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The Influence of Products, Prices, Promotions, and Places on Purchase Decisions at PT. Arta Agrindo Subur Pratama Pekanbaru

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ABSTRACT

The purpose of this study was to analyze the effect of product, price, promotion and place on purchasing decisions at PT Arta Agrindo Subur Pratama Pekanbaru. The population in this study were all customers who bought fertilizer at PT Arta Agrindo Subur Pratama Pekanbaru. The sampling technique used is the purposive sampling method. The sample size of this study was 80 respondents who were customers of PT Arta Agrindo Subur Pratama Pekanbaru. The data analysis technique used is multiple linear regression. The results of this study indicate that product, price, promotion have a positive and significant effect on purchasing decisions while place has no significant effect on purchasing decisions.

Keywords: Product, Price, Promotion, Place, Purchasing Decision

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INTRODUCTION

In this era of globalization, the development of the business world is increasing. Large and small companies compete for marketing (Adrian et al., 2022) places in various ways and efforts so that companies can sell as many products as possible to consumers who need them. For this reason, the company must get a broad market with a marketing strategy method that it has mastered well. In today's economic development in developing countries including Indonesia, rapid progress can be felt in the activities of companies engaged in trade. Competitive competition has an impact on business growth that is happening faster. In the face of existing competition, companies must manage the company's economic activities effectively and efficiently in order to achieve company goals and at the same time maintain the company's survival. It is not enough just to try to create a competitive advantage but companies also need to sell products because sales are an important factor and the main activity in generating company revenue sources. PT Arta Agrindo Subur Pratama Pekanbaru is a company engaged in the distributor of palm oil fertilizer. This company was established in 2014, precisely on April 24, 2014, which is located on Jalan Kulim No. 65C Pekanbaru. The founder of PT Arta Agrindo Subur Pratama is Mr. Peng Hui. The activities of this company are to provide palm oil fertilizers whose payments can be made in cash or credit with payment limits of approximately one month from the day of purchase. Initially, the company distributed palm oil fertilizer in the Pekanbaru area only, but over time, the demand for palm oil fertilizer increased and marketing was not only in the city of Pekanbaru but also outside the city of Pekanbaru such as Lintas Timur, Perawang, Duri Jambi, Seberida, Kalimantan and Java. This is a positive impact felt by the company, but in the present time, which is affected by the covid 19 virus outbreak, the sales of palm oil fertilizer have decreased significantly in 2020. That sales from year to year have increased and decreased. In 2017 the sales turnover target was Rp. 12,450,000,000 but what was realized was only Rp. 10,100,790,000. Then in 2018 the turnover target was Rp. 13,347,000,000 and what was realized was Rp. 12,615,743,000 this is because the company's fertilizer prices have increased so that the sales turnover is increased then in 2018 the company's turnover target was Rp. 15,000,000,000 and what was realized was only Rp. 13,832,379,000. The 832,379,000 turnover target was not achieved and the company increased the target because there was a target for new customers (Irawan et al., 2023) which made the company assume that sales turnover would increase this year, while in 2020 the company's target decreased to Rp. 14,000,000,000 which was realized at Rp. 12,164,489,000 the company's revenue according to the pandemic case then customer purchasing power decreased which resulted in sales turnover also decreasing. On the other hand, people also save money to prioritize basic needs that must be fulfilled (Andi et al., 2023; Hutabarat, 2024; Purba et al., 2023; Purnama et al., 2023; Sinaga, 2024).

