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The Influence of Price, Marketing Strategy, and Creativity on Purchase Decisions at PT. Terbit Terang Medan

Cindy Eka Rivanni[1], Andi Susanto Zamili[2], Debora Intan Yosephine[3], Rosinta Romauli Situmeang[4*]
Universitas Prima Indonesia, Kota Medan, Sumatera Utara, Indonesia[1, 2, 3, 4]
E-mail: rosintaromaulisitumeang@yahoo.co.id

ABSTRACT

This study aims to determine the effect of price, marketing strategy, and creativity on purchasing decisions at PT. Terbit Terang Medan. Data collection using a questionnaire, multiple linear regression analysis models. The study results show that price, marketing strategy, and creativity affect purchasing decisions at PT. Terbit Terang Medan with a coefficient of determination R square 0.547. Price partially influences purchasing decisions with a coefficient value of 0.710; Marketing Strategy partially affects 0.038, creativity partially affects purchasing decisions with a coefficient value of 0.282, The dominant factor influencing purchasing decisions is price.

Keywords: Price, Marketing Strategy, Creativity and Purchase Decision

INTRODUCTION

There are various types of businesses that are currently developing in society. One of these businesses includes businesses engaged in the plant sector. Some people choose to have a plant business as a good and free business. Business actors must be able to defend the market and win the competition. In winning the competition, companies must be able to understand the needs and desires of consumers. To understand consumer needs, the company must pay attention to several factors, one of which is the consumer perception factor, to make purchasing decisions. PT. Terbit Terang Medan is a company engaged in plants located at Jalan Hoki No. 8, Medan. In this company, there has been a decline in the purchase decision for Ganoderma plants in several months, as seen from the company's sales target not achieved. It can be explained in Table I.1 as follows:

Table 1. Sales data of PT. Terbit Terang Medan
January – December 2020 period

Month	Sales	Target
January	IDR 280,560,000	IDR 400,000,000
February	Rp 267.567.000	IDR 400,000,000
March	IDR 540.000.000	IDR 400,000,000
April	-	IDR 400,000,000
May	IDR 482,657,000	IDR 400,000,000
June	Rp 610.218.000	IDR 400,000,000
July	-	IDR 400,000,000
August	Rp 49,062,000	IDR 400,000,000

September	IDR 1,188,000,000	IDR 400,000,000
October	-	IDR 400,000,000
November	IDR 27,657,000	IDR 400,000,000
December	-	IDR 400,000,000

Source: PT. Rising Bright Medan, 2020

Based on the sales data above, it can be seen that in the 2020 period, only in March, May, June, and September, there was a sales target. The rest of the sales targets for several months were not achieved; it is suspected that the pandemic conditions affected the decline in sales at PT. Terbit Terang Medan Medan. Therefore, it is essential to analyze the factors that influence purchasing decisions seen from the price factor. Price is the benefits obtained from an item or service purchased or felt by someone—Ganoderma plant care products at PT. Terbit Terang Medan is offered at a reasonably high price but with good quality. There is a possibility that consumers think the price is relatively high that has been set by the company because consumers often do

Literature review

Price Definition

According to Kotler and Armstrong (2012), in a narrow sense, price is the amount charged for a product or service; more broadly, price is the sum of all values provided by customers to benefit from having or using a product or service.

Price Indicator:

According to Kotler and Armstrong translation of Sabran (2012:278), there are four price indicators, namely:

1. Price affordability
2. Price match with product quality
3. Price competitiveness
4. Price match with benefits.

Understanding Marketing Strategy

Marketing strategy, according to Kotler (Kotler and Armstrong, 2012, p.72), marketing strategy is a marketing logic in which companies hope to create value for customers and achieve profitable relationships with customers.

Marketing Strategy Indicator

According to Sofjan Assauri (2013: 199), there are four price strategy indicators, namely:

1. Product strategy
2. Pricing strategy
3. Distribution Strategy and
4. Promotion Strategy

Definition of Creativity

According to the Ministry of National Education in Salahudin (2013: 55), creativity is thinking and producing new ways or results from something owned.

