

The Influence of Product Innovation and Pricing on Purchasing Decisions at Rotte Bakery Bukit Barisan Pekanbaru

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ABSTRACT

This research aims to determine the influence of product innovation and pricing on purchasing decisions at Rotte Bakery Bukit Barisan Pekanbaru. This research is quantitative research with a population and sample of 100 respondents. The data sources for this research were obtained from secondary and primary data. Collection and research use observation methods and distributing questionnaires. The instrument used was a questionnaire provided by researchers to assess using rating scale guidelines. The data obtained was processed then by carrying out a linearity test. The data analysis technique uses Statistical Program for Social Science (SPSS) version 23.0 analysis and hypothesis testing using the product moment correlation technique. The research results concluded that product innovation and pricing have a significant influence on purchasing decisions at Rotte Bakery Bukit Barisan Pekanbaru.

INTRODUCTION

Along with the times, many businesses have emerged not because of need but because of desire. Technological advances, the phenomenon of globalization, and the opening of world markets have become significant obstacles for companies. With domestic markets maturing and sales growth slowing, companies across industries will recognize the importance of business development in response to these challenges.

The emergence of the culinary industry is a recent trend in Indonesia's business landscape, reflecting shifts in societal activities and lifestyle preferences. The expansion of the culinary sector has led to a rise in the number of entrepreneurs in Indonesia, highlighting the enduring strength and ongoing development of micro, small, and medium enterprises (MSMEs) as a fundamental economic pillar.

As a provincial city in Riau, Pekanbaru is developing, so many businesspeople are emerging to take advantage of opportunities and opportunities in doing business. One of the business units in Pekanbaru is Rotte Bakery which is located in Bukit Barisan. Rotte Bakery is a business in the food sector that has been known since 2016, this business is owned by Syafrizal Abdul Rasyid. Currently, Rotte Bakery is experiencing rapid growth with the existence of 39 outlets spread across Riau province.

On December 10, 2018, Mr. Mardhika as CEO of Rotte Bakery revealed that Rotte Bakery has 3 basic principles that are applied to his company, namely: 1. Spiritual company, this company implements Islamic law by implementing all employees must carry out prayer orders and must share 2. Socialpreneur, where Rotte Bakery makes social contributions by utilizing 20% of profits which are used to help the community, and 3. Life Academy where Rotte Bakery wants to provide direction and education to the community so that they can develop mindsets and skills.

The simple, unobtrusive decoration of the outlet merchandise gives Rotte Bakery the impression of not being expensive but not cheap, the bread production process can be seen directly by visiting consumers. This Dirotte's selling price range is quite cheap and very affordable. The products at Rotte Bakery Bukit Barisan have many variants, as a form of implementation of the innovations that have been made. The Bukit Barisan bakery menu starts from 2,500 to 38,500 and there are 95 product variants, so both adults and children can buy it. product innovation that we can see from 2018 to 2022.

The wide variety of product units offered by Rotte bakery should make it easy for customers to choose various products according to their wishes. The large number of choices of a product is one of the reasons for consumers in making their choice.

Now, each company offers products with a variety of choices, each with its advantages. This condition makes consumers more selective in choosing products that are suitable for them. Therefore, companies compete to continue to innovate in their products, to attract consumer attention to make purchasing decisions, and to maintain customer loyalty, to maintain the company's survival.. Setting appropriate marketing targets and designing marketing strategies based on intense business competition will give companies the ability to dominate the market. Producers try to adopt various methods to be at the forefront of

consumers' hearts. One approach is to pay attention to price factors. The price factor plays a significant role for consumers in determining the choice of equipment to meet their needs.

Table.1 Product types (Flavor Variants) and prices

No (1)	Year Production (2)	Types of products (Flavor variations) (3)	Price (4)
1	2016	Flat bread (red beans, green beans), special mini chocolate, Fit'omini	Rp. 2,500
2	2017	Donuts (Blueberry, cheese, tiramisu, strawberry, Durian filling)	Rp. 3,500
3	2018	Almond durian, Ball chochip, Butter vanilla coconut, beef floes, Butter coffee	Rp. 6,600
4	2019	Bread 9wheat, marbleori, panda, vanilla mocha jumbo) Raisple sweet	Rp. 13,000
5	2020	Jam (tiramisu, chocolate, peanuts, srikaya) pillow cheese, Suasage Roll	Rp. 25,000
6	2021	Shredded Roll, Browker Stick, Cheese Muffin, Bomboloni Donut, Sweet Chicken Floes	Rp. 35,200
7	2022	brownies	Rp. 38,000

Source Rotte bakery, 2023

The new menu of a product becomes a reason for consumers to make their choice. Creative and innovative producers will continuously attract the attention of consumers to decide to buy. It is not only product innovation that influences purchases, consumers can also be influenced by the prices set by producers. Therefore, producers are required to be careful in making price policies for each product they sell so that the company is able to compete with competitors. Apart from that, creating new products based on following current trends is also a strong foundation for producers to attract customers and potential consumers and maintain the company's existence.

