"PRICE, PRODUCT QUALITY AND PROMOTION ON PURCHASE DECISIONS" (EMPIRICAL STUDY ON CONSUMERS IN AMBON CITY)

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Abstract: This study aims to empirically examine the influence of price factors on purchasing decisions, the influence of product quality factors on purchasing decisions and the influence of promotional factors on consumer purchasing decisions of Cap Nona Sweetened Condensed Milk in Ambon City. The type of research is empirical with the sampling technique used is *purposive sampling*. The analysis technique is multiple linear regression analysis, where the hypothesis test uses the t-statistical test to test the partial regression coefficients and the F-statistical test to test the effect together or simultaneously with a confidence level of 0.05 or 5%. The test results show the price variable (X_1) has a positive and significant effect on the purchasing decision variable. This is evidenced by the results of statistical tests which show the coefficient value of 0.192 with a significant value of 0.01 below the 0.05 level of significance. The product quality variable (X_2) has a positive and significant effect on the purchasing decision variable. This is evidenced by the results of statistical tests which show a coefficient value of 0.191 with a significant value of 0.00 below the significant level of 0.05. The promotion variable (X_3) has no significant effect on the purchasing decision variable. This is evidenced by the results of statistical tests which show the coefficient value of 0.134 with a significant value of 0.28 above the significant level of 0.05.

Keywords: Price, Product Quality, Promotion, Purchase Decision

INTRODUCTION

Product competition in Indonesia is very competitive, especially for Sweetened Condensed Milk products. This is because there are many similar products marketed to consumers. The competitive product competition in question can be seen in the Top Brand Index (TBI) category for 2021 Phase 3 in the following table:

Tabel 1. Hasil Top Brand Index 2021 Fase 3 Susu Kental Manis

Brand	*Top Brand Index (TBI)*	Predicate
Frisian flag	40,3%	TOP
Indomilik	27,3%	TOP
Cap Enak	19,7%	TOP

Carnation	2,5 %	**-**
Ultra Milk	2,2%	**-**
Cap Nona	1,5%	**-**

Sumber: http://www.topbrand-award.com

Top Brand Index is measured using 3 parameters, namely top of mind awareness (based on the brand that was first mentioned by the respondent when the product category was mentioned), last used (based on the brand that was last used/consumed by the respondent in 1 repurchase cycle), and future intention (based on the brand that you want to use/consume in the future). Based on the information in the table above, the product that ranks at the top based on the Top Brand Index is the Frisian flag, while the product at the very end is the Cap Miss. This data shows a decrease in the amount of consumer consumption of Cap nona products.

Cap Nona Sweetened Condensed Milk in Indonesia has been produced since 1897. Initially, this product was more in demand by consumers in Indonesia. However, in line with developments, many competing products affect the interest of consumers. One way to face competition is to create ideal outlets throughout Indonesia. To achieve this goal, the producer of Cap Nona Sweetened Condensed Milk should plan carefully and review all aspects and sales opportunities available to each customer, so that they are able to compete with other similar products. Product price and quality as well as promotion must be a consideration for companies or producers so that they are able to take customer's interest.

The price of a product is a measure of the size of the value of a person's satisfaction with the product he buys. Someone will dare to pay for a product at a high price if he assesses the satisfaction he expects with the product he is going to buy is high. On the other hand, if someone evaluates his satisfaction with a product as low, then he will not be willing or buy the product at an expensive price. Quality can be the most sought after by consumers when they choose the product to be used.

In this study, product quality is defined as a consumer's assessment of the attributes in a product that will meet their needs and benefit them. Quality is also the dominant thing to sell to consumers.

The role of promotion in influencing purchasing decisions certainly cannot be underestimated. In this study, promotion is defined as a persuasive communication by producers to attract consumers to buy their products. Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing. To be able to market the products it produces, both goods and services, so that it is better known by consumers and potential customers, a company needs to do various ways.

One way to do this is to promote their products through advertisements. Advertising is a marketing strategy for goods and services that are sold by marketing by means of promotion and/or delivery of information on the products being sold with the aim of persuading consumers and potential consumers to buy products sold with promotional media both written, oral and visual. Purchasing decision is a process where consumers recognize their needs, seek information about appropriate products by making decisions about which products to buy and use. Purchase decisions by consumers are based on price, product quality and promotion.

