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THE INFLUENCE OF PRICE ON INSTO COOL PRODUCT PURCHASE DECISIONS AT PT PHARMA HEALTH CARE JAKARTA

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Abstract

The economy is growing rapidly, leading to intense competition in all areas of life. One example of competition in the eye drop industry is the presence of Cool Eye Drops. The wide variety of eye drop products available on the market at various price points can influence consumer purchasing decisions. Consumer purchasing decisions are an important factor in determining the existence of a company. When making purchasing decisions, the first thing consumers usually consider when choosing a product is the price of the product. The sampling technique in this study used validity testing with factor analysis, reliability testing with the Cronbach's alpha method, correlation coefficient testing, determination coefficient testing, and simple linear regression testing. The test and analysis results in this study prove that the correlation coefficient value is 0.838 and the coefficient of determination value is 0.702. then the simple linear regression value of the price variable is positive, it is known that the price constant value is 0.932 units of the price variable will affect the purchase decision by 0.932, assuming that other variables are not studied in this research.
Keywords: *Price, Purchase Decision*

Abstrak

Perekonomian berkembang pesat sehingga menimbulkan persaingan yang ketat di segala bidang kehidupan. Salah satu persaingan dalam industri obat tetes mata adalah dengan adanya produk Tetes Mata Cool. Beragamnya produk obat tetes yang tersebar di pasaran dengan berbagai kisaran harga dapat mempengaruhi keputusan pembelian konsumen. Keputusan pembelian konsumen menjadi faktor yang penting untuk penentu eksistensi suatu perusahaan. Dalam melakukan keputusan pembelian biasanya hal pertama yang dipertimbangkan konsumen dalam memilih produk adalah dengan melihat harga atas produk tersebut. Teknik pengambilan sampel pada penelitian ini menggunakan uji validitas dengan analisis faktor, uji reabilitas dengan metode cronbach's alpha, menggunakan uji koefisien korelasi, uji koefisien determinas, dan uji regresi linier sederhana. Hasil uji dan analisis dalam penelitian ini membuktikan bahwa nilai koefisien korelasi yaitu sebesar 0,838 dan nilai koefisien determinasi yaitu sebesar 0,702, kemudian nilai regresi linier sederhana variabel harga bernilai positif, diketahui bahwa nilai constant harga sebesar 0,932 satuan variabel harga akan mempengaruhi keputusan pembelian sebesar 0,932 dengan asumsi bahwa variabel lain tidak diteliti dalam penelitian ini.
Kata Kunci: Harga, Keputusan Pembelian

I. INTRODUCTION

In today's modern era, the economy is experiencing rapid development, leading to intense competition in various aspects of life. One form of competition is evident in the healthcare sector, particularly in eye drops with a cooling variant. The healthcare sector, particularly eye drops, offers significant growth potential in Indonesia. The wide variety of eye drop products available on the market, with varying prices, can influence consumer purchasing decisions. Consumer purchasing decisions are crucial for a company's survival. A company can continue to be considered viable if it receives positive feedback from its consumers. When making a purchasing decision, the first aspect consumers often consider is the product's price. Therefore, researchers decided to include price as one of the variables in this study.

Price plays a crucial role in the decision-making process. The price of a product is always a primary focus for consumers when searching for goods or services. Therefore, the price offered to consumers is a key consideration before they make a decision to purchase a product or use a particular service. Consumer habits indicate that pricing strategies have a significant influence on the sales and marketing of products offered. Based on this background, the author is interested in raising the title "The Influence of Price on Insto Cool Product Purchase Decisions at PT Pharma Health Care Jakarta." This research was conducted in the Taman Rasuna Apartment Tower 17 environment. PT Pharma Health Care, as one of the pioneers in the eye drop industry, shows very rapid development. This development can be seen, among others, through product innovation implemented by the company.

