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EFFECT ON THE PROMOTION AND PRICE ON DECISION TO PURCHASE OF RAILWAY AIRPORT TRANSPORT TICKETS

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Abstract: The purpose of this study was to determine whether the promotions and price direct significant effect on purchasing decision of Railway transport service. This research was conducted by taking a sample of 96 respondents from a population of 2,000 passenger railway service. Data for this study were collected using questionnaires and analyzed by descriptive methods, multiple linear regression, hypothesis testing is used partially t-test and F test to test simultaneously with a significance level of 5%. Results from this study are the promotion of a significant effect on purchasing decisions. Price significant effect on purchasing decisions. Simultaneously sale prices and promotion have significant influence on purchasing decisions.

Keywords: Promotion, Price and Purchase Decision

INTRODUCTION

Train Kualanamu-Terrain is a special railway connecting the stations Kualanamu and field stations. The advantages of the Airport Railway has a travel time that is relatively short compared with road transport. Also, Kualanamu Airport Station and Medan stations equipped with facilities that complete and comfortable and good service. Currently the airport train-Terrain Kualanamu already has four series of trains consisting of four trains each set with a capacity of 172 passengers per train series and features 40 round trips each day. (Source: Feasibility study PT Railink 2007).

Purchasing the decision process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them (Peter and Olson, 2000: 162). The above data shows that people who decide to use railway transport as a transport service from and to Kualanamu still very little.

One of the factors that influence the purchase decision is Promotion. According to Private and Irawan (2005: 349) promotion is essentially a form of marketing communication aimed at boosting demand, is marketing communication is a marketing activity that seeks to disseminate information, influence and or alerting the target market for the company and the

products to be willing to accept, buy and loyal to the products or services offered by the company concerned.

In addition to the promotion, factors that influence purchasing decisions is price. Kotler and Armstrong (2001: 187) states THAT the relationship between prices and purchasing decisions is price influencing consumer decision making purchases, the higher the price of the purchase decision is getting low, otherwise if the low price purchase decision turned higher, therefore the company must be observant in setting the price of its products.

THEORETICAL REVIEW

Promotion

According to Private and Irawan (2005: 349) promotion is essentially a form of marketing communication aimed at boosting demand, is marketing communication is a marketing activity that seeks to disseminate information, influence and or alerting the target market for the company and the products to be willing to accept, buy and loyal to the products or services offered by the company concerned.

Advertising, sales promotion, and public relations is a mass communication tool available to marketers. As the name suggests, mass communication using the same message to everyone in the audience. Many definitions of advertising, where ads are defined as the process of communication, marketing processes, economic and social processes, process information and persuasion (Arens, in Abideen, 2011: 57).

Campaign Goals

The main objective is the promotion of consumer behavioral modification, informs, influence and persuade and remind consumers about the company's objectives and the products or services sold (Private & Irawan, 2005: 353). In detail can be described as follows:

1. Inform
2. Persuade targeted customers
3. Remind
4. Modification of consumer behavior

Promotion mix

According to Lupiyoadi (2006: 121-122) in the promotion mix are several components in detail can be described as follows:

1. Advertising (Advertising)
2. Sale of Personal (Personal Selling)
3. Sales Promotion (Sales Promotion)
4. Publicity and Public Relations (Publicity and Public Relations)
5. Information from the mouth to mouth (Word of mouth)
6. Direct marketing (direct marketing)

Based on the theory above it can be concluded that the promotion is communicating activities to provide information to people about the products that will be offered so that consumers are interested in buying products or services offered. In this case, researchers will take dimension among others: advertising, personal selling, sales promotion, publicity, and public relations, information is word of mouth and direct marketing.

Price

The definition of prices according to Philip Kotler (2008: 74) is a sum of money to be paid customers to get the product. More broadly, the price is the amount of value exchanged for consumers with the benefits of having or using the product or service.

