



Effect of Price Discounts on Consumer Purchase Satisfaction (Study at Indomaret Majene Branch)

Zulkifli

Institut Agama Islam Negeri Bone, Indonesia

Corresponding Author  nalling_jnp@gmail.com

ABSTRACT

The purpose of this study is to determine the effect of discounted prices on Customer Purchase Satisfaction at Indomaret Majene Branch. The data analysis technique used is a simple linear regression test. The results showed that the price discount variable had a positive and significant effect on the consumer purchase satisfaction variable at the Majene branch of Indomaret.

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INTRODUCTION

The high demand for goods and services by consumers, both in quantity and quality, encourages companies to compete to provide the best service to consumers. This condition has an impact on the creation of competition among companies. Thus the company must prioritize customer satisfaction so that it can be said that marketing plays an important role in supporting the company's activities in increasing sales. Needs and desires are met as well as efficient prices will determine consumer satisfaction. Customers are reduced or even lost, due to unsatisfactory service, so consumers move to other service providers. Here, companies are challenged with this, in building an image and providing quality and satisfying services.

If customer satisfaction is fulfilled, then the consumer relationship with the company is well established, allowing for the creation of loyalty and these consumers can promote the company by word of mouth which will provide benefits for the company. The company must know what deficiencies the company must correct and what the company must improve in order to achieve consumer satisfaction in accordance with the wishes and needs of consumers.

Discounts on products offered to consumers are one of the sales strategies to be able to provide satisfaction to consumers. According to (Kotler and Armstrong, 2008) Discounts are direct price reductions for a purchase within a certain period of time, giving discounts to consumers has the aim of appreciating customer response. Meanwhile, according to (Hasan, 2008) that price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product.

Consumer interest in owning and buying products is influenced by the urge from within the consumer to own and buy products. Encouragement from within the consumer to own a product is a response to stimulation (stimuli) both from outside and from within the consumer. Consumers have an interest in buying the product they want. Purchase intention is a behavior that arises as a response to an object that indicates a customer's desire to make a purchase (Kotler, 2008). This interest will encourage consumers to make decisions on the problems they face. The decision regarding the choice of consumers to buy or not the product they want. Purchasing decision is the consumer's decision to buy about which brand to buy (Kotler and Armstrong, 2008).

According to (Fandy, 2008) consumer decision is a process in which consumers evaluate various alternative choices and choose one or more alternatives that are needed based on certain considerations. If the considerations result in a positive decision, the consumer will make a purchase of the desired product. The large number of shopping places has the opportunity for consumers to choose, buy, and fulfill their life needs.

One of the fastest growing business sectors today is retail. This is indicated by the increasing number of retail businesses in Indonesia due to the large number of public requests and people's increasingly modern lifestyles, namely those who prefer the convenience of shopping, the ease of finding products, practicality at affordable prices.

One of the fastest growing retail businesses is Indomaret, which is engaged in retail goods trading in almost all cities in Indonesia, including in Majene Regency. In the midst of business competition, Indomaret must be able to compete by providing different values in the eyes of consumers and paying attention to the factors that influence consumer purchasing decisions in order to survive in the midst of hectic competition and to increase sales turnover. Indomaret in Majene is one of the shops that often offers discounted prices. Several strategies in determining it can be done by looking both in terms of time, usability, and the effect of holding a price discount policy.

According to (Fandy, 2008) that discount promotions provide several advantages including: being able to trigger consumers to buy in large quantities, anticipating competitor promotions, and supporting trade in large quantities. Meanwhile (Sutisna, 2012) gives an example of a case, namely when a consumer is walking around Indomaret, and does not intend to make a purchase, suddenly the consumer sees a certain product that is holding a large discount. Coincidentally, the product brand is his favorite brand. At that time the consumer decides to buy the product. From this explanation, product brands that get discounted prices in accordance with the wishes of consumers will create an incentive to make purchases.

METHODS

1. Research sites

This research was conducted at Indomaret Majene branch, Majene Regency, namely the researcher wanted to know how about influenced discounted prices for Customer Purchase Satisfaction Indomaret Majene Branch

2. Data Types and Sources

The types and sources of data used in this study consist of:

a. Primary data

Primary data, namely data obtained directly from respondents, namely Indomaret consumers in the Majene branch, primary data obtained by giving questionnaires to selected respondents containing statements about research variables.

b. Secondary data

Secondary data, namely data obtained from various sources in the form of reports, written documents in the Majene branch of Indomaret as well as documents from other

parties that have relevance to this research variable.

