

Effect of Advertising, Product Price, and Discount on Consumer Purchase Decision in Online Shopping During the COVID-19 Pandemic at PT Map Aktif Adiperkasa, Tbk

Sheren Khymel¹, Rosinta Romauli Situmeang², Winda Sari³,
Fernando Simanjuntak⁴, Isa Litasari Br Tampubolon⁵

^{1,2,3,4,5}Universitas Prima Indonesia, Indonesia.

Corresponding Author: Rosinta Romauli Situmeang

DOI: <https://doi.org/10.52403/ijrr.20220637>

ABSTRACT

The research objective is to analyze effect of advertising, product price, and discount on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. This type of research is a type of quantitative research. The population in this study were online shoppers PT Map Aktif Adiperkasa, Tbk. which is located in Medan City and Central Jakarta during the corona virus disease 2019 (COVID-19) pandemic 2020-2021. For this reason, samples taken from the population must be truly representative. So the sample in this study was 100 respondents. The method of analysis in this study using multiple linear regression analysis. Multiple linear regression analysis consists of partial hypothesis testing (t test), simultaneous (F test), and coefficient of determination (R²). The results showed that partially advertising has no significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. Product price has significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. Discount has significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. Simultaneously, advertising, product price, and discount have significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk.

The coefficient of determination found that 13.6% of consumer purchase decision could be explained by the relationship between advertising, product price, and discount, while the other 86.4% were not explained by the variables studied in this study.

Keywords: Advertising, Product Price, Discount, Consumer Purchase Decision

INTRODUCTION

One of the countries that has also experienced the corona virus disease 2019 (COVID-19) pandemic since early March 2020 is Indonesia, which has felt a great impact in all sectors of life, especially in the economic sector. This deadly COVID-19 attacks the respiratory tract and can be easily transmitted to anyone. Therefore, Indonesia is also carrying out instructions from the government to implement several activities that must be carried out by the community to prevent the transmission of COVID-19, including work from home, namely working, studying and worshipping from home, even teaching and learning activities are also carried out from home online. use a mask, wash hands frequently with soap, wash clothes after traveling, eat nutritious food, and enforce a distance of 1-2 meters from other people or social distancing.

With the implementation of work from home this has an impact on the style of buying interest online. The style of buying interest online is usually carried out by most young consumers because it is they who use online facilities a lot to meet their needs even though they are not in a COVID-19 condition. Most of them are classified as actively using the internet in searching for products or services online. Along with the development of online shopping as well as the development of lifestyle at this time, raises the phenomenon of online shopping behavior among teenagers. But with current conditions, with the COVID-19 trend, online purchases are not only made by teenagers but also all age groups to meet their needs.

With the current state of the COVID-19 pandemic, all companies have switched their sales channels from offline to online, especially for companies engaged in the retail sector. As in the company that will be the object of our research, namely PT Map Aktif Adiperkasa, Tbk. is a company engaged in retail trade which was established on March 11, 2015. PT Map Aktif Adiperkasa, Tbk. itself already has more than 900 stores/outlets located in Jakarta, Bandung, Surabaya, Medan, and in other cities. PT Map Aktif Adiperkasa, Tbk. itself is a subsidiary of PT Mitra Adiperkasa which has been established since 1995 which was founded by VP Sharma. This company is engaged in the retail of sports products, golf, children and lifestyle, clothing, fashion, accessories, such as Planet Sports, Sport Station, Kidz Station, Golf House, ZARA, Mango, Rubi, etc. This company is also listed on the stock exchange as MAPI which is also the largest shareholder of the company itself. This company also has 22,000 employees and has won the most admired companies (top 20) award from Fortune Indonesia in 2012 and top 40 companies from Forbes Indonesia in 2011. But in our research, we only limit it to the sports field held by PT Map Aktif Adiperkasa, Tbk. such as Planet Sports, Sport Station, Kidz Station, Golf

House, Planet Kids. PT Map Aktif Adiperkasa, Tbk. had experienced a decline in profits and losses due to the implementation of large-scale social restrictions which required the closure of shops owned by PT Map Aktif Adiperkasa, Tbk. Then, with the large-scale social restrictions, they began to enforce online purchases, both from the website and by chat and buy.

