

# The Influence of Price and Promotion on Purchase Decisions: Case Study from Cimory Yogurt Products

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## ABSTRACT

This study examines the influence of price and promotion on consumer purchasing decisions of Cimory yogurt products distributed through Miss Cimory Indonesia. The research employs a quantitative approach with a survey method, involving data collection through questionnaires. The study population consists of all consumers who purchased Cimory products through Miss Cimory agents in the Pondok Hijau Ciputat area during 2023, totaling 1,830 individuals. Using the Slovin formula with a 10% margin of error, the study determined a sample size of 95 respondents selected through random sampling. Data analysis was conducted using multiple linear regression. The results of the analysis revealed that both price and promotion have a significant effect on purchasing decisions. This finding suggests that effective pricing and promotional strategies positively influence consumer decision-making. Therefore, companies are encouraged to optimize these variables to enhance purchase intention and strengthen customer loyalty. The research contributes to the marketing field by highlighting the importance of key elements in the marketing mix that directly influence consumer behavior.

**Keywords:** Price, Promotion, Purchasing Decision, Marketing Strategy, Cimory Yogurt.

## I. Introduction

A company is inherently required to implement changes that drive progress and development. Every business will strive to improve and expand its sales, as increased sales enable the company to expect greater profits. Sales play a crucial role in the company's operations; therefore, effective management is essential to prevent declining purchasing decisions. In this context, proactive efforts from management are necessary to encourage consumer purchasing decisions, thereby maximizing the company's profit potential. Among the key factors in achieving this goal are pricing and promotional strategies, which must be carefully managed and prioritized.

Purchasing decisions are a central factor influencing a company's profitability and growth. The higher the purchasing rate of the company's products, the easier it is to achieve its objectives. Conversely, the company may struggle to reach its goals when purchasing decisions are low. Purchasing behavior is closely tied to company operations. It requires the support of effective management strategies, such as promotions, pricing, marketing planning, budgeting, target market identification, and strategic implementation, to facilitate consumer decisions.

This study focuses on two primary factors influencing purchasing decisions: price and promotion. Price represents the total value of an offering, including the cost of all materials and services involved in creating the product. Every consumer desires a price that aligns with their expectations; when these expectations are met, purchasing decisions are likely to increase, which, in turn, benefits the company through higher profit margins. Price is typically a key consideration when introducing a new product to the market, while promotion leverages pricing as a tool or strategy, often through intensive advertising, to attract consumers. A consumer's decision-making process may involve several roles: the initiator, influencer, decider, buyer, and user. Recognizing these roles is important, as each has implications for product design, message delivery, promotional budgeting, and the creation of appropriate marketing programs (Swastha & Handoko, 2011). In this context, location, product availability, and price are crucial determinants of purchasing decisions (Harahap, Dedy Ansari, 2015).

The subject of this research is PT. Cisarua Mountain Dairy (PT. Cimory) is known for its fermented dairy beverages. The Cimory Group of Companies is one of Indonesia's leading and rapidly growing food and beverage enterprises, focusing on four key sources of natural protein: meat, milk, eggs, and soybeans. One of its business units, the Miss Cimory Division, emphasizes economic growth and contributes to community empowerment by recruiting homemakers as freelance agents to sell Cimory's products.

These Miss Cimory agents conduct door-to-door sales, delivering products directly to consumers. This method has gained popularity due to its convenience; customers can enjoy Cimory products without visiting retail locations. Moreover, the prices offered by Miss Cimory agents are generally lower than market prices, making them more attractive to consumers. Compared to traditional purchasing methods, such as visiting minimarkets or grocery stores where prices tend to be higher, this approach saves consumers time and effort, while promoting stronger purchasing decisions.