3. Population and Sample

a. Population

According to (Sugiyono, 2012) that the population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were all consumers of Indomaret branchesMajene

b. Sample

According to (Arikunto, 2010) that the sample is part of the number and characteristics possessed by the population. If the population is large, it is impossible for the researcher to study everything in the population. Because the population cannot be counted, the sampling technique used is to take a sample of objects to be investigated which will represent the population. Because the population is unknown, the sampling is done using the following formula (Supramono and Haryanto, 2005):

$$n = \left[\right] \frac{Z_{\alpha/2}^2 \cdot p \cdot q}{E^2}$$

$$n = \left[\right] \frac{1,96^2 \cdot 0,20 \cdot 0,80}{0,20^2}$$

$$n = 98 \text{ respondents}$$

Information:

N = Sample Size

Z α /2 = The standard value of the standard outside normal list is the confidence level (a) 95%.

E = The level of determination used by stating the maximum error magnitude of 20%.

From the calculation above, it can be seen that the sample in this study was 98 respondents. While the sampling technique in this study was to use the accidental sampling method, where to obtain data the researcher met subjects, namely people who were accidentally met during a visit and the researcher conducted the research until the number reached was sufficient for the researcher.

4. Data collection technique

The data collection techniques used by researchers in this study consisted of:

a. *library research*, namely the data collected through searching the literature related to the problems discussed in this study.

b. *field research*, namely the data needed and obtained from the field using the following techniques:

1) Observation, namely the researcher directly sees and observes the actual objective conditions about influenced discounted prices for Customer Purchase Satisfaction Indomaret Majene Majene Branch.

2) Questionnaire or questionnaire

According to (Arikunto, 2010) that Questionnaire is a list of questions about a certain topic, which will be given to the object or either individually or in groups to obtain certain information. This questionnaire is used to measure discounted prices and Consumer Purchase Satisfaction at the Majene Branch of Indomaret.

3) In this study researchers using a Likert scale. According to (Sugiyono, 2012) Likert scale to assess the attitude or behavior desired by researchers by asking several questions to respondents. Then the respondent was asked to provide a choice of answers or responses on the measurement scale provided. In this study the answer choices in the questionnaire were Strongly Agree (SS) with a score of 4, Agree (S) with a score of 3, Less Agree (KS) with a score of 2, Disagree (TS) with a Score of 1. The higher the score obtained, the the higher the price discount and Customer Purchasing Satisfaction Indomaret Majene Branch.

4) Documentation,

According to (Ridwan, 2009) that documentation is intended to obtain data directly from the research site, including relevant books, regulations,

activity reports, photographs, documentaries, data relevant to research. This documentation method is used to collect document data, for example: data on the number of employees, vision and mission, as well as other data that supports this research.

5. Data analysis technique

a. Validity and Reliability Test

1) Validity test

The validity test used is internal validity. To test the validity of each instrument item is to correlate the scores of each item with the total score of the entire instrument. An item is said to be valid if $(r\text{-count} > r\text{-table})$, for example at a level of significance of 5%, and vice versa.

2) Reliability Test

An instrument to be trusted as a data collection tool is necessary reliability test is used. Reliability refers to the level of reliability of a measuring instrument. Reliable means trustworthy, so reliable. If the instrument is good and reliable, then no matter how many times it is taken at different times and on the same subject, the results will still be the same.

The instrument reliability test was carried out with internal consistency. Reliability the instrument of this study was calculated using the Alpha Cronbach formula because the instrument used was a questionnaire with the minimum requirement to be considered reliable is ≥ 0.6 .

b. Normality test

Tests about the normality of data distribution. The normality test is used because in parametric statistical analysis, the assumption that must be owned by the data is that the data must be normally distributed, meaning that the data will follow the shape of a normal distribution.

Test Normality aims to test whether in a regression model, the dependent variable and independent variable or both have a normal distribution or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the Normality assumption. In addition, the Normality Test can be carried out using the Kolmogorov-Smirnov technique. The normally distributed data is Sig. Kolmogorov-Smirnov count $>$ Sig. Research (0.05). And if the calculated Kolmogorov-Smirnov significance is $< \alpha$, then the sample does not come from a normally distributed population.

c. Regression Coefficient Test

To know influenced discounted prices on Consumer Purchase Satisfaction Indomaret Branch Majene conducted a simple linear regression test. The research model used in this study is:

$$Y = \alpha + \beta X + e$$

Information :

Y = Customer Purchasing Satisfaction Indomaret Majene Branch

X = Discounts

α = Intercepts/Constant

β = Regression parameter/coefficient

e = Error terms

RESULTS AND DISCUSSION

1. Respondents' answers to research variables

a. Discount variable (X)

Based on the results of research on the discount variable (X) by distributing questionnaires to respondents, namely the respondent's assessment of the price discount (X), overall the average shows good criteria, namely 97%, while those who answered very well, namely 3% and no one answer less good, not good and very bad.

b. Consumer purchase satisfaction variable (Y)

Based on the results of research on consumer purchase satisfaction variable (Y) by distributing questionnaires to respondents, the results obtained were respondents' assessment of consumer purchase satisfaction (Y)), the overall average showed good

criteria, namely 76%, while those who answered very well, namely 19% and those who answered were not good, namely 5% and no one answered bad and very bad.