Along with the rapid purchasing power in the retail industry during the COVID-19 pandemic, companies continue to compete in online sales to increase consumer purchases of the goods they distribute online during this COVID-19 pandemic. The first factor that is thought to influence consumer purchasing decisions to shop online during the COVID-19 pandemic is the influence of advertising. The influence of advertising is one of the most important decisions in marketing. This indicates that advertising has an effect on purchasing decisions but is not significant. Good advertising can influence consumers in making purchasing decisions, but it does not have a strong influence because many other factors influence purchasing decisions. Advertisements must be made in such a way as to attract the interest of the audience, be original and have certain characteristics and be persuasive so that consumers or audiences are voluntarily compelled to take actions as desired by advertisers. The higher the effectiveness of advertising, the higher the brand image, the higher the effectiveness of advertising, the higher the interest to buy, the higher the brand image, the higher the interest will indirectly affect the desire to make a purchase. Moreover, because it is required to shop online during the COVID-19 pandemic, of course, consumers only see product advertisements via cellphones. Therefore, companies must continue to expand and attract advertisements for their products on online platforms.

Another factor that must be considered in fulfilling online purchasing decisions during the COVID-19 pandemic apart from the

influence of appropriate advertising is the price of the product. Product price is the overall customer evaluation of the superior performance of an item or service. Product price is one of the factors that influence customer perceptions where customers prefer products that have appropriate and affordable prices but if they don't have good quality then the product will disappoint customers. The unfavorable price of a product can create an unfavorable impression in the minds of customers so that it can affect customer satisfaction in making further purchases, especially if the price of the product is not in accordance with the quality of the product. Because the COVID-19 pandemic has caused companies to switch to online sales, product prices will also be cheaper than offline, due to a reduction in employee salary costs, maintenance, etc. which are no longer needed when selling online.

Another factor is that discounts are also very influential on purchasing decisions when shopping online during the COVID-19 pandemic, because at this time most people are having difficulties in the economic field, of course they will be very interested if companies give discounts on products sold online. Sales promotion, which is one element of the marketing mix, is very important.

The research objective is to analyze effect of advertising, product price, and discount on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk.

LITERATURE REVIEW

Advertising

Lovelock and Wright in Larasati (2016) advertising is a form of non-personal use by marketers to inform, educate, or persuade the target market. According to Wibisono (2012) advertising indicators are as follows:

- 1.Can cause attention.
- 2.Interesting.
- 3.Can generate desire.
- 4.Produce an action.

Product Price

Hendra and Idris (2013:3) product price is one of the elements of the marketing mix that generates revenue and costs, and is the most easily adjusted which aims to communicate the company's intended value position to the market about its products and brands. According to Kotler and Armstrong (2012:314) there are 4 indicators that characterize product price, namely:

- 1.Price affordability.
- 2.Price according to ability or price competitiveness.
- 3.Price compatibility with product quality.
- 4.Price match with benefits.

Discount

According to Mahmud Machfoedz in Abdullah dan Tantri (2014) discount is an attractive price discount, so the actual price is lower than the general price. The discount given must have an important meaning for consumers. The discount indicator according to Astuti (2011:87) to measure price discounts can be seen from:

- 1.Withdrawal of the discount program.
- 2.The accuracy of the discount program in influencing purchases.
- 3.Frequency of discounted programs.
- 4.Understanding purchasing decisions.

Purchase Decision

The purchase decision, according to Kotler and Armstrong (2011:226) is the stage in the buying decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Torang (2013), there are four indicators of purchasing decisions, namely:

- 1.Stability in a product.
- 2.Habits in buying products.
- 3.Provide recommendations to others.
- 4.Make repeat purchases.

RESEARCH METHOD

This type of research is a type of quantitative research. According to Zulganef (2013), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain

populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses. has been established.

Sugiyono (2013:135) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were online shoppers PT Map Aktif Adiperkasa, Tbk. which is located in Medan City and Central Jakarta during the corona virus disease 2019 (COVID-19) pandemic 2020-2021. According to Sugiyono (2013:81) the sample is part of the number and characteristics possessed by the population. Sampling technique using this method provides an equal opportunity for each member of the population to become the research sample. For this reason, samples taken from the population must be truly representative. So the sample in this study was 100 respondents.

The method of analysis in this study using multiple linear regression analysis. Multiple linear regression analysis intends to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predator factors are manipulated (increase in value) (Sugiyono, 2016:277). Multiple linear regression analysis consists of partial hypothesis testing (t test), simultaneous (F test), and coefficient of determination (R²).

RESULT

Descriptive Statistical Analysis Results

Table 1. Descriptive Statistical Analysis Results Descriptive Statics

	N	Minimum	Maximum	Mean	Std. Deviation
Advertising	100	19	37	19.84	2.666
Product Price	100	21	39	20.42	2.535
Discount	100	12	24	19.79	2.847
Purchase Decision	100	19	36	18.13	2.191
Valid N (listwise)	100				

Source: Research Results, 2021 (Data Processed)

From Table 1, the amount of data used is 100 people, namely online buyers of PT Map Aktif Adiperkasa, Tbk. who is domiciled in Medan City and Central Jakarta, shows that the mean value of advertising is 19.84. The product price has a mean value of 20.42. Discount has a mean value of 19.79. The purchase decision has a mean value of 18.3.