Creativity Indicator

According to Munandar (Hamzah B. Uno and Nurdin Mohamad, 2011: 252), including:

1. Have a great curiosity;
2. Frequently asking meaningful questions
3. Give lots of ideas to a problem

Definition of Purchase Decision

According to Kotler & Armstrong (2014), the purchase decision is the stage in the buyer's decision-making process where the consumer buys.

Purchase Decision Indicator

According to Tjiptono (2012: 184), there are four indicators of purchasing decisions, namely:

1. Product selection
2. Brand choice
3. Choice of dealer (distribution)
4. Purchase Time

conceptual framework

The following is a theoretical framework that will be applied in this research:

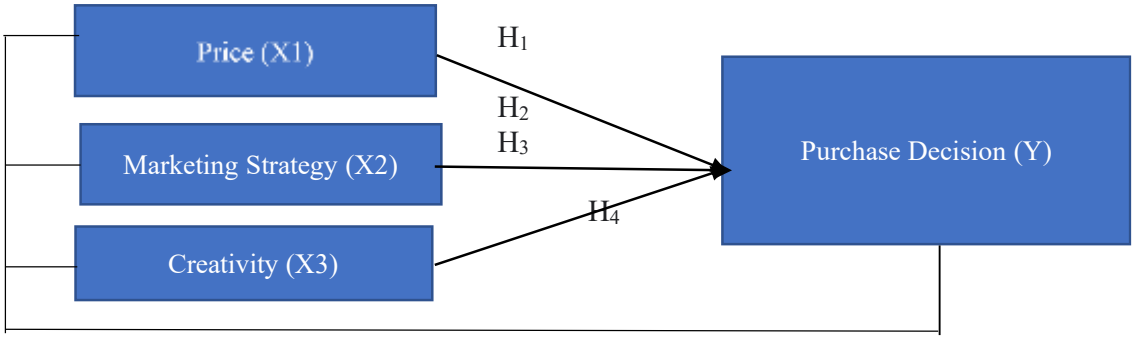


Figure 1. Conceptual Framework

Research Hypothesis

The hypotheses in this study are as follows:

H1 price affects the Purchase Decision at PT. Terbit Terang Medan.

H2 Marketing Strategy affects Purchasing Decisions at PT. Terbit Terang Medan.

H3 Creativity has an effect on Purchase Decisions at PT. Rising Bright Medan

H4 Price, Marketing Strategy, and Creativity affect the Purchase Decision at PT. Terbit Terang Medan.

METHOD

Research Location and Time

The research was conducted at PT. Terbit Terang Medan, which is located at Jl. Hoky No.8, Ps. Red West, Kec. Medan Kota, Medan City, North Sumatra 20217. The time of this research is planned from February 2020 to December 2020.

Population and Sample

According to Sunyoto (2014: 48), the population is the sum of all objects (units or individuals) whose characteristics are estimated. The population in this study is the average number of regular customers at PT. Terbit Terang Medan in 2020 as many as 297 subscribers. According to Sugiyono (2011:81), "The sample is part of the number and characteristics possessed by the population." So that the sample is part of the existing population, so that sampling must use a certain method based on existing considerations.retrieval technique the number of samples can use the Slovin formula to calculate the minimum number of samples of a limited population survey with a 95% confidence level and an error tolerance of 5% where the use of Slovin's formula is as follows:

n = 170.4 = 170

Information :

n = sample size

N = population

e^2 = tolerance of inaccuracy in percent of the total population (maximum 5%)

Based on the above calculations, it can be seen that the number of samples to be used in this study is 170 consumers.

Data collection technique

Techniques for collecting data in this study are:

1. Interview: Direct interaction with resource persons on the problems to be studied,
2. Questionnaire: The method distributed to research respondents is in the form of a Likert scale,
3. Case study: Understanding the object under study specifically as a case.

Validity test

A validity test is used to measure the level of validity or validity of an instrument.

