



The Influence of Promotion and Price on Product Purchasing Decisions at XL Center Pekanbaru

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ABSTRACT

The purpose of this study was to determine the effect of promotion and price on purchasing decisions at XL Center Pekanbaru. The sample in this study was 100 consumers. Data analysis used was validity test, reliability test, classical assumption test, multiple linear regression, hypothesis test and determination coefficient test. Based on the results of the study, it is known that through partial test (t-test) there is a significant effect of promotion on purchasing decisions with the test results known t count (2.377) > t table (1.984) and Sig. (0.000) < 0.05. There is a significant effect of price on purchasing decisions with the test results known t count (11.096) > t table (1.984) and Sig. (0.000) < 0.05. Simultaneously shows that Promotion (X1) and Price (X2) together influence Purchasing Decisions at XL Center Pekanbaru with the test results known Fcount (76,678) > Ftable (3.09) with a significance of 0.000 < 0.05. In terms of determination coefficient, the promotion and price variables have an influence of 61.3% on purchasing decisions while the remaining 38.7% is explained by other factors not studied by the author.

Keywords: Promotion; Price; Decision; Product Purchase

Field: Marketing; Management; Behavior

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INTRODUCTION

Economic development always increases every year, in the era of globalization like today, information and communication technology is also developing very rapidly. Because of that, there are many internet card competitors so that marketing activities become an important thing for the company's success in getting profit or profit from selling its products (Rahman & Wijaya, 2021), so that the survival of a company is very dependent on its marketing strategy policy. Promotion is a variable that can influence consumers to use the products offered by the company (Goh et al., 2022). In this variable, the decision that is always expected by the company is whether the message delivered has been able to reach the target market that has been planned previously (Kurnia et al., 2024). If it has reached the target market, it can describe the success of the company's promotion and indirectly will increase sales of its products (Andriani et al., 2024).

According to Kotler and Keller (2018), promotion is any form of communication used to inform, persuade, and remind the target market about products produced by organizations, individuals or households. In addition to promotional variables, price variables are also very important for a company to pay attention to (Chandra et al., 2023; Panjaitan et al., 2024; Wijaya & Purba, 2021). Price variables are variables that are considered the most attractive to consumers in determining the decision to buy a product (Kardi et al., 2024). Price is the only marketing element that generates income or revenue for the company (Tjiptono 2016). Proper pricing can affect the amount of product a company can sell (Supriadi et al., 2024). In most cases, demand and price are inversely related, that is, the higher the price, the lower the demand for the product (Agusta et al., 2024). With good promotions and prices offered by internet card companies, it will be able to increase consumer product purchasing decisions (Putri & Afrizal, 2024). The number of consumers purchasing decisions can increase product sales turnover and so that the sales target of the internet card company (Zarini & Serly, 2024).

According to Tjiptono (2016), a purchasing decision is a process in which consumers become familiar with a particular product or brand and evaluate how well each alternative can solve their problem, which then leads to a purchasing decision.

XL Center located at Jl. Nangka No. 819, Labuh Baru Barat, Kec. Payung Sekaki, Pekanbaru City, Riau is engaged in the sale of XL Priority and XL Satu lite internet packages with postpaid and prepaid services supported by the XL Axiata 4.5G network. The following types of products are available at XL Center Pekanbaru.

Table 1. Types of Products Available at XL Center Pekanbaru

| Product name | Package Type | Price (Rp) |
|--------------|--------------|------------|
| XL Priority | Silver | 85,000 |
| | Gold | 120,000 |
| | Platinum | 200,000 |
| | Diamond | 300,000 |
| | Ultimate | 500,000 |
| XL One Lite | Value | 479,000 |
| | Smart | 559,000 |
| | Family | 599,000 |
| | Super User | 749,000 |
| | Ultimate | 1,199,000 |

Source: XL Center Pekanbaru, 2023

From the table, we can see several package prices offered by XL Center with different prices according to consumer needs where consumers are free to choose which package is needed, especially since the XL internet package network is quite good in the Pekanbaru area, even in almost all areas of Indonesia there are many XL network users. From the choice of internet card types, XL Center provides promotional offers to attract more consumer interest in using XL internet cards. There are several promotional media carried out by XL Center Pekanbaru as follows:

