

## PRICE COMPETITION AND SALES PROMOTION ON BUYING BEHAVIOR OF MATIC SCOOTER IN INDONESIA (STUDY IN KALIANDA CITY)

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### ABSTRACT

The purpose of this study is to determine whether price competition and sales promotion affect consumer behavior in determining purchasing decisions for Yamaha, Honda, or other brands of automatic scooters in Kalianda City, Penengahan District, and Rajabasa District. The research data is the population obtained by incidental sampling method, with a quota sample of 100 respondents. Respondents are buyers of automatic scooters of Yamaha, Honda, or other brands, with scanning domiciled in the three regions. Regional differences as a differentiator base of the community's economy. Survey research using accidental sampling method randomly. Price competition and sales promotion have a significant effect on purchasing decisions with a weak correlation. Differences in brand choice and buying behavior are shown by descriptions of respondents' responses to variable indicators

**Keywords:** Price competition, sales promotion, and purchasing decisions.

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### INTRODUCTION

Transportation has become the main need of the community, using a vehicle to reach the destination of the trip will be effective, save time and the distance feels close. Along with the development of society, causing the need for mobility to also increase, it becomes the main basis for humans to need transportation facilities, in addition to having personal goals as a personality style so that their lives are more useful and profitable in their socio-economic activities.

On the other hand, online transportation such as Gojek or conventional motorcycle taxis in certain areas has shifted the existence of public transportation (taxi), because two-wheeled vehicles are considered more flexible in dealing with congestion, it is a general assumption that two-wheeled vehicles (motorcycles) are the solution to transportation needs for every family, especially long-distance transportation. close. Besides that, transportation companies such as online transportation provide many services for online customers by using two-wheeled vehicles as their fleet (Farisi & Siregar, 2020), so the motor is known as a means of public transportation.

Motorcycles or cars (four-wheeled vehicles) are product choices that a person can make (buying decisions) to own their vehicle or personal purchase with different goals and financial capabilities. The difference in purchasing power and purpose causes differences in a person's behavior in determining the choice of vehicles from alternative brands and prices. In certain families, the price is a priority consideration, but in other families who can afford a car, the price level of a motorcycle is not the main consideration but is influenced by the purpose of the purchase. This will be different from a family who can only afford a motorcycle. So, price competition (price difference) in the same vehicle class is a deep consideration considering that the community's economy is still burdened by the impact of the COVID-19 pandemic.

The automatic scooter business is growing. Various types of brands and types of motorcycles are offered by manufacturers through sales agents (dealers), such as the type of

scooter Matic which is the type of motorcycle that consumers prefer, thereby strengthening competition for similar products.

Automotive manufacturers in Indonesia are competing to strengthen their respective market segments with promotional strategies, especially in the same type and class. So that consumers are spoiled with a choice of sales promotion features. Distinguishing between automatic scooter products of different types and specifications. In automatic scooters with relatively the same type, class, and specifications, the consumer's perception of the quality of the product will be relatively the same. So that the sales promotion features offered by the seller will be attractive and create a different image of service quality for each producer.

Price competition is another word for the price difference between manufacturers and sales agents, if the product quality is in the same class, such as the similarity of CC (Cubical Centimeter = volume of cylinder space in the engine) (Aprida Mega Nanda; 2021), economic age, vehicle type, and brand, Then the difference in affordable prices becomes the basis for purchasing decision. Price is an element of the marketing mix that is considered by buyers in determining purchasing decisions, from the producer's side as a means to encourage optimal sales and a strategy so that potential buyers switch to the company's products. Price is the value of an item expressed in terms of money (Buchari Alma 2007:169).

In marketing studies, winning the competition is not enough just to rely on quality products and competitive prices, because in the view of consumers both are relatively the same if the expectations and price differences are not too far apart. So effective promotion plays an important role so that sales fluctuations are stable and sales turnover increases on the flat sales chart, maintain customer loyalty, influence potential purchases, and counter the entry of new competitors or competitor maneuvers.

Promotional activities are generally interpreted as all activities intended to communicate the company's products to the target market, information about its characteristics uses, and important things about the product, and aims to change attitudes or encourage action in buying a product. (Subagyo: 2010).