Cap Nona Sweetened Condensed Milk based on the explanation and Top Brand Index (TBI) data experienced a decrease in sales compared to other milk brands, so it can be concluded that the milk brand cannot compete in the market which affects decisions.

In Ambon City, sales developments of Sweetened Condensed Milk products from Cap Nona can be seen in the sales data of Agents. One of the agents who sell this product is

Sumber. CV Jaya Abadi. Data on sales of Sweetened Condensed Milk from Cap Nona in Ambon City from 2018 to 2021 based on official agent data shows, in 2018 sales of 1,200 cartons, in 2019 consumers bought 1,223 cartons, this indicates that consumer purchasing decisions have increased in 2019. Furthermore, in 2020 sales of 1,059 cartons which indicates a decrease in consumer purchases from the previous year. In 2021, Cap Nona's Sweetened Condensed Milk again decreased by 849 cartons purchased by consumers. When compared to the sales figures of other brands of milk, Cap Nona's Sweetened Condensed Milk is still under the brand of delicious Sweetened Condensed Milk. This can be seen in the following table:

Table 2. Sales Data for Other Brands (In Cartons)

Sweetened Condensed Milk Production	Year		
	2019	**2020**	**2021**
Other Brand	1.283	1.362	1.728

Source : Distributor

The data above shows that the sales volume of sweetened condensed milk Cap Enak (white) is higher than Cap Nona's Sweetened Condensed Milk. This decrease was influenced by the price and the advantages of the product. The following is a comparison of the prices and advantages of Cap Nona Sweetened Condensed Milk and sweetened condensed milk Cap Enak (white) in the following table:

Table 3. Price Comparison and Product Advantages

Des	Product	
	Cap Nona Sweetened Condensed Milk	**Cap Enak Sweetened Condensed Milk**
Harga	Rp. 14.900/ can	Rp. 12.800/ can
Superiority	a) The product can last for 6 months. b) Delicious creamy taste, Contains Vitamins, Nutrients, & Protein c) Made from pure cow's milk and practical cans packaging d) Can be used as spread on bread, can be a complement to grilled bananas or fruit salads and can be used as a companion to biscuits/crackers	a) With a modern processing system, added sugar and reduced water content, Sweetened Condensed Milk lasts longer than other types of milk, to be precise for 12 months. b) The content of Vitamins A, B1 and D3 is very good for the growth and maintenance of the body. c) The special taste of Cap Enak Sweetened Condensed Milk that is not "enzy". Making Cap Enak is the right choice for all.

Source : Dairy Products Article

The data above shows that there is a difference between the price of Cap Nona Sweetened Condensed Milk and Cap Enak. Cap Nona's Sweetened Condensed Milk price is higher than Cap Enak. Furthermore, there are several advantages of Cap Enak Sweetened Condensed Milk products when compared to Cap Nona Sweetened Condensed Milk, such as price, product durability and several other advantages. The competitive price of Sweetened Condensed Milk products in the market will usually influence consumer purchasing decisions. Market developments show that the price of Sweetened Condensed Milk is still above its competitors' prices. This can affect consumer purchasing decisions in Ambon City.

Therefore, producers must consider the pricing of Sweetened Condensed Milk from the stamp of nona by considering competitors' prices.

The decrease in sales volume can also be caused by product quality. Usually declining sales are caused by declining product quality or even problematic product quality. Product quality is usually related to product excellence. Cap Nona Sweetened Condensed Milk basically has several advantages, such as a delicious creamy taste, contains Vitamins, Nutrition, & Protein and is made from whole cow's milk, which is further improved and product weaknesses are minimized or even eliminated. In addition, to overcome the fact that the products being sold are outdated, it is necessary to give new innovations to the Sweetened Condensed Milk products sold by Cap Nona. Cap Nona's Sweetened Condensed Milk that develops in the market only comes in one flavor variant. Meanwhile, its competitors have produced many with several variants and several packages. This will also directly affect consumer purchasing decisions in Ambon City.