According to Rosnani Ginting (2015), an instrument is valid if it can measure what is desired and reveal data from the variables studied appropriately. The basis for deciding on a valid or invalid item can be determined by:

1. Comparing the value of count with the value of the r table.
   If the value of r count > r table, then the item can be declared valid, but if the value of r count < r table, then the item can be declared invalid.
2. Comparing the value of sig. (2-tailed) with a probability of 0.05.
   If the value of sig. (2-tailed) < 0.05 and the Pearson correlations are positive, then the item can be declared valid. However, if the value of sig. (2-tailed) < 0.05 and Pearson correlations are negative or sig. (2-tailed) > 0.05, then the item can be declared invalid.

Test the Validity of the Research Variable Questionnaire

Research variable	Research Questionnaire	R count	Significance	R table	Information
Creativity (X1)	Question 1	0.752	0.000	0.361	Valid
	Question 2	0.800	0.000	0.361	Valid
	Question 3	0.859	0.000	0.361	Valid
	Question 4	0.608	0.000	0.361	Valid
	Question 5	0.858	0.000	0.361	Valid
	Question 6	0.721	0.000	0.361	Valid
Market Segmentation (X2)	Question 1	0.550	0.002	0.361	Valid
	Question 2	0.597	0.000	0.361	Valid
	Question 3	0.597	0.000	0.361	Valid
	Question 4	0.745	0.000	0.361	Valid
	Question 5	0.595	0.001	0.361	Valid
	Question 6	0.860	0.000	0.361	Valid
	Question 7	0.879	0.000	0.361	Valid
	Question 8	0.845	0.000	0.361	Valid
Price (X3)	Question 1	0.925	0.000	0.361	Valid
	Question 2	0.855	0.000	0.361	Valid
	Question 3	0.881	0.000	0.361	Valid
	Question 4	0.922	0.000	0.361	Valid
	Question 5	0.883	0.000	0.361	Valid
	Question 6	0.873	0.000	0.361	Valid
	Question 7	0.341	0.065	0.361	Invalid
	Question 8	0.872	0.000	0.361	Valid
Purchase Decision (Y)	Question 1	0.805	0.000	0.361	Valid

	Question 2	0.884	0.000	0.361	Valid
	Question 3	0.865	0.000	0.361	Valid
	Question 4	0.839	0.000	0.361	Valid
	Question 5	0.830	0.000	0.361	Valid
	Question 6	0.842	0.000	0.361	Valid
	Question 7	0.884	0.000	0.361	Valid
	Question 8	0.914	0.000	0.361	Valid

Based on the table above, all the questionnaire results have met 29 valid criteria, and only 1 data is invalid. So, the data is feasible to be used as a questionnaire in the study.

Reliability Test

Reliability concerns the accuracy of the measurement results. The measuring instrument is stable if the measuring instrument has consistency if the measurements made with the measuring instrument are repeated. (Rosnani Ginting, 2015). In the SPSS program, this method is carried out using the Cronbach Alpha method > 0.60. If the variable under study has a Cronbach alpha > 0.60, then the variable can be declared reliable and vice versa (Sani and Vivin, 2013: 234).

Research Variable Questionnaire Reliability Test

Variable	Cronchbach's Alpha	N of Items
Creativity (X1)	0.870	6
Marketing Strategy (X2)	0.864	8
Price (X3)	0.930	7
Purchase Decision (Y)	0.949	8

Source: Research Results, 2021 (processed data) Based on the table, it can be concluded that the questions contained in the questionnaire are reliable and suitable to be used as research instruments.

Classic assumption test

Normality test

1. Graph Analysis

a. Histogram Output

If the histogram graph results follow the standard curve that forms a mountain, the data will generally be distributed.

b. Output Normal Probability Plot Of Regression

If the Normal Probability Plot of Regression graph follows a regular diagonal line, then the data will be considered normally distributed.

2. Statistic test

According to Priyatno (2018: 130), the statistic of the One Kolmogorov Smirnov method, the test criteria if the significance value is > 0.05, then the data is usually distributed.

Multicollinearity Test

According to Ghozali (2012: 105), the multicollinearity test aims to test whether a regression model correlates with independent (independent) variables."Determining whether the data meets the requirements or not multicollinearity looks at the SPSS output in the coefficient table if the VIF (variance inflation factor) value is below 10 (VIF <10) or the tolerance value is more significant than 0.10, it means that it does not become multicollinearity" (Santoso, 2012:92).