1. Brochures, brochures distributed to potential consumers who come to the office and to the store. The brochure contains information about the advantages of the product, how to use it and the price. XL Center uses this method so that potential consumers can read and take it home to consider when purchasing.
2. Banners, banners are placed in front of the office and also in shops that collaborate with XL Center to attract potential consumers to buy XL products.
3. Advertisements, through the @xlcentervt YouTube channel, the XL Center Pekanbaru Facebook and the XL-AXIS Center Pekanbaru Outlet Instagram where XL Center makes attractive promotions through advertisements so that those who see them can understand what is being offered.
4. Merchandise, merchandise is given to people who have become customers so that it has an exclusive impression for customers who receive it and can increase customer interest in buying XL cards because they are considered cheaper and more attractive. The merchandise offered by XL Center Pekanbaru is as follows:

Table 2. Merchandise and Promotions Offered at XL Center Pekanbaru

| Merchandise | Amount | Percentage % |
|-----------------------|--------|--------------|
| Pouch | 70 | 19.90 |
| Umbrella | 80 | 22.74 |
| Tumbler | 68 | 19.33 |
| Indomaret voucher 25k | 114 | 32.35 |
| Car wash voucher 50k | 20 | 5.68 |

Source: XL Center Pekanbaru 2023

From the table there are several types of merchandise offered by XL Center Pekanbaru. Where seen from the table more consumers choose the type of promo to get Indomaret vouchers because in addition to buying internet packages can also shop at Indomaret with a 25rb voucher. In addition to promotions, prices also greatly influence consumer purchasing decisions. There are several comparisons of XL Center internet package prices with other provider internet packages as follows:

Table 3. Comparison of XL Center Internet Package Prices with Competitor Prices

| Providers | Monthly price (Rp) | gb/month |
|-----------|--------------------|----------|
| XL | 85,000 | 20gb |
| | 500,000 | 250gb |
| Telkomsel | 100,000 | 13gb |
| | 550,000 | 130gb |
| Indosat | 70,000 | 10gb |

| Providers | Monthly price (Rp) | gb/month |
|-----------|--------------------|----------|
| | 450,000 | 150gb |
| Smartfren | 100,000 | 18gb |
| | 500,000 | 250gb |

Source: Processed from several sources, XL Center Pekanbaru, 2023

From the table above, it can be seen that XL is still inferior to Indosat which sets prices starting from Rp. 70,000 with this low price, Indosat can reach people with limited budgets. Several providers offer almost the same price. However, for XL products, purchasing decisions made by consumers have not yet been able to reach the product sales target.

Based on temporary observations of consumer purchasing decisions, there are problems encountered at the XL Center Pekanbaru branch, this can be proven by the failure to achieve sales targets in the last three years as shown in the following data table:

Table 4. Target and Realization of Product Sales at XL Center Pekanbaru for the Period 2018-2022

| Year | Target | Realization | Percentage % |
|------|--------|-------------|--------------|
| 2020 | 1,978 | 1,815 | 91.75 |
| 2021 | 2.102 | 1,717 | 81.86 |
| 2022 | 2.226 | 1,830 | 82.21 |

Source: XL Center Pekanbaru 2023

Based on the table above, it can be seen that in 2020 the sales achievement of XL Center Pekanbaru was 91.75% of the target of 1,978 and was realized as much as 1,815, then in 2021 it decreased with an achievement of 81.86% of the target of 2,102 only realized 1,717. In 2022 there was a slight increase from 2021 with an achievement of 82.21 % of the target of 2,226 realized 1,830. Therefore, it can be concluded that XL Center Pekanbaru has not been able to achieve the target given by the company during the last 3 years, even in 2021 there was a decline from 2020.

In practice, there have been efforts made by management to increase sales through promotional and pricing policies, but have not yet achieved satisfactory results, as reflected in the sales table above. The author tries to see the issue of the influence of promotion and price on purchasing decisions at the XL Center Pekanbaru.