Another factor is promotion which is a marketing strategy that also affects the number of products sold. Maybe it's also a way of promoting monotonous, outdated products such as distributing brochures or maybe just putting up billboards. Whereas at this time developments are largely determined by information technology that can be used to market products. The promotion of Cap Nona Sweetened Condensed Milk in Ambon City is very rare. It can be seen from almost all billboards that there is no promotion of Cap Nona Sweetened Condensed Milk. Therefore, Cap Nona's promise of Sweetened Condensed Milk needs to be improved so that consumers will more easily find out the benefits of the product.

Judging from the history of the two products, Cap Nona Sweetened Condensed Milk existed long before the advent of Cap Enak Sweetened Condensed Milk, but many consumers are more interested in Cap Enak Milk. Meanwhile, judging from the product equation, Cap Nona Sweetened Condensed Milk and Cap Enak Sweetened Condensed Milk both have the same uses and benefits, namely providing nutrition for the human body and being able to meet human needs, to be able to add an image of the taste of foods and beverages that are liked by consumers. each person.

The prices of these two products are also different, Cap Enak Sweetened Condensed Milk has a cheap price while Nona's Cap Milk has an expensive price. Because Cap Nona's Sweetened Condensed Milk cannot be reached by certain groups, so consumers switch to Cap Delicious Milk. In television commercials there are also lots of promotions about Cap Enak Sweetened Condensed Milk, but very rarely ads about Cap Nona Sweetened Condensed Milk appear. Due to the lack of advertising promotions on television for Cap Nona Sweetened Condensed Milk, consumers are less interested in buying the product.

LITERATURE REVIEW
Influence of Price on Purchase Decision

Philip Kotler (2009) Price is one element of the marketer's mix that generates revenue, the other elements generate costs. Price is the most adaptable element of the marketing mix, product features, channels, and even promotions take more time. Research conducted by Pranata (2015) concludes that price has a positive and significant influence on purchasing decisions. The results of research conducted by Isnawati (2018) concluded that price has a positive and significant influence on purchasing decisions. Price has a positive and significant influence on purchasing decisions. Producers must be able to determine prices well because prices affect marketing performance, prices can retain consumers or add new consumers.

H1 : Price has an effect on purchasing decisions

Effect of Product Quality on Purchase Decisions

Product quality is defined as the consumer's assessment of the attributes in the product that will meet their needs and benefit them. Quality is also the dominant thing to sell to consumers. Full attention to quality will have a positive impact on the business in two ways, namely the impact on production costs and the impact on revenue. Putra's research (2021) The results of this study state that product quality is one of the variables that has a positive effect on purchasing decisions. Product quality is closely related to purchasing decisions, good quality will support marketing performance and make consumers loyal to a product. Companies must be able to provide quality in accordance with the wishes and needs of consumers this is done so that companies can compete with other companies.

H2 : Product quality affects purchasing decisions

Effect of Promotion on Purchase Decision

A component of the marketing mix, the role of promotion in influencing purchasing decisions certainly cannot be underestimated. In this study, promotion is defined as a persuasive communication by producers to attract consumers to buy their products. Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing. Anastasia's research (2021) concluded that promotion quality has a positive and significant influence on purchasing decisions. Sutrayani's research (2019) concluded that promotions have an effect on purchasing decisions. The main purpose of promotion is to influence and persuade and remind target customers about the company and its marketing mix, therefore in order to remain competitive, producers are more aggressively promoting their products so that consumers can remember a product.

H3 : Promotion has an effect on Purchase Decision

Theoretical Thinking Framework

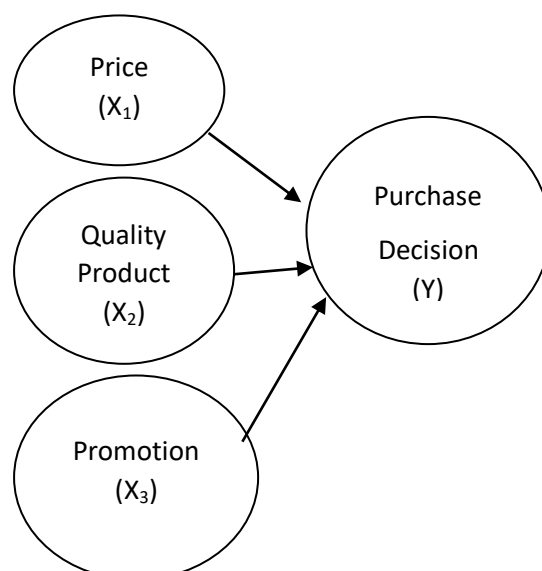The theoretical framework developed in this research is shown in the following figure:

Figure 1. Theoretical Thinking Framework
Source : Processed by the author for research

RESEARCH METHOD
Population, Sample and Sampling Technique

Population is all values both calculated and measured, both quantitative, rather than certain characteristics regarding a complete and clear group of objects. Sugiyono (2019), The population is people who have bought Cap Nona Sweetened Condensed Milk in Ambon City. The sample is part or representative of the population studied (Sugiyono, 2019). The sampling technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element of the population to be a sample. Because the population is unknown, the formula for determining the minimum sample is :

$$n = \frac{Z^2}{4(Moe)^2}$$

Description :

n   =   Number of samples

Z   =   Normal distribution level at significance level 5% = 1.96

Moe   = *Margin Off error that is, the maximum sampling error rate that can still be tolerated. Besides that, the error rate is 10% and Z is 1.96 and for the 95% confidence level, the number of samples can be seen as follows :*

$$\longrightarrow \qquad n = \frac{1,96^2}{4(0,10)^2} \qquad n = 96,04$$

Based on the calculation results, the minimum number of samples is 96 samples. The sample is determined to be 100 respondents. The sampling technique used was the purposive sampling method, namely the technique of determining the sample by considering certain things (Sugiyono, 2007). Consider what is taken in determining the sample, namely people who have already bought and consumed Sweetened Condensed Milk, Cap Nona.

Operational definition
Research variable

According to Sugiyono (2019), research variables are anything that can distinguish or bring variations in values. This study uses two variables, namely :

a) Independent variable

    The independent variable denoted by "X" is a variable that affects the dependent variable, both positive and negative, the independent variables in this study are :

    1) Price (X_1)

      Price is the amount of value charged for a product, or the sum of the value that consumers exchange for the benefits of owning or using the product (Kotler and Armstrong, 2009).

    2) Product Quality (X_2)

      Product quality is anything that can be offered to a market for attention. Purchased and used or consumed that can satisfy a want or need (Kotler and Armstrong, 2091).

    3) Promotion (X_3)

      Promotion is a kind of communication that explains and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers (Anastasya, 2021).

b) Dependent variable.

    The dependent variable is the variable that is the main focus of the researcher's attention. The nature of a problem is easy to see by looking at the various dependent variables used in a model. The variability of these factors is what one researcher is trying to explain. In this research, the dependent variable is the purchase decision (Y). Purchasing decisions are consumer decisions regarding preferences for brands in the choice set.

Data Analysis Method
Data Quality Test

The data quality test resulting from the use of the instrument can be evaluated through the reliability and validity test of the data. This test is intended to determine the consistency and accuracy of the data collected from the use of the instrument.

Classic assumption test

Classical assumption test is needed to find out whether the regression estimation results are completely free from the presence of heteroscedasticity symptoms, multicollinearity symptoms, and autocorrelation symptoms. Tests carried out include :

1) Test for normality using *one sample Kormogorov Smirnov*, histogram graph and p-plot graph
2) Heteroscedasticity test using a scatterplot graph.
3) Multicollinearity test using *tolerance* value and *Variance Inflation Factor* (VIF)

Multiple Linear Regression Analysis

Regression testing is described in two forms as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description :

Y = Consumer purchasing decisions
A = Constant
$b_1 b_2$ = Regression coefficient
X_1 = Price
X_2 = Product Quality
X_3 = Promotion
e = Error or remaining (residual)

Partial regression coefficient test (T-test)

The t-test was used to determine the effect of the involvement of competitive prices (X_1), product quality (X_2) and promotional quality (X_3), partially or individually on consumer purchasing decisions. With test criteria :

The hypothesis is accepted if the probability value t (significant t) $t \leq \alpha$
The hypothesis is rejected if the probability value t (significant t) $t \geq \alpha$

Determinant coefficient (R2)