According to Kotler & Armstrong (2016), Factors influencing purchasing decisions are integral to consumer behavior, encompassing the study of how individuals, groups, and organizations assess, procure, utilize, and seek goods, services, ideas, or experiences to satisfy their needs and want.

Products that have specifications and advantages will attract the attention of consumers, usually before deciding to buy, consumers will consider it first by looking at the products on offer. Most buyers consider price in their purchasing decisions. One of the objectives of introducing product innovation is to sway consumers in their decision-making process regarding product usage, thereby facilitating easier purchasing decisions for consumers.

From the above phenomenon, it can be seen the development of the Rotte bakery business by looking at the target and realization of sales of the Rotte bakery business in line during the year. Target and realization in 2018 in 1 day sold 120 pcs. In 2019 there was an increase in sales to 130 pcs/day, then in 2020 there was a decline in sales to 125 pcs/day due to the haze, then in 2021 there

was a decrease of 100 pcs due to the Covid-19 pandemic that year, and in 2022 the sales realization was 5 The year above shows instability so there are suspicions of problems.

LITERATURE REVIEW

Marketing

As per Kotler and Keller (2016), marketing involves coordinating cohesive communications to disseminate information about products or services, with the goal of fulfilling human needs and desires.

Interaction with the external environment is the essence of marketing. The company achieved success in carrying out its general activities and marketing activities in particular as part of its efforts to face an unpredictable external environment. This occurs because of the various factors and specifications that influence a company's success or failure in general, and specifically as a result of a company's ability or inability to deal with rapid environmental change. Hence, the extent to which a company can manage or fail to manage environmental effects also affects the execution of its overall operations, including marketing activities specifically.

Product Innovation

According to Kotler and Keller (2016), 'product innovation' is a combination of multiple processes that mutually influence one another.

with the combination of these various processes ultimately being able to create a new product or product innovation as well. is the result of creativity from various existing products.

The birth of new innovations is due to various elements, such as the circulation of products that have been around for too long, and it could also be due to the needs of consumers who expect something new. Enhancing product quality through innovation is the objective of innovation. Generating fresh innovations is crucial for gaining a competitive edge, as innovation serves as a cornerstone for company growth and underpins the augmentation of a product's sales value.

As per Kotler and Keller (2016), there exist six product dimensions, which are outlined as follows:

1. Innovation to create new products.
2. There are several new products as product lines
3. Additions to product lines already in production
4. development of existing products as an effort to improve and revise products.
5. set the target market as re-determination.
6. Cost efficiency

This is done to attract consumers' attention in deciding to buy a product and has the effect of increasing product sales.

H1: Suspicion that there is an influence on Product innovation to buying decisions Bakery Bukit Barisan Pekanbaru.

Pricing

According to Kotler (2019: 131), price is the value attached to a product which can be measured in a certain amount of money. Large companies usually assign division managers or product managers to handle pricing. Price is an adjustable component of the marketing mix, which can fluctuate according to certain times and locations. Prices are not just numbers printed on a packaging label or shop shelf, but prices have many forms and perform many functions. According to Buchari Alma (2013) pricing represents the worth or value. of a product or item expressed in money.

From the opinion above, it is stated that in a company price is a very important element because with that price the company can obtain income which with this income the company can maintain its survival.

Meanwhile, according to the interpretation of Kotler and Armstrong by Bob Sabran (2012), four categories define a price, which include:

- 1). Accessibility in terms of price
- 2). Alignment of product quality with its price
- 3). Competitiveness of pricing
- 4). Correspondence between the benefits received and the price

H2: There is a presumption that pricing affects the decision to purchase from Rotte Bakery Bukit Barisan Pekanbaru.

Buying decision

According to Kotler and Armstrong (2016), considerations in purchasing are part of consumer behavior, the nature or behavior of consumers shows how a person, group, and organization decides, buys, uses, and how goods and services, as well as ideas, ideas, or experiences, can fulfill needs and satisfy their desires.

Meanwhile, in the opinion of (Paul & Olson, 2013) a purchasing decision is a behavior in deciding to evaluate two choices. From the choice of one of the two options, consumers will buy or not buy.

In the opinion of Buchari Alma (2013), Consumer purchasing decisions stem from various factors, encompassing financial, technological, political, cultural, product-related, pricing, location-based, promotional, physical evidence, personnel, and procedural economic considerations. Considering the aforementioned factors, consumers develop attitudes as they evaluate information and form conclusions, ultimately resulting in responses that influence their decision to purchase a product. Based on this concept, the conclusion is that purchasing decisions are the result of consumer considerations based on needs and desires regarding the use and utilization of goods and services that can meet consumer needs and satisfaction.