II. THEORETICAL STUDIES

A. Price

1. Definition of Price

Definition of Price "Price is a unit of money exchanged to obtain the benefits of a product or service." (H. F. Nasution, 2018) Kotler and Armstrong define "Price as the sum of all the values that consumers exchange to obtain the benefits of owning or using goods or services." (Venessa & Arifin, 2017) Tjiptono states that "Price is the only element of the marketing mix that generates income or revenue for a company." (Purnomo, 2016) Consuegra states that "Price is an assessment of a result and process that is acceptable to customers" (Sugeng & Suardhita, 2018) Price is one of the factors influencing the decision to purchase a product that suits their capabilities. Companies must consider this, because in

competition, competitors' prices can be higher. Therefore, the role of price significantly influences a company's success in selling its products (Purnomo, 2016).

2. Price Functions

According to (Sahir & Mardia, 2021), there are several main functions of price, including:

1. Distribution function (distributive function): a function related to the distribution of the availability, limitations, and accessibility of a product related to market segments (who produces it, where it is made), which are influenced by resource limitations. Price will influence purchasing power and existing constraints.
2. Allocative function: a price function related to the questions of what, when, and for whom to produce, thus determining the availability and scarcity of a product.
3. Signaling function: prices adapt to indicate where resources are needed and where they are not. Prices indicate scarcity and surplus. If prices increase due to high consumer demand, this signals suppliers to increase production to meet the greater demand. If there is an excess supply in the market, the price mechanism will function to reduce the surplus by allowing market prices to decline.
4. Equilibrium function: the price function that creates an agreement between consumers and producers, where the quantity of goods consumers want (quantity demanded) is equal to the quantity of goods producers want to sell (quantity supplied). Prices help balance supply and demand, bringing the market into balance.
5. Rationing function: the price function used to allocate scarce resources when market demand exceeds supply. When a shortage occurs, the price of a good is raised so that only those with the intention and ability to pay can purchase the product.
6. Transmission function: Prices help transmit information to various parties in the market, enabling consumers and producers to make informed decisions about what and when to buy or sell.

3. Pricing

According to (Sahir & Mardia, 2021), there are three main functions of pricing: economics, consumers, and companies, as follows:

1. In economics: the price of a product or service impacts rents, wages, interest, and company profits. Prices also influence elements of production such as labor, land, capital, time, and entrepreneurial spirit.

2. For consumers: Price generally impacts consumer considerations related to image/prestige, brand, store location, service, value, and quality. Most buyer groups are highly price-sensitive, making price the sole factor in purchasing a product.
3. For companies: Price impacts competitive position and market share, and also impacts the company's revenue and net profit.
4. Price Indicators

   According to (Gain & Herdinata, 2017), indicators used to measure price include:

   1. Price appropriate to benefits
   2. Perception of price and benefits
   3. Affordable prices
   4. Price Competition
   5. Price appropriateness to quality

5. Factors That Can Influence Price

According to (Sugeng & Suardhita, 2018), the factors that influence price are as follows:

1. The selling price is the final price determined by the manufacturer for a product after accounting for all costs incurred in the production process.
2. Price Appropriateness: The high or low price set by the company is based on product quality, so that consumers can get a balance of benefits for the money they pay.
3. Price Comparison: Companies compare the prices of their products with the prices of other products from different companies, especially similar or substitute products, so consumers can choose the product that best suits their needs and budget.

6. Pricing Strategy

According to (Sugeng & Suardhita, 2018), pricing strategy can include:

1. Selling Price

Determining the selling price, like other marketing strategy decisions, requires a sound consumer focus. This means understanding how much value consumers place on the benefits they receive from the product and setting a price that aligns with that perceived value.

2. Price Elasticity

If the demand response to price changes is very small, remaining almost unchanged even with slight price fluctuations, then the demand is said to be inelastic. This increases the likelihood that sellers will increase prices.

3. Competitor Price Comparisons

Another factor influencing a company's pricing decisions is competitors' prices and the potential ways competitors might respond or adjust their prices. Companies also consider competitors' pricing practices, as consumers who are likely to purchase a product will typically compare the price and value of that product with similar products sold by competitors.