Multiple Linear Regression Analysis

Results

Partial Hypothesis Testing (t Test)

Results

Table 2. t Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.969	2.449		7.744	.000
Advertising	-.049	.084	-.060	-.581	.562
Product Price	-.199	.089	-.230	-	.028
Discount	.212	.075	.276	2.234	.006

The results showed that partially advertising has no significant effect on consumer purchase decision in online shopping during the corona virus disease 2019 (COVID-19) pandemic at PT Map Aktif Adiperkasa, Tbk. Product price has significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. Discount has significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk.

Simultaneous Hypothesis Testing (F test)

Results

Table 3. F test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	59.918	3	19.973	4.616	.005 ^b
Residual	415.392	96	4.327		
Total	475.310	99			

- a. Dependent Variable: Consumer Purchase Decision
- b. Predictors: (Constant), Advertising, Product Price, Discount

Simultaneously, advertising, product price, and discount have significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk.

Coefficient of Determination (R²) Results

Table 4. Coefficient of Determination (R²) Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.355 ^a	.136	.099	2.080

- a. Predictors: (Constant), Advertising, Product Price, Discount
- b. Dependent Variable: Consumer Purchase Decision

The coefficient of determination found that 13.6% of consumer purchase decision could be explained by the relationship between advertising, product price, and discount, while the other 86.4% were not explained by the variables studied in this study.

CONCLUSION AND SUGGESTION

The results showed that partially advertising has no significant effect on consumer purchase decision in online shopping during the corona virus disease 2019 (COVID-19) pandemic at PT Map Aktif Adiperkasa, Tbk. Product price has significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. Discount has significant effect on consumer purchase decision in online shopping during the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. Simultaneously, advertising, product price, and discount have significant effect on consumer purchase decision in online shopping during

the COVID-19 pandemic at PT Map Aktif Adiperkasa, Tbk. The coefficient of determination found that 13.6% of consumer purchase decision could be explained by the relationship between advertising, product price, and discount, while the other 86.4% were not explained by the variables studied in this study.

Suggestions in this research are:

1. For Further Researchers
The results of this study can be used as reference and comparison for research and it is recommended to add other variables outside of the variables studied by researchers such as brand awareness, consumer loyalty, etc.
2. For PT Map Aktif Adiperkasa, Tbk.
It is recommended to make more attractive advertisements and inform discounted products in them and make discount on product, because based on the results of this research during the COVID-19 pandemic, consumers are interested in buying because of the discount.

Acknowledgement: None

Conflict of Interest: None

Source of Funding: None

REFERENCES

1. Abdullah & Tantri. (2014). Manajemen Pemasaran. Depok: Rajagrafindo Rersada.
2. Astuti, N. F. (2011). Pengaruh Sales Promotion terhadap Keputusan Pembelian Konsumen di Cafe Milan Bandung: Survei terhadap Konsumen Café Milan Bandung. Skripsi. Bandung: Universitas Pendidikan Bandung.
3. Hendra & Idris. (2013). Manajemen Pemasaran. Cetakan Pertama, Edisi Pertama. Yogyakarta: Graha Ilmu.
4. Larasati, Widya Ayu. (2016). Pengaruh Iklan Televisi, Celebrity Endorser, dan Brand Image Terhadap Keputusan Pembelian Minyak Angin Fresh Care Teen Aromatherapy (Studi Kasus pada Pelajar SMAN di Kota Madiun). Undergraduate Thesis. Universitas Katolik Widya Mandala Madiun.

5. Kotler, Philip & Armstrong, Gary. (2011). Edisi Kesepuluh. Marketing an Introduction. Indonesia: Perason.
6. Kotler, Philip & Armstrong, Gary. (2012). Prinsip-prinsip Pemasaran. Edisi Keduabelas. Jakarta: Penerbit Erlangga.
7. Sugiyono. (2013). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
8. Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet.
9. Torang, Syamsir. (2013). Organisasi dan Manajemen (Perilaku, Struktur, Budaya dan Perubahan Organisasi. Bandung: Alfabeta.
10. Zulfanef. (2013). Metode Penelitian Sosial dan Bisnis. Yogyakarta: Graha Ilmu.

How to cite this article: Sheren Khymel, Rosinta Romauli Situmeang, Winda Sari et.al. Effect of advertising, product price, and discount on consumer purchase decision in online shopping during the covid-19 pandemic at PT map Aktif Adiperkasa, Tbk. *International Journal of Research and Review*. 2022; 9(6): 352-357. DOI: <https://doi.org/10.52403/ijrr.20220637>