**Table 1. Sales Data of Cimory Ciputat in 2022**

Month	Sales Target (IDR)	Actual Sales (IDR)	Achievement Percentage
January	300,000,000.00	249,466,500.00	83.16%
February	300,000,000.00	214,246,500.00	71.42%
March	300,000,000.00	285,757,000.00	95.25%
April	350,000,000.00	339,883,500.00	97.11%
May	350,000,000.00	278,565,500.00	79.59%
June	300,000,000.00	308,249,000.00	102.75%
July	300,000,000.00	285,969,500.00	95.32%
August	300,000,000.00	290,108,000.00	96.70%
September	300,000,000.00	244,925,500.00	81.64%
October	300,000,000.00	245,009,000.00	81.67%
November	300,000,000.00	251,121,500.00	83.71%
December	300,000,000.00	230,654,500.00	76.88%
Average	308,333,333.33	268,663,000.00	87.10%

Source: Sales Department of PT. Cimory Indonesia, Pondok Hijau Ciputat Area (2023)

Based on the sales data in Table 1, it is evident that throughout 2022, Cimory's sales performance fluctuated significantly. These fluctuations were influenced by various stages in the consumer decision-making process, including need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. In January 2022, the sales target achievement reached 83.16%, followed by a significant decline in February to 71.42%. Sales improved in March (95.25%) and increased in April (97.11%). However, in May, sales dropped again to 79.59%. A notable rebound occurred in June, with sales exceeding the target at 102.57%, but in July, they declined to 95.32%. Sales rose slightly in August (96.70%) before declining again in September (81.64%) and stabilizing marginally in October (81.67%). In November, there was a modest increase to 83.71%, followed by a significant drop in December to 76.88%.

Interviews with the Miss Cimory Division revealed that the inconsistency in sales and consumer interest was due to various internal and external factors. The Center Leader explained that it was difficult to

map and predict customer behavior due to challenges such as adverse weather conditions (e.g., heavy rain), school and office holidays, which affected consumer availability, and the diverse and dynamic nature of consumer preferences and attitudes.

Supporting this observation, Kurnia (2018:22) emphasized the importance of understanding consumer behavior, particularly the decision-making process, as it directly influences satisfaction and loyalty. Moreover, research by Asep Tiana (2022:5) found that price and promotional strategies significantly affect purchasing decisions, which subsequently shape consumer behavior. When pricing and promotional offers align with consumer expectations, satisfaction increases, encouraging repeat purchases. Theoretically, promotion is a critical component of the marketing mix that reinforces the brand's market position. As stated by Joesoef (2021:188), competitive pricing and effective promotion strategies enhance the attractiveness of a product, ultimately increasing the likelihood of consumer purchase decisions.

**Table 2. Promotional Phenomenon Data of Miss Cimory PT. Cimory Indonesia**

Statement	Disagree (TS)	Agree (S)
The advertisement displayed by Miss Cimory attracts you to make a purchase.	11	16
The advertisement provided information about Cimory products.	10	17
It is easy to obtain pamphlets from Miss Cimory.	10	17
Face-to-face communication introduces Cimory products and provides information to support purchases.	7	20
Miss Cimory occasionally offers discounts on their products.	9	18
Communication conducted by Miss Cimory convinces you to purchase Cimory products.	6	21
Total	53	109

Source: Pre Survey – 2023

Based on the data presented in Table 2, it can be concluded that the promotional activities undertaken by Miss Cimory for Cimory products remain suboptimal. Several aspects of promotion require improvement to enhance consumer engagement. Effective pricing and promotional strategies are essential, directly influencing customer satisfaction and purchasing behavior. Customers who perceive that the price and promotion meet their expectations are more likely to make repeat purchases. Moreover, satisfied customers often become advocates through word-of-mouth marketing, recommending the product to others and potentially increasing brand visibility and sales organically.

Conversely, if customers experience dissatisfaction, it may result in negative consequences for the company. Dissatisfied customers are less likely to make repeat purchases and may even dissuade others from buying the product, hindering business growth. Thus, creating competitive pricing and promotional strategies is crucial in distinguishing the brand from its competitors. The pricing and promotion strategies should offer value and align with customer expectations while ensuring product completeness so consumers can purchase all Cimory products through Miss Cimory channels. Field data further supports this, showing that Miss Cimory offers lower prices than competitors. For example, the price of 1000ml of Fresh Milk is approximately Rp. 22,000 at Miss Cimory, compared to Rp. 23,400 at competitors. UHT Milk in 250ml and 120ml sizes is priced at Rp. 6,000 and Rp. 3,000 respectively, while similar products from competitors are priced at Rp. 7,300 and Rp. 3,900. Likewise, the Yogurt Drink (250ml) is priced at Rp. 7,500 at Miss Cimory compared to Rp. Nine thousand two hundred competitors, and Yogurt Squeeze (120g) is sold at Rp. 10,000 compared to Rp. 9,500 for a smaller 110g competitor product.