According to Abdullah (2014) a product is anything that can be offered to the market to get attention, buy, use, or consume and satisfy wants or needs. A product is something that is offered and can satisfy consumer wants and needs. The better the product, the higher the price. According to Marwanto, (2015) price is that set by the provider of goods and services (Akmal et al., 2023; Hidayat et al., 2022; Lukman et al., 2022; Nasution et al., 2022; Saputro et al., 2022; Suyono et al., 2022) in accordance with the value, quality or function of the goods and services it produces. Price is the amount of money that customers have to pay to get a product. Price is one of the important factors for the company, so companies should consider well every decision regarding pricing issues, because mistakes in setting prices will affect customer purchasing decisions. Promotion is any type of marketing activity that aims to encourage demand. Suharsono, et al (2019). The promotion carried out by the company is to use direct telephone calls with consumers and ask whether they want to make repeat purchases of fertilizer products. In addition, the promotion carried out by the company also fielded a marketing team in selling this fertilizer product. No less important linnya iyalah place, place is an important part of marketing activities, which plays a role in the distribution of goods from producers to consumers. With a strategic place, product purchasing decisions will increase (Eddy et al., 2023; Estu, Rahayu, et al., 2023; Hia, 2023; Ndruru, 2023; Sagita, 2023).

In research Ardita Velamasari & Lia Nirawati, (2014) products have a positive effect on purchasing decisions. In line with the research results Ravel Poeloe, (2016). Meanwhile, the results of research Rizki Amalia Afriana, et al., (2017) It is concluded that the product has no significant effect on purchasing decisions. Research results Algrina Agnes Ulus (2013) stated that price has a significant effect on purchasing decisions in line with the results of research by Krissandi Dewantoro (2013). Meanwhile, the results of research conducted by Rompas et al., (2017) said that price has no significant effect on purchasing decisions. Research results Marina Intan pertiwi et al., (2016) and stated that promotion has a significant effect on purchasing decisions. In line with the research results Kadek Suarjana, et al., (2014). But contrary to the results of research conducted by Andrew F. Manampiring and Irvan Trang, (2016) concluded that promotion has no effect on purchasing decisions. The results of research conducted by Dewi Nurmalsari Pane, (2018) said that place has a significant effect on purchasing decisions. In line with research Budi Prasetya Sjawal et al., (2020). Meanwhile, the results of research Calvin L. et al., (2018) said that place has no effect on purchasing decisions (Afriani, 2023; Anton et al., 2023; Estu, Sella, et al., 2023; Kumalasari & Endiana, 2023; Setyowati et al., 2023).

The purpose of this study was to determine and analyze whether there is an effect of product, price, promotion, and place variables on purchasing decisions at PT. Arta Agrindo Subur Pratama Pekanbaru.

LITERATURE REVIEW

According to Abdullah (2014) product is anything that can be offered to the market to get attention, buy, use, or consume and satisfy wants or needs. A product is something that is offered and can satisfy consumer wants and needs. Product indicators (Kotler & Armstrong (2013) consist of performance, durability, features, conformity to specifications, reliability, aesthetics, and quality impressions (Alfat, 2024; Eddy, 2023; Hanapiah, 2023; Purnama, 2023; Sofyan et al., 2023).

Price

According to Marwanto, (2015) price is that set by the provider of goods and services in accordance with the value, quality or function of the goods and services it produces. Price is the amount of money that customers have to pay to get a product. Price indicators Fure, (2013) consists of prices that are in accordance with the benefits, perceptions of prices and benefits, affordable prices, price competition, and price compatibility with quality.

Promotion

Promotion is any type of marketing activity that aims to encourage demand. Suharsono, et al (2019). Promotion is the company's various activities in communicating its products to the target market. In this case the company must hire, train and motivate (Kersiati et al., 2023; Marliza et al., 2022; H. P. Panjaitan et al., 2023; M. Panjaitan et al., 2023) its employees properly and correctly. Therefore, the company must try to influence consumers. This effort can be carried out through promotional activities which is one of the references to the marketing mix. Price indicator Kotler & Keller, (2012) consists of Advertising, Sales Promotion, Events

and Experiences, Public Relations and Publicity, Direct Marketing, Interactive Marketing, Word of Mouth, and Personal Selling.

Place

According to Abdullah, (2014) place or distribution can be seen as a set of interdependent organizations that are involved in the process of providing a product or service for use or consumption. Place is a decision that a company or educational (Pernando et al., 2022) institution makes regarding where its operations and staff will be located. Place indicators Aprih Santoso & Sri Yuni Widowati, (2011) Affordability, Smoothness, and Proximity to the residence.