B. Purchasing Decision

1. Definition of Purchasing Decision

A purchasing decision is the process by which a person solves a problem by choosing one of two or more available courses of action, and is considered the most appropriate action in purchasing by first initiating the decision-making process. (Firmansyah, 2019)

Tjiptono states that "a consumer purchasing decision is the selection of one action from two or more alternative choices." (Polla & Mananeke, 2018)

A purchasing decision is part of the decision-making process when a consumer decides to purchase a product. At this stage, consumers are free to choose a product that suits their needs, determine where to buy it, how to buy it, the quantity to buy, the best time to buy it, and the reasons for choosing the product. Consumers purchase and use products not only for their functional benefits, but also for the social and emotional value they derive from them. (Kuspriyono, 2018)

2. Dimensions of Purchasing Decisions

(Kuspriyono, 2018) outlines the dimensions of purchasing decisions:

1. Information search is the stage where consumers begin to seek further information about a product due to interest.
2. Interest: After obtaining information, consumers become interested in or desire to purchase the product.
3. Alternative evaluation is the process by which consumers use the information obtained to compare various product options.
4. Purchase decision is the stage where consumers ultimately decide to purchase the product.

3. Purchasing Process

According to (Polla & Mananeke, 2018), there are five stages in the purchasing process:

1. Recognizing the problem
2. Searching for information related to the problem

3. Evaluating the various available options
4. Making a decision to purchase
5. Taking action after purchasing

III. RESEARCH METHODS

This research uses a quantitative descriptive method. Data were obtained through observation, interviews, questionnaires, and literature review.

A. Conceptual Model and Research Hypothesis

The performance concepts and causal variables discussed previously help develop an organized thinking pattern in the following research model.

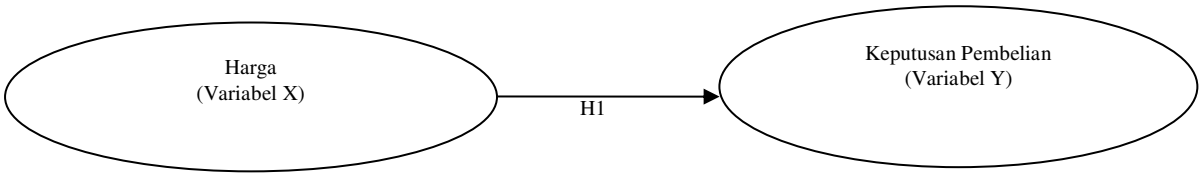

Figure 1. The Influence of Price on Purchasing Decisions

Gunawan states that "A hypothesis is an assumption, supposition, or theoretical conjecture that can be rejected or rejected empirically. Determining whether a hypothesis can be rejected or not is the goal of hypothesis testing" (Wardani, 2020).

Based on the research model above, the research team formulated the following hypotheses:

H0: There is no influence between price and purchasing decisions for Insto Cool products.

H1: There is an influence between price and purchasing decisions for Insto Cool products.

B. Research Variables

This study has two variables: price and purchasing decision. These two variables each have dimensions adopted and modified from previous research. The compensation variable, adopted from the research by Rahmadani and Amanda (2018), has the following indicators: consumers use price as an indicator of quality, availability of price information, purchasing power, purchasing ability, and comparison with prices in other stores. The Purchasing Decision variable, adopted from the same study, has the following indicators: product confidence, confidence in purchasing the product, and purchase and recommendation to others. The operationalization of these two variables is explained in the following table:

Table 1. Compensation and Performance Indicators

Variables	Definition	Indicator
Price (X)	Price is the amount of money charged for a product, or the sum of the values that consumers exchange for the benefits of having or using the product.	1. Consumers use price as an indicator of quality 2. Availability of price information 3. Purchasing power 4. Comparison with prices in other stores
Purchase Decision (Y)	Purchasing decisions are actions taken by consumers to decide whether or not to buy a product.	1. Confidence in a product 2. Confidence in purchasing a product 3. Purchasing and recommending the purchase to others

Source: (Rahmadani & Ananda, 2018)

C. Sampling Techniques

In this study, the authors used several population and sample determination techniques from Sugiyono.