This phenomenon reflects how convenience and lower pricing offered by Miss Cimory significantly influence consumers' purchasing decisions. Therefore, based on the explanation and supporting data, this study explores and analyzes how product pricing and promotional strategies affect consumer purchasing decisions for Cimory products distributed through Miss Cimory.

## II. Literature Review and Hypothesis Development

### 2.1. Price

Price is pivotal in determining a company's market share and profitability. According to Fandy Tjiptono (2014), price is the only element in the marketing mix that directly generates revenue for the company. It acts as a financial measure and a strategic tool in market positioning. Lupiyoadi (2013) further explains that price functions as a value indicator for consumers and an influence on product image and purchasing decisions. Philip Kotler (2012) defines price as the customer's money to obtain a desired product. Kotler and Armstrong (2016) describe it as the monetary value consumers exchange to gain the benefits of a product or service. In marketing practices, several pricing strategies are employed to attract consumer interest, including list pricing, net pricing, zone pricing, basing point pricing, and fair pricing. Each type of pricing serves a specific context and function. Hansen and Mowen emphasize that the selling price is the amount charged to buyers for goods or services provided. At the same time, Mulyadi asserts that this price must encompass total production costs plus a fair profit margin. Therefore, pricing is a mechanism for profit generation and a strategic component in attracting consumers and retaining customer loyalty.

Price setting is closely linked to a company's strategic goals. Kotler and Keller (2016) identify several pricing objectives, including survival, current profit maximization, and market share maximization. Additional strategies such as market skimming and product-quality leadership often align with a brand's positioning and perceived value. On the other hand, non-profit organizations may determine prices based on social objectives, often supported by donations or grants to subsidize operations. Both internal and external factors influence pricing decisions. According to Kotler and Armstrong (2017), these include economic conditions, supply-demand dynamics, demand elasticity, and market competition. Macroeconomic factors such as inflation, currency strength, and purchasing power significantly affect price determination. Furthermore, the elasticity of demand plays a crucial role: when demand is elastic, price changes have a more substantial impact on sales volume; when demand is inelastic, price changes have a limited effect on consumer behavior. Companies must adjust their pricing strategies to remain competitive in various market structures, ranging from perfect competition to monopoly. This requires carefully analyzing production costs, desired profit margins, consumer expectations, and regulatory constraints. Intense competition encourages businesses to set prices that reflect the cost structure and offer added value to consumers. Strategic pricing, therefore, becomes essential for achieving sustainable growth and market relevance. Ultimately, price is more than a numeric value; it embodies the product's perceived value.

### 2.2. Promotion

Promotion is one of the essential elements in the marketing mix, serving as a vital communication bridge between a company and its consumers. According to Kotler and Keller (2018), sales promotion is a communication process designed to convey information from sellers to potential buyers or other parties in the distribution channel to influence their attitudes and behaviors. Promotion informs consumers that a product is available at the right time, place, and price, and fosters interest and engagement with the product. Lupiyoadi and Hamdani (2016) emphasize that promotion plays a critical role in marketing, particularly for service products, as it functions as a communication medium and significantly affects consumer decision-making based on their needs and desires. Ginting (2012) adds that promotion enhances the perceived quality of a product and motivates consumers to make purchases. Promotion becomes a strategic tool through which companies introduce and communicate product information to target audiences using various techniques, such as personal selling, exhibitions, public relations, and advertising. Furthermore, Suryadi, as cited in Wardani (2016), argues that promotion is a series of activities aimed at informing, educating, and convincing consumers about a product's superiority to foster brand loyalty. Canon, Perreault, and McCarthy, also in Wardani (2016), explain that promotion is essential for building effective communication to influence

consumer perceptions of a product or service. Therefore, promotion is a persuasive communication effort to inform, influence, and remind potential consumers about a product or service's benefits. According to Rangkuti (2016), the primary objectives of promotion include modifying consumer behavior, providing accurate product information, persuading customers to make purchases, and ensuring the product remains top-of-mind for consumers. These aims indicate that promotion is an informative activity and a strategic tool that shapes long-term consumer attitudes and purchasing behavior.