Heteroscedasticity Test

According to Ghozali (2013: 139), the heteroscedasticity test aims to determine the inequality of variance from the residuals of one observer to another in the regression model. If the significance of the correlation results <0.01, then the regression equation contains heteroscedasticity and vice versa.

Multiple Linear Regression Analysis

According to Sugiyono (2016: 192), "Multiple linear regression analysis is a regression that has one dependent variable and two or more independent variables."

Y = a + b1X1 + b2X2 + b3X3 + e

Information :

Y = Purchase Decision (Independent variable)
X1 = Price (Independent Variable)
X2 = Marketing Strategy (Independent Variable)
X3 = Creativity (Independent Variable)
a = Constant
b1,2,3 = Regression coefficient
e = Percentage of error (5%)

Coefficient of Determination (Adjusted R2)

According to Kuncoro (2013: 246) Correlation coefficient test is used to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination / R2 is zero (0) and one (1). The magnitude of the influence of other variables is also known as an error (e). to calculate the error value, one can use the formula e = 1 –R2. The value of the coefficient of determination or R square generally ranges from 0 -1. if in a study it is found that R square is negative, it can be concluded that there is no effect of variable X on variable Y. Furthermore, the smaller the value of the coefficient of determination (R square), the influence of variable X on variable Y is getting weaker. On the other hand, if the value of R square is close to 1, then the effect will be more substantial.

Simultaneous Hypothesis Testing (F Test)

According to Ghozali (2012: 98), the F Statistical Test shows whether all independent variables or independent variables included in the model have a joint influence on the dependent variable or the dependent variable. If the value of sig. <0.05, then the hypothesis is accepted and vice versa.

Partial Hypothesis Testing (T-Test)

According to Kuncoro (2013: 244), the T statistical test shows how far one independent variable individually explains the dependent variable. Variables with a higher correlation coefficient value, the variable that has the most dominant influence, are the dependent variable. For example, if using a probability number with a 95% confidence level, then if the significance probability number is > 0.05, Ho is accepted, and Ha is rejected, and vice versa.

RESULT and DISCUSSION

Research results

A general description of the company

PT. Terbit Terang has been in the plant business for many years. With years of experience analyzing and studying microorganisms, soil fertility, health, growth, and productivity of plants, PT. Terbit Terang has understood that humans must remain friendly with nature to create the right formula but environmentally friendly. Reflections on environmental conservation have inspired PT. Terbit Terang utilizes fruit waste and processes abundantly available around the plantation to present a cost-effective concept.

Company Vision

To become a trusted company in optimizing plantation and agricultural products through plant revitalization and enrichment of benefits as plantation commodities, food security, and the main element for renewable energy.

Company Mission

Carry out continuous innovation in the field of microorganisms to find natural formulas that are useful in overcoming plant diseases/pests and increasing plantation and agricultural yields.

1. Converting waste into raw material for organic fertilizer for the needs of the plantation/agricultural community nationally.
2. Support the optimization and extensification of agricultural products by providing quality organic fertilizers to support national food security.
3. Forge partnerships to build industries to utilize agricultural products as widely as possible as food and energy raw materials.

Respondent Description

1. Characteristics of Respondents Based on Gender

Characteristics of Respondents by Gender

Characteristics		amount	%
Gender	Man	11	36.7%
	girl	19	63.3%
Total		**30**	**100%**

Source: Data Results, 2021 (Data Processed)

2. Characteristics of Respondents Based on Last Education

Characteristics of Respondents Based on Last Education

Characteristics		amount	%
Last education	middle school	2	6.7%
	SMA/SMK	18	60%
	Diploma	4	13.3%
	Bachelor	6	20%
Total		**30**	**100%**

Source: Data Results, 2021 (Data Processed)

3. Characteristics of Respondents Based on Occupation

Characteristics of Respondents Based on Occupation

Characteristics		amount	%
Profession	Student/Student	16	53.3%
	Employees/PNS	4	13.3%
	Entrepreneur	9	30.1%
	Housewife	1	3.3%
Total		**30**	**100%**