LITERATURE REVIEW

Promotion is advertising a product or brand, generating sales, and creating brand loyalty (Junaedi et al., 2024; Wijaya et al., 2020). It is one of the four basic elements of the marketing mix, which includes the 4Ps: price, product, promotion, and place. Promotion includes the communication methods marketers use to provide information about their products. Information can be verbal and visual. According to Buchari (2018), Promotion is an effort made by marketers to communicate with potential audiences. Communication is a process of sharing ideas, information, or feelings with the audience. According to Arnold (2017), effective promotion will ultimately result in increased sales levels. This is based on the assumption that consumers who buy based on habits usually do not really remember what they are going to buy. According to Etzel, et.al (2018) states that Promotion is the element in an organization marketing mix that serves to inform, persuade, and remind the market of a product and/or the organization selling it (Purwati et al., 2020), in hopes of influencing the recipients' feelings, beliefs, or behavior (Harahap & Putri, 2024).

According to Malau (2017) the main purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix. In detail, the purpose of the promotion can be described as follows:

1. Informing, can be in the form of:
 - a. Informing the market about the existence of a new product.
 - b. Introducing a new way of using a product (Bo et al., 2023).
 - c. Communicate price changes to the market.
 - d. Explaining how a product works
 - e. Informing about the services provided by the company (Ngatno et al., 2022; Saputro et al., 2022)
 - f. Correcting wrong impressions and building corporate image (Özcan & Elçi, 2020).
 - g. Reducing buyer fears and concerns

2. Persuading target customers to:
 - a. Shaping brand choices and shifting preferences for certain brands
 - b. Changing customer perceptions of product attributes
 - c. Encourage shoppers to shop right away
 - d. Encourage buyers to accept salesperson visits

According to Tjiptono (2016) the factors that influence promotion are as follows:

1. Product Factors: consider the characteristics and how the product is purchased, consumed and perceived.
2. Market Factors: (Through PLC stages).
3. Customer Factor: There are strategies used in customer factors, namely Push Strategy and Pull Strategy (Agusta & Yusnidar, 2024).
4. Budget Factor: if a company has a large budget, then the opportunity to use national advertising is also large.
5. Promotion Mix Factors: How to communicate the product by looking at the brand, distribution and product life cycle.

According to Kotler and Keller (2018), promotion indicators include:

1. Promotion Frequency. The number of sales promotions carried out in a certain period of time through sales promotion media.
2. Promotion quality. A measure of how well a sales promotion is carried out (Suyono et al., 2022).
3. Promotion quantity. The value or amount of sales promotion provided to consumers.
4. Promotion time. The duration of the promotion carried out by the Company.
5. The determination or suitability of promotional targets is a factor that is carried out to achieve the Company's desired targets.

One of the problems in marketing is determining the price which is a sensitive part for consumers and something that is very important for producers. History shows that the selling price of a good or service is determined by the seller and buyer in the bargaining process (Setiawan et al., 2021). The seller will ask for a higher selling price than expected to be received, while the buyer will offer lower than expected to be paid. By bargaining both the seller and the buyer will reach an agreement on the price. According to Kotler & Armstrong (2015), price is the amount of money charged for a product or service or the amount of value exchanged by customers to obtain the benefits of having or using a product or service. According to Tjiptono (2016), price is an amount of money (monetary unit) and other measures (including other goods and services) exchanged to obtain ownership rights or use of goods and services.

Setting goals based on price is flexible, can be changed quickly in line with market changes, including price competition issues. In general, pricing aims to seek profit so that the company can run, but in increasingly tight competition conditions, the goal of seeking maximum profit in practice will be difficult to achieve. According to Kotler and Keller (2018), there are several pricing objectives, including:

1. Survival, Companies pursue survival as their primary goal if they are experiencing excess capacity, intense competition and changing consumer wants. As long as prices cover variable costs and some fixed variables, the company stays in business. Survival is a short-term goal. In the long run, companies must learn how to add value or face extinction.
2. Maximum Current Profit, many firms attempt to set a price that will maximize current profits. The firm estimates the demand and costs associated with alternative prices and selects the price that yields the maximum current profit, cash flow, or rate of return on investment. This strategy assumes that the firm has knowledge of its demand and cost functions.
3. Maximum Market Share, some companies want to maximize their market share. The company believes that the higher the sales volume, the lower the unit costs and the higher the long-term profits. The company sets the lowest price assuming the market is price sensitive.
4. Maximum Market Skimming, the company reveals a new technology that sets high prices to maximize market skimming. Prices are initially set high and gradually come down over time.