Consumer responses to the company's promotions as information in the form of *Attention, Interest, Desire, and Action* (AIDA) (Vincent Vliet, 2014). This AIDA model explains that purchasing decisions start from attention to the product, then awareness arises as an interest that conveys the desire to buy. However, the AIDA response can only occur to potential customers (purchase intentions) but not to loyal real customers. Real customers who have been familiar with the product for a long time need more company promotions in the form of physical promotions in other words from profitable shopping, known as sales promotions.

Forms of sales promotions such as the sale of online media websites, namely in the form of discounts, vouchers, flash sales, special offers from partners, and trade shows (Reza, 2016). So it is very clear the difference between sales promotion and company promotion as a form of information.

According to Kotler and Keller (2008), sales promotion offers an incentive to buy, a means for producers to reward consumers and society. Sales promotions are often aimed at encouraging consumers to try new products, aiming to increase sales. Sales promotion is also useful for promoting better consumer awareness about the company's product prices (Kotler and Keller, 2008). Kotler & Armstrong (2008) further explained that consumer buying behavior is strongly influenced by personal characteristics. Then each person becomes a target in sales promotions.

Kotler (2002) explained that the purchase decision is a decision taken by a person by buying the product and if there is no transaction he does not make a purchase decision. Purchasing decisions are generally connoted with a person's behavior before and after the

purchase or what to do when buying a product and what to expect after the transaction. The process will be related to customer (buyer) satisfaction which is analyzed as a purchase stage.

Buyer satisfaction is a function of how buyers get their expectations according to product performance. If the product performance is lower the buyer will be disappointed, if the product performance matches the satisfaction achieved and if the product performance exceeds the expectations the consumer will be very satisfied. Although it is not always true the stages of purchase as referred to above for individual buyers. However, in the process of purchasing industrial-scale products or goods with high complexity, these stages can be pointers for buying behavior analysis, in other words, the stages of purchasing decisions are more relevant for industrial products or organizational buyers, namely; 1. Identify needs. specification 2. Sorting out information about the product 3. Evaluate various alternatives. (brand, price, manufacturer, payment method) 4. Purchase decision 5. Post-purchase behavior.

These stages will differ from personal-scale purchases to relatively common types of products (commonly used products) or non-exclusive products and routine needs. Then the dominant external factors that influence a person's purchase decision, among others, are;

- a. Other people's attitudes, intensity, other people's motivations. (Promotion feature)
- b. Situational factors, unexpectedly change the purchase objective. (sales promotion)

Other people's attitudes, intensity, and motivation will be meaningful if they are marketing personnel, sales promotions, and sellers who carry out sales promotions so that the influence of these activities creates situational factors that influence individuals in purchasing decisions.

Understanding individual reactions to certain external situations and influences is a way of looking at the personal characteristics that shape behavior. By collecting and classifying a person's elements is a way of seeing individual reactions to certain situations, these personal characteristics directly affect consumer behavior. (Country et al., 2020). These personal characteristics directly affect consumer behavior.

External factors, and influences from outside one's self can create unexpected situations that affect consumer behavior. Effective external factors are carried out in sales promotions where the price is part of the most influential external factors. Price competition for Yamaha and Honda Kalianda automatic scooters in 2

**Table 1. Motor Matic price for two dealers in Kalianda City**

No	Honda	Price	Yamaha	Price
1	Vario 125 CBS	22.060.000	GEAR 125	18.290.000
2	Vario150 exl	24.565.000	Fino Grande 125	19.450.000
3	Geneo	19.270.000	Fino sporty 125	18.920.000
4	PCX ABS	34.545.000	XMAX 250 u	63.320.000
5	Beat CBS-ISS	18.120.000	XRIDE 113,7	17.250.000
6	Beat Deluxe	21.760.000	ALL NEW XRIDE	19.000.000
7	Scoopy sporty	21.000.000	AEROX 155	30.050.000
8	Scoopy Fashion	21.760.000	Freegos ABS	24.615.000
9	Scoopy Prestige	21.760.000	Freegos version	22.265.000
10	Scoopy styles	21.220.000	MEO Sport	18.180.000

**Table 2. The development of Yamaha automatic scooter sales in 2021**

MONTH	1	2	3	4	5	6	7	8	9	10	11	12
SALES (UNITS)	55	61	65	69	72	78	83	89	94	95	101	120
DEVELOPMENT (%)	-	1,11	1,07	1,06	1,04	1,08	1,06	1,07	1,06	1,01	1,06	1,19

## Literature review

Abilities of others supported by the nature of diversity as social beings who like to group. This attitude causes everyone to be seen as having something in common so that actions, behaviors, and ways of taking attitudes will be very vulnerable to being influenced by external factors such as those done by producers in sales promotions.