1. Population

Sugiyono states that "A population is a general reference area, consisting of objects or subjects with certain characteristics and traits determined by the research, to be studied and then conclusions drawn." In this study, the exact population size is unknown, therefore, the population in this study is considered unidentifiable. (Putranto & Qiyanto, 2020)

2. Sample

Sugiyono states, "A sample is a portion of the number and characteristics possessed by the population." (Putranto & Qiyanto, 2020) In this study, the population size was less than 100 respondents, so the researcher sampled the entire population.

D. Data Collection Techniques

The data collection method was carried out by distributing questionnaires to 60 respondents. The questionnaires were administered directly so that the researcher could explain the research objectives and how to complete the questionnaires to respondents. The questions in the questionnaire used a Likert scale.

The Likert scale is one of several measuring tools for assessing the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. In research, these social phenomena have been specifically defined by the researcher, which are hereinafter referred to as research variables. Using the Likert scale, the variables to be measured are broken down into variable indicators. These indicators are then used to

construct instrument items, which can be statements or questions. Responses to each instrument item using the Likert scale range from very positive to very negative. The response levels for each score for each item are as follows:

Table 2 Likert Scale

Answer	Score
Strongly agree	5
Agree	4
Somewhat disagree	3
Disagree	2
Strongly disagree	1

Source: (Rahmadani & Ananda, 2018)

E. Data Analysis Method

The data analysis method in this study utilized SPSS statistical software. The calculations that formed the basis of the data analysis include:

1. Correlation Coefficient Test

Correlation Coefficient: "This correlation technique is used to identify and interpret the strength of the relationship between two variables, namely the influence of price on purchasing decisions." (Sugeng & Suardhita, 2018). The following is the formula used to find the correlation coefficient (r):

$$r = \frac{n\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{\{n\Sigma x^2 - (\Sigma x)^2\}\{n\Sigma y^2 - (\Sigma y)^2\}}}$$

Note:

r = Correlation Coefficient

n = Number of Respondents

x = Independent Variable (compensation)

y = Fixed Variable (performance)

To interpret the strength of the relationship, the guidelines shown in the table can be used.

Table 3. Guidelines for Interpreting the Correlation Coefficient

Coefficient Interval	**Relationship Level**
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Currently
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: Sugiyono (2016:184)

2. Coefficient of Determination Test

This unit indicates the extent of influence of variable X on Y. It can be calculated using the coefficient of determination formula as follows:

$$KP = r^2 \times 100\%$$

Where:

KP = Coefficient of Determination

r = Correlation Coefficient

3. Regression Equation

The results of the regression equation are used to make decisions about whether an increase or decrease in the dependent variable can be achieved by increasing the independent variable (Sugiyono, 2016:153). This is formulated as follows:

$$Y = a + bX$$

To see the relationship between variables using the regression equation, the values of a and b must first be found using the following formula:

$$b = \frac{n(\Sigma XY) - (\Sigma X)(\Sigma Y)}{n(\Sigma X^2) - (\Sigma X)^2} \qquad a = \frac{(\Sigma Y) - b(\Sigma X)}{n}$$

Description:

Y = Dependent Variable/Predicted Value

a = Constant Value if X = 0

b = Regression Coefficient

X = Independent Variable

4. Research Instrument Testing

1. Validity Test

Validity means checking whether the instrument used actually measures what it is supposed to measure. This validity test aims to determine how well the measuring instrument is able to provide results in accordance with the measurement objectives. Validity testing is used to determine whether a questionnaire is appropriate and can be used. Decision Criteria: Decision Criteria: ≥ (α = 5%), then the instrument (measuring instrument) is valid; < (α = 5%), then the instrument (measuring instrument) is invalid (Putranto & Qiyanto, 2020).

2. Reliability Test

Mangkunegara explains that "an instrument is said to be reliable if it provides consistent measurement results when used by the same person at different times or by different people at the same or different times." The method used in this study to calculate

instrument reliability is the Cronbach Alpha method. (Putranto & Qiyanto, 2020) Decision criteria: ≥ (α=5%), then the instrument (measuring tool) is reliable < (α=5%), then the instrument (measuring tool) is not reliable (Putranto & Qiyanto, 2020)

IV. RESEARCH RESULTS

A. Population and Sample

The population in this study is unknown, but the sample taken from this population was 60 residents who had purchased Insto Cool products. The sampling technique used was non-probability sampling, specifically the accidental sampling method.