Purchase Decision

According to Kotler & Keller (2012) adds that, the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve their problems, purchase decisions, and post-purchase behavior, which starts long before the actual purchase is made by consumers and has a long impact. Indicators of purchasing decisions Kotler & Keller, (2012) Stability in a product, Habits in buying products, providing recommendations to others, and Making repeat purchases.

Hypothesis The Effect of Products on Purchasing Decisions

A product is defined as an item that has been packaged in such a way that it becomes an item that can be traded. In marketing, a product is any item that can be offered to a market and can satisfy a want or need. A good and attractive product must be liked by many consumers which has an impact on consumer buying interest, the more the number of requests for a product, the more consumer purchasing decisions will increase. The more people are loyal to the product, the more products are sold. According to Research Ardita Velamasari & Lia Nirawati, (2014), Ravel Poeloe, (2016), Algrina Agnes Ulus (2013) and Marina Intan et.al. (2016) stated that the product has a positive effect on purchasing decisions.

H1: Products have a positive effect on purchasing decisions.

The Effect of Price on Purchasing Decisions

Price is the amount of goods or money that consumers pay to producers to get a product or service. Abdurrahman, (2015) price is also referred to as a medium of exchange in the form of a sum of money to obtain a product or service. The price that is in accordance with the product being offered will make the product sell well. If the price of a product offered is affordable and gets great benefits from the product purchased, this will increase buyer interest. Indirectly, price affects purchasing decisions. According to Research Algrina Agnes Ulus (2013), Calvin L. et al., (2018), and Krissandi Dewantoro (2013). Saying that the price variable has a positive effect on purchasing decisions.

H2: Price has a positive effect on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

Promotion is a company strategy in marketing its products. Good and attractive promotions can attract customer buying interest. The better the promotion, the more customers will make purchases, this will increase customer purchasing decisions. According to research results Marina Intan Pertiwi et.al. (2016), Dewi Nurmallasari Pane, (2018), and Andrew F. Manampiring and Irvan Trang, (2016) said that promotion has a significant effect on purchasing decisions.

H3: Promotion has a positive effect on purchasing decisions.

The influence of place on purchasing decisions

Place or distribution channel is the most important thing in building a business, because all company activities are centered in that location. The choice of a location is very influential on the success of a business that is run, because the choice of location greatly impacts consumer purchasing decisions. Therefore, choosing a strategic location is one of the important factors and determines the success of a business.

A strategic place or distribution channel will invite consumers to make repeat purchases or ongoing transactions at the business. PT Arta Agrindo Subur Pratama is located at Jalan Kulim No. 66 Pekanbaru, where the business distributes its products in several regions and the location of the harmonious universe trade

business while there making it easier for consumers to make purchases. It is hoped that this strategic location can have an impact on purchasing decisions. Based on research conducted by Ddewi Nurmalasari Pane, (2018), Budi Prasetya Sjawal et al., (2020), Krissandi Dewantoro (2013) and Rizki Amalia Afriana, et al. (2017) shows that place or distribution is an independent variable that affects purchasing decisions.

H4: Place has a positive effect on purchasing decisions.

