

The Effect of Workload and Training on Employee Performance (Case Study at Tikung Lamongan Islamic Junior High School)

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Article Info	ABSTRACT
Keywords: Promotions, Price Perception, Product Diversity, and Purchase Decisions.	This study aims to determine promotion, price perception, and product diversity, to partial, simultaneous, and most dominant purchase decisions. The research method used is causal associative with a quantitative approach. The results of the study showed that promotion did not have a significant effect. Meanwhile, price perception, and product diversity have a positive and significant effect on purchasing decisions. Promotions, price perceptions, and product diversity simultaneously have a positive and significant effect on purchasing decisions. The price perception variable has the most dominant influence.
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INTRODUCTION

Science and technology are developing rapidly in daily life. This condition causes increasingly fierce business competition around the world. Beauty products are one of the businesses that are growing rapidly. With the advent of beauty products, more and more people are realizing how important it is to maintain an attractive appearance. Especially now that women will make beauty and skin care standards the main thing, because beauty and beautiful faces have their own attraction (Medhiana 2022).

One of Abel Store Lamongan's efforts to attract consumers to make purchases includes paying attention to promotions, prices, and product diversity. According to Buchory and Saladin (2018:56), Promotion is a marketing function that focuses on communicating persuasive marketing programs to target customers (audience) to encourage the creation of exchange transactions between companies and audiences, promotion is also one of the determining factors for the success of a marketing program.

Abel Store Lamongan also pays attention to the prices sold. According to Kotler and Armstrong in Nilly's (2022:512) research, price perception is the amount of money paid for goods or services. The right price is the price that is in accordance with the quality of the product and can satisfy consumers.

Another factor that influences purchasing decisions is the diversity of products. One of the things that business entrepreneurs must pay attention to to attract consumers is to pay attention to the diversity of products to be sold. Simamora in Nilky's (2022:512) research

defines product diversity as the diversity of products and components provided to consumers by certain sellers.. Abel store Lamongan provides a diversity of products on sale, not only for the face but also for the body.

Companies need to understand the purchasing decisions made by consumers in order to maximize their sales products. According to Nitisusatro in the research of Lisa, et al. (2023:11), purchasing decisions are the process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes, and environmental factors through which individuals interact with each other in various aspects of life.

In this study, the problem that arises is how much influence promotion, price perception, and product diversity are, therefore this study was conducted to find out the extent of the influence between the three components in the hope of providing in-depth insight into what factors influence the most in purchasing decisions.

RESEARCH METHODS

The type of research used in the study is causal associative with a quantitative approach. This research was carried out for approximately 5 months from November 2023 to March 2024. The location of this research was carried out at Abel Store Cosmetics Lamongan which is located at Jalan Kusma Bangsa No. 19 Lamongan. The population in this study amounted to 12,800 people with a sample of 100 people. In this study, samples were taken by random sampling method based on population data from Abel Store Lamongan.

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Results

Variabel	Item	R (Count)	R (Table)	Status
Promotions (X1)	X1.1	0,729	0,1966	Valid
	X1.2	0,815	0,1966	Valid
	X1.3	0,820	0,1966	Valid
Price Perception (X2)	X2.1	0,810	0,1966	Valid
	X2.2	0,872	0,1966	Valid
	X2.3	0,797	0,1966	Valid
Product Diversity (X3)	X3.1	0,813	0,1966	Valid
	X3.2	0,812	0,1966	Valid
	X3.3	0,778	0,1966	Valid
Purchase Decision (Y)	Y.1	0,763	0,1966	Valid
	Y.2	0,835	0,1966	Valid
	Y.3	0,834	0,1966	Valid

Source : Processed by Researcher 2024

The r-table value at $df=N-2$ and the probability of 0.05 obtained $r\text{-table} = 0.1966$ shows that all indicators in this study have a correlation coefficient greater than $r\text{-table} = 0.1966$. This proves that all of these indicators are valid.