Factors Affecting Price

Philip Kotler (2008: 560) also revealed that the factors - internal factors that influence pricing decisions are:

1. Target marketing
2. Strategy Marketing Mix
3. Cost
4. Organizational considerations

While factors - external factors that affect the price are:

1. Market and Demand
2. Cost, Price and Bid Competitors
3. Economic conditions such as inflation, boom, recession, and interest rates
4. Resellers who react to the rate of profit to be taken by the decision of the price of the company
5. The government's policy, meaning that the price taken by the company did not violate laws - laws.

Role of Prices

According to Tjiptono (1997: 152) "prices have two main roles in the process of decision taking buyers, namely the role of the allocation and the role of information".

Pricing Objectives

According to Tjiptono (2004: 185), there are two kinds of pricing objectives, namely the general goals and specific objectives. As each of these objectives is as follows.

The general objective of pricing:

1. Reduce the economic risks of trial products.
2. Offers better value than the form/class competitor products
3. Increase the frequency of consumption.
4. Adding application/usage in situations more.
5. Serving segment-oriented price.
6. Offering a more expensive version of the product.
7. Beat the competition in terms of price.
8. Use to indicate the price of high quality.
9. Eliminate the price advantage of competitors.
10. Increase sales of complementary products.

The specific objectives of pricing

1. Generate a surplus as possible.
2. Achieving the level of specific targets but did not try to maximize profits.
3. Closes fully allocated costs include overhead institutional
4. Cover the cost of providing a particular service or product categories (net of institutional overhead expenses and all kinds of specific grants.

5. Closing the incremental cost of sales to the consumer extra.
6. Price change overtime to ensure that the request by the offers available at any particular time so that it can optimize the productive capacity).
7. Set the price according to differences in the ability to pay a variety of market segments being targeted marketing organization.

Based on the theory above it can be concluded that the price is what someone paid for what they have learned and the value expressed in the currency. In this case, researchers will take the dimensions are affordability, discounts/rebates, and payment terms.

Buying Decisions

Purchasing the decision process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them (Peter and Olson, 2000: 162). In general, the consumer purchase decision is to buy the most preferred brand (Kotler and Amstrsong, 2008: 181).

Factors Buying Decisions

Internal purchasing behavior is influenced by consumers include factors of consumer culture, social status, personal characteristics or individual, and psychological factors (Kotler, 205; Lamb et.al, 201).

1. Consumer culture
2. Social class
3. Individual characteristics
4. Psychological factors

Decision Making Process

In general, consumers follow a processor stage in decision-making. There are five stages in the purchasing decision, namely: (1) recognition of the need, (2) information search, (3) evaluation of alternatives, (4) a purchase decision, and (5) post-purchase behavior (Kotler, 2005)

Purchase Decision Structure

According to Kotler and Keller (Sudarsono and Kurniawati, 2013: 20) the purchase decision-making process to be performed by an indicator of consumer purchasing decisions, namely:

1. Introduction of the problem
2. It needs to be driven by stimulus from within and from outside.
3. Search information
4. Evaluation of alternatives
5. Buying decision
6. Post-purchase behavior

Based on the theory presented above it can be concluded that the purchase decision is the selection of two or more alternative purchase decisions, meaning that one can make a decision, there must be some alternative options. In this case, researchers will take the dimensions include the need for a product, the active search for information, evaluation of alternatives, purchase decision, and post-purchase behavior.

CONCLUSION

Effect Hypothesis Campaign Against Buying Decision Airport Train tickets

Hypothesis testing results prove that there is a positive and significant influence between promotion with Purchasing Decisions Train tickets service. This is evidenced by the results of the analysis of correlation coefficients for 0749 which gives the sense that the better the sale will increasing Purchasing Decisions Train tickets service. 0749 Acquisition of the correlation coefficient is a correlation in the low category and indicates that the relationship created between promotion with a significant purchasing decision.

The results of the analysis of the regression equation $Y = 10\ 694 + 0.339.X1$, shows that promotion variable in the regression model has significant results on the purchase decision variable which is evidenced by the 0001 sig probability value of <0.05 , the regression equation in this study only used to describe the relationship between variables.