### 2.3. Purchase Decision

A purchase decision is how consumers evaluate, choose, and decide among alternative products or services. According to Setiadi (2010), decision-making inherently involves selecting from among various alternatives. The process cannot be classified as a decision-making situation if no choice is involved. This selection process lies at the core of consumer behavior. Kotler and Armstrong (2012) define consumer buying behavior as the buying behavior of final consumers—individuals and households who acquire goods and services for personal consumption. This definition underscores that purchasing is not a mere transactional act but is influenced by broader behavioral and psychological factors. Alma (2013) elaborates that various environmental influences, such as culture, social class, family, and reference groups, including peer communities and social networks, shape consumer decisions. Philip Kotler (2016) outlines key purchasing decision indicators, including the consumer's intent to buy, the decision-making process in selecting a brand, confidence in product quality, the willingness to recommend the product to others, and the probability of repurchasing the product. These indicators show that purchasing decisions are part of a broader cognitive and behavioral cycle.

Regarding influencing factors, Kotler (2007) identifies two primary elements: the attitudes or opinions of others and situational expectations. The opinions of people within a consumer's social circle, such as family, friends, or influencers, can significantly impact purchasing behavior. The strength of this influence depends on how assertively others communicate their preferences and how motivated the consumer is to comply with them. Additionally, situational factors such as projected income, expected product benefits, and perceived pricing also play vital roles in final purchasing decisions. In conclusion, purchasing decisions are created by complex interactions between internal motivations and external influences. Understanding these dynamics is crucial for businesses aiming to influence consumer behavior effectively. Cultural background, social pressure, product knowledge, and perceived value are among the many factors that collectively drive consumer decision-making.

## III. Research Method

This research employs a survey method with a quantitative approach, grounded in the positivist paradigm. Sugiyono (2016) states that the quantitative approach aims to test predefined hypotheses through data collection from specific populations or samples, utilizing structured research instruments and statistical analysis. This method is objective and measurable, focusing on numerical outcomes to explain the relationships between the studied variables. Based on its objectives, this study is categorized as explanatory research, which seeks to explain the influence of variables. The research was conducted in the Pondok Hijau area of Ciputat over four months, from June to September 2023. The study examines both independent and dependent variables. The independent variables are product price (X1) and promotion (X2), while the dependent variable is the purchase decision (Y). Operational definitions for each variable were formulated based on expert theories. For example, Kotler and Armstrong (2018) identify price indicators such as affordability, price-quality alignment, price-benefit ratio, and price competitiveness. Promotion is assessed using components of the promotional mix, including advertising, sales promotion, public relations, personal selling, and direct marketing. The purchase decision is measured based on indicators from Kotler and Armstrong (2008), such as confidence in purchasing, brand preference, alignment with needs,

recommendations from others, and repeat purchases. These indicators guided the development of questionnaire items to capture respondents' perceptions of Cimory products.

The population in this study includes all Cimory consumers who purchased through Miss Cimory in the Pondok Hijau area during 2022, totaling 1,830 individuals. Due to the large population size, the sample was determined using the Slovin formula with a 10% margin of error, resulting in a total sample size of 95 respondents. Primary data was collected through questionnaires and interviews, while secondary data was obtained from company records and literature reviews.

Data analysis began with descriptive statistics, using a Likert scale to assess respondents' opinions. Instrument validity and reliability were tested using SPSS software. Validity was measured through product-moment correlation, while reliability was tested using Cronbach's Alpha, with a threshold of 0.60 to indicate reliability (Usman & Akbar, 2012). Before regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The normality test assessed whether the data followed a normal distribution, multicollinearity was tested for correlation between independent variables, and heteroscedasticity was checked for variance consistency in the residuals. Upon meeting these assumptions, the data were considered suitable for further analysis. Quantitative analysis was conducted using simple linear regression to evaluate the effect of a single independent variable on the dependent variable and multiple linear regression to assess the simultaneous influence of two or more independent variables. Additionally, correlation coefficient analysis (R) was applied to measure the strength of relationships between variables. In contrast, the coefficient of determination ( $R^2$ ) was used to determine the extent to which independent variables explain variance in the dependent variable. Hypothesis testing was carried out using the t-test for partial effects and the F-test for simultaneous effects, comparing calculated values with critical table values at a 5% significance level ( $\alpha = 0.05$ ).