B. Respondent Characteristics

Based on the questionnaire distributed to 60 respondents regarding prices and purchasing decisions for Insto Cool products at PT Pharma Health Care Jakarta, the characteristics of the respondents were obtained by gender. The following are the characteristics of the respondents:

1. By Gender

Table 3. Respondent Characteristics Respondents by Gender

Responden	Amount	Percentage
Man	24	43.3 %
Woman	36	56,7%
Total	60	100 %

Source: Data Results from Google Forms

Table III.1 shows that 26 respondents were male, representing 43.3%, while 34 respondents were female, representing 56.7%.

2. By Age

The diversity of respondents by age is shown in Table III.2 below:

Table III.2 Respondents by Age

Age	Amount	Percentage
< 20	5	8,3 %
21– 30	37	61,7 %
31– 40	11	18,3 %
>41	7	11,7 %
Total	60	100 %

Source: Google Form Data

Based on the respondent age data in Table III.2, there were 5 respondents under 20 years old, representing 8.3%. There were 37 respondents aged 21 to 30 years old, representing 61.7%. There were 11 respondents aged 31 to 40 years old, representing 18.3%,

and 7 respondents aged 41 and over, representing 11.7%. The data shows that the majority of respondents were between 21 and 30 years old, representing 61.7%.

3. By Occupation

The diversity of respondents by occupation is shown in Table III.3 below:

Table III.3 Respondents by Occupation

Work	Amount	Percentage
Students	31	51,7 %
Entrepreneurs	22	36,7 %
Others	7	11,6 %
Total	60	100 %

Source: Data Results from Google Form

Based on the respondents' occupational characteristics in Table III.3 above, it can be seen that 31 respondents (51.7%) are students, 22 (36.7%) are entrepreneurs, and the majority of respondents are students, at 51.7%.

C. Research Data

A. Price Questionnaire (X) Data

The following contains a description of respondents' answers regarding the questionnaire results according to the criteria contained in the price questionnaire (X):

Table 5. Summary of Respondents' Answers Regarding Price

Respondents	Respondents' Answers to Price Variables									Total
	X1	X2	X3	X4	X5	X6	X7	X8	X9	
1	4	5	4	5	3	5	4	4	4	38
2	5	4	4	5	4	5	4	4	5	40
3	5	4	4	4	5	4	3	3	3	35
4	4	4	4	5	3	4	4	4	5	37
5	5	5	5	5	5	5	5	5	5	45
6	5	4	4	3	4	5	4	4	4	37
7	5	5	5	5	3	3	3	3	3	37
8	5	5	5	5	5	5	5	5	5	45
9	5	5	5	5	5	5	5	5	5	45
10	5	5	5	5	5	5	5	4	5	44
11	5	4	4	5	3	5	3	4	5	38
12	3	3	4	4	4	5	5	4	5	37
13	4	4	4	4	3	4	3	3	4	33
14	4	4	4	4	2	3	3	4	3	31
15	5	4	4	5	3	5	2	3	3	34
16	5	5	5	4	4	5	5	4	5	42
17	5	5	5	5	3	5	5	5	5	43
18	4	4	4	4	4	4	4	4	4	36
19	5	5	5	5	5	5	4	4	4	42

