerinci Regency. The variables in this study use the types of dependent, independent, and intervening variables. The independent variable is the promotion variable (X1) and Price (X2) variables, the dependent variable is the Purchase Decision variable (Y), and the intervening variable is social media (Z).

The type of data used in this study was quantitative. Quantitative data is data collected in the form of numbers from the calculation of the results of the distribution of questionnaires at the research location. Data collection techniques by distributing questionnaires to consumers.

A sample is a fraction of the quantity and characteristics possessed by a population. If the population is large and the researcher cannot study all of the population due to limited funds, manpower and time, then a sample of researchers drawn from a representative population can be used. Where researchers use the slovin method. The sampling technique is determined from the following formula

$$n = \frac{N}{1 + N(e)^2}$$

Information:

e = sampel minimum

N = population sample

e = percentage margin of error%

In this study calculated with an error of 10%, the sample obtained was a number of:

$$n = \frac{1093}{1 + 1093(0,1)^2}$$

$$n = \frac{1093}{10,94}$$

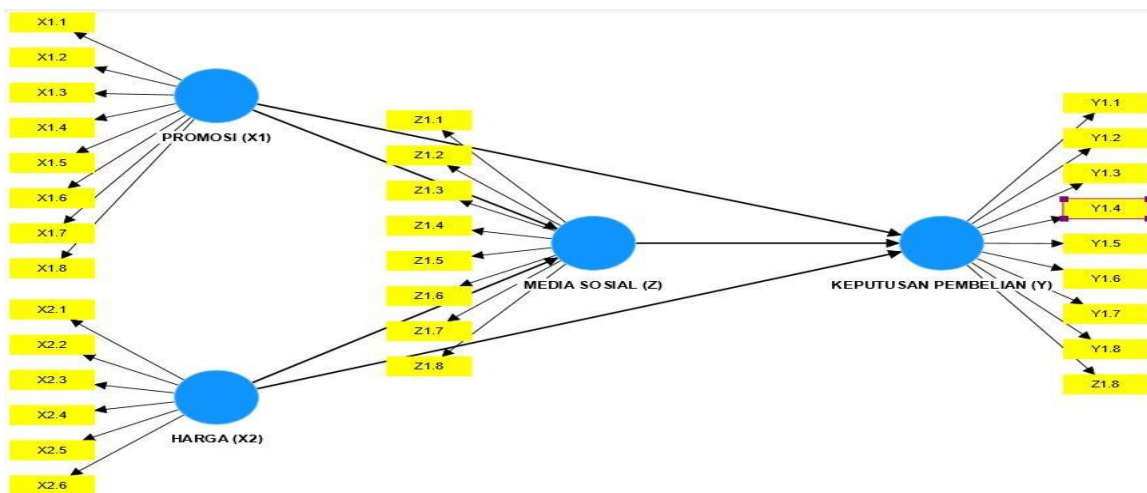
$$n = 99.90 \text{ rounded to } 100$$

In determining the sample, researchers used Smart PLS. Researchers distributed questionnaires to 100 consumers who had already set out to obtain data which was then analyzed so that a research conclusion could be drawn.

In this study, statistical descriptive data and partial least square SEM is an analysis used to predict an existing theory. The descriptive method provides a complete and accurate picture of the objectives of the study. Partial Least Square SEM data analysis is an analysis

used to develop or predict an existing theory (Sarwono & Narimawati (2015: 5). This research uses PLS structural model analysis assisted by SmartPLS 3.0 software. According to Ananda Sabil (2015: 18) structural model analysis has several stages, namely: 1) Formulating structural model theory, 2) Outer model analysis, 3) Inner model analysis, and 4) Hypothesis testing.

Figure. 2



Characteristics of the majority of respondents who use the services of PT. Hana Asia Wisata is the age of 46 years and over with a percentage of 46% totaling 46 people. Then, the age group of 21-26 years is the smallest in using the services of PT. Hana Asia Wisata with a percentage of 12% totaled 12 people. users of PT. Hana Asia Wisata is mostly male with 52 people compared to 48 women.