## IV. Results and Discussion

### 4.1. Profile

PT. Cisarua Mountain Dairy Tbk, known as Cimory, is a food and beverage manufacturer headquartered in Bogor, Indonesia. The company has experienced substantial growth, operating dairy processing plants in Bogor, Semarang, and Pasuruan and food production facilities in Tangerang and Semarang (Cimory, 2023). Cimory traces its origins back to 1993, with the establishment of PT. Macroprima Panganutama initially focused on meat processing and is best known for launching the Kanzler sausage brand in 1999. In 2004, PT. Cisarua Mountain Dairy was formally established to specialize in dairy products, supported by an expanding distribution network through PT. Macrosentra Niagaboga. The company began collaborating with local dairy cooperatives in Cisarua and started producing pasteurized milk in 2006. This was followed by product diversification into yogurt and developing a robust cold chain distribution system. In 2013, Cimory launched the Miss Cimory program, a direct-to-consumer (DTC) sales initiative empowering local homemakers as agents to expand market reach and support community-based entrepreneurship. Cimory continued its diversification by introducing chicken nuggets, the Juragan sausage line, and low-fat and Greek yogurt. The company also began exporting to China, Vietnam, and the Philippines. In 2021, Cimory was listed on the Indonesia Stock Exchange and began expanding distribution via digital platforms like Grab (Cimory, 2023).

Founded by Bambang Sutantio, the company's mission was to improve the welfare of dairy farmers in Cisarua. At the time, low fresh milk prices made it difficult for farmers to sustain their livelihoods. Sutantio responded by establishing Cimory and collaborating with the Giri Tani Dairy Producers Cooperative, setting strict quality standards and offering premium prices to incentivize better dairy practices and improve farmer income (Sutantio in Cimory, 2023). Cimory specializes in dairy-based products, including yogurt drinks, set yogurt, and cheese, using advanced production technology to meet consumer preferences. With its vision of becoming Indonesia's leading premium food and beverage company, Cimory remains committed to

sustainable growth. One of its key operational areas is Pondok Hijau, Ciputat, South Tangerang, a home delivery service distribution hub.

#### 4.2. The Characteristics of Respondents

This section presents the demographic characteristics of Cimory consumers in the Pondok Hijau Ciputat area, based on a sample of 95 respondents. These characteristics include age, gender, occupation, work experience, and monthly income, providing a clearer understanding of the target consumer segment.

##### 1) Age:

Most respondents (44.2%) were aged 21–30, typically representing the early productive age group with high purchasing activity. Respondents over 40 accounted for 35.8%, indicating the presence of economically stable consumers. Those aged 31–40 and 17–20 years comprised 10.5% and 9.5%, respectively, showing that Cimory appeals to a broad age range.

##### 2) Gender:

Female respondents comprised 65.3% of the sample, while males represented 34.7%. This gender distribution aligns with Miss Cimory's strategy, which targets women, particularly homemakers, as primary household decision-makers (Sugiyono, 2019).

##### 3) Occupation:

The dominant occupation among respondents was private employees at 37.1%, followed by others (18.6%), students (17.1%), and homemakers (14.3%). Entrepreneurs and civil servants accounted for 7.1% and 5.7%, respectively. This indicates that Cimory's primary consumers are individuals with stable income and routine spending habits.

##### 4) Work Experience:

Respondents with over 5 years of work experience made up 34.7%, indicating higher financial stability. Those with 3–5 years of experience constituted 27.4%, and those with 1–2 years, 17.9%. The remaining respondents had less than one year of experience or were not employed.

##### 5) Monthly Income:

The highest percentage of respondents (36.9%) earned Rp 5–10 million monthly, followed closely by those earning Rp 2–5 million (34.7%). A smaller portion (16.8%) earned less than Rp 2 million, while 11.6% earned more than Rp 10 million. This data indicates that Cimory products are most popular among middle-income earners, reflecting regular spending on quality food and beverage products.

