


Influence Of Customer Confidence, Prices And Promotionson The Purchase Decision At PT Bintang Agrokimia Utama

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Article Info	ABSTRACT
<p>Keywords: Customer Trust, Price, Promotion, Purchase Decision.</p>	<p>PT. Bintang Agrokimia Utama is company that moves in field agribusiness, chemical And equipment with head office is located in Road Sampali, Percut Sei Tuan, Deli Serdang. Research This aiming For know influence trustcustomer, price And promotion against the decision purchase at PT. Bintang Agrokimia Main. Population in research This is unknown so that using formula lemeshow so get sample totaling 100 samples. Results rstudy partially show that trust customerr own influence against the decision purchase on PT. Bintang Agrokimia Utama, price customer own influence on purchasing decisions at PT. Bintang Agrokimia Utama and promotion own influence on decision purchase on PT. Bintang Agrokimia Utama. In general simultaneous trust customer, price And promotion against the decision purchase at PT. Bintang Agrokimia Main.</p>
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INTRODUCTION

Marketing activities are function the important thing is success companyin get profit or gain from sales of its products, so that the continuity lifea company highly dependent on policy strategy marketing. Marketing calledas function strategic in company in operate its business activities, especially during times of competition in industry show intensity which is getting higher. Marketing Also calledas spearhead for existence company in long term. Many company failed And bankrupt due to failure carry out activity marketing it effectively due to by marketing the less input fielduse purchase.

In determine decision in buy an item for customer or consumer will see the advantages What only given by a company that does not owned by company other. Things simple to do by company For interesting customer use return product or services offered is with increase sense of trust customer to the product or services offered. Customers who believes by a product or company will always use everything that is issued by companyand product the.

In addition to variables trust, variable daynot really very important to be noted by a company because it can influence decisions Purchase. Price variable is variable which is considered most interesting for consumers in determine decision For buy a product. Determination the right price can affect amount product that can be sold company. In part

big cases, usually request and price is inversely proportional, ie the higher it is price, the lower request to product

Apart from promotions, things another thing worth seeing company for consumers to decide For buy in company the same again is promotional aspect. Wrong one way to introduce advantages of a product to audience general is promotion. With existence promotion consumer will given description or information about the product What just which is sold, on the side other promotions also useful for interesting consumer new so add amount customers. Promotion has role For give know the product user about profit product when used.

PT. Bintang Agrokimia Utama is company that moves in field agribusiness, chemical And equipment with head office is located in Road Sampali, Percut Sei Sir, Deli Serdang PT. Bintang Agrokimia Utama experienced a decline in decision purchase, thing This due to because of the problem on customer trust Where product which will sent to consumers often not on time from timetable promised, there are also problems in aspect price where chemical products from PT. Bintang Agrokimia Utama is more expensive compared to with company similar other things, This due to the product chemicals for sale PT. Bintang Agrokimia Utama is product with quality best so in mark own quite expensive price And there is problem in aspect promotion Where PT. Bintang Agrokimia Utama rarely does promotion in social media or hold events and give a cut price considering the price from product PT. Bintang Agrokimia Utama is quite expensive so that things This cause decision purchase to suffer noodles decline.

Theory of the influence of customer trust on purchasing decisions

According to Rorie et al.(2022:366) Trust is wrong one foundation from any business, a transaction business between two split party or more will happen if each each party trust each other. This belief No just like that can be recognized by party other or partner business, but rather must be built start from beginning And can be proven.

According to Karim et al.(2020:90) trust customer very influential on decision purchase, if the customer Already set his heart to a product so it's confirmed process purchasing decisions that will arise, with creation of decisions from customers then will there is an agreement between manufacturers and customer in transaction shopping online with price of the product that has been in agree together

Theory of price influence on purchasing decisions

According to Rustandi And Sastika (2021:2526) Consumers will very selective in matter price if the product or services that will be purchased it is need everyday primer liker food, drinks, clothes, and others. Things This become strategy every company because in competition in market, price offered by competitors can be lower with the same quality or even with better quality. Thing This means that in pricing, company must notice ability consumer And price level from its competitors.

According to Gunarsih, et al.r (2021:70) price as amount mark which is exchanged consumer For profit own And use product or services that enable companies get reasonable profit with method paid for value customer Which created by him.