The coefficient of determination aims to measure some extent of the model's ability to explain variations in the dependent variable (Ghozali, 2018). The value of the coefficient of determination is $0 < R2 < 1$. The small value of R2 means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable. The basic weakness of using coefficients. Therefore, it is better to use the adjusted R2 value to evaluate the best regression model (Ghozali, 2018)

RESULTS AND DISCUSSION
Data Quality Test
Data Validity Test

Table 1. Validity Test Results

Variable Study	*Pearson Correlation*	*Sig*
Price (X_1)	0,877**-0,919**	0,00
Product quality (X_2)	0,802**-0,881**	0,00

Promotio (X$_3$)	0,751**-0,856**	0,00
Buying decision (Y)	0,820**-0,922**	0,00

Source: Results of primary data processing

The results of the validity test in the table above show a positive correlation and are above the minimum limit of 0.30 and a significant level at the 0.00 level. These results indicate that the statements measuring the variables of this study are valid.

Data Reliability Test

Table 2. Reliability Test Results

Variabel	Nilai *Cronbach Alpha*
Price (X$_1$)	0,866
Product Quality (X$_2$)	0,939
Promotion (X$_3$)	0,726
Purchase Decision (Y)	0,908

Source: Results of primary data processing

The results of testing the reliability of the data in the table above show the value of the Cronbach's alpha coefficient for all variables is not less than the minimum limit value of 0.60. This concludes that the indicators for each variable are categorized as reliable or reliable. This the measurement of the instrument, both validity and reliability, is valid and reliable so that it can be used in further analysis.

Classic Assumption Test
Normality Test Results

Table 3. Normality Test Results
(Kormogolov Smirnov Model)
One-Sample Kolmogorov-Smirnov Test

Description	Unstandardized Residual
N	97
Test Statistic	0,07
Asymp. Sig. (2-tailed)	0,20

Source : Results of primary data processing

The results of the normality test using the K-S model above, it can be seen that the value of the Kolmogorof Smirnov test of the price variable (X$_1$) is 0.07 with a significant value of 0.20 which is significantly above the significance value of 0.05. This means that the residual values of all variables are normally distributed or meet the classical assumption of normality.

Multicollinearity Test Results

Tabel 4.Hasil Pengujian Multikolinearitas

	Variabel	Collinearity Statistics	
		Tolerance	VIF
1	(*Constant*)		
	Price (X$_1$)	0,994	1,006
	Product Quality (X$_2$)	0,931	1,074
	Promotion (X$_3$)	0,935	1,069

Source: Results of primary data processing

Based on the table above, it can be seen that the tolerance value of the independent variable price variable (X_1), product quality variable (X_2), promotion (X_3) tolerance value is more than 0.10 which means that there is no correlation between independent variables. In addition, the results of the calculation of the Variance Inflation Factor (VIF) value show the same thing, where none of the independent variables has a VIF value of more than 10. Thus, it can be concluded that the existing regression model does not occur multicollinearity between independent variables.
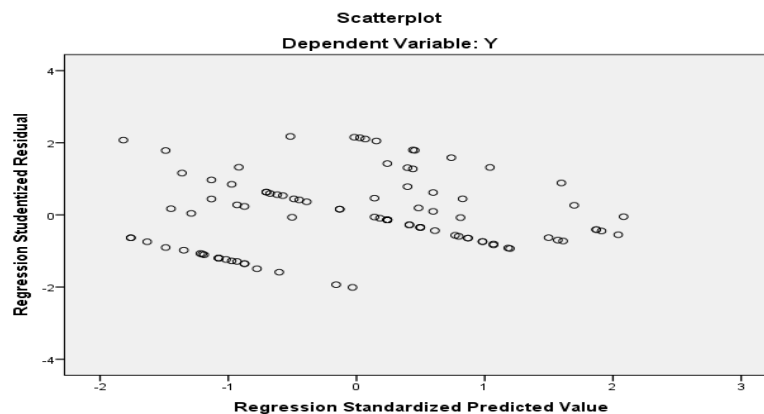
Heteroscedasticity Test Results

Figure 1. Heteroscedasticity Test Results (Scatterplot Graph)
Source: Results of primary data processing

Based on the scatterplot graph above, it appears that the distribution of the data does not form a clear pattern, the data points spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Test