#### 4.3. Validity Test

**Table 3. Validity Test Results**

Variable	Item	R Count	R Table	Info
Prices	X1.1	0,648	0,2020	Valid
	X1.2	0,605		Valid
	X1.3	0,627		Valid
	X1.4	0,711		Valid
	X1.5	0,687		Valid
	X1.6	0,640		Valid
	X1.7	0,476		Valid
	X1.8	0,597		Valid
	X1.9	0,582		Valid
	X1.10	0,514		Valid
Promotion	X2.1	0,596	0,2020	Valid
	X2.2	0,579		Valid
	X2.3	0,484		Valid
	X2.4	0,576		Valid
	X2.5	0,666		Valid
	X2.6	0,667		Valid
	X2.7	0,570		Valid

Variable	Item	R Count	R Table	Info
	X2.8	0,559		Valid
	X1.9	0,370		Valid
	X1.10	0,401		Valid
Buying decision	Y.1	0,425	0,2020	Valid
	Y.2	0,607		Valid
	Y.3	0,623		Valid
	Y.4	0,615		Valid
	Y.5	0,766		Valid
	Y.6	0,632		Valid
	Y.7	0,566		Valid
	Y.8	0,577		Valid
	Y.9	0,450		Valid
	Y.10	0,633		Valid

In Table 3 above, it is shown that all variable items have r-calculated values greater than r-table values. This indicates that the items for each variable are valid. As stated by Sugiyono (2013), the basis for decision-making using the Pearson Bivariate Correlation method is that if  $r\text{-calculated} > r\text{-table}$ , then the instrument or questionnaire item significantly correlates with the total score and is considered valid.

#### 4.4. Reliability Test

**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha	Standart	Info
Prices	0,876	0,60	Reliable
Promotion	0,848	0,60	Reliable
Buying Decision	0,868	0,60	Reliable

In Table 4, it is shown that all variables have a reliability coefficient greater than 0.6. This indicates that the research instrument or questionnaire is highly reliable. Ghozali (2013) explained that a reliability test is considered reliable or consistent if the Cronbach's Alpha value exceeds 0.6.

#### 4.5. Classic Assumption Test

##### 4.5.1. Normality Test

**Table 5. Normality Test Results**

Unstandardized Residual			
N			95
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		3.80719267
Most Extreme Differences	Absolute		.085
	Positive		.085
	Negative		-.074
Test Statistic			.085
Asymp. Sig. (2-tailed) <sup>c</sup>			.086
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		.085
	99% Confidence Interval	Lower Bound	.078
		Upper Bound	.092

Test distribution is Normal. Calculated from data.  
 Lilliefors Significance Correction.

Based on the test results in Table 5, the significance value obtained is  $0.092 > 0.050$ . Therefore, the assumption of distribution in this test is considered normal

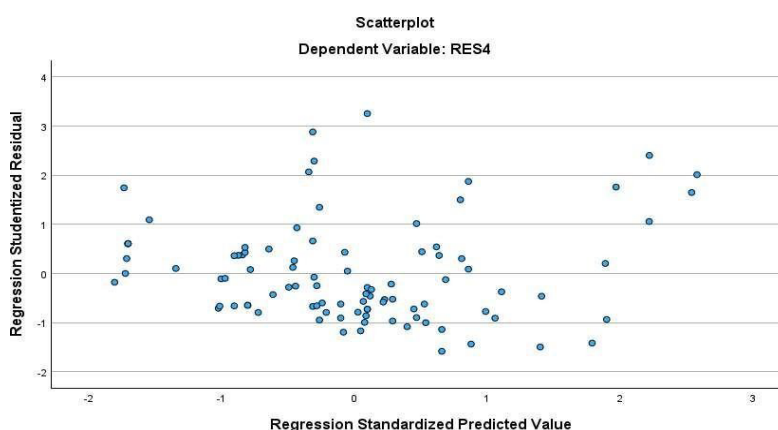
#### 4.5.2. Multicollinearity Test

**Table 6. Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Prices	0.470	2.120
	Promotion	0.470	2.120

Based on the test results in Table 6, it can be seen that the Tolerance value is  $0.470 > 0.1$  and the VIF value is  $2,120 < 10$ . Therefore, it can be concluded that there is no multicollinearity in the data used in this study.

