

THE EFFECTS OF PRICE AND PROMOTION OF DECISION TO PURCHASE BRAND “ACER” LAPTOP

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Abstract---Laptop is a device that is very important Because it helps every individual the usual offer section to the technology of such students and college students to make it Easier in carrying out almost every task acer always top ranked the top brand in an index on 2016 -2018 year. However in three years the percentage of the acer decline every year though still be ranked first. This is the caused by the increasing number of competitors who give a lower price and promotion that has intensively by a competitor. So as to the make the community a switch to using a competitor's products. Type of this research is explanatory research, with a population of about 100 respondents who buy and use the brand acer laptop. The sample collection to research it uses a non-probability sampling. The sample collection technique use purposive sampling. Data collected through the questionnaire. The method of analysis used the data the use of tabulating the cross, correlation, regression, simple regression, and multiple regression by using SPSS application. This study concludes that price and promotion influential of the decision the purchase from, whether partial and a stimulant, promotion variables have more impact of variable price. Based on it, acer Researchers suggest that company would have to increase is back promotion that consumers know that acer laptop acer laptop is numer one in Indonesia and reevaluate Also the prices offered them has Appropriate or not

Keywords---price, promotion, purchasing decisions, acer

I. Preliminary

The rapid advancement of science and technology today is inseparable from progress in the field of computers. Computer help improve science, technology innovation and also alleviate the work of man. Since the discovery, the computer has donated a large stake in the changing trend of human life from the traditional to the modern was computerized. One form that is widely used today are laptops, this is a form of the development of the PC (Personal Computer). As the development of the progress of time, marked sprung and the development of new technologies and the business world competition is getting tougher marketing world. Each company must create a new innovation that businesses are run and the different products offered by competitors. This can be seen by the increasing number of products emerging with its own advantages. Computer Products is one product that has developed quite rapidly. At first computers were created in the form of a very large, but over time the size of the computer that created the minimalist with great specifications and functions which we often call a portable computer or laptop and Netbook.

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The level of competition is a wide variety of laptop brands that are marketed in Indonesia known survey data provided by Top Brand Index of the telecommunications sector is performed on a random sample 7200 in 11 cities in Indonesia and measured using three (3) parameters. The first parameter is Top of Mind awareness (based on what brands mentioned by respondents when they hear the product category in question), next is the Last Used (based on the last brand is used / consumed by the respondent at the time of purchase), and the latter is the Future intention (based on the brand that will be used by the respondent in the future) as follows:

Table 1. Data Top Brand Laptop Index in Indonesia in 2016-2018

2016			2017			2018		
Brand	TBI	Predik at TOP	Brand	TBI	Predik at TOP	Brand	TBI	Predika t TOP
Acer	36.7%	TOP	Acer	32.6%	TOP	Acer	31.6%	TOP
HP	12.8%	TOP	HP	15.4%	TOP	Asus	20.1%	TOP
Toshiba	12.6%	TOP	Toshiba	12.8%	TOP	Toshib a	9.9%	TOP
Asus	8.5%	-	Asus	9.4%		HP	9.6%	
Samsun g	7.6%	-	Samsun g	7.2%		Lenov o	7.8%	
Toshiba	4.3%	-	Lenovo	6.4%		Samsu ng	6.0%	
Apple	3.9%	-	Toshiba	4.1%				
Dell	3.8%	-	Vaio	3.7%				
Lenovo	3.2%	-						
Compaq	2.0%	-						

Source: www.topbrand-award.com

From the above data it can be seen Top Brand Index is still occupying the Acer brand laptop in the top rankings in the last 3 years. In 2016 and 2017 rank-2 laptop brands HP and 3rd Toshiba brand laptop. In 2018 there was a shift, replaced HP brand laptop ASUS laptop brands. Acer Laptop although ranked 1st in a row in the last 3 years, but with a lower percentage each year. While the Asus brand laptop in 2018 the percentage increased significantly to 20.1% from 9.4% in 2017.

With these considerations, will do research to students University of Buana Perjuangan Karawang as respondents. In general, the current student activity can not be separated from the laptop as a means to expedite tasks and find the information needed.

Formulation of the problem

Background of the formulation of the problem which will be discussed in this study are:

1. Is there any effect of price on purchase decisions Acer brand laptop?
2. Is there a promotional effect on purchase decisions Acer brand laptop?
3. Is there any effect of price and promotion to Acer brand laptop purchasing decisions?