Theory of the influence of promotion on purchasing decisions

According to Tolan et al.(2021:361) promotion aims to prospecting someone for can be consumer for products which was created so that it can encourage recognition product through channel distribution which is selected with how to create product with brand easy known distributor and consumer in various place along the channel distribution and series purchase. According to Sari, et al. (2023:152) if promotion sale decreasing means activity promotion which is conducted not yet fulfilled process requirements promotion good. Along development of technology information which is increasingly global, then selection of a promotion very influential against the effects or results expected. Because of the success a promotion is one of them depends on the selection promotional path or tool chosen by a company.

Framework

The following are framework natural study This:

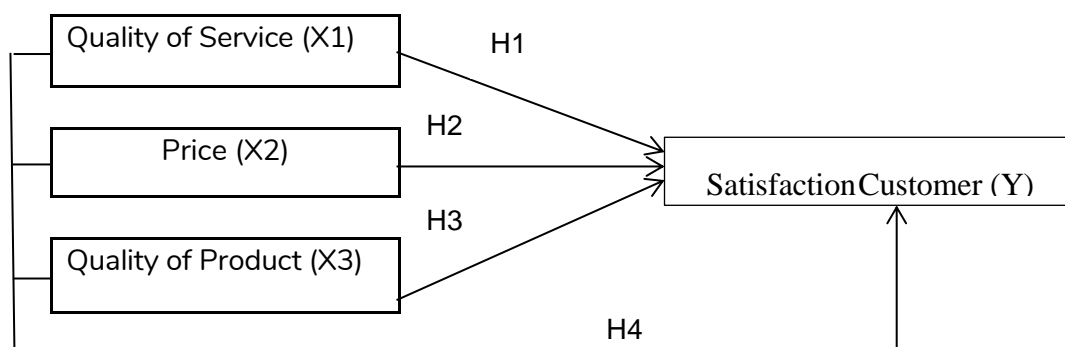


Figure 1. Framework of Thinking

Research Hypothesis

Hypothesis in research This as following:

- H1: Trust customer influence on the decision Purchase at PT. Bintang Agrokimia Utama.
- H2 : Price influential against Decision Purchase at PT. Bintang Agrokimia Utama.
- H3: Promotion influential on Purchasing Decisions on PT. Bintang Agrokimia Main.
- H4 :Trust Customer, Price and Promotion influential against the Decision Purchase at PT. Bintang Agrokimia Utama.

METHODS

Types of Research

Types of research in this research is research quantitative. According to Marcel De Araujo et al. (2021) research quantitative is investigation systematic about a phenomenon with gather data which can be measured using techniques statistics, mathematics, or computing.

Place and Time of Research

Study done in PT. Bintang Agrokimia Main with the head office is located in Road Sampali, Percut Sei tuan, Deli Serdang Research period March 2024 – June 2024.

Population and Sample

According to Abubakar (2021:58), "Populationrinstudy isroverallsource data or subjectrstudy sources that becomerplace will be obtained data."Populationrinstudy This Nor knownbecause ofrthe number ofrconsumerrWhich dorpurchase. According to Rukminingsih, et al.,(2020:16),"Samplerdatisrexamplerealfromfractr predictable its applicability to the level of group reality larger ones. Samplein study This using the lemeshow formula, this This due to For know size from population who does not in know And get 100 samples.

Multiple Linear Regression Analysis

According to Sahir (2021:52), "Regression Multiple is method analysis consisting of more from two variables rnamely two or more variables independent and one variable dependent." Equation formula Regression Multiple can be described as following:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Information :

Y = Dependent variable

X₁ , X₂ =Independent variable

a = Constant (if value)rx is 0, thenrYes, rightras large as or constant)

b₁ , b₂ =Coefficient regression (mark increase or decrease)

Hypothesis Testing

According to Sahir (2021:53), Test partial or test t is testing to coefficientregression in a way partial, for know significance partially or eachvariable free to the dependent variable. Criteria testing as following:

- a. If the valuertcount = ttable, thenrHodidapat.
- b. If the valuertcount > ttable, then Ho is rejected

Test F

According to Sahir (2021:53), Experiment F This used to recognize whether or not there isinfluence with simultaneous way of variables free to the variables bound. Hypothesis used in testing This is:

- a. Ho: Variables free not have influence significant in a way together with the variables tied up.
- b. Ha: Variables free have influence significant Together The samerto the variables tied up.