Framework of Thought

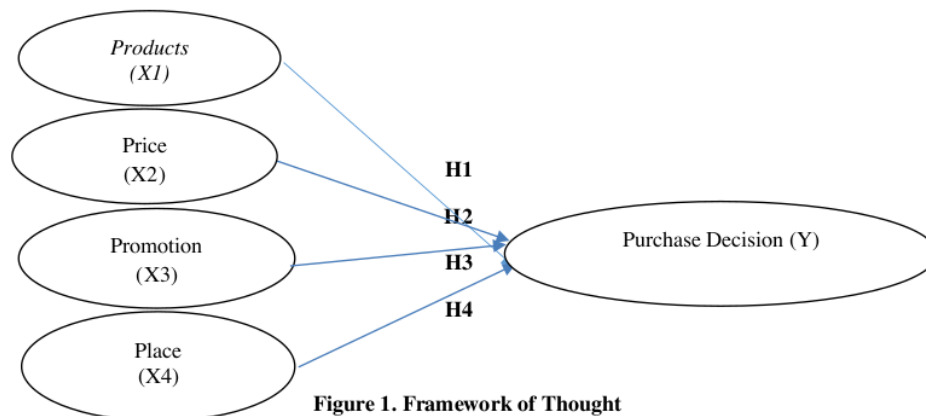


Figure 1. Framework of Thought

METHODOLOGY

This research was conducted at PT Arta Agrindo Subur Pratama Pekanbaru which is located at Jalan kulim no. 65 Pekanbaru City, and was conducted in August 2021s / November 2021. The population in this study were all customers who shopped at PT Arta Agrindo Subur Pratama Pekanbaru for a year of 116 consumers from the beginning of January to December 2020. The sample in this study was taken based on the non probability sampling formula. The sampling technique in this study used a purposive sampling technique, the number of samples was 80 respondents.

The types of data used in this study include primary data obtained from questionnaires and secondary data in this study information from companies, books, and previous research journals (Elfita et al., 2022; Imarni et al., 2022; Prasetya et al., 2023; Sari et al., 2022; Yarmanelis et al., 2022). The data analysis technique in this study is multiple linear regression analysis using the SPSS 21 data processing program.

RESULTS AND DISCUSSION

Respondent Characteristics

Respondents in this study were 80 respondents. Respondents aged 26-30 years were 3 respondents, 31-35 years were 1 respondent, 36-40 years were 26 respondents, > 40 years were 50 respondents. This condition shows that customers aged > 40 years are the majority of respondents in this study. Male respondents were 74 respondents while female respondents were 6 respondents. This condition shows that male respondents are more numerous than female respondents. In terms of occupation, 8 respondents worked as private employees, 60 respondents worked as entrepreneurs, 3 respondents worked as civil servants, 4 respondents worked as farmers, and 5 respondents worked as others. This condition shows that customers who work as self-employed are the majority of respondents in this study. In terms of income, respondents who earn ≤ Rp. 7,000,000 were 10 respondents, income ≥ Rp. 7,000,000 – Rp. 15,000,000 were 32 respondents, and income ≥ Rp. 15,000,000 were 38 respondents. This condition shows that customers who earn ≥ Rp. 15,000,000 are the majority of respondents in this study.

Analysis of Respondents' Responses

Respondents' responses to product variables showed that respondents generally agreed with these statements. Customers feel that the products offered are of good quality but the special treatment given to each customer is still relatively low. Respondents' responses to the price variable showed that respondents generally agreed with these statements. Customers feel that the price provided is in accordance with the quality of the product. Respondents' responses to the promotion variable showed that respondents agreed with these statements. Customers feel that the promotions offered are attractive karyaran who promote them in a friendly and polite manner towards customers. Respondents' responses to the place variable showed that respondents generally agreed with these statements. Customers feel that the place of sale is not too far from the hospitality center and the distribution channel is also smooth for customers in shipping goods.

Validity and Reliability Test

Table 1. Product Variable Validity Test Results

No	Statement	Corrected Item Total Correlation	r- table	Description
1	PT Arta Agrindo Subur Pratama's company performance is very pleasing to customers.	0,481	0,3	Valid
2	The quality of the products offered by PT Arta Agrindo Subur Pratama is very satisfying to customers.	0,511	0,3	Valid
3	The product features marketed by PT Arta Agrindo Subur Pratama are impressive.	0,577	0,3	Valid
4	Products offered in accordance with specifications that do not disappoint customers	0,481	0,3	Valid
5	The products offered by PT Arta Agrindo Subur Pratama are very realistic which makes customers really like them.	0,613	0,3	Valid
6	The product packaging offered by PT Arta Agrindo Subur Pratama has an aesthetic impression that is attractive to the eye.	0,543	0,3	Valid
7	The products offered by PT Arta Agrindo Subur Pratama have a good quality impression in the eyes of customers.	0,469	0,3	Valid