Research purposes

The purpose of this study are as follows:

1. To determine the effect of the price of the Acer brand laptop purchasing decisions.
2. To determine the effect of the promotion of the Acer brand laptop purchasing decisions.
3. To find out the effect of price and promotion to Acer brand laptop purchasing decisions.

Study of Marketing Theory

According to William J. Staton book Sudharto P Hadi (2007: 2) marketing is a whole system and activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both the buyers as well as to the potential buyer, thus marketing activities include venture company that starts with identifying consumers' needs should be satisfied, determine which products are going to be produced, determine the appropriate product, determine ways of promotion and distribution or sale of such products.

Price

From the consumer point of view, the price is often used as an indicator of value when the price is linked to the perceived benefits of an item or service. Price is the amount charged on the value of a product or service, or the amount of value exchanged for consumers on the benefits - benefits for owning or using a product or service (Kotler and Armstrong, 2001: 439).

Promotion

According to Kotler and Armstrong (2008) campaign is a combination of the best strategy of the variables of advertising, sales promotion, personal selling, and publicity, all of which are planned to achieve the purpose of the sales program.

Buying decision

Kotler and Armstrong (2008: 129) defines a purchasing decision as a process in which consumers recognize the problem, look for information about products or brands and evaluates how well each of these alternatives can solve the problem which led to the purchase decision. Research hypothesis

According Sugiyono (2006: 51) hypothesis is a temporary answer to the formula research. Is said to be temporary because new answers given based on the relevant theory, not based on empirical facts obtained through data collection. Based on the description theory that has been described in the preceding discussion, the hypothesis can be formulated as follows:

- a. Allegedly there is the effect of price on purchase decisions Acer brand laptop.
- b. Allegedly there is an influence on purchase decisions promotions Acer brand laptop.
- c. Allegedly there is the effect of price and promotion to Acer brand laptop purchasing decisions.

II. Research methodology

This type of research is used by researchers is explanatory research, ie, research which intends to explain the position of the variables that were analyzed and the relationship between the variables of the other variables and test hypotheses that have been formulated (Sugiyono, 2006: 10). In this study will be explained about the effect of price and promotion to consumer decision in purchasing Acer brand laptop.

Market segmentation is the Acer brand laptop young children as well as consumers Acer brand laptop mostly students. Then the population in this study were all students / i purchasers and users of the Acer brand laptop at the Faculty of Social and Political Sciences, University of Diponegoro in Semarang.

The sample is part of the number and characteristics possessed by this population (Sugiyono, 2010: 116). While the sampling is to collect data on the population by taking most of the members of the population is assumed to be present population (Subana, 2001: 115). When large populations and researchers may learn all there is in the population eg due to constraints of cost, time and effort so researchers can use the sample drawn from that population. For that samples taken from the population to be truly representative or represent (Sugiyono, 1999: 73). According to Donald R Cooper (Cooper, 1996) in determining the sample size for the population that are not defined the exact amount, the sample is determined directly by 100. The number of samples 100 samples already qualified a representative said. Due to the number of population is scattered and difficult to know for certain, then the number of samples in this study were 100 respondents were sufficiently representative to be investigated.

III. Results and Discussion

Price is one factor determining the consideration for the consumer to purchase the product or service. According to Danang Sunyoto (2013) in a book entitled explaining consumer behavior there are some elements that can influence purchasing decisions include brand image, product quality, price, distribution channels, promotion. In accordance with the above theory, this study used two elements above that price and promotions to determine the extent of the purchase decision.

Variable rates can influence purchasing decisions Acer brand laptop. Based on the calculation of the coefficient of determination SPSS analysis of variable prices by 19.8% and the price variable regression coefficient of 0.751 as shown in Table 3:33. This indicates that the corresponding price offered Acer brand laptop it will be higher the purchasing decisions of consumers to purchase the Acer brand laptop with records given quality comparable to those prices. The result of the calculation of the value of $t = (4.915) < t \text{ table } (1.9845)$, so the first hypothesis, which reads "Allegedly there is the effect of price (X1) on purchase decisions (Y) Acer brand laptop" acceptable. The results of the study support the Ramadan Day Utomo (2011) which states that the price has a positive and significant impact on the purchase decision variables.

The ability to apply the right marketing strategy and sniper to win the market and also appealed to consumers who will be able to influence purchasing decisions. In fact marketing strategy implemented has not been implemented correctly or not optimal by the company so that consumers are still not many consumers are aware of the campaign carried out in promoting the company Acer laptop products.