Outer Model Testing

Table. 1
Faktor Loading

	HARGA (X2)	KEPUTUSAN PEMBELIAN (Y)	MEDIA SOSIAL (Z)	PROMOSI (X1)
X1.1				0.908
X1.2				0.911
X1.3				0.854
X1.4				0.894
X1.5				0.901
X1.6				0.827
X1.7				0.943
X1.8				0.910
X2.1	0.922			
X2.2	0.939			
X2.3	0.934			
X2.4	0.944			
X2.5	0.950			
X2.6	0.929			
Y1.1		0.891		
Y1.2		0.890		
Y1.3		0.901		
Y1.4		0.897		
Y1.5		0.902		
Y1.6		0.918		
Y1.7		0.928		
Y1.8		0.928		
Z1.1			0.877	
Z1.2			0.905	
Z1.3			0.885	
Z1.4			0.899	
Z1.5			0.921	
Z1.6			0.928	
Z1.7			0.908	
Z1.8		0.862		
Z1.8			0.898	

Source: SmartPLS processed results, 2024

Based on the table above, it can be seen that the results of several indicators meet the requirements of a significance value of 7% and the indicators have a loading factor value above 0.7. Thus, the construct is said to be valid and has met the validity requirements because the loading factor is above 0.7.

Table 2
Average Variance Extracted (AVE) Value

Variable	Average Variance Extracted (AVE)
Price (X2)	0,799
Purchase Results (Y)	0,813
Media sosial (Z)	0,815
Promotion (X1)	0,877

Source: SmartPLS processed results, 2024

Based on the table above, the AVE (average variance extracted) value of each construct in the model, it is concluded that the AVE (average variance extracted) value is above 0.6. These results show that the data contained in this study have met the requirements of convergent validity.

Table 3
Diskriminan Validity

	PRICE (X2)	RESULTS OF PURCHASE (Y)	MEDIA SOSIAL (Z)	PROMOTION (X1)
PRICE (X2)	0.695			
RESULTS OF PURCHASE (Y)	0.560	0.565		
MEDIA SOSIAL (Z)	0.498	0.379	0.652	
PROMOTION (X1)	0.553	0.652	0.586	0.627

Source: SmartPLS processed results, 2024

The Fornell-Larcker criteria table shows the AVE root value of each construct or variable. The table above, can provide conclusions that the data model tested in this study has met the requirements and criteria that show that the construct in the model has discriminant validity.

Table 4
Composite Reliability

	Cronbach's alpha	Composite realibility
Price(X2)	0,972	0,977
Purchase decision(Y)	0,971	0,975
Media Sosial(Z)	0,968	0,972
Promotions(X1)	0,964	0,970

Source: SmartPLS processed results, 2024

Based on the table above, it can be concluded that all reliable constructs, both composite reliability and Cronbach's alpha have values above 0.70. This indicates that all variables in this

research model have internal consistency reliability. Based on some of the previous tables, it can be concluded that this study has good convergent validity, good discriminant validity, and good internal consistency reliability. The following is a table showing a summary of validity and reality.

Table. 5
Structural Model Testing (Inner Model)

<i>Variable</i>	<i>R-square</i>
RESULTS OF PURCHASE (Y)	0.941
MEDIA SOSIAL (Z)	0.858

Source: SmartPLS processed results, 2024

The table above shows the R-Square value for the variable The R-Square value for the Purchase Decision variable obtained a value of 0.941. These results show that 94.1% of purchasing decision variables can be influenced by promotions and prices, while 5.9% are influenced by other variables outside the study. Meanwhile, social media obtained a value of 0.858. These results show that 85.5% of social media variables can be influenced by variables such as promotion quality, price and purchase decisions, while 14.5% are influenced by other variables outside the study.

CONCLUSION

1. The Effect of Promotions on Purchase Decisions

Based on the hypothetical results in table 4.10 it is known that promotion has a significant effect on purchasing decisions, then H1 is accepted. These results are consistent with previous research (Anggraini et al., 2020) promotion affects the Decision. Then the previous research conducted by (Govinda et al., 2020) promotions have a significant effect on purchase decisions. Research (Lenny Anggriani & Hamali Yusuf, 2020) also stated that promotions have a significant effect on purchasing decisions. So it can be concluded that conducting promotions continuously can attract consumers to register with PT. Hana Asia Tours. Based on questionnaires that researchers have distributed, while maintaining good communication with consumers, both using CRM (customer relationship management) methods and advertising on social media consistently to increase purchases.