Source: SPSS, 2022

Table 2. Price Variable Validity Test Results

No	Statement	Corrected Item Total Correlation	r- table	Description
1	The price paid is in accordance with the benefits I feel after using the product.	0,620	0,3	Valid
2	Perception The price at PT Arta Agrindo Subur Pratama is cheaper than competitors and has benefits that are comparable to the price paid.	0,676	0,3	Valid
3	The price offered by PT Arta Agrindo Subur Pratama is more affordable than similar competitors.	0,734	0,3	Valid
4	Product price competition offered by PT Arta Agrindo Subur Pratama is quite competitive with competitors.	0,650	0,3	Valid
5	The price offered by PT Arta Agrindo Subur Pratama is in accordance with the quality of the products that customers receive.	0,579	0,3	Valid

Source: SPSS, 2022

Table 3. Promotion Variable Validity Test Results

No	Statement	Corrected Item Total Correlation	r- table	Description
1	The advertisement made by PT Arta Agrindo Subur Pratama is very clear and attractive.	0,613	0,3	Valid
2	The promotions offered by PT Arta Agrindo Subur Pratama are very beneficial to customers.	0,696	0,3	Valid
3	The relationship established by PT Arta Agrindo Subur Pratama with its customers is quite good.	0,604	0,3	Valid
4	PT Arta Agrindo Subur Pratama takes a direct sales approach using social media with its customers.	0,636	0,3	Valid
5	Interactive marketing done by PT Arta Agrindo Subur Pratama with its customers is very good using social media.	0,639	0,3	Valid
6	The promotion carried out by PT Arta Agrindo Subur Pratama uses Word of Mouth promotion from customers who are satisfied with the products they buy.	0,617	0,3	Valid
7	Salespeople who promote PT Arta Agrindo Subur Pratama products are very friendly with customers.	0,642	0,3	Valid

Source: SPSS, 2022

Table 4. Place Variable Validity Test Results

No	Statement	Corrected Item Total Correlation	r- table	Description
1	PT Arta Agrindo Subur Pratama has a location that is accessible to customers.	0,679	0,3	Valid
2	The distribution channels owned by PT Arta Agrindo Subur Pratama are very smooth towards customers.	0,651	0,3	Valid
3	PT Arta Agrindo Subur Pratama is not close to the hospitality center.	0,690	0,3	Valid

Source: SPSS, 2022

Table 5. Purchasing Decision Variable Validity Test Results

No	Statement	Corrected Item Total Correlation	r- table	Description
1	I decided to buy fertilizer products at PT Arta Agrindo Subur Pratama because they have good 262uality	0,734	0,3	Valid
2	I purchase fertilizer products at PT Arta Agrindo Subur Pratama continuously because the benefits are in accordance with expectations.	0,689	0,3	Valid
3	I will recommend this fertilizer product to my closest relatives.	0,775	0,3	Valid
4	I will make repeat purchases at PT Arta Agrindo Subur Pratama because this fertilizer product has good quality and quality.	0,791	0,3	Valid

Source: SPSS, 2022

The results of the validity test on the independent variable and the dependent variable show the value of r count greater than r table. This shows that all indicators in the study produce valid results.

Table 6. Reliability Testing Results

No	Variables	Cronbach Alpha	α	Conclusion
1	Products	0,795	0,60	Reliable
2	Price	0,842	0,60	Reliable
3	Promotion	0,864	0,60	Reliable
4	Place	0,817	0,60	Reliable

No	Variables	Cronbach Alpha	α	Conclusion
5	Purchase Decision	0,819	0,60	Reliable

Source: SPSS, 2021

The results of the reliability test on the independent variables and the dependent variable in this study have a *Cronbach's Alpha* greater than 0.60 so that all variables used in this study have reliable values.

