

The Influence Of Price Discounts, Product Bundling, Brand Collaboration On Purchasing Decisions At The Es Teh Indonesia Bandar Kediri Branch

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Abstract: *The increase in consumer spending is driving Indonesia's economic growth. The culinary industry has emerged as a solution to meet the needs of the community. The culinary industry is rapidly growing, leading to intense business competition. Es Teh Indonesia Bandar Kediri is one of the culinary companies in Kediri that is making efforts to face business competition by using promotional strategies such as price discounts, product bundling, and brand collaboration to attract buyer interest, increase sales, and expand market reach. This research uses a quantitative research method. The population is the consumers of Es Teh Indonesia in Bandar Kediri, with a sample size of 385 respondents. Non-probability sampling research method, accidental sampling technique, questionnaire sample collection technique. Techniques for analysis include validity testing, reliability testing, classical assumption testing, multiple linear regression testing, t-testing, f-testing, and coefficient of determination testing. Based on the research findings, it is concluded that price discounts have a significant impact on purchasing decisions, product bundling does not have a significant effect, and brand collaboration has a significant influence. All three variables significantly influence the purchasing decision*

Keywords: *price discount, bundling product, brand collaboration, co – branding, purchase decision*

INTRODUCTION

Increased consumption is currently driving the Indonesian economy, one of the fastest growing businesses is the culinary industry. The culinary sector is one of the fastest growing industries in Indonesia. This is because food and beverages act as needs that must be met immediately to help humans continue their daily activities. So this industry can be said to be very vital in the sustainability of human life. Many companies compete to increase sales. The tea beverage industry is one of the fastest growing culinary companies in Indonesia. The tea-based beverage sector in Indonesia is now growing rapidly in society. The public's fondness for tea has contributed to the growth of the tea industry. Tea drinks are practical, fresh, and inexpensive, so it is not surprising that tea is a popular drink among people from all walks of life. The potential of various community groups to increase tea consumption is one of the potentials for smart business

people to take advantage of business opportunities by putting forward various choices of flavours and blend options, but made from the main raw material of tea. With these conditions, the competitive opportunities of the Indonesian tea beverage industry are increasing. Increasingly fierce business competition forces companies to develop promotional strategies to promote their products in order to attract buyers' attention to the goods they offer so as to influence purchasing decisions.

According to Kasimin (2014) price discount is a mutually agreed reduction in the selling price if payment is completed within a shorter period of time than the payment time or time discount from the seller's point of view. Price discounts can be used as a company marketing strategy to attract buyers to make purchases because the price offered is much cheaper than it should be. This is supported by previous research. Research (Prabarini et al., 2019) shows that there is a significant influence between price discount variables on purchasing decision variables. Fang et al. (2017) defines 'Bundling product is offering one or more goods or services in one package or individual package at a lower cost than if offered separately.' Bundling products can be used as a company's marketing strategy to become the right alternative product choice because it gets two or more products in one package at a lower price than it should. This is supported by previous research (Mustikasari et al., 2021) showing a significant positive influence between the variable bundling product on the purchasing decision variable.

P. Kotler & K.L, Keller (2016) explain that 'Co-branding is the merger of two or more well-known companies that can strengthen each other and aim to attract new audiences.'. Co-Branding can be used as a company's marketing strategy to gain an increased number of buyers, expand market share, and create new, more unique products. Buyers will tend to buy goods or services that have advantages. This is supported by previous research research. Based on research (Kusuma & Fransiska Anita, 2021), it shows that there is a significant positive influence between brand collaboration (co-branding) variables on purchasing decision variables. Tjiptono (2018) states that buyers go through a process of knowing the problem, researching specific brands or products, and weighing the pros and cons of various choices before making a purchase and assessing some of each option with the aim of solving the problem and influencing their choice so that it helps them decide which one to buy. Purchasing decisions need to be increased to maintain the company's existence and win business competition.