Source: Data Results, 2021 (Data Processed)

4. Characteristics of Respondents by Age

Characteristics of Respondents Based on Age

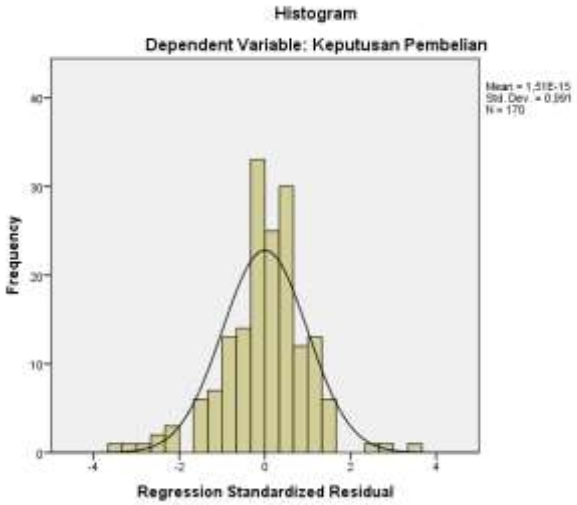
Characteristics		amount	%
Age	< 25 Years	20	66.6%
	25 – 40 Years	5	16.7%
	41 – 51 Years	5	16.7%
Total		**30**	**100%**

Source: Data Results, 2021 (Data Processed)

III.2 Classical Assumption Test Results

A. Normality

1. Histogram Graph



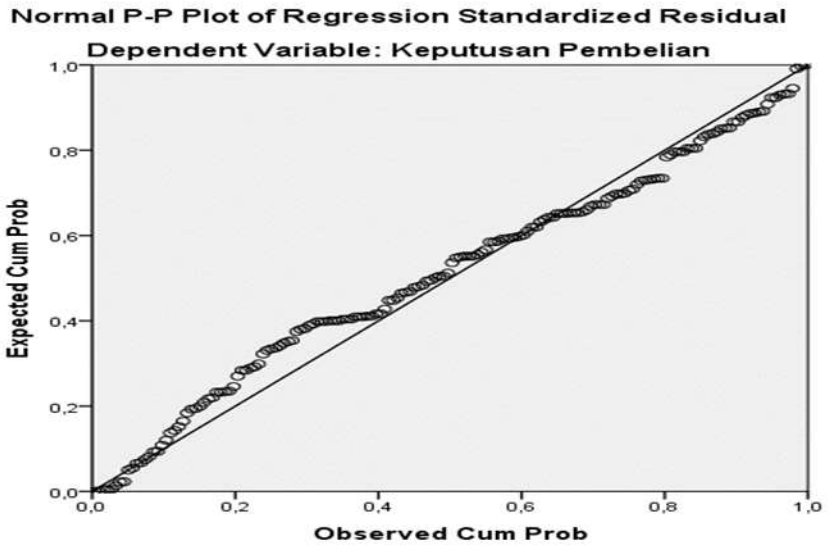
Based on the picture above, it can be seen that the line is shaped, neither deviating to the left nor the right. So this states that the data is usually distributed and meets the assumption of normality.

2. Standard PP Plot of Regression Graph

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,60188108
Most Extreme Differences	Absolute	,092
	Positive	,064
	Negative	-,092
Kolmogorov-Smirnov Z		1,194
Asymp. Sig. (2-tailed)		,115

a. Test distribution is Normal.
b. Calculated from data.
Sumber : Hasil Penelitian, 2021 (Data diolah)



The picture above states that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture, it can be concluded that the regression model residuals are normally distributed.

3. Normality Testing Statistical Analysis Kolmogorov Smirnov Analisis

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,60188108
Most Extreme Differences	Absolute	,092
	Positive	,064
	Negative	-,092
Kolmogorov-Smirnov Z		1,194
Asymp. Sig. (2-tailed)		,115

a. Test distribution is Normal.
b. Calculated from data.
Sumber : Hasil Penelitian, 2021 (Data diolah)

The results of the Kolmogorov-Smirnov normality test state that the significant value generated is greater than 0.05, which is 0.115, which means that the data is usually distributed.