Classical Assumption Test Normality Test

Normality testing is done with the *normal probability plot* graph and the *Kolmogorov Smirnov* test. The following is a normal probability plot graph in this study:

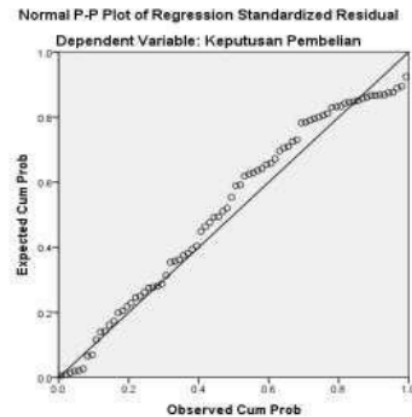


Figure 2. Normality Test

Source: SPSS output, 2022

Normal Probability Plot Purchase decision

Based on Figure 2, it can be concluded that the data in this study has a normal distribution because the points are close to the diagonal line. The P-Plot test results are supported by kolomogorov smirnov testing with the following test results:

Table 7. Kolmogorov-Smirnov Normality Test Results Customer Satisfaction

Asymp. Sig	α	Conclusion
0,574	0,05	Normal Data

Source: SPSS, 2022

The significance value is $0.574 > 0.05$, thus it can be concluded that all data from the variables studied have a normal distribution pattern.

Heteroscedasticity Test

In this study, the heteroscedasticity test was carried out by analyzing the scatterplot graph between the predicted value of the dependent variable (ZPRED) and its residuals (ZRESID).

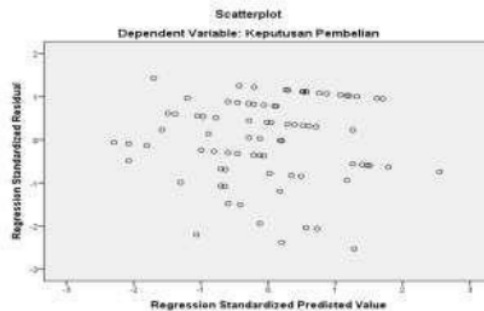


Figure 3. Heteroscedasticity Test of Purchase Decision Scatterplot

Source: SPSS, 2022

Based on Figure 3, it can be seen that the dots in the graph are scattered or the dots do not form a certain pattern so it can be concluded that there is no heteroscedasticity.

Multicollinearity Test

Table 8. Multicollinearity Test Results Purchase Decision

No	Variables	VIF	Tolerance	Conclusion
1	Products	3.240	0.309	No Multicollinearity
2	Price	3.677	0.272	No Multicollinearity
3	Promotion	4.387	0.228	No Multicollinearity
4	Place	1.356	0.825	No Multicollinearity

Source: SPSS output, 2022

The test results show that all independent variables have a *tolerance* value greater than 0.10 and a *Variance Inflation Factor* (VIF) value smaller than 10 so it can be concluded that there is no multicollinearity between the independent variables.

Model Test (F Test)

To determine the significant effect of independent variables together on a dependent variable, the F test is used. The basis for decision making is that the significance value must be smaller than 0.05 and the f-count value must be greater than the f-table value.

Table 9. Model Test Results (F Test) Customer Satisfaction

F-count	F-table	Sig	A	Conclusion
23,237	2,72	0,003	0.05	Significant Effect

Source: SPSS, 2021

Based on table 9, it can be seen that the f-tung value is 23.237 which is greater than the f-table value of 2.72, it can be concluded that simultaneously product, price, online promotion and place have a positive and significant effect on sales volume with a significant level of 0.003.

Test Coefficient of Determination (R^2)

The coefficient of determination test is used to measure how far the model's ability to explain the dependent variable. The value used in the coefficient of determination is to use the *Adjusted R Square* value.