5. Product, Quality Leadership, many brands strive to be “affordable luxury” products or services whose character is defined by a high level of perceived quality, taste and status at a price high enough to be beyond the reach of consumers.
6. Other Objectives, Non-profit organizations and communities may have other pricing objectives.

According to Kotler and Keller (2018), there are several determining factors that companies need to consider when setting prices, namely:

1. Knowing the product demand and competition, the amount of product demand and the number of competitors also affect the selling price, so don't just determine the price solely based on production, distribution and promotion costs.
2. The target market to be served or achieved. The higher the target, the more precise the pricing must be.
3. Marketing mix as a strategy
4. New products, if they are new products then the price can be set high or low, but both of these strategies have their own advantages and disadvantages.
5. Competitors' reactions in an increasingly competitive market must always be monitored by the company, so that the company can determine prices that are acceptable to the market while generating profits.
6. Product costs and cost behavior.
7. Policies or regulations determined by the government and the environment.

According to Kotler and Keller (2018), price indicators consist of:

1. Price List, is information about the prices of products offered so that consumers consider buying.
2. Discount, is the level of discount/price reduction given by the seller to the consumer.
3. Special discounts (Allowance) are special discounts given by producers/sellers to consumers during certain events.
4. Payment period is a payment facility provided by the seller to its consumers in the form of flexibility.

According to Buchari (2018), a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. Thus, forming an attitude in consumers to process all information and draw conclusions in the form of responses that arise regarding what products will be purchased. According to Tjiptono (2016), consumer purchasing decisions are defined as a process in which consumers identify their problems and seek information about certain products or brands. Meanwhile, according to Kotler and Keller (2018), consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires.

According to Kotler and Keller (2018), the factors that influence consumers to reach the purchasing decision stage are as follows:

1. Cultural Factors Culture, subculture, and social class are very important to buying behavior. Culture is the basic determinant of a person's wants and behavior. Culture is the most basic determinant of a person's wants and behavior.
2. Social Factors In addition to cultural factors, social factors such as reference groups, family, and social roles and status influence purchasing behavior.
3. Personal Factors Buyer decisions are also influenced by personal characteristics; it is important for marketers to follow them closely so that the products offered by marketers can be accepted by them.
4. Consumer Psychology Consumer psychology consists of four processes, namely; motivation, perception, learning, and memory.

According to Kotler and Keller (2018), the purchasing decision process consists of five stages, namely:

1. Problem/Need Identification

The buying process with the recognition of a problem or need the buyer realizes a difference between the actual state and the desired state. The need can be driven by stimuli from within the buyer or from outside.

2. Information Search

Consumers may not actively seek information related to their needs. The extent to which a person searches for information depends on the strength of the need, the amount of information available, the ease of obtaining information, and the additionality and satisfaction derived from the information seeking activity (Arif et al., 2021; Suyono et al., 2023). Typically, the amount of information seeking activity increases as the consumer moves from a limited problem-solving decision situation to a maximum problem-solving one.

3. Alternative Evaluation

The information sought by potential buyers is used to obtain a clearer picture of the alternatives they face and the attractiveness of each alternative. Producers must try to understand how consumers recognize the information they obtain and arrive at certain attitudes about brand products and purchasing decisions.

4. Buying decision

Manufacturers must understand that consumers have their own way of handling the information they obtain by limiting the alternatives that must be selected or evaluated to determine which product to purchase.

5. Post Purchase Behavior

If the purchased item does not provide the expected satisfaction, then the buyer will change his attitude towards the brand of the item to a negative attitude and may even reject it from the list of choices. Conversely, if consumers can provide satisfaction from the item they purchased, the desire to buy the brand of the item tends to be stronger. Manufacturers must reduce feelings of displeasure or negative feelings towards a product by helping consumers find information that justifies consumer choices through communication directed at people who have just purchased the product.

There are three indicators in the purchasing decision process according to Hahn (2014), including:

1. Consumer routines in making purchases, consumers need and use products regularly, so they will continue to decide to purchase these products.
2. The quality that will be obtained from a purchasing decision, consumers in purchasing a product will feel the benefits of the product they purchased.
3. Consumer commitment and loyalty not to replace the usual decision to buy with a competitor's product. This happens when consumers feel dissatisfied with the product they buy.

Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their desires and needs. A company in marketing its products need to do promotions, because no matter how good a product is if consumers have never heard of it and are not sure about the product, prospective consumers will not make a purchase. so that promotions greatly influence consumers in making product purchasing decisions (Agatha, 2016).

H1: Promotion has a positive and significant influence on consumer decisions.

The relationship between price and purchasing decisions is that price influences consumer decisions in making purchases, the higher the price, the lower the purchasing decision will be, conversely, if the price is low, the purchasing decision will change higher (Kotler & Armstrong, 2018).

H2: Price has a positive and significant effect on consumer decisions.

Framework Study

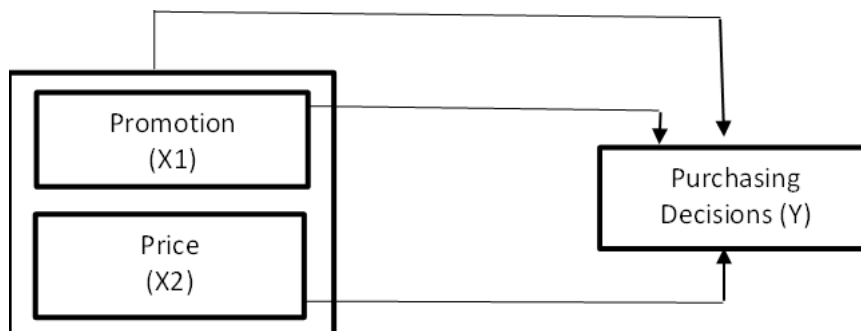


Figure 1. Research Framework

METHODOLOGY

This research was conducted at the XL Center Pekanbaru located at JL. Nangka No.819, West Labuh Baru, Payung Sekaki District, Pekanbaru City, Riau. The research was conducted from April 2023 to June 2024. According to Sugiyono (2018), population is a generalization area consisting of objects or those that have certain qualities or characteristics that are determined by researchers to be studied and then conclusions drawn. The population in this study were consumers at the XL Center Pekanbaru, the number of which is not yet known with certainty. According to Sugiyono (2018), a sample is a portion of the number and characteristics possessed by a population. To make it easier for the author, the author rounded up the sample to 100 respondents. The sampling method used is the accidental sampling technique, a sampling determination technique based on needs, namely anyone who accidentally meets the researcher can be used as a sample, if it is considered that the person who was accidentally met is suitable as a data source. The data analysis method for measuring the variables in this study uses SPSS software, by entering the results of the operationalization of the variables to be tested.

RESULTS AND DISCUSSION

Simultaneous Test (F Test)

To find out whether the independent variables together have a significant influence on the dependent variable at a significance level of 5%, the F test is used where the F-calculated value will be compared with the F-table value where a model is considered feasible if the F-calculated value > F-table value and the sig value < α . The following are the results of the ANOVA test to test the accuracy of the model used:

$$\begin{aligned} F \text{ table} &= n - k - 1 ; k \\ &= 100 - 2 - 1 ; 2 \\ &= 97 ; 2 \\ &= 3.09 \end{aligned}$$

Information:

n: Number of Samples

k: Number of independent variables

l: Constant

Table 5. Simultaneous Test Results (F Test)

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 878,177 | 2 | 439,089 | 76,678 | ,000 ^b |
| | Residual | 555,463 | 97 | 5,726 | | |
| | Total | 1433,640 | 99 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Promotion

Source: Processed Data, 2024

Based on table 5 explained above, it is known that Fcount is 76.678 with a significance of 0.000 and the number of Ftables is 3.09. Thus, it is known that Fcount (76.678) > Ftable (3.09) with a significance of 0.000 < 0.05. This shows that Promotion (X1) and Price (X2) together influence Purchasing Decisions at XL Center Pekanbaru.

Partial Test (t-Test)

The t-test shows how far the influence of an explanatory or independent variable individually in explaining the variation of the dependent variable. Decision making can be done with the following criteria:

1. If $t \text{ count} > t \text{ table}$ then H_1 is accepted and H_0 is rejected, meaning the independent variable has a significant effect on the dependent variable.
2. If $t \text{ count} < t \text{ table}$ then H_1 is rejected and H_0 is accepted, meaning that the independent variable does not have a significant effect on the dependent variable.