The results of the analysis by t-test obtained by value t count equal to 4,094 and t table of 1.660 mean that $t > t$ table with sig of 0000. So the hypothesis which states that the existence of positive and significant influence between promotion with purchase decisions train tickets airports acceptable, assuming if the ease of getting information, using various media to stimulate the purchase, sale directly to the consumer, oral presentations by the buyer, Promotion in national events, Accelerates response to market targeted, personalized approach, Dissemination through media advertisements, information obtained from friends, information obtained from family, Ease of obtaining the ticket and online sales will increase Purchasing Decisions Railway ticket service.

Hypothesis Influence Buying Decision Against Price Airport Train Tickets

Hypothesis testing results prove that there is a positive and significant influence between the Purchase Price by the Decree Railway Ticket service. This is evidenced by the results of the analysis of correlation coefficients for 0734 which gives the sense that the better the price will be increased Decree Airport Train Ticket. 0734 Acquisition of the correlation coefficient is a correlation in the strong category and indicates that the relationship created between the price of the purchase decision is significant.

The results of the analysis of the regression equation $Y = 10\ 694 + 0.426.X2$, indicating that the price variable in the regression model had significant results towards the purchase decision variable which is evidenced by the 0001 sig probability value of <0.05 , the regression equation in this study only used to describe the relationship between variables.

The results of the analysis by t-test obtained by value t count equal to 3,384 and t table of 1.660 mean that $t > t$ table with sig of 0001. so the hypothesis that the influence of the price of the Purchase Decision Railway Ticket service is unacceptable, with the assumption that if the prices affordable, prices according to the benefits received, rebates individuals, rebates entourage, payment is made in cash, payment is done non-cash then it will increase purchase decision Railway Ticket service.

Effect Hypothesis Promotion and Price Buying Decision Against Railway Ticket service

The test results together or simultaneously proved that there is a positive and significant influence of promotions and price of the train ticket purchasing decisions airport. The result of the acquisition of the F test result count of 72 490 F test with a significance level of 0000. Because sig <0.05 then the regression model can be used to predict the purchasing decision. By hypothesis sig <0.05 then H_0 is rejected and H_a accepted, meaning that the hypothesis is proved positive and significant that the sale and price have jointly influence the decision of buying a train ticket to the airport is at 0609 R^2 or $R = 60.9\%$, assumed if the ease of getting information, using various media to stimulate the purchase,

direct sales to consumers, oral presentation by the buyer, Promotion at national events, Accelerate response to the targeted market, personal approach, Dissemination through media advertisements, information obtained from friends, information obtained from family, Ease receive tickets and online sales, prices affordable, the prices according to the benefits received, Discounts individual, group discounts, payment is made in cash, non-cash payment is made it will be increasingly Decision Airport Train Ticket. Promotion variables contribute a greater influence on purchase decisions when compared with the price of this can be seen in the results of the correlation value. Meanwhile, if viewed from the t-test results which the campaign has a greater influence than the variable price.

CONCLUSION

Based on the description in the previous chapters, the conclusion that can be given is as follows:

1. Based on the results of the study are a positive and significant influence on the purchase decision Ticket Promotion Airport Railway. Evidenced by the correlation coefficient of 0749 and amounted to 4,094 t value is greater than t table 1.660. With the regression line equation $Y = 10\ 694 + 0.339.X1 + 0.426.X2$. With the conclusion, there is a significant promotion of the Purchase Decision Railway Ticket service.
2. Based on the results of the study is a positive and significant impact on the price of the Purchase Decision Railway Ticket service. Evidenced by the correlation coefficient of 0734 and amounted to 3,384 t value is greater than t table 1.660. With the regression line equation $0.339.X1 + 10\ 694 + 0.426.X2$. With the conclusion, there is the effect of price on the Purchase Decision Railway Ticket service.
3. Based on the results of the study are a positive and significant impact on the Promotion and Price Purchase Decision Railway Ticket service. Based on the calculated F value of 72 490 with a significance level of 0000. Because sig <0.05 then the regression model can be used to predict the effectiveness of a career. With the regression line equation $Y = 10\ 694 + 0.339.X1 + 0.426.X2$. $R^2 = 0.609$. And the dominant variable is promotion. Conclusions are jointly influenced Promotion and Price to Purchase Decision Railway Ticket service.

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