Table 10. Determination Coefficient Test Results (R^2) Purchase Decision

Model	R	R Square	Adjusted R Square
1	0,660	0,482	0,462

Source: SPSS, 2021

Based on table 10, the *Adjusted R Square* value is 0.462 or 46.2%, this shows that the influence of the variables Product (X_1), Price (X_2), Promotion (X_3), Place (X_4) and Purchase Decision (Y) which can be explained by the equation model is 46.2% and the remaining 53.8% is influenced by other factors not included in this regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis used to measure the strength between 2 or more independent variables on the dependent variable. (Sugiyono, 2014). From the results of the multiple linear regression analysis test, this study can be made five equations as follows:

$$Y = 0.284 + 0.221X_1 + 0.778X_2 + 0.328X_3 - 0.046X_4$$

Namely: (1) If it is assumed that X_1 , X_2 , X_3 , and X_4 are 0, the value of Y is 0.284 units. (2) If the value of X_1 increases by one unit while the values of X_2 , X_3 , and X_4 are fixed (no change), it will increase the value of Y by 0.221 units. (3) If the value of X_2 increases by one unit while the values of X_1 , X_3 , and X_4 are fixed (no change), it will increase the value of Y by 0.778 units. (4) If the X_3 value increases by one unit while the X_1 , X_2 , and X_4 values are fixed (no change), it will increase the Y value by 0.328 units. (5) If the X_4 value increases by one unit while the X_1 , X_2 , and X_3 values are fixed (no change), it will decrease the Y value by 0.046 units.

Hypothesis Test (t Test)

Table 11. Partial Hypothesis Test Results (t test) Customer Satisfaction

Variables	t-count	t-table	Sig	α	Conclusion
Products	2,582	1,9921	0,001	0,05	Significant effect
Price	4,263	1,9921	0,000	0,05	Significant effect
Promotion	2,098	1,9921	0,004	0,05	Significant effect
Place	-0,086	1,9921	0,859	0,05	No significant effect

Source: SPSS, 2022

The results of table 11, (1) Based on the test results show that the value of t_{table} for a significant level of 5% (2-way) $df = 75$ ($n-k-1 = 80-4-1$), for $n = 75$ and at a significant level of 0.025 ($/2 = 0.05/2$) is 1.9921. If t_{count} is greater than t_{table} then the hypothesis is accepted. From the results of the analysis, the t_{count} of 2.582 is greater than t_{table} 1.9921 ($df = 75$) at a two-way 5% significant level with a significance value of 0.001 less than the alpha value of 0.05. Thus, the relationship that occurs persially has a significant effect on the product variable on the purchasing decision variable. (2) Based on the test results, it shows that the t value t_{table} for a significant level of 5% (2-way) $df = 75$ ($n-k-1 = 80-4-1$), for $n = 75$ and at a significant level of 0.025 ($/2 = 0.05/2$) is 1.9921. If t_{count} is greater than t_{table} then the hypothesis is accepted. From the results of the analysis, the t_{count} of 4.263 is greater than t_{table} 1.9921 ($df = 75$) at a two-way 5% significant level with a significance value of 0.000 less than the alpha value of 0.05. Thus, the relationship that occurs is significant and positive direction, this shows that product prices have a significant influence on purchasing decisions. (3) Based on the test results, it shows that the t value t_{table} for a significant level of 5% (2-way) $df = 75$ ($n-k-1 = 80-4-1$), for $n = 75$ and at a significant level of 0.025 ($/2 = 0.05/2$) is 1.9921. If t_{count} is greater than t_{table} then the hypothesis is accepted. From the results of the analysis, the t_{count} of 2.098 is smaller than t_{table} 1.9921 ($df = 75$) at a two-way 5% significant level with a significance value of 0.004 less than the alpha value of 0.05. Thus, the relationship that occurs persially has a significant effect on the promotion variable on the purchasing decision variable. (4) Based on the test results, it shows that the t_{table} value for a significant level of 5% (2-way) $df = 75$ ($n-k-1 = 80-4-1$), for $n = 75$ and at a significant level of 0.025 ($/2 = 0.05/2$) is 1.9847. If t_{count} is greater than t_{table} then the hypothesis is accepted. From the results of the analysis, the t_{count} of -0.086 is smaller than t_{table} 1.9921 ($df = 75$) at a two-way 5% significant level with a significance value of 0.859 greater than the alpha value of 0.05. Thus, the relationship that occurs individually does not have a significant effect on the place variable on the purchasing decision variable.