Based on the calculation of SPSS analysis showed that the promotion variables also affect the purchasing decisions with determination coefficient of 19.9% variable promotions and promotional variable regression coefficient of 0.302 as shown in Table 3:37. This shows that the better or vigorous campaign conducted Acer brand laptop it will be higher the purchasing decisions of consumers to purchase the Acer brand laptop. The result of the calculation of the value of $t = (4.927) < t \text{ table } (1.9845)$, so that the second hypothesis which states that "no influence Allegedly promotion (X2) on purchase decisions (Y) Acer brand laptop" acceptable. These results support the research Widha Anggun Sulistya (2013)

which states that the price, quality product, promotion, and the reference group had a significant influence on the purchase decision.

From both variable pricing and promotion provide a positive and significant influence on purchasing decisions. Means that the corresponding price given by the company Acer and high intensity of promotion given that both factors may affect consumer considerations in making purchasing decisions Acer brand laptop. It can be seen from the coefficient of determination variables and promotion price by 27.5% and the results of multiple linear regression test variable price of 0.521 and 0.210 for promotion variables and arithmetic variables f and sale price amounted to 18.427 where the value f is greater than f table amounted to 3,090, the third hypothesis that reads "Allegedly there is the effect of price and promotion to Acer brand laptop purchase decision" unacceptable. These results support the research Widha Anggun Sulistya (2013) which states that the price, quality product, promotion, and the reference group had a significant influence on the purchase decision.

IV. Conclusions and recommendations

After processing and analysis of data gradually to variable Price and Promotion of the Purchase Decision on S-1 students FEB UBP Karawang who buy and use the Acer brand laptop, so in this study obtained conclusions and suggestions.

V. Conclusion

Based on the research that has been done, then a number of conclusions as follows:

1. The categorization of the price, amounting to 52% gives an assessment of the price is quite good diberikan Acer company. However there is 2%. Providing an assessment is not very good reasons given price does not correspond to reality Acer post purchase as easily broken, durable, and easy to heat which is not comparable with the quality they get.
2. For sale categorization as much as 63% give an assessment of the company's promotional dilakukang Acer good enough. Because supported an adequate indicator of personal selling. There is a 1% category does very well this is due to the delivery of promotional messages on the ad Acer unclear and not easily understood and very few ads. In addition, the lack of diversity in the promotion of Acer laptop and the frequency of promotions is also less also be a cause. Promotion is a matter that influence consumer purchase decisions in determining the products to be purchased.
3. Categorization decision to purchase as much as 44% give an assessment of the purchasing decisions in purchasing Acer brand laptop category enough. Overall negative categorization percentage is greater than the positive categorization. This is because the respondents considered that the quality supplied does not match with the given price, they feel dissatisfied and disappointed. So do not want to re-purchase a time when that will come and pick Acer as the main priority selection.
4. Price and promotion of significant influence on purchasing decisions, the calculated F value (18.427) > F table (3.090). While the contributions of Pricing and Promotion of the Purchase Decision Acer brand laptop by 27.5%, while the remaining 72.5% is obtained from other variables not included in the study.

VI. Suggestion

Based on the analysis and conclusions have been obtained, it can be given suggestions as follows:

1. The price is quite strong positive effect on the level of the Acer brand laptop purchasing decisions. Therefore, to increase the purchasing decision, based on the three indicators that have been examined obtained factors that must be considered by the company Acer to increase the purchasing decisions in terms of price, the price comparisons offered Acer brand laptop with a similar brand of laptop. Suggestions for the company Acer order to further increase the benefits of the product and to determine the appropriate price in the market that is not too high compared to other competitors. Because the price must correspond to the quality and the benefits.
2. Promotion of positive influence and powerful enough to level the Acer brand laptop purchasing decisions. This indicates that the promotional activities of Acer's laptops are still not optimal. Suggestions for the company Acer should pay attention to the campaign carried out, such as in the delivery of advertising messages clearer and attractive in order to attract the attention of consumers, adding to the intense advertising to be known to the public that there is a new product from Acer, held many activities in the social sector so that they know their activities of the company and can directly promote the Acer, as well as add media promotion through fairs, billboards, print media, the internet and social media.
3. For further research is recommended to investigate other factors, for example the brand image and the quality of the research will thus be known how much other factors that may influence purchasing decisions.

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