The producer's work in influencing consumers to the company's products is known as the marketing mix theory. The marketing mix is a strategy to unite strengths in four aspects, namely product strength, price power, promotion power, and a good distribution system. Swasta Basu, (2009) and Winardi (2008).

In certain products, there are similarities in consumer perceptions of the marketing mix. To analyze consumer behavior on certain products that have the same quality and capacity standards, the four marketing mix variables need to be adjusted to the behavioral objectives to be known. The exception to product quality does not demean the meaning of product quality, but on the assumption that product specifications are relatively the same, there will be relatively equal satisfaction. In high technology (high tec), product standardization is the responsibility of the manufacturer that is always maintained, because it poses a risk to brand image and long-term impact on the competition..

Likewise for the distribution system, distribution channels only have an impact on additional selling prices, not on consumer satisfaction. For certain products that will be disrupted by long distribution channels such as food products, living things products and if the shipping agreement is the responsibility of the consumer, besides the price, the distribution channel is a relevant consideration.

Price is the only value that makes it easy to measure the economic value of goods and services" (Alex S. Nitisemito, 2006:55). Although it is not directly proportional to the quality and benefits of the product, the price remains the most appropriate transaction medium, because the parties will behave the same way when the transaction occurs openly. The price will affect the amount of income of producers and consumers will make the price the value of satisfaction with wealth for the product. Price considerations, from the aspect of purchasing behavior (purchase decisions), are influenced by the economic ability of buyers, especially home consumers (individuals). It looks real if the price is relatively high and the product is high in detail and has a high level of satisfaction.

Promotion is a one-way flow of information and persuasion by producers in the marketing process to create sales" (Basu Swasta and Irwan, 1999) and (William JS, 1997). Then the purpose of marketing management is to market the product to achieve a profit to ensure the survival of the company. In contrast to promotion, sales promotion is marketing communication, other than advertising, personal selling, and public relations, but in the form of short-term incentives aimed at motivating consumers and distribution channel members to buy goods or services in the short term, either at a low price or by increasing added value. (Lamb, Hair, and McDaniel; 2001)

Sales promotion is a form of marketing communication that directly affects sales, offering more value to attract buyers in certain months or on a flat sales chart. In line with the marketing management function is to create demand. According to Sofyan Assauri (2008:61), there are several demand conditions that need to be anticipated, namely:

1. Negative Request
2. No request (No Request).
3. Hidden requests (Latent Requests).
4. Demand Drops (Demand Declines)
5. Irregular Request
6. Full Request (Full Request),
7. Excessive Demand (Over Full Demand),
8. Unhealthy Demand (Unwhole Demand),

In response to carrying out the functions of marketing management, conduct a marketing strategy. A marketing strategy is a comprehensive, integrated plan that provides guidance on the activities to be carried out to reach the target market. The marketing strategy consists of four

marketing mix variables; Product strategy, price strategy, distribution strategy, and promotion strategy. As previously explained, product strategy and distribution strategy, are two different issues about the direct response of customers, distribution channels have no direct impact unless they affect price differences. Meanwhile, the strategic price and sales promotion will immediately get buyer respondents, so that it becomes an effective medium in influencing purchasing decisions.

### **Sales promotion**

William J. Stanton (2009) Promotion is synonymous with selling. Providing information to consumers, inviting and influencing the general public to create sales (2009). Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing. Promotion is any type of marketing activity aimed at encouraging demand (Basu Swasta and Irawan, 2009). Sales Promotion, is a diverse set of incentives, mostly short term designed to encourage the quicker and greater purchase of a particular product or service by consumers or merchants. (Philip Kotler 2009)

### **Price**

Saladin (2008:95) explains that price is the value of money that functions as a medium of exchange for certain products or services, and price determination of the value of goods and services. the real (visible) aspect for the buyer, the consumer becomes the price as to determine the technical quality of service, and price is the only indicator that can be accepted by everyone as a measure of the quality of goods and services. Price is something that consumers consider before buying the products offered.