The t-table value is known at a significance level of 5% (2-tailed) with the following equation:

$$\begin{aligned}
t_{table} &= n - k - 1 : \alpha / 2 \\
&= 100 - 2 - 1 : 0.05 / 2 \\
&= 97 : 0.025 \\
&= 1,984
\end{aligned}$$

Description:

n: number of samples

k: number of independent variables

l: constant

Table 6. Partial Test Results (t-Test)

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|--|--------|------|
| | B | Std. Error | Beta | | | |
| 1 (Constant) | 5,292 | 2,377 | | | 2,226 | ,706 |
| Promotion | ,154 | ,259 | ,507 | | 2,377 | ,000 |
| Price | ,626 | ,242 | ,727 | | 11,096 | ,000 |

Source: Processed Data, 2024

Based on the results in table 5.35, the t-test results can be explained as follows:

1. Promotion with known value tcount (2.377) > ttable (1.984) and Sig. (0.000) < 0.05. This means that the Promotion variable has a significant effect on Purchasing Decisions at XL Center Pekanbaru.
2. Price with known value tcount (11.096) > ttable (1.984) and Sig. (0.000) < 0.05. This means that the Price variable has a significant effect on Purchasing Decisions at XL Center Pekanbaru.

Coefficient of Determination Test (R²)

The value of the Determination Coefficient (R²) is used to explain the proportion of variation in the dependent variable explained by the independent variables together. The results of the determination test can be seen as follows.

Table 7. Results of the Determination Coefficient (R²)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,783 ^a | ,613 | ,605 | 2,393 |

a. Predictors: (Constant), Price, Promotion

b. Dependent Variable: Purchase Decision

Source: Processed Data, 2024

Based on table 7, the resulting correlation value (R) is 0.783. So, it can be concluded that there is a high relationship between the independent variables and the dependent variables. While the R Square value is 0.613. This shows that the Promotion and Price variables as a whole have an influence of 61.3% on Purchasing Decisions while the remaining 38.7% is influenced by other variables not examined in this study, for example: Service Quality, Brand Image, etc.

Discussion

Promotion means the activity of communicating the benefits of a product and persuading customers to buy it. A company can choose the means that are considered appropriate to promote goods and services by considering the identification factors of the target audience, determining the promotional objectives, and developing the message delivered. The results of this study indicate that the results of the partial test (t-test) are known to be tcount (2.377) > ttable (1.984) and Sig. (0.000) < 0.05. This means that the Promotion variable has a significant effect on Purchasing Decisions at XL Center Pekanbaru. The results of the above study are in line with research conducted by Sutrayani (2019). Researchers analyzed the influence of promotion and price on consumer purchasing decisions. The results of the study show that promotion has a positive and significant effect on purchasing decisions. So, it can be concluded that the research conducted by Sutrayani supports the research currently being conducted.

Price is a value or nominal amount that must be paid by the buyer to make a transaction using goods or services. In general, price is one of the benchmarks for the success of a business. The results of this study indicate that the results of the partial test (t-test) are known to be $t_{count} (11,096) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the Price variable has a significant effect on Purchasing Decisions at XL Center Pekanbaru. The results of the above study are in line with research conducted by Sutrayani (2019). Researchers analyzed the influence of promotion and price on consumer purchasing decisions. The results of the study show that price has a positive and significant effect on purchasing decisions. So, it can be concluded that the research conducted by Sutrayani supports the research currently being conducted.

CONCLUSION

Conclusion

Based on the results of the research that has been conducted, it can be concluded:

1. There is a significant influence of promotion on purchasing decisions, as evidenced by the results of $t_{count} (2.377) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the better the promotion offered, the higher the consumer purchasing decision at XL Center Pekanbaru.
2. There is a significant influence of price on decisions, as evidenced by the results of $t_{count} (11,096) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the better the price offered, the higher the purchasing decision at XL Center Pekanbaru.
3. Simultaneously shows that promotion and price have a significant effect on purchasing decisions. This is proven by the results of the f test where it is known that $F_{count} (76,678) > F_{table} (3.09)$ with a significance of $0.000 < 0.05$. These results indicate that the more attractive the promotion and price offered, the higher the purchasing decision at XL Center Pekanbaru.

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