Hypothesis testing using multiple linear regression analysis related to the effect of price variables (X_1), product quality variables (X_2), promotions (X_3) on purchasing decisions, the following results were obtained:

Table 5. Multiple Linear Regression Test Results (T-Test, F-Test and R^2 -Test)

Variabel	Koefi-sien	t	P-value
(*Constant*)	6,191	3,363	0,001
Price (X_1)	0,192	2,396	0,019
Product Quality (X_2)	0,191	4,816	0,000
Promotion (X_3)	0,134	1,077	0,284
R Square	0,480		
Adjusted R Square	0,457		
F Model	12,079		
Sig	0,000		

Source: Results of primary data processing

The results of the statistical t-test in the table above, for testing the hypothesis of this study it can be seen that the price variable (X_1) is positively related (0.192) with a significant value of 0.019 and if it is measured by a significant degree used is 0.05, it can be concluded

that there is a positive effect the price variable (X_1) is significant to the purchasing decision variable (Y) so that the hypothesis proposed in this study is accepted.

Furthermore, the product quality variable (X_2) is positively related (0.191) with a probability value of 0.000 and if measured by the significant degree used is 0.05, it can be concluded that there is a significant positive effect of the product quality variable (X_2) on the purchasing decision variable (Y). so that the hypothesis proposed in this study is accepted.

Furthermore, the results of the statistical t-test in the table above also show that the promotion variable (X_3) is positively related (0.134) with a probability value of 0.284 and if it is measured by a significant degree used is 0.05, it can be concluded that there is an insignificant effect of the promotion variable. (X_3) on the purchasing decision variable (Y) so that the hypothesis proposed in this study is rejected.

The results of the coefficient of determination test in the table above show that the adjusted R square value is 0.457 or about 45.7%. This means that the dependent variable that can be explained by the independent variables used in this study is only 45.7%, while the remaining 54.3% is explained by other variables not included in the regression model.

The f model test in the table above shows the calculated f value is 12,079 with a significant probability level of 0.00(0%). The significant probability value is much less than 0.05 or 5%, so it is concluded that the regression model can be used to predict the independent variable X, namely price, product and promotion quality on the purchasing decision variable (Y).

Hypothesis Discussion
Influence of Price on Purchase Decision
The first hypothesis described in this study is "it is suspected that price has an effect on purchasing decisions". The results of hypothesis testing through statistical t-test show that the price variable (X_1) is positively related (0.192) with a significant value of 0.019 and if it is measured by the significant degree used is 0.05, it can be concluded that there is a significant positive effect of the price variable (X_1) on the variable. purchase decision (Y) so that the hypothesis proposed in this study is accepted. The existence of a positive relationship between the price variable (X_1) and purchasing decisions (Y) indicates that the relationship is unidirectional. That is, the more appropriate the price charged on the product, the more impact it will have on the increasing purchasing decisions of the product. Conversely, if the price does not match the product, it will have an impact on decreasing consumer purchasing decisions for the product in question. Besides that, the existence of a significant influence between price and purchasing decisions gives meaning, prices have a major influence on consumer purchasing decisions.

Price is one element of the marketing mix that generates revenue. Price (price) has a very important role in influencing consumer decisions in buying products, so the price is very important in determining the success of marketing a product. In addition to price generating income for the company, price is also a factor that is usually considered by consumers in making a decision to buy or not to buy. The price set on the product based on good product quality has implications for the greater consumer decision to buy the product in question. On the other hand, if the price set is greater than or above the competitive price or competitors and is not in accordance with the quality of the product, it will have implications for the lower consumers making decisions to buy or own the product in question.

These results support the research conducted by Rahayu (2018) where the results of his research state that the price factor has a significant effect on purchasing decisions. Another study conducted by Triyanto (2014) also showed the results of the same study, namely the price factor had a significant effect on purchasing decisions.