Kotler and Armstrong, explain that price is defined as "the amount of money paid for goods and services, or the amount of value that consumers exchange for the benefits of having or using goods and services". Based on. Buchori Alma; Price is "the value of an item expressed in money". (2007:169), So the price is the value of a product that can be exchanged for money with the aim of getting the product or service that consumers want. Indirectly, price is the main factor that becomes the buyer's choice

### **Buying decision**

Purchasing decisions are a series of activities carried out by consumers until they make a purchase. The importance of studying consumer behavior until he decides to buy, especially individual buyers, because it is related to something that influences consumer behavior before and after buying. Consumers individually or in groups have goals for the product to be purchased but differ in their purchase decisions.

The consumer's decision is the decision to buy or not to buy. It can be interpreted that the consumer's decision to buy a product includes a series of decisions regarding the type of product, product form, brand, seller, quantity, time of purchase and method of payment. Basu Swastha (2005). While purchase intention is defined as someone who just wants to buy a certain brand product in response to information received after being evaluated so that he wants to buy (Khan et al., 2012). Purchase intention is defined as someone who only wants to buy certain brand products in response to information received after being evaluated so that he wants to buy.

The difference with the purchase decision is that the purchase decision is an act of buying although both are the result of an assessment that forms a choice between a product and a brand from the information received. While purchase intention is a strong desire to make a purchase decision, based on the variables that explain the intent and purpose of the purchase.

## METHODS

This research is survey research on buyers of scooters (motorcycles) matic Yamaha brand or other brands. The study research locations, namely the community in Kalianda City as an urban economic community, the Rajabasa sub-district community as a coastal community whose economy is driven by the fishery economy of hatchery entrepreneurs (cultivation of shrimp larvae). The Penengahan sub-district community as an agricultural community with an economy driven by the influence of the busy Trans Sumatra highway.

The population is the wider community including past and present buyers when the research takes place. Respondents were obtained randomly without exception or priority scale. In order to reach respondents, the incidental sampling method was used, namely respondents who were met without planning or who received a questionnaire link or who were willing to fill out a questionnaire, provided that they were a scooter buyer, domiciled in the city of Kalianda or in the districts of Rajabasa and Penengahan. This study states that the population is the entire respondent who answered the research instrument, as a sample study as well as a population study. Incidental sampling method with a sample based on a quota of 100 respondents.

Limitation Respondents are buyers of scooters from Yamaha, Honda or other brands who are domiciled in the area until the quota is reached. Screened questionnaire research instruments ensure that respondents are accurate as research objects, to make it easier to reach informants, questions are distributed through google forms and interviews. Statistical analysis using IBM SPSS 26 - Statistical Program for Social Science.

### Validitas dan Reliabilitas

The validity of the instrument with the correlation coefficient technique, the standard of probability validity at a significance of 0.95% ( $\alpha$  0.05), r-table: 1.197. Price competition instruments;  $0.00 < 0.05$  : r-count 0.903 > r-table 0.197 valid. Sales Promotion  $0.00 < 0.05$  : r-count 0.893 > r-table 0.197 valid. Purchase Decision Instruments  $0.00 < 0.05$  : r-count 0.867 > r-table 0.197 valid. Statistical reliability based on Spearman-Brown Coefficient 0.738 > t-tabel; 0.197 with Cronbach's Alpha 0.838 > 0,06 : reliabel

**Tabel 3. Correlations**

		Price motivation	competitor price	Price quality	Total
Price motivation	Pearson Correlation	1	.738**	.699**	.903**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Competitor price difference	Pearson Correlation	.738**	1	.623**	.896**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Price shows quality	Pearson Correlation	.699**	.623**	1	.867**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.903**	.896**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Table 4. Reliability Statistics**

Cronbach's Alpha	Part 1	Value	<b>.838</b>
		N of Items	2 <sup>a</sup>
	Part 2	Value	1.000
		N of Items	1 <sup>b</sup>
	Total N of Items		3
Correlation Between Forms			.704
Spearman-Brown Coefficient	Equal Length		.826
	Unequal Length		.840
Guttman Split-Half Coefficient			<b>.738</b>

a. The items are: pertim harga, selisih harga.

b. The items are: selisih harga, harga kualitas.