One of the several tea beverage businesses that have developed in Kediri City is Es Teh Indonesia. Es Teh Indonesia is a franchise business that sells a variety of contemporary fresh drinks made from tea. Es Teh Indonesia has 22 drink flavours with 5 different topping variations. The price of drinks sold ranges from IDR 7,000 - IDR 22,000. Es Teh Indonesia itself was founded

by Haidhar Wurjanto and Nagita Slavina as the CEO of Es Teh Indonesia. Until now, Es Teh Indonesia outlets have reached more than 900 branches spread throughout Indonesia. One of the branches of the Es Teh Indonesia outlet is in Kediri Regency, precisely on Jalan KH. Wachid Hasyim No. 178 Bandar Lor Village, Mojoroto District, Kediri Regency, East Java Province, which has been established for 3 years and 9 months starting from April 2021.

Based on sales data on Indonesian Ice Tea in 2022, it shows that the volume of sales data has increased significantly from April 2022 to May 2022. This is because that month coincided with the fasting month and Eid al-Fitr holiday. The same thing also happened in December because it coincided with Christmas and year-end celebrations. However, in the usual month sales did not experience a significant increase and even decreased. Es teh Indonesia is not the only beverage outlet in the Kediri area. Tight business competition makes business owners compete with each other to attract the attention of consumers to make purchasing decisions. This can be seen from the many business people who try to attract the attention of buyers. Marketing strategies that are intensively carried out by Es Teh Indonesia to maintain the company's existence are by developing marketing strategies such as price discounts, bundling products and brand collaboration.

Es Teh Indonesia aggressively carries out price discount promotion strategies, namely on offline sales at Es Teh Indonesia Bandar Kediri outlets and online sales on grab, gojek, shopee food applications. The price discount given on offline and online sales is quite different. Price discounts on online sales are around 15% - 50% while for offline 15% - 30% only. The selling price at the outlet seems more expensive than the selling price on the application. Price discounts made by Es Teh Indonesia are still considered expensive by some people, especially buyers who come to the outlet so that it does not attract buyers to make purchases. This is supported by previous research (Fitrotin & Sudarwanto, 2022) showing that there is no significant influence between price discount variables on purchasing decision variables.

Es Teh Indonesia aggressively promotes bundling product strategies, namely bundling packages containing several drinks with different flavour variations, then there are bundling packages with snacks and drinks with certain flavour variations. The bundling product offered by Es Teh Indonesia is still considered not suitable for the tastes of some people in terms of choosing a variety of flavours so that it does not attract buyers to make purchases. This is supported by research (Assyifa, 2022) showing that there is no significant influence between the variable bundling product on the purchasing decision variable.

Es Teh Indonesia aggressively carries out brand collaboration / co-branding promotion

strategies with several brand companies such as Hoodieku, Barenbliss, Sirup Marjan, Biskuat, Hydro Coco, Cornetto, LocknLock, Gramedia, Tiket.com, BarBar Delfi. Brand collaboration / co-branding carried out by Es Teh Indonesia is still considered less attractive, not in accordance with the product image by some people so that it does not attract buyers to make purchases. This is supported by research research (Pramesty Latifa Qolby, 2023) showing that there is no significant influence between brand collaboration / co-branding variables on purchasing decision variables.

Based on the background that has been reviewed previously, there are differences based on the results of previous studies related to the phenomena that occur, so researchers are interested in conducting research on “Pengaruh Price Discount, Bundling Product, Brand Collaboraation Terhadap Keputusan Pembelian Pada Es Teh Indonesia Cabang Bandar Kediri”.

METHODOLOGY

This study analyses the effect of price discounts, bundling products, brand collaboration on purchasing decisions. July - August 2024 period. This study uses quantitative methods to determine the effect between variables, data collection using questionnaires. This study uses a research tool, namely SPSS version 26. The sampling technique used non probability sampling technique with accidental sampling method. The population of this study were consumers of Es Teh Indonesia Bandar Kediri, totalling 385 respondents (using the Lemeshow formula) in July to August 2024.