Effect of Product Quality on Purchase Decisions

The second hypothesis described in this study is "it is suspected that product quality (X_2) has an effect on purchasing decisions (Y). The results of hypothesis testing through statistical t-test show that the product quality variable (X_2) is positively related (0.191) with a probability value of 0.000 and if it is measured by the significant degree used is 0.05, it can be concluded that there is a significant positive effect on the product quality variable (X_2). on the purchasing decision variable (Y) so that the hypothesis proposed in this study is accepted. The existence of a positive relationship between product quality (X_2) and purchasing decisions (Y) means that the relationship between these two variables is unidirectional. This means that, the better the quality of a product, the higher the consumer's purchasing decisions for the product. Conversely, if the quality of a product decreases, it will also have an impact on decreasing consumer purchasing decisions. Furthermore, the existence of a significant influence between product quality and purchasing decisions indicates that product quality has a major influence on purchasing decisions.

Product quality is defined as the consumer's assessment of the attributes in the product that will meet their needs and benefit them. Quality is also the dominant thing to sell to consumers. Full attention to quality will have a positive impact on the business in two ways, namely the impact on production costs and the impact on revenue. The product is also one of the important aspects in the marketing mix variable. Product is also one of the variables that determine success in the activities of a business, because without a product a company cannot carry out activities to achieve the expected results. The product of a company must have advantages or advantages compared to products produced by other companies, in this case competing companies.

Product quality is closely related to purchasing decisions where good quality will support marketing performance and make consumers loyal to a product. Companies must be able to provide quality in accordance with the wishes and needs of consumers, this is done so that companies can compete with other companies. A product cannot be separated from the name of satisfying consumer needs and desires which lead to consumer purchasing decisions. A product also cannot be said to have selling value, if the product is not attractive to consumers. Therefore, the quality of a product greatly affects the interest of consumers to make purchasing decisions.

Effect of Promotion on Purchase Decision

The third hypothesis proposed is "it is suspected that promotion (X_3) has an effect on purchasing decisions". Hypothesis testing through the t-statistical test shows that the promotion variable (X_3) is positively related (0.134) with a probability value of 0.284 and if it is measured by a significant degree used is 0.05, it can be concluded that there is an insignificant effect of the promotion variable (X_3) on purchasing decision variable (Y) so that the hypothesis proposed in this study is rejected. There is a positive relationship between promotions and purchasing decisions, which means that the relationship between the two variables is unidirectional. That is, the better the promotion that is carried out on a product, the higher the consumer's purchase decision for the product will be. On the other hand, if the promotion quality of the product in question decreases, it will also have an impact on decreasing consumer purchasing decisions. In addition, there is an insignificant effect between promotions and purchasing decisions, meaning that promotions do not have a major effect on purchasing decisions.

As a component of the marketing mix, the role of promotion in influencing purchasing decisions cannot be underestimated. Promotion is defined as a persuasive communication by producers to attract consumers to buy their products. The main purpose of promotion is to influence and persuade and remind target customers about the company and its marketing

mix, therefore in order to remain competitive, producers are more aggressively promoting their products so that consumers can remember a product. Promotion which is a marketing strategy also affects the number of products sold. Ways to promote products that are sold are monotonous or outdated, such as distributing brochures or maybe just putting up billboards. Even though at this time developments are largely determined by information technology that can be used to market products.

The promotion of Cap Nona Sweetened Condensed Milk in Ambon City is very rare. It can be seen from almost all billboards that there is no promotion of Cap Nona Sweetened Condensed Milk. In addition, this product is rarely promoted in several electronic media in Ambon city. Products that are less promoted will not be widely known by the public as consumers. This will have an impact on the lack of public interest in the product in question in terms of purchasing decisions.

CONCLUSION

Based on the results of the analysis and hypothesis testing, there are several conclusions raised in this study, including:

a) The price variable (X_1) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show the coefficient value of 0.192 with a significant value of 0.01 below the significant level of 0.05, so it is concluded that the effect of the price variable on the purchasing decision variable is accepted.

b) The product quality variable (X_2) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show a coefficient value of 0.191 with a significant value of 0.00 below the significant level of 0.05, so it can be concluded that the influence of product quality variables on purchasing decision variables is accepted.

c) The promotion variable (X_3) has no significant effect on the purchasing decision variable. This is evidenced by the results of statistical tests which show the coefficient value of 0.134 with a significant value of 0.28 above the significant level of 0.05, it is concluded that the effect of the promotion variable on the purchasing decision variable is rejected.

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