### **Respondent's Condition Domicile by Gendre and age**

Respondents based on gender and domicile. Respondents consisted of male as many as 75 respondents who live in Kalianda City as many as 36 respondents, from Penengahan sub-district as many as 26 respondents and from Rajabasa District as many as 13 respondents. There are 25 female respondents who live in Kalianda City, 13 respondents, in Penengahan sub-district only 8 respondents and in Rajabasa sub-district 4 respondents.

Respondents based on age and domicile. Respondents' domicile was based on age category, covering ages between 17-20 years, as many as 21 respondents who lived in Kalianda city, a total of 10 respondents, and 8 respondents in Penengahan and Rajabasa sub-districts, and 3 respondents respectively. Between the ages of 21-30 years, 49 respondents came from Kalianda City with a total of 24 respondents, 15 respondents from Middle District, and 10 respondents from Rajabasa District. While at the age of > 30 as many as 30 respondents, including respondents from the City of Kalianda as many as 15 people, from the Penengahan sub-district 11 people from Rajabasa sub-district only 4 respondents.

### **Product/brand selection based on gender, age**

Product brand selection by Gender. Male respondents chose automatic scooter products, 39 male respondents chose Honda brand automatic scooters, 23 male respondents chose Yamaha automatic scooters and only 13 respondents chose automatic scooter brands other than Honda and Yamaha. So male respondents are dominated by more than (> 50%) are respondents who choose an automatic scooter brand Honda, 30.6% of respondents choose an automatic scooter brand Yamaha and only 17.3% choose an automatic scooter brand other than Yamaha or Honda.

Of the female respondents who chose the Honda brand automatic scooter, 15 respondents (60%), as many as 8 respondents (32%) chose the Yamaha brand and only 2 respondents (8%) chose the automatic scooter brands other than Honda and Yamaha. Choice of Product brands by Age group. Respondents in the age group 17-20 who chose Honda's automatic scooter were 10 respondents, 7 respondents chose Yamaha and only 4 respondents chose other than Honda and Yamaha.

Respondents in the 21-30 age group who chose the Honda brand were 28 people, 15 people chose Yamaha and only 6 people had a choice of other brands of automatic scooters. While the group of respondents aged > 31 chose Honda's automatic scooters, as many as 16 respondents, 9 people chose Yamaha and, only 5 respondents who chose other brands of automatic scooters other than Honda and Yamaha. Based on this age group, 54% of respondents chose the Honda brand over the Yamaha brand and other brands.

### **Variable Operational Indicator**

#### **1). Price competition indicators;**

- a. price affordability.
- b. price comparison with other brands,
- c. price according to quality (type etc.)

#### **2) Sales promotion indicators:**

- a. Cashback, discount

b. Additional products, (e.g., Standard jacket or helmet)

c. After-sales service (free service, oil, accessories)

3) Purchase decision indicators

a. Buy products

b. Reference to others

c. Repurchase of the same brand

## **RESULTS**

The results section summarizes the data collected for study in the form of descriptive statistics and also reports the results of relevant inferential stastically analysis (e.g., hypothesis tests) conducted on the data. You need to report the results in sufficient detail so that the reader can see which statistical analyses were conducted and why, and to justify your conclusions. Mention all relevant results, including those that are at odds with the stated hypotheses (American Psychology Association 2001: 20).

### **Reporting Research Results**

#### **Response to price indicators**

Responses to price indicators were dominated by disagreeing and strongly disagreeing, 48% of the reasons for buying an automatic scooter were due to relatively affordable price considerations, compared to those who agreed and strongly agreed with 43% of respondents, 9% were neutral.

The response to the comparison indicator with other brands who agree and strongly agree with the indicator of buying an automatic scooter after considering the price on other products is 50%, which does not compare prices with other brands at 45%, neutral 5%.