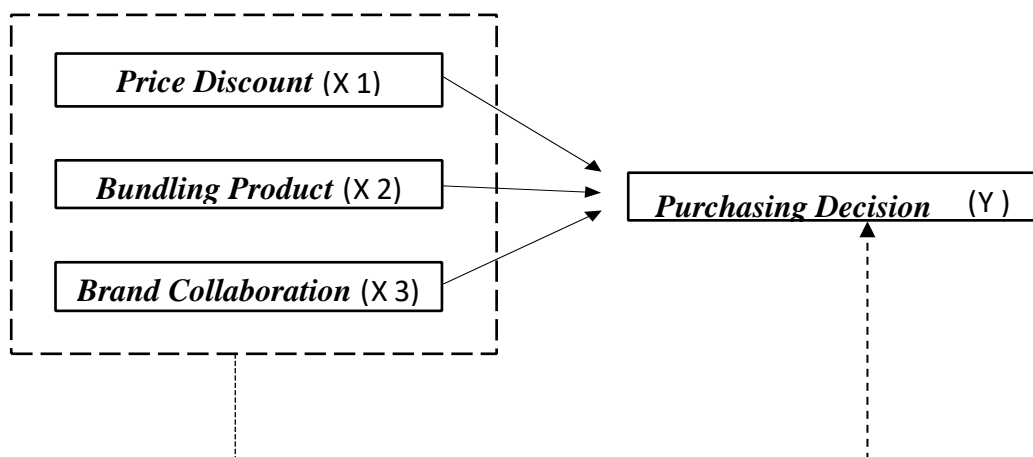


Figure 1. Theoretical Framework

Source: Data processed by researchers, 2024

RESULT

Table 1. Validity Test Results

Variabel	Item	R Count	Validity	Description
Price Discount (X_1)	$X_{1.1}$	0,527	0,005	Valid
	$X_{1.2}$	0,613	0,005	Valid
	$X_{1.3}$	0,585	0,005	Valid
	$X_{1.4}$	0,556	0,005	Valid
	$X_{1.5}$	0,696	0,005	Valid
	$X_{1.6}$	0,644	0,005	Valid
Bundlng Product (X_2)	$X_{2.1}$	0,604	0,005	Valid
	$X_{2.2}$	0,509	0,005	Valid
	$X_{2.3}$	0,506	0,005	Valid
	$X_{2.4}$	0,582	0,005	Valid
	$X_{2.5}$	0,771	0,005	Valid
	$X_{2.6}$	0,730	0,005	Valid
Brand Collaboration (X_3)	$X_{3.1}$	0,437	0,005	Valid
	$X_{3.2}$	0,579	0,005	Valid
	$X_{3.3}$	0,513	0,005	Valid
	$X_{3.4}$	0,465	0,005	Valid
	$X_{3.5}$	0,504	0,005	Valid
	$X_{3.6}$	0,520	0,005	Valid
	$X_{3.7}$	0,614	0,005	Valid
	$X_{3.8}$	0,596	0,005	Valid
	$X_{3.9}$	0,568	0,005	Valid
	$X_{3.10}$	0,561	0,005	Valid
Purcashing Desicion (Y)	Y_1	0,603	0,005	Valid
	Y_2	0,549	0,005	Valid
	Y_3	0,478	0,005	Valid
	Y_4	0,694	0,005	Valid
	Y_5	0,652	0,005	Valid
	Y_6	0,499	0,005	Valid
	Y_7	0,517	0,005	Valid
	Y_8	0,693	0,005	Valid
	Y_9	0,450	0,005	Valid
	Y_{10}	0,44	0,005	Valid

Source: Data processed by researchers, 2024

Tabel 2. Reliability Test Results

Variabel	Cronbach's Alpha	Standar Realibilitas	Keterangan
Price Discount (X_1)	0,640	0,60	Realibel
Bundlng Product (X_2)	0,722	0,60	Reliabel
Brand Collaboration (X_3)	0,724	0,60	Realibel
Purcashing Desicion (Y)	0,759	0,60	Reliabel

Source: Data processed by researchers, 2024

Tabel 3. Test Results of the Coefficient of Determination R²

R	R Square	Adjusted R Square
0,947	0,897	0,896

Source: Data processed by researchers, 2024

Tabel 4. T Test Results

Variabel	Signifikan	Kesimpulan
Price Discount	0,000	H1 accepted H0 rejected
Bundling Product	0,482	H2 rejected H0 accepted
Brand Collaboration	0,003	H3 accepted H0 rejected