Reliability Test

Table 2 Reliability Test

No	Variabel	Alpha Values	Standard Reliability	Remarks
1.	Promotions	0,695	0,6	Reliabel
2.	Price Perception	0,757	0,6	Reliabel
3.	Product Diversity	0,720	0,6	Reliabel
4	Purchase Decision	0,740	0,6	Reliabel

Source : Processed by researchers 2024

So it can be concluded that all variables have an alpha value of > 0.6 and each variable is reliable.

Classic Assumption Test

Normality Test

Table 3 Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.49287587
Most Extreme Differences	Absolute		.046
	Positive		.032
	Negative		-.046
Test Statistic			.046
Asymp. Sig. (2-tailed)			.200 ^{c,d}

Source : Processed by researchers

It is known that significant (Asymp. Sig 2- Tailed) by 0.200. Since a significant value of more than 0.150 indicates that the value of the distribution is normal, it meets the assumption of normality.

Multicollinearity Test

Table 4 Multicollinearity Test

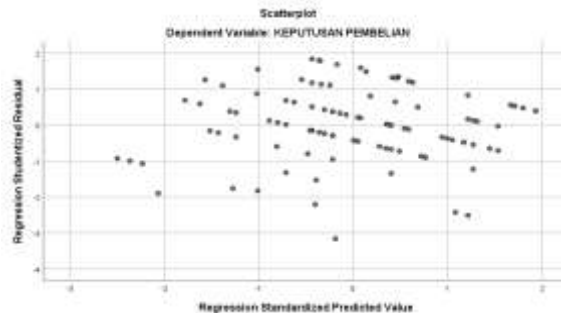
Model		Collinearity Statistics	
		Tolerance	LIVE
1	(Constant)		
	Promotions	.911	1.098
	Price Perception	.856	1.169
	Product Diversity	.835	1.197
a. Dependent Variable: Purchase Decision			

Source : Processed by researchers 2024

Based on the above results, it is concluded that the independent variables in this study are free from the problem of multicollinearity or there is no correlation between independent variables.

Heteroscedasticity Test

Image 1 Graphic Scatterplot



The scatterplot graph shows that the data is above and below the number 0 (zero) on the Y axis and there is no clear pattern in the distribution of the data. This means that there is no heteroscedasticity of scatterplots.

Multiple Linear Regression Analysis

Table 5 Results of Multiple Linear Regression Analysis

		Coefficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	Sig.
1	(Constant)	4.513	1.452		3.107
	Promotions	.122	.093	.120	1.322
	Price	.335	.089	.354	3.777
	Perception				
	Product	.203	.088	.220	2.312
	Diversity				

a. Dependent Variable: Purchase Decision

Source : Processed by researchers 2024

From the multiple linear regression prediction above, it can be explained as follows:

- The constant value (α) has a positive value of 4.513. A positive sign (+) indicates a unidirectional influence.
- The value of the coefficient of the free variable X1 is 0.122 marked positive (+), this means that the promotional variable is met, resulting in the purchase decision variable (Y) increasing
- The value of the coefficient of the X2 variable of 0.335 is marked positive (+) which means that the variable perception of the selling price is met, resulting in an increase in the purchase decision variable.
- The value of the variable coefficient X3 of 0.203 with a positive sign (+) means that the product diversity variable is met, resulting in an increase in the purchase decision variable.

Multiple Correlation Analysis

Table 6 Multiple Correlation Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.526a	.277	.254	1.516	.277	12.241	3	96	.000

Source : Processed by researchers 2024

It can be concluded that the variables of promotion (X1), price perception (X2) and product diversity (X3) have a significant relationship with purchasing decisions (Y) together. And the R value is 0.526 which means that the level of relationship between independent and dependent variables has a significant relationship together and has a fairly strong relationship.