#### 4.5.3. Heteroscedasticity Test



**Figure 1. Results of Heteroscedasticity Test**

Based on the test results, the scatter plot display shows a dispersed pattern and does not form a specific pattern, indicating that heteroscedasticity does not occur. Therefore, it can be concluded that the residuals have a homogeneous (constant) variance, or in other words, there is no indication of heteroscedasticity.

#### 4.6. Multiple Linear Regression Analysis

**Table 7. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.667	.995		.231	.001
	Prices	0,315	092	.381	3.415	.001
	Promotion	0,327	105	.347	3.105	.003

Based on the regression analysis results, the regression equation obtained is:

$$Y = 5.667 + 0.315X_1 + 0.327X_2$$

**Description:**

Y = Purchase Decision  
 X<sub>1</sub> = Price  
 X<sub>2</sub> = Promotion

The interpretation of this equation is as follows:

- a. Constant (5.667)  
 This value indicates that if both Price (X<sub>1</sub>) and Promotion (X<sub>2</sub>) are held constant at zero, the base value of the Purchase Decision (Y) is 5.667.
- b. Price (X<sub>1</sub>) Coefficient (0.315)  
 Assuming Promotion remains unchanged, a one-unit increase in the Price variable will lead to an increase of 0.315 in the Purchase Decision score. The significance value (Sig.) for Price is 0.001, below the 0.05 threshold, indicating that Price has a statistically significant effect on consumers' purchasing decisions.
- c. Promotion (X<sub>2</sub>) Coefficient (0.327)  
 Assuming Price remains unchanged, a one-unit increase in the Promotion variable will lead to an increase of 0.327 in the Purchase Decision score. The significance value (Sig.) is 0.003, also below 0.05, confirming that Promotion significantly influences consumer purchasing decisions.

Both Price and Promotion variables positively and significantly impact Purchase Decision, suggesting that effective pricing and promotional strategies are crucial in driving consumer buying behavior. Based on the interpretation above, it can be concluded that an increase will follow an increase in Price and Promotion in the Purchase Decision.

**Table 8. Results of Simultaneous Correlation Coefficient Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.458	.446	3.848

Predictors: (Constant), Prices, Promotion

Based on Table 8, the results of the simultaneous correlation coefficient test for the variables Price (X<sub>1</sub>) and Promotion (X<sub>2</sub>) on Purchase Decision (Y) show a correlation coefficient value of 0.677. This value falls within the interval of 0.600–0.799, indicating that the variables Price (X<sub>1</sub>) and Promotion (X<sub>2</sub>) have a strong relationship with Purchase Decision (Y).

**Table 9. F-Test Results**

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1151.455	2	575.727	38.875	0,001
Residual	1362.503	92	14.810		
Total	2513.958	94			

- a. Dependent Variable: Buying Decision
- b. Predictors: (Constant), Prices, Promotion

Based on the results shown in Table 9, the F-test was conducted to assess whether the independent variables—Price and Promotion—jointly significantly affect the dependent variable, namely Purchase Decision. The analysis yielded an F-value of 38.875 with a significance value (Sig.) of 0.001. Since the Sig. value is less than the threshold of 0.05, it can be concluded that the regression model is statistically significant.

This indicates that Price and Promotion have a meaningful impact on consumer purchasing decisions. In other words, the regression model is valid for explaining the variability in the dependent variable, and the chosen independent variables significantly contribute to predicting the Purchase Decision.