Source: Data processed by researchers, 2024

Tabel 5 F Test Results

Variabel	Signifikan	Kesimpulan
Purchasing Desicion	0,000	H4 accepted H0 rejected

Source: Data processed by researchers, 2024

DISCUSSION

In analysing the data of this study using the help of SPSS software version 26 which consists of measuring the model, namely validity test, reliability test, classical assumption test, multiple linear regression test, coefficient test, t test, f test. The validity test results show that it is significantly smaller than 0.05, so the item is declared valid so that the question item can be used as the next research item.

Based on the results of the reliability test in the table above, all items for each variable are > 0.60 so it can be concluded that each variable item is declared valid. reliable or worthy of trust as a variable measuring instrument.

Based on the results of the determination coefficient test, the coefficient of determination R² or R Square is 0.897. This shows that the price discount variable, product bundling, brand collaboration affect the purchasing decision variable 89.7% and the remaining 10.3% is influenced by other factors outside this study. The R Square value of more than 0.50 can be concluded that the three variables can be said to be quite strong. So it can be concluded that price discounts, bundling products, brand collaboration on purchasing decisions have a positive effect simultaneously.

Based on the results of the t test, it can be seen that the effect between the price discount variable (X1), product bundling (X2), brand collaboration (X3) is as follows:

1) The Effect of Price Discount on Purchasing Decisions

The results showed that the significance value of 0.000 < 0.05 means that the first

hypothesis is accepted stating that price discount has a partial effect on purchasing decisions for Indonesian Ice Tea Bandar Kediri.

2) The Effect of Product Bundling on Purchasing Decisions

The results showed that the significance value of $0.482 > 0.05$ means that the second hypothesis is rejected, stating that product bundling has no partial effect on purchasing decisions for Indonesian Ice Tea Bandar Kediri.

3) The Effect of Brand Collaboration on Purchasing Decisions

The results showed that the significance value of $0.000 < 0.05$ means that the third hypothesis is accepted stating that brand collaboration has a partial effect on purchasing decisions for Es Teh Indonesia Bandar Kediri.

Based on the results of the f test, it shows that the significance value is $0.000 < 0.05$. This shows that price discount, product bundling, brand collaboration simultaneously influence purchasing decisions at Es Teh Indonesia Bandar Kediri.

CLOSURE

CONCLUSION

Based on the research results that have been described in the previous chapter, it can be concluded that there is a partial influence between Price Discount and Purchasing Decisions at Es Teh Indonesia Bandar Kediri, as evidenced by the results of the t test obtained a significance value of $0.000 < 0.05$. There is no partial influence between Product Bundling and Purchasing Decisions at Es Teh Indonesia Bandar Kediri, as evidenced by the results of the t test obtained a significance value of $0.482 > 0.05$. There is a partial influence between Brand Collaboration and Purchasing Decisions at Es Teh Indonesia Bandar Kediri, as evidenced by the results of the t test obtained a significance value of $0.000 < 0.05$. There is a simultaneous influence between Price Discount, Product Bundling, Brand Collaboration with Purchasing Decisions on Indonesian Ice Tea Bandar Kediri, as evidenced by the results of the f test obtained a significance value of $0.000 < 0.05$.

SUGGESTION

There are several suggestions that can be conveyed by researchers for Es Teh Indonesia Bandar Kediri. Researchers suggest that Es Teh Indonesia Bandar Kediri improve product bundling in accordance with the interests and tastes of buyers because in this study product bundling has the least influence on purchasing decisions. This is evidenced in the statement 'The bundling product is in accordance with my interests and tastes' received a large number of disagreements. Therefore, it should be noted again that t

65e bundling product should be adjusted to the interests and tastes of consumers, namely by bundling best seller products. In addition, researchers also suggest that maintaining and increasing price discounts, brand collaboration that has been used so that it can attract more buyers.

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