As per Kotler and Keller (2016), there exist five stages in the decision-making process for purchasing, which are as follows:

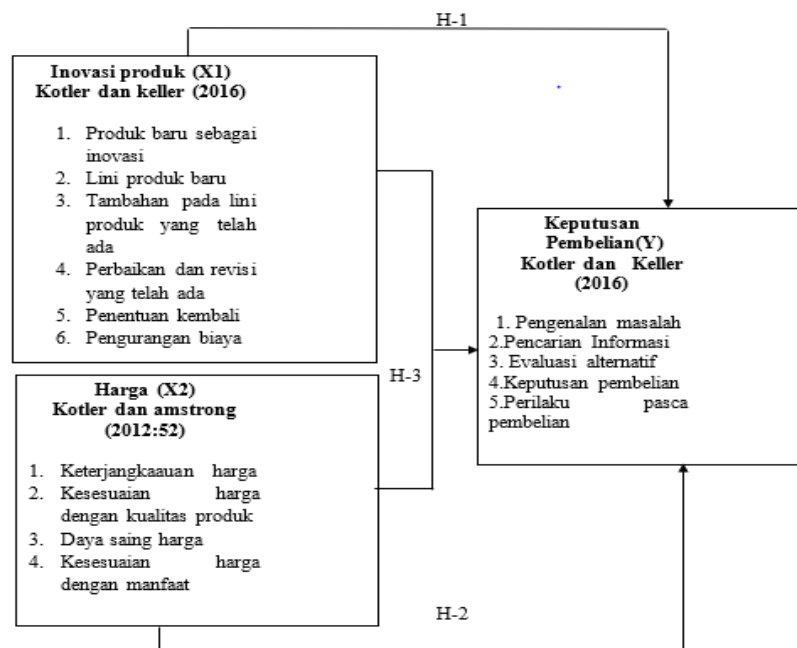
- a) Recognition of the Problem Stage
- b) Search for Information Stage
- c) Evaluation of Alternatives Stage
- d) Decision-Making Stage
- e) Post-Purchase Evaluation Stage

From the provided description, it is evident that purchasing decisions will occur before consumers decide to buy. Here consumers will first evaluate the product or service that will be used, looking at the benefits of the product or service to see whether it really meets the benefits needed by the consumer.

H.3: There is a hypothesis suggesting that both product innovation and pricing may have an impact on the purchasing decisions made for the bakery located in Bukit Barisan, Pekanbaru.

From the theoretical study presented previously, it can be used as an illustration for a framework for thinking. This framework of thinking is used to direct the picture in understanding research towards the expected goals.

So, you can see an overview of the framework of thought proposed by this research as follows:



Gambar 2.1 Kerangka Pemikiran

The researcher refers to the problem formulation, objectives and benefits of the research, so the hypothesis put forward by the researcher is as follows:

H1: It is suspected that there is an influence of product innovation on decisions Purchasing rotte bakery Bukit Barisan Pekanbaru

H2: It is suspected that there is an influence of price on purchasing decisions at the Bukit Barisan Pekanbaru bakery

H3: It is suspected that there is an influence of product innovation and pricing on purchasing decisions for the Bukit Barisan Pekanbaru bakery.

METHODOLOGY

This research uses quantitative methods. Sugiyono (2018) describes a research approach rooted in positivism, which relies on tangible data in the form of numerical values that are organized into tables and analyzed using statistical methods to test hypotheses related to the research problem, ultimately aiming to draw general conclusions.

Population

According to Sugiyono (2013), the population refers to a defined area of generalization comprising individuals or subjects possessing specific qualities and characteristics identified by the researcher for the study, leading to conclusions being drawn. In the context of this study, the population comprises consumers of the Bukit Barisan Pekanbaru bakery.

Sample

Sampling employing the Hair formula, as outlined by et al. (2014), is utilized due to the precise estimation of the population. size is not known, and it is likely to continue to increase, so sampling is adjusted to the guidelines, For a minimum sample size of 5-10 times the indicator variable.

According to Hair et al. (2014), ideally, the sample size should be 100 or greater. As a rule of thumb, the minimum sample size should be at least five times larger than the indicator being analyzed, although a ratio of 10:1 would be preferable for a more acceptable sample size. In this study, the number of indicators was 15 times 6 ($15 \times 6.6 = 99$). So, through calculations based on this formula, the sample size obtained from this research was 99 but rounded up to 100 consumers of the Bukit Barisan Pekanbaru Rotte Bakery.

This research uses Accidental Sampling, opinion (Sugiyono:2017) Incidental sampling, also known as accidental sampling, is a