The response to the price indicator as a quality indicator is dominated by 67% of the answers disagree and strongly disagree. Only 31% consider price synonymous with product quality (Agree, Strongly Agree), neutral 4%

#### **Response to Sales Promotion indicators:**

The response to sales promotion indicators in the form of price discounts is a consideration for buying an automatic scooter. Dominated by 79% answered agree and strongly agree n only 16% disagree and strongly disagree or not bothered by sales promotion indicators, neutral 5%.

Responses to sales promotion indicators in the form of additional products 58% answered disagree and strongly disagree. Only 32% agree and strongly agree to consider additional products in choosing an automatic scooter brand, 5% are neutral. Responses to sales promotion indicators in the form of after-sales service 45% who answered agree and strongly agree as much, that. Only 27% consider after-sales service, neutral 28%.

#### **Response to purchasing decision indicators.**

Responses to indicators of purchasing decisions to buy Scooter Matic products by 69% answered agree and strongly agree. Only 27% rejected the buying decision indicator, 4% neutral. Responses to purchasing decision indicators refer others to the choice of products/brands they buy answered 99% agree and strongly agree, 1% neutral, response to Purchase Decision



indicators; Repurchase with the same brand. Answered agree and strongly agree as much as 91%. Only 1% do not have to choose the same brand when buying Back, neutral 8%

### Regression Analysis

Regression analysis that shows the effect of price competition and sales promotion on the purchase of Yamaha scooters or other brands, namely;

$$Y = a + b_1X_1 + b_2X_2$$

$$(a) = 7,417$$

$$X_1(b_1) = 0,160$$

$$X_2(b_2) = 0,146$$

The purchasing decision constant (Y) is 7,417. If the value of the direction of the X1 and X2 variables, namely the consideration of price competition and sales promotion = 0, and if there is an increase of 1 point, it has a positive effect of 0.126X1 and 0.146X2 points on purchasing decisions.

### Correlation Analysis

Correlation analysis describes the contribution of price competition and sales promotion to purchasing decisions of Yamaha scooters or other brands. Multiple correlation

$$R_{x_1x_2y} = \sqrt{\frac{r_{x_1y}^2 + r_{x_2y}^2 - 2(r_{x_1y})(r_{x_2y})(r_{x_1x_2})}{1 - r_{x_1x_2}^2}}$$

$$R = 0.278$$

The correlation interpretation is very strong if the interval is 0.80-1.00. If the interval is 0.60,-0.799 correlation is strong. If the interval between 0.40-0.599 is strong enough. If the interval is 0.20-0.399 the correlation is low, and if the interval is 0.00-0.199 the correlation is very low. The following results can be obtained;

- 1) Between the price competition variable (X1) and purchasing decisions (Y) the r value is 0.029. a "very low" correlation.
- 2) Between the sales promotion variable (X2) and the decision to purchase an automatic scooter (Y), the value of r is 0.072. "Very Low" correlation.
- 3) Between the price competition variable (X1) and sales promotion (X2), the value of r is 0.690. correlation value "Strong".
- 4) Simultaneous correlation value (R) of 0.278 explains between price competition variables (X1) and sales promotion (X2) with purchasing decisions (Y) at the "Low" correlation degree.

Table 5

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics F Change	df1	df2	Sig. F Change
1	.278 <sup>a</sup>	.077	.058	1.414	.077	4.066	2	97	.020
a. Predictors: (Constant), Sales Promo, Price									
b. Dependent Variable: Buying decision									

Table 6

Correlations				
		Price competition	Sales promotion	Buying decision
Price Competition	Pearson Correlation	1	-.040	.219*
	Sig. (2-tailed)		.690	.029
	N	100	100	100

Sales promotion	Pearson	-.040	1	-.180
	Correlation			
	Sig. (2-tailed)	<b>.690</b>		.072
	N	100	100	100
Buying decision	Pearson	.219*	-.180	1
	Correlation			
	Sig. (2-tailed)	.029	<b>.072</b>	
	N	100	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

### Coefficient of determination (DC)

$$KD = 1 - x 100\% \sqrt{r}$$

$$KP = r^2 \times 100\% = 0,077 \times 100\% = 7,7\%$$

$$KD = 1 - r^2 \times 100\% = 1 - 0,077 \times 100\% = 92,2\%$$

The coefficient of determination, that the level of influence of the independent variables, namely price competition and sales promotion on purchasing decision behavior is 92.2% compared to the influence of other variables outside the study

### Hypothesis

Ho : There is no significant effect, if t-count < t-table: sig > 0.05

Ha : There is a significant effect, if t-count > t-table: sig < 0.05, that is;

H1 : There is a significant effect of the price competition variable on purchasing decisions.