Adjusted R Square

According to Santoso (2019:138), the use of R *Square*(R Square) often causesproblem, namely that its value will always increasing with there is an addition variable free in a model. Thing This will cause bias, because if you want to get model with R high, a researcher can with haphazard add independent variableAnd mark R will increase, no depends on whether additional independent variables it's relatedwith variables bound or not. Therefore, many researchers who suggested For using Adjusted R *Square*.

RESULTS AND DISCUSSION

Multiple Linear Regression Test

Results processing data through analysis regression multiple linear that is:

Table 1. Results Regression Analysis Multiple Linear Coefficients^a

Model	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	19,870	3,538		5,616	0,000
Trust Customer	0.333	0.162	0.193	2,052	0.043
Price	0.213	0.062	0.314	3,434	0.001
Promotion	0.147	0.068	0.204	2,153	0.034

a. Dependent Variable: Decision Purchase

Source: Processed data Researcher, 2024

From table above it can be formulated as following:

$$\text{Purchase Decision} = 19,870 + 0.333 \text{ Customer Trust} + 0.213 \text{ Price} + 0.147 \text{ Promotion} + e$$

Based on formula then it will explained as following:

- The constant (α) has mark of 19,870 indicates constant value, if the value X1 until X3 is worth 0 then Decision Purchase will remains at 19,870
- Variables Trust Customer (X1) has mark of 0.333 so that concluded Trust Influential customers positive on Purchasing Decisions of 0.33. This means every upgrade Trust Customer as much as 1 unit, then the decision Prchase will increased by 0.333.
- Variables Price (X2) has mark of 0.213 so that Price has a positive effect against Decision Purchase of 0.213. This means that every increase Price as much as 1 unit, then Decision Purchase will berin creased by 0.213.
- Variables Promotion (X3) has mark of 0.147 so it is concluded Promotion influential positive against the Decisionr Purchaser of 0.147. This means that every increase Promotionr by 1 unit, then Decision Purchase will increase of 0.147.

Coefficient of Determination

Results processing data through testing coefficient of determination, namely:

Table 2. Test Coefficient Determinant (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512a	0.262	0.239	4,756

Source: Processed data Researcher, 2024

From table on get adjusted results *square* by 0.239 things This canconcluded that trust customers, prices and promotion can affect decision purchase by 0.239 or 23.9% and the remaining 76.1% is influence by variable who does not researched in this research like Climate Company And Brand Awareness.

Hypothesis Testing

Simultaneous Test (F-test)

Results processing data via test F that is:

Table 3.Results Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	770,112	3	256,704	11,350	.000b
Residual	2171,278	96	22,617		
Total	2941,390	99			

Source: Processed data Researcher, 2024

On table 3.6 above, it can be seen that mark F count (11,350) > F table (2.70) and mark sigof 0.000 < 0.05. This conclude that Trust Customers, Prices And Promotion influential positive and significant against the Decision Purchases from PT. Agrochemical Star Main.

Partial Test (test)

Results processing data via test t namely:

Table 4. Results Partial Test Coefficient

Model	Unstandardized Coefficients B Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	19,870 3,538		5,616	0,000
Trust Customer	0.333 0.162	0.193	2,052	0.043
Price	0.213 0.062	0.314	3,434	0.001
Promotion	0.147 0.068	0.204	2,153	0.034

a. Dependent Variable: Decision Purchase

From table above explained as following:

- Trust Customer (X1) has mark count > ttable is 2.052 > 1.984 and the value sig of 0.043 < 0.05 This conclude that Trust Customer influential positive And significant against the Decision Purchase on PT. Bintang AgrokimiaUtama.
- Price (X2) has mark count > ttable is 3.434 > 1.984 and mark sig of 0.001 <0.05. Hal This conclude that Price influential positive and significant to Decision Purchase on PT. Bintang AgrochemistryMain.
- Promotion (X3) has a value count > ttable namely 2. 153 > 1.984 and mark sig of 0.034< 0.05. Hal This conclude that Promotion influential positive And significant Against Decision Purchase on PT. Bintang Agrokimia Utama.

CONCLUSION

Conclusion from results tudy This is: Trust Customer influentia positive and signifikan againt the Decision Purchase on PT. Bintang Agrokimia Utama. Price influential positive And significant against the Decision Purchase at PT. Bintang Agrokimia Utama. Promotion influential positive and significant again the Decision Purchaser at PT. Bintang Agrokimia

Utama. Trust Customers, Price and Influential promotion positive and significant against Decision Purchase on PT. Bintang Agrokimia Utama.

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