2. Test Validity and Reliability

1. Validity test

Based on the results of the validity test, it was obtained that all question items for the discount variable (X) and the consumer purchase satisfaction variable (Y) were valid because the correlation value (r) was above 0.30 ($r \geq 0.30$) so that this research could be continued.

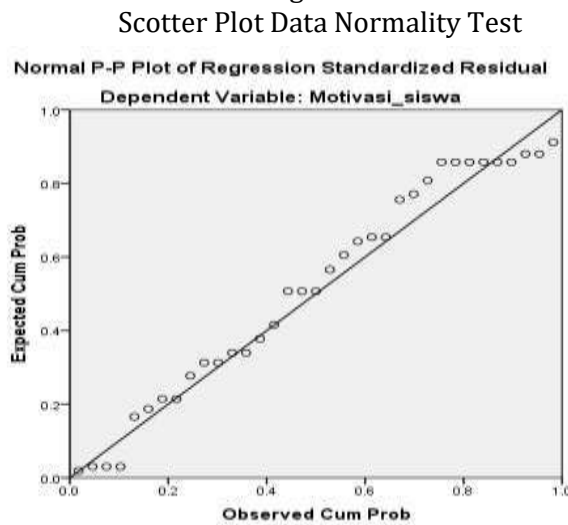
2. Reliability Test

Based on the results of the Reliability test, it was obtained that all question items for the discount variable (X) and the consumer purchase satisfaction variable (Y) were reliable because the alpha (α) value was above 0.60 ($\alpha \geq 0.60$) so this research could be continued.

3. Normality test

Based on the results of data processing, it can be seen that the dots spread around the line and follow the diagonal line, so it can be concluded that the data used in this study is normally distributed so that it can be continued in regression analysis.

Figure 4.



3. Coefficient Test regression

Simple linear regression analysis is used to determine how much influence the independent variables (discount) on the dependent variable (customer purchase satisfaction) at Indomaret Majene Branch. Simple linear regression analysis in this study used the SPSS version 20 program which can be seen in table 4.9 as follows:

Table. 1
Regression coefficient test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	5,854	,896		6,535	,000
Discounts	,963	,037	,937	26,308	,000

a. Dependent Variable: consumer_satisfaction

Source: Results of 2022 SPSS data processing

Based on the results of data processing, the equation in this study becomes:
 $Y = 5.854 + 0.963x + \epsilon$

1). Costanta value of 9.584

If there is no change in the value of the price discount variable, then consumer

purchase satisfaction at Indomaret Majene Branch is 9.584

2). The regression coefficient value is 0.963

The price discount regression coefficient is 0.963 indicating that if the price discount variable increases by 1, the consumer purchase satisfaction variable will increase by 0.963. And conversely if the discount variable decreases by 1 then the consumer purchase satisfaction variable will decrease by 0.963. So it can be concluded that the price discount variable has a positive effect on the consumer purchase satisfaction variable indomaret Majene branch.

Discounts are product price reductions from normal prices within a certain period (Sutisna, 2012; 37). Meanwhile, according to Swastha (2002; 63) that a discount is a reduction from the existing price. This reduction can be in the form of cash or other concessions. Price discounts are one of the business strategies implemented by business people. The price cut strategy is implemented with the main objective of maintaining the company's cash flow. Dynamic money circulation, companies can finance operational costs and labor costs. Trade transactions always involve two parties, namely the buyer as the recipient of the goods and the seller as the party that delivers the goods. Before the transaction occurs, both parties must reach an agreement regarding the price of the goods being traded along with other terms, including the discount. Discounts are one of the ways companies use to attract buyers to make purchase transactions.

Results Study this goes along with research that conducted by Josep Tolisindo (2017) and Putri dani irawan (2014) where the results of their research are price discount has a positive and significant effect on taxpayer compliance on consumer purchasing decisions.

CONCLUSION

After To do study, so researcher could conclude a number of conclusion for answer problem which lifted in study this, conclusion which can be pulled that is Based on the results of the study, the regression coefficient value was 0.963 and a significant value of 0.000 was stated to be smaller than the 0.05 confidence level. So it can be concluded that the price discount variable (X) has a positive and significant influence on the consumer purchase satisfaction variable (Y) at Indomaret Majene branch.

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