H2: There is a significant influence of sales promotion variables on purchasing decisions

H3 : There is a significant influence of sales promotion variables and sales promotion variables on purchasing decisions

### Partial test (t-test):

$$t - \text{Count} = \frac{r \sqrt{n-2}}{1-r^2}$$

$$t\text{-table} = , (nk) : 0,05 (100-2) = 1,66$$

- 1) The effect of price competition (X1) on purchasing decisions (Y). t-count: 2.170 > t-table: 1.66 / sig 0.032 < 0.05 : Accept H1: significant,
- 2) The effect of sales promotion (X2) on purchasing decisions (Y); t-count : -1.761 < t-table :1.66 or sig 0.081 > 0.05: Accept Ho reject H2: not significant.

Table 6

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients Beta	T
		B	Std. Error		
1	(Constant)	12.284	.717		17.123
	Price competition	.085	.039	.212	2.170
	Sales promotion	-.107	.061	-.172	-1.761

a. Dependent Variable: Buying decision

### Simultaneous test (F-test)

$$F_{Hitung} = \frac{\frac{R^2}{k}}{\frac{(1-R^2)}{n-k-1}}$$

$$F\text{-table} = 2,696$$

The significance of the effect of price competition (X1) and sales promotion (X2) on purchasing decisions (Y), one-way test (sig 1 tailed), namely;  $r\text{-count } 4.066 > r\text{-table } 2.696$ , /  $\text{Sig } 0.020 < 0.05$ . ; Accept H3: Significant

Table 7

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.259	2	8.129	4.066	.020 <sup>b</sup>
	Residual	193.931	97	1.999		
	Total	210.190	99			
a. Dependent Variable: Buying decision						
b. Predictors: (Constant), Sales promotion , Price						

## Discussion

The purpose of this study is to determine whether price competition and sales promotion affect consumer behavior in determining purchasing decisions for Yamaha, Honda, or other brands of automatic scooters in Kalianda City, Penengahan District, and Rajabasa District.

### Respondent's attitude toward the price

The results of this study found that respondents' attitudes towards price indicators showed that the response as an expression of the respondent's behavior was dominated by buyers who did not consider the price of the vehicle (scooter Matic) in determining purchases, compared to respondents who considered price in purchasing decisions of scooters from all brands. These results explain that price competition or price comparisons are not a consideration to buy if the following conditions exist, namely, if 1). The price difference between brands and competing brands is small, 2). Products at the same quality standard (specs) are different, relatively the same, products in the same class. 3). If the price is relatively cheap, 4) routine products, 5) elasticity products, 6) special needs products for which there are no other product choices, 7). Complementary products.

Respondents' attitude towards the price difference indicator is dominated by respondents who still consider the price difference between brands and types of scooters, compared to those who consider price differences not to be a consideration in buying. These results explain that, buyers with very limited abilities and low levels of knowledge about the product will be vulnerable to consideration of price competition.

Respondents' attitude towards the price indicator as a quality indicator is dominated by respondents who disagree that price is a measure of product quality of a particular brand, compared to respondents who agree that price is a measure of quality. Respondents who have good knowledge about products and businesses will not make price the only tool to measure quality. So price competition is not the basis for quality considerations in making purchasing decisions.

### Respondent's attitude toward Sales Promotion

The attitude of the respondents showed the dominance of the attitude of agreeing, strongly agreeing to the sales promotion indicators in the form of price discounts affecting purchasing decisions, compared to respondents who were not affected by price discounts on sales promotions. This attitude explains that buyers will be affected by price reductions if the product is chosen by the purpose of the purchase, then the price is the next consideration.

Respondents' attitudes towards sales promotion indicators in the form of additional products, dominated by attitudes of refusal (disagree, strongly disagree), that additional products as sales promotion content for automatic scooters are considered in purchasing decisions, compared to respondents who consider additional products in purchasing decisions for

automatic scooters. . These results indicate the phenomenon that sales promotion with additional products is not significant if the additional products are of low value.