Discussion

The results obtained based on the t test and multiple linear regression show that the product variable has a significant effect on purchasing decisions. The product coefficient value shows a positive value, which means that if the product variabe increases, the purchasing decision will increase. Thus it can be concluded that

the product variable has a direct impact on consumer purchasing decisions which results in increased purchasing decisions. This explains that the products offered to consumers are able to encourage consumer purchasing decisions which are seen from the ability of good employees to explain and provide information regarding products to consumers. This condition is able to encourage an increase in consumer purchasing power and at the same time increase company sales on the other hand, the products that the company offers are diverse so that customers can easily find the desired product which indirectly also affects customer purchasing decisions. The results of this study are in line with research conducted by Ardita Velamasari & Lia Nirawati, (2014), Ravel Poeloe, (2016), Algrina Agnes Ulus (2013) and Marina Intan et.al. (2016) stated that the product has a positive effect on purchasing decisions.

The results obtained based on the t test and multiple regression analysis show that the price variable has a positive and significant effect on purchasing decisions, the price coefficient value shows a positive value, which means that if the price is more affordable, the purchasing decision will increase. Thus, it can be concluded that the price variable has a direct impact on purchasing decisions. This research is in line with the research conducted by Algrina Agnes Ulus (2013), Calvin L. et al., (2018), and Krissandi Dewantoro (2013). Saying that the price variable has a positive effect on purchasing decisions.

Based on the t test and multiple regression analysis, it shows that the promotion variable has a significant effect on purchasing decisions. The promotional coefficient value shows a positive value, which means that if the promotional variable increases, the purchasing decision will increase. Thus, it can be concluded that the promotion variable has a direct impact on increasing purchasing decisions. The results of this study are in line with research conducted by Marina Intan et.al. (2016), Dewi Nurmallasari Pane, (2018), and Andrew F. Manampiring and Irvan Trang, (2016) said that promotion has a significant effect on purchasing decisions. sales.

Based on the t test and multiple regression analysis, it shows that the place variable has no significant effect on purchasing decisions. The place coefficient value shows a negative value, which means that if the place variable increases, the purchasing decision will decrease. Thus, it can be concluded that the place variable does not have a direct impact on consumer purchasing decisions. From the above characteristics, it can be seen that location has no effect and is insignificant because respondents with the most votes say that the reason, they choose to buy fertilizer at PT Arta Agrindo Subur Pratama is because the distance is not too far and can be delivered to the place in a large enough purchase. The results of research conducted by Calvin L. et al., (2018), Andrew F. Manampiring and Irvan Trang, (2016) said that place has no significant effect on purchasing decisions.

CONCLUSION

Conclusion

Based on the results of research on product, price, promotion and place variables on purchasing decisions at PT Arta Agrindo Subur Pratama Pekanbaru, it can be concluded that product, price and promotion variables have a significant effect on purchasing decisions at PT Arta Agrindo Subur Pratama Pekanbaru. Meanwhile, the place variable has no positive and significant effect on purchasing decisions at PT. Arta Agrindo Subur Pratama Pekanbaru.

Limitation

The limitation of this research is that this research was conducted during the Covid-19 pandemic, making it difficult to provide questionnaires directly to respondents. So, this research uses google form.

Recommendation

Based on the conclusions that have been described, it is recommended that the company improve both in terms of products to be marketed, prices that are in accordance with quality and compete with competitors and also utilize electronic media in marketing products so that the reach of market share is wider and more effective and more efficient in increasing fertilizer purchasing decisions from customers. For academics, it is recommended that before using this research as reference material, studies should be carried out by deepening and developing research variables so that other research results can be found that will be useful for the development of science and for further researchers it is recommended that before using this research as

reference material for research in the same field, the research should be reviewed (Andi et al., 2022; Tohan et al., 2022). This is because there are still other variables that can be examined in order to get maximum results.

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