Coefficient of Determination (R²)

Table 7 Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526a	.277	.254	1.516

Source : Processed by researchers 2024

That the result of the regression coefficient (R²) is 0.277. So it was concluded that the influence of variables X1, X2, and X3 was 27.7% on variable Y. Meanwhile, 72.3% obtained other variables that were not researched such as brand trust, product quality, and store atmosphere.

T Test

Table 8 T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.513	1.452		3.107	.002
	Promotions	.122	.093	.120	1.322	.189
	Price Perception	.335	.089	.354	3.777	.000
	Product Diversity	.203	.088	.220	2.312	.023

Source : Processed by researchers 2024

The following is a discussion of testing the t-test hypothesis:

1. T-test against promotional variables

From the above results, it can be seen that the value of t is calculated as $1.322 < 1.984$ t-table, then H_0 is accepted H_1 is rejected. With a sig of $1.189 > 0.05$, it can be concluded that the promotional variable does not have a significant effect on the purchase decision at Abel Store Lamongan.

2. T test on the price perception variable.

From the above results, it can be seen that the value of t is calculated as $3.777 > 1.984$ t-table, then H_0 is rejected H_1 is accepted. With a sig of $0.000 < 0.05$, it can be concluded that the price perception variable has a significant effect on the purchase decision at Abel Store Lamongan.

3. T test against product diversity variables

From the above results, it can be seen that the value of t is calculated as $2.132 > 1.984$ t-table, then H_0 is rejected H_1 is accepted. With a sig of $0.023 < 0.05$, it can be concluded that the variable of product diversity has a significant effect on the purchase decision at Abel Store Lamongan.

Test F

Table 9 F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	84.401	3	28.134	12.241	.000b
Residual	220.639	96	2.298		
Total	305.040	99			

Source : Processed by researchers 2024

The value of F is calculated as 12.241 while at the significant level of $\alpha = 0.05$ the value of the f-table is 2.70, then $f \text{ calculates} > f \text{ of the table}$ with a probability (sig) of $0.000 < 0.05$. Because $f \text{ calculates} > f \text{ table}$, it is assumed that H_0 is rejected and H_1 is accepted, so that it can be concluded that promotion, price perception, and product diversity variables simultaneously affect the purchase decision at Abel Store Lamongan.

CONCLUSION

In accordance with the research conducted by the researcher, the following conclusions can be drawn:

1. Promotional variables do not have a partial effect on the purchase decision at Abel Store Lamongan. This is proven where the t-value is calculated as $1.322 < 1.984$ t-table with a sig of $1.189 > 0.05$. So that the promotion variable does not have a partial significant effect on the purchase decision at Abel Store Lamongan.
2. Variables of price perception, and product diversity have a partial effect on purchasing decisions at Abel Store Lamongan. This is evidenced by the results of the t-test, with a t-value calculated of the price perception variable (X_2) of $3.777 > 1.984$ t-tables with a sig of $0.000 < 0.05$, while the variable of product diversity (X_3) of $2.132 > 1.985$ t-tables with a sig of $0.023 < 0.05$. So that H_0 was rejected and H_1 was accepted, which means that there is a significant influence passively between the variables of price perception and product diversity on the purchase decision at Abel Store Lamongan.
3. Promotion, price perception, and product diversity simultaneously affect purchase decisions at Abel Store Lamongan. This is evidenced by the results of the f test, with a calculated f value of $12.241 > f \text{ table } 2.70$. So it can be concluded that H_0 was rejected H_1 was accepted, so that promotion (X_1), price perception (X_2), and product diversity

(X3) simultaneously had a positive and significant effect on the purchase decision at Abel Store Lamongan.

4. The price perception variable has the most dominant effect on purchase decisions at Abel Store Lamongan. This is proven from multiple linear regression analysis with values $Y = 4.513 + 0.122X_1 + 0.335X_2 + 0.203X_3 + e$. The result of price perception (X2) of 0.335 is greater than the promotion variable (X1) of 0.122 and product diversity (X3) of 0.203, so that price perception has the most dominant influence.

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