20	4	3	4	4	3	3	3	4	4	32
21	5	5	5	5	5	5	5	5	5	45
22	5	4	4	4	3	5	4	4	5	38
23	5	5	5	4	4	5	5	4	5	41
24	4	4	4	4	4	5	4	4	5	38
25	5	5	5	5	5	5	5	5	1	41
26	4	4	5	4	4	5	5	5	5	41
27	5	5	5	5	4	5	5	5	4	43
28	5	5	4	5	4	5	4	4	4	40
29	5	5	5	5	4	5	5	5	5	44
30	5	4	4	5	3	4	4	5	4	38
31	5	4	4	4	3	4	3	4	5	36
32	5	5	4	4	3	5	3	4	5	38
33	4	4	4	4	3	5	4	3	4	35
34	4	5	4	4	4	3	3	3	4	34
35	5	4	4	5	4	5	4	4	5	40
36	5	4	4	5	4	4	3	4	4	37
37	5	5	5	5	3	3	1	3	5	35
38	3	4	4	4	1	3	2	3	4	28
39	5	5	5	5	5	5	4	4	5	43
40	5	5	4	5	5	5	4	4	4	41
41	5	5	5	5	5	5	5	4	4	43
42	4	3	3	3	3	3	3	3	3	28
43	4	3	3	4	3	4	3	4	3	31
44	5	4	5	5	4	4	4	5	4	40
45	4	4	4	4	3	5	4	4	4	36
46	5	4	4	4	3	5	4	3	4	36
47	4	4	4	4	4	4	4	4	3	35
48	4	4	4	4	4	4	4	4	5	37
49	5	5	4	5	3	4	4	4	4	38
50	3	4	4	3	3	3	4	3	4	31
51	3	5	2	4	3	4	3	2	4	30
52	3	4	3	4	3	4	3	4	3	31
53	3	3	4	3	4	4	4	3	3	31
54	3	4	4	3	4	4	3	3	3	31
55	5	4	4	4	3	5	4	4	4	37
56	5	4	4	4	4	4	4	4	4	37
57	5	4	4	5	3	4	4	4	5	38
58	4	4	4	4	4	4	4	4	4	36
59	5	4	4	4	4	5	3	4	4	36
60	4	4	4	4	3	5	4	4	5	37

Source: Google Form Data

D. Purchase Decision Results Data

Purchase Decision Questionnaire Results Data (Y) The following contains a description of respondents' answers regarding the questionnaire results according to the criteria contained in the purchase decision questionnaire (Y):

Table III.9 Summary of Respondents' Answers for Purchase Decisions (Y)

Respondents	Respondents' Answers to Purchase Decision Variables									Total
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	
1	5	4	4	5	5	5	5	5	4	42
2	5	4	4	4	5	4	4	5	4	39
3	5	5	3	3	3	3	3	3	3	31
4	4	4	4	4	5	5	5	3	4	38
5	5	5	5	5	5	5	5	5	5	45
6	3	5	4	5	4	4	4	5	4	38
7	4	4	3	3	3	5	5	4	3	34
8	5	5	5	5	5	5	5	5	5	45
9	5	5	5	5	5	5	5	5	5	45
10	5	4	4	4	5	5	5	5	5	42
11	4	5	3	5	5	4	5	5	5	41
12	4	2	4	4	5	5	4	5	5	38
13	4	3	4	4	4	4	4	4	4	35
14	4	3	4	5	4	4	3	4	3	34
15	1	1	3	4	5	5	5	2	3	29
16	5	5	5	5	5	5	5	5	5	45
17	5	5	5	5	5	5	5	5	5	45
18	4	4	4	4	4	4	4	5	4	37
19	4	3	5	4	3	4	5	3	3	34
20	3	4	4	3	3	4	4	4	4	33
21	5	5	5	5	5	5	5	5	5	45
22	5	3	4	4	5	4	4	5	4	38
23	5	3	4	5	5	4	4	5	5	40
24	5	4	4	5	5	5	4	5	4	41
25	4	2	5	5	5	5	5	5	5	41
26	5	4	4	4	4	5	4	4	4	38
27	5	4	4	4	4	4	4	4	4	37
28	5	3	4	4	5	4	4	4	5	38
29	5	4	4	5	5	5	5	5	4	42
30	4	4	4	4	5	5	5	4	4	39
31	4	3	3	4	5	4	4	4	3	34
32	5	3	4	5	5	5	5	4	3	39
33	4	3	3	4	4	4	4	4	3	33
34	4	3	3	4	4	4	4	3	3	32
35	5	3	4	4	5	4	4	4	4	37
36	4	4	4	4	4	4	4	4	4	36
37	5	5	3	5	5	5	5	5	5	43