Respondents' attitude towards after-sales service indicators in sales promotions is dominated by statements that agree strongly agree, that after-sales service is a consideration for buying, compared to respondents who do not consider after-sales service. These results explain that after-sales service for automotive products is an attraction that can affect purchasing behavior.

### **Respondent's attitude toward purchasing decisions**

Respondents' attitude toward purchasing decision indicators. Dominated by the statement of agreeing and strongly agree they decided to buy an automatic scooter according to their choice, compared to respondents who answered disagree and strongly disagreed the indicator of buying decision was to buy. The attitude of the respondents regarding the meaning of the purchase decision is to buy.

Respondents' attitudes were dominated by statements of agreeing and strongly agreeing with the indicators of purchasing decisions, they wanted to refer others according to the type and brand of scooter Matic they bought, and no one rejected this statement. These results explain that everyone who gets satisfaction from the product purchased or has been used. This will affect his attitude towards the product so that he will gladly refer people to buy a similar motorbike.

Respondents' attitudes towards the indicator are willing to be dominated by agreeing and strongly agreeing if they buy back an automatic scooter from the same brand, compared to those who are willing to choose the same brand if they buy back.

### **Hypothesis 1 (H1).**

The price competition variable partially has a significant effect on the Purchase Decision, with such results, the existence of the price competition variable as a consumer consideration in deciding to purchase an automatic scooter is significant. The results of this study are normal, empirically and theoretically, that price is something that consumers always consider before making a transaction unless there are individual psychological factors that are unique to a buyer and if there are external influences that will change the purchase objective, the weak are not believed to be the criteria of choice. sourced from the purchase intention that was learned before making a purchase decision.

### **Hypothesis 2 (H2)**

The sales promotion variable partially has no significant effect on purchasing decisions and the degree of the relationship is weak. These results indicate that sales promotions separately do not have the power to influence consumers in their decisions without including the price variable as the main attraction in normal transactions, with the understanding of product quality being the same (*ceteris paribus*). It further shows that the company's sales promotion strategy applies sporadically as a function of influencing panic buying on various alternative product choices. Sales promotions are effective for routine products that are often purchased, daily necessities or only apply to flat sales in certain months. Sales promotion is less effective for exclusive products with the complex quality or for collective purchasing decisions as a system.

### **Hypothesis 3 (H3)**

Independent variables can influence independent variables in a complementary, simultaneous capacity. In the results of this study the price competition variable (price considerations) by joining the sales promotion variable indicator, has an effective performance in influencing consumer purchasing decisions. Thus, the existence of price competition and sales promotion variables has a significant effect on purchasing decision behavior, it will be more

meaningful because the price competition variables (price considerations) and sales promotions are strongly correlated.

On a broader implication, this finding only looks at a narrow dimension to a broad study space on consumer behavior in other fields and buyer behavior towards product choices, especially for automatic scooter products. Without any deepening of the possible variables and indicators that affect directly or as moderation and mediation of purchasing decisions.

Without paying attention to other dimensions of motivation from psychological factors and external factors of consumer behavior as individuals, this is intended as a general study of variables in a limited space and area of respondents who live in the small city category, so that duplication and social imitation as a demonstration effect. influence each other which is limited by alternative product choices and relatively the same economic base because they are in a small town.

This research is not in the capacity to explore further research or draw on previous research, but departs from research questions that are very likely to have similarities to the author's treasure trove of knowledge. So that future research becomes a very broad discussion medium about consumer behavior.

## CONCLUSION

The purpose of the study is to determine whether price competition and sales promotion affect consumer behavior in determining purchasing decisions for Yamaha, Honda, or other brands of scooter Matic vehicles in Kalianda City, Penengahan District, and Rajabasa District, it is concluded that;

1. The determining coefficient explains that the influence of the independent variables, namely price competition and sales promotion on purchasing decision behavior is more dominant than the influence of other variables outside the research variable.
2. The influence of the price competition variable on the behavior of purchasing decisions has a significant positive effect.
3. The influence of the sales promotion variable on the behavior of purchasing decisions has no significant positive effect
4. The influence of price competition and sales promotion variables on the behavior of purchasing decisions simultaneously has a significant positive effect.

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