Multicollinearity

multicollinearity testing can be seen in the table below:

Multicollinearity Test Results (VIF Test)
Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga	,719	1,392
	Strategi Pemasaran	,866	1,155
	Kreativitas	,744	1,344

a. Dependent Variable: Keputusan Pembelian
Sumber : Hasil Penelitian, 2021 (Data diolah)

Based on the table above, it can be stated that all research variables have a tolerance value > 0.1 and a VIF value <10. Thus, the problem of multicollinearity was not found in this study.

Heteroscedasticity

There are two ways to test heteroscedasticity, namely statistically and graphically. Heteroscedasticity testing statistically can be seen in the table below:

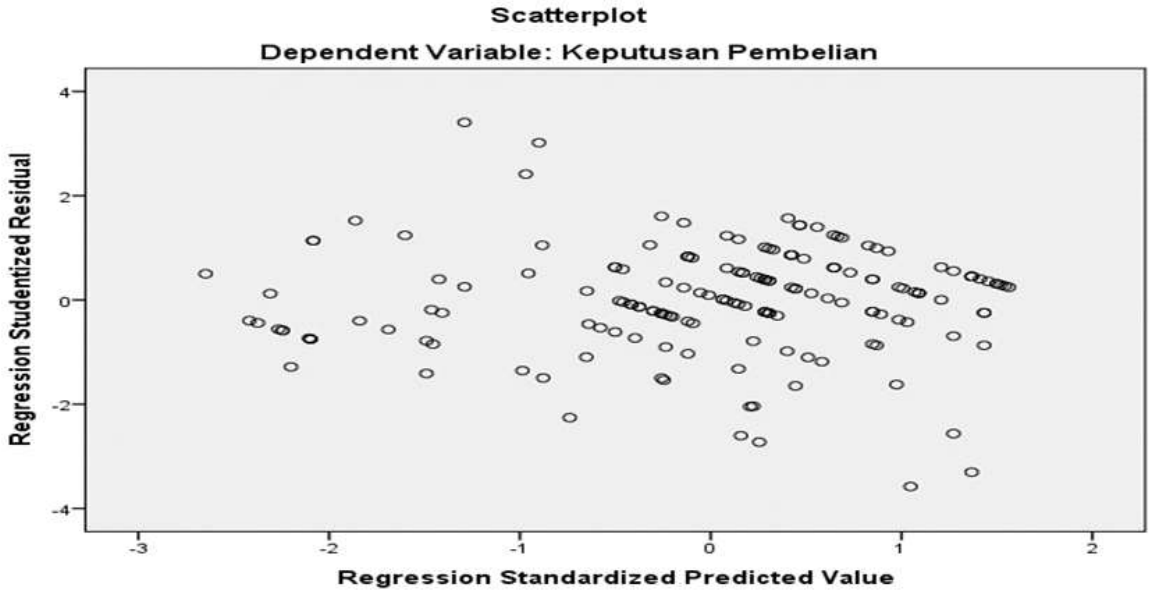
Hasil Uji G lej ser (Heteroskedastisitas)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,278	1,751		,730	,466
	Harga	-,041	,047	-,079	-,871	,385
	Strategi Pemasaran	,048	,039	,102	1,230	,220
	Kreativitas	-,020	,057	-,031	-,347	,729

a. Dependent Variable: Keputusan Pembelian
Sumber : Hasil Penelitian, 2021 (Data diolah)

Based on the table above, it can be seen that the significance level of each variable is more significant than 0.01. From the calculation results and the level of significance above, it is not found that there is heteroscedasticity. The following is a graphical heteroscedasticity test that can be seen in the image below:



The scatterplot graph can be seen at points that spread randomly, do not form a certain pattern, and spread both above and below zero on the Y-axis. Therefore, it can be said that the regression model does not occur heteroscedasticity so that the regression model can be used based on input the independent variable.