38	3	1	2	3	1	3	3	2	3	21
39	4	4	4	5	5	5	5	5	3	40
40	5	5	4	5	5	5	4	5	5	43
41	5	4	4	5	5	5	5	4	5	42
42	3	3	3	3	3	3	3	3	3	27
43	4	3	3	4	4	4	4	3	3	32
44	4	4	4	4	4	4	4	4	4	36
45	4	4	4	4	4	4	4	4	4	36
46	4	3	3	4	4	4	4	4	4	34
47	4	3	4	4	4	4	4	4	4	35
48	5	3	3	4	4	4	4	4	4	35
49	4	4	4	4	4	4	4	4	4	36
50	4	3	3	3	3	3	4	4	4	31
51	3	4	3	4	3	4	3	4	3	31
52	3	4	3	4	3	4	3	4	3	31
53	3	4	3	4	3	3	4	4	3	31
54	4	4	3	4	3	3	4	3	4	32
55	4	4	4	4	4	4	4	4	4	36
56	4	4	3	4	4	5	5	4	4	37
57	4	4	5	4	5	5	5	4	4	40
58	4	4	4	4	4	4	4	4	4	36
59	4	5	4	4	4	5	5	4	4	39
60	5	3	3	5	5	4	4	5	5	39

Source: Data Results from Google Form

E. Research Data Analysis

1. Correlation Coefficient

Table III.10 Correlation Coefficient

Correlations			
		Harga	Keputusan Pembelian
Harga	Pearson Correlation	1	.838**
	Sig. (2-tailed)		.000
	N	60	60
Keputusan Pembelian	Pearson Correlation	.838**	1
	Sig. (2-tailed)	.000	
	N	60	60
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Processing results from SPSS 25

Based on the table above, the price correlation coefficient is 0.838. According to the correlation interpretation guidelines, this value falls within the range of 0.80 – 1.00, indicating a very strong relationship between price and purchasing decisions.

2. Coefficient of Determination

Table III.11 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838a	.702	.697	2.707
a. Predictors: (Constant), Harga				

Source: Processing results from SPSS 25

The table above shows that the coefficient of determination or R-squared is 0.702, equivalent to 70.2%. This figure indicates that the Price (X) variable influences the Purchase Decision (Y) variable by approximately 70.2%. The remaining 29.8% is influenced by other variables not yet examined by the author, such as brand trust, brand quality, and others.

3. Simple Linear Regression Test

Table III.12 Simple Linear Regression Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.151	3.005		.716	.477
	Harga	.932	.080	.838	11.695	.000
a. Dependent Variable: Keputusan Pembelian						

Source: Processing results from SPSS 25

The SPSS output table above shows that the constant value is 2.151, while the price value or regression coefficient is 0.932. Therefore, the regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 2.151 + 0.932X$$

Note:

Y = Dependent variable, namely purchasing decision

a = Constant price value of Y if X = 0

b = Regression coefficient or directional value indicating the increase or decrease in the dependent variable

X = Independent variable, namely price

The constant value of 2.151 means that the average value of the Purchase Decision variable is 2.151. The regression coefficient of X of 0.932 indicates that each time the Price value increases by 1 unit, the Purchase Decision value increases by 0.932 units. Since the

regression coefficient is positive, it can be concluded that the influence of variable X on Y moves in the same direction.

V. CONCLUSION

Based on the analysis described in the previous chapter, it can be concluded that:

1. The correlation coefficient calculated using SPSS 25 was 0.838, indicating a very strong relationship.
2. The price variable influenced purchasing decisions by 0.702, or 70.2%. The remaining 29.8% was influenced by other factors not yet examined by the author, such as brand trust, brand quality, and other factors.
3. Based on the data obtained, Y = 2.151 ÷ 0.932X from the functional equation, it can be interpreted that if the price remains constant or has a value of 0, Y (purchase decision) is 2.151. The value of 0.932 indicates that every 1-unit increase in price will increase purchasing decisions by 0.932 units. Price has a positive and significant effect on purchasing decisions.

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