#### 4.7. Discussion

The results of the significance test from the multiple linear regression analysis demonstrate that both independent variables—price (X1) and promotion (X2)—exert a statistically significant partial effect on the dependent variable, namely purchase decision (Y). This is evidenced by the significance values for each variable, which are well below the 0.05 threshold: 0.001 for price and 0.003 for promotion; consequently, the hypothesis stating that price and promotion influence purchasing decisions is statistically supported. The significance of the price variable reaffirms the critical role that pricing plays in consumer decision-making. As noted by Kotler and Keller (2016), price is the most adaptable element of the marketing mix, capable of being adjusted quickly and serving as a direct indicator of a product's value. Consumers are more inclined to purchase when the price is aligned with the quality and benefits offered. This view is further substantiated by Tiana (2022), who found that pricing significantly influences purchase decisions, as it reflects a product's perceived value and attractiveness. In the context of Miss Cimory, the comparatively lower prices offered versus traditional retail outlets serve as a compelling factor in increasing consumer purchase intent.

Additionally, the results indicate that promotion also significantly affects consumer purchase decisions, with a significance value of 0.003. This confirms the effectiveness of Miss Cimory's promotional activities in influencing consumer behavior. Promotion acts as a communication bridge between the company and consumers and a key stimulus for purchase behavior. According to Lupiyoadi and Hamdani (2016), promotion is a tool to inform, persuade, and influence consumers in alignment with their needs and preferences. In this study, Miss Cimory's promotional strategies—such as direct communication, pamphlets, and price discounts—enhanced consumer interest and drove purchase decisions. This finding is consistent with Joesoef (2021), who emphasized that promotion significantly affects consumer purchasing decisions when aligned with customer expectations and values. The synergy between competitive pricing and effective promotion further strengthens consumer attraction and conversion.

Setiadi (2010) also highlights that purchasing decisions are not determined by a single factor but by the interplay of multiple marketing elements. This is reflected in the simultaneous regression results, which show that price and promotion significantly contribute to variations in consumer decision-making. In the framework of consumer behavior theory, Kotler and Armstrong (2012) describe the purchase decision process as a complex series of stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Price and promotion influence these stages, particularly evaluating alternatives and buying decisions. Moreover, this study aligns with the findings of Kurnia (2018), which identify price and promotion as two primary determinants of consumer behavior. When managed effectively, these factors can lead to repeat purchases and long-term customer loyalty. Miss Cimory's pricing strategy, offering more affordable products than retail competitors, effectively attracts a broader consumer base, particularly among households. This supports Kotler's (2012) assertion that strategic pricing is instrumental in expanding market share and increasing reach.

Promotional tools—such as discount campaigns, direct marketing, and print materials—are vital channels for delivering product information and shaping consumer perception. Ginting (2012) further supports this, asserting that promotion is crucial in cultivating positive consumer perceptions and encouraging product trials and repeat usage. From a quantitative perspective, the regression analysis also reveals that promotion has a standardized beta coefficient of 0.347, underscoring its strong influence on purchasing decisions. Similarly, the beta coefficient for price stands at 0.381, indicating that price remains a dominant factor influencing consumer decisions, especially in the fast-moving consumer goods (FMCG) category such as Cimory yogurt. In conclusion, the significance test results support established marketing theories and prior empirical research, affirming the pivotal roles of price and promotion in shaping consumer

purchase decisions. Therefore, businesses should continuously refine their pricing and promotional strategies to maximize sales performance and foster deeper consumer engagement and loyalty.

## V. Conclusion

This research concludes that price and promotion are pivotal factors influencing consumer purchasing decisions, particularly regarding Cimory yogurt products distributed through Miss Cimory Indonesia. The findings demonstrate that both variables significantly shape consumer behavior. Price emerges as a critical determinant that reflects the perceived value of a product; when pricing is perceived as affordable and appropriate, consumers are more inclined to make a purchase. Simultaneously, promotion is a powerful communication tool that effectively informs, persuades, and reinforces consumer interest and trust in the product. This conclusion is consistent with established marketing theories and prior empirical studies, emphasizing that consumer purchase decisions result from a dynamic interaction of emotional, rational, and situational factors. Within this context, price and promotion, as integral components of the marketing mix, are among the most influential variables in driving consumer action. Promotional techniques such as direct selling, discount offerings, and persuasive messaging have enhanced product recognition, increased purchase intention, and facilitated informed consumer decisions. Therefore, businesses aiming to strengthen their competitive positioning should emphasize pricing accuracy and promotional effectiveness. By doing so, companies can improve consumer satisfaction, encourage repeat purchases, and cultivate long-term customer loyalty in an increasingly competitive market landscape.

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