2. The influence of promotion on social media

based on the results of the hypothesis in Table 4.10 it is known that promotion has a significant effect on social media, then H2 is accepted. These results are consistent with previous research (Alwitri et al., 2020) states that promotion has an effect on social media. So, it can be concluded that promotions carried out on social media affect consumers. Based on questionnaires that researchers have distributed, social media as a medium for promotion can increase purchases, both by providing interesting content on social media and providing the latest information about the Company to consumers.

3. The Effect of Price on Purchasing Decisions

Based on the results of the hypothesis in table 4.10, it is known that price has a significant effect on purchasing decisions. These results are in line with previous research conducted by (Ikbal, 2022) which states that price has a significant effect on purchasing decisions. Then, previous research conducted by (Tua et al., 2022) also states that price has a significant effect on purchasing decisions. So, it can be concluded that providing cheap or affordable prices affects consumer purchasing decisions. Based on the questionnaire that the researcher has distributed, by providing prices that are in accordance with quality, it can make consumers interested in using the services of PT. Hana Asia Tours and provide prices that are in accordance with the economic conditions of this community can also increase sales.

4 Effects of Price on Social Media

Based on the results of the hypothesis in table 4.10, it is known that price affects social media. This result is corroborated by previous research conducted by (Ikbal, 2022) which states that price has a positive effect on social media. Then, previous research conducted by (Tresmiana et al., 2020) It also states that price has a positive effect on social media. So, it can be concluded that promoting prices on social media is influential to consumers. Based on questionnaires that researchers have distributed, providing price information on social media can increase sales, such as providing information about discounts or price promos.

5. The Influence of Social Media on Purchasing Decisions

Based on the results of the hypothesis in table 4.10, it is known that social media has a significant impact on purchasing decisions. These results are supported by previous research conducted by (Rizky Ady & Sulistyowati, 2021) which states that social media positively influences purchasing decisions. Later, another study conducted by (Mustapa et al., 2022) also states that social media influences purchasing decisions. So it can be concluded that providing information on social media affects consumer purchasing decisions. Based on the questionnaire that researchers have distributed, by building a community on social media, it can make it easier to disseminate information to consumers, of course, this affects consumers. For this reason, researchers suggest maintaining the latest information to the community that has been built by PT. Hana Asia Tourism such as Whatsapp group, facebook, Instagram and others.

6. Influence of Promotion on Purchase Decisions Through Social Media

Based on the results of the hypothesis in table 4.10, it is known that promotion affects purchasing decisions through social media. These results are supported by research conducted by (Japlani, 2020) states that promotion of purchase decisions has a significant effect through social media. In other studies (Alwitri et al., 2020) also states that promotions influence purchasing decisions through social media. So it can be concluded that promotions carried out by social media affect consumer purchasing decisions. Based on the questionnaire that the researcher has distributed, consumers are interested in registering with PT. Hana

Asia Wisata because of the promotions carried out by the Company by consistently providing the latest information such as about promos and discounts on social media. For this reason, researchers suggest to keep promoting on social media to increase sales.

7. The effect of price on purchasing decisions through social media

Based on the results of the hypothesis in table 4.10, it is known that price has a significant effect on purchasing decisions through social media. These results are supported by research conducted by (Japlani, 2020) which states that price has a positive effect on purchasing decisions through social media. So it can be concluded that informing prices on social media is very good because it affects consumer purchasing decisions. Based on the questionnaire that the researcher has distributed, consumers are interested in registering with PT. Hana Asia Wisata because of the price indicators that match the quality provided. For this reason, researchers suggest continuing to maintain prices that are affordable by the community and the quality provided.

FURTHER RESEARCH

Researchers propose suggestions that can be done by future researchers with different dependent variables, in order to obtain accurate results about the influence of other variables on purchasing decisions at PT. Hana Asia Tours.

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