III.3 Multiple Linear Regression Results

The test results of multiple linear regression analysis can be seen in the table below:

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7,498	2,587	

	Price	,710	0.069	,631
	Marketing strategy	-,038	0.057	-,038
	Creativity	,282	,084	,204

a. Dependent Variable: Purchase Decision
Source: Research Results, 2021 (Data Processed)

Purchase decision = 7,498 + 0,710 Price – 038 Marketing Strategy+ 0,282 Creativity
Based on the above equation, then: Constant (a) = 7,498. It means that if the independent variables, namely price, marketing strategy, and creativity, are 0, then the purchase decision is 7.498. If there is an increase in the price of one unit, then the purchase decision will increase by 0.710. If there is a one-unit increase in the marketing strategy, the purchasing decision will decrease by 0.038. Likewise with creativity, if there is an increase of one unit, then the purchase decision will increase by 0.282.

Coefficient of Determination
The results of testing the coefficient of determination can be seen in the table below:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	,740a	,547	,539	1,616

a. Predictors: (Constant), Creativity, Marketing Strategy, Price
b. Dependent Variable: Purchase Decision
Source: Research Results, 2021 (Data Processed)

Based on the table above, the value of the Adjusted R Square coefficient of determination is 0.539. It shows that the ability of the price variable, marketing strategy, and creativity to explain its influence on purchasing decisions is 53.9%. At the same time, the remaining 46.1% is the influence of other independent variables not examined in this study.

Simultaneous Hypothesis Testing (F Test)
The results of simultaneously testing the hypothesis can be seen in the table below:

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	523,495	3	174,498	66.796	,000b
	Residual	433,658	166	2,612		
	Total	957,153	169			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Creativity, Marketing Strategy, Price
Source: Research Results, 2021 (Data Processed)

Based on the table above, it can be obtained that the value of F table (2.65) and significant = 5% (0.05), namely F count (66.796) and sig. b (0.000b). It indicates that the results of the study accept Ha and reject H0. Comparison between F and F tables can prove that simultaneous price,

marketing strategy, and creativity positively and significantly affect purchasing decisions.

III.6 Partial Hypothesis Testing (t-test)

The following results from partial hypothesis testing can be seen in the table below as follows:

Based on the table above, it can be seen that:

1. The value of t count for the price variable (X1) shows that the value of t count (10.243) > t table (1.960) with a significance level of 0.000 <0.05, so it can be concluded that there is a partially significant positive effect between price on purchasing decisions.
2. The t count value for marketing strategy (X2) shows that the t count value (-0.669) < t table (-1.960) with a significance level of 0.505 > 0.05, so it can be concluded that there is a negative influence with a partially significant level between marketing strategy on purchasing decisions.
3. The t count for the creativity variable (X3) shows that the t count (3.368) > t table (1.960) with a significance level of 0.001 <0.05, so it can be concluded that there is a partially significant positive effect between creativity on purchasing decisions.

Coefficients[a]

Model		t	Sig.
1	(Constant)	2,898	,004
	Price	10,243	,000
	Marketing strategy	-,669	,505
	Creativity	3,368	.001

a. Dependent Variable: Purchase Decision

Source: Research Results, 2021 (Data Processed)

Conclusions and suggestions

Conclusion

The conclusions that researchers can draw from the results of this study are;

1. The F test and t-test results state that either partially or simultaneously, the variables of price, marketing strategy, and creativity significantly affect purchasing decisions at PT. Terbit Terang Medan.
3. The study results prove that the variables of price, marketing strategy, and creativity explain their influence on purchasing decisions at PT. Terbit Terang Medan is 53.9%, while the remaining 46.1% is influenced by other independent variables not examined in this study.

Suggestion

Suggestions that researchers can give based on research results are:

1. It is hoped that researchers will continue this research to find out various other factors that influence purchasing decisions.
2. It is hoped that PT. Terbit Terang Medan improves marketing strategies and creativity in a product and a more affordable price by consumers' purchasing power.
4. It is hoped that the Bachelor of Management program at the Faculty of Economics at Prima Indonesia University can use this research as a reference for further research related to the variables studied in this study.
5. It is hoped that future researchers should include other variables besides price, marketing strategy, and creativity as variables in purchasing decisions. So that in the future, we can get more information about the factors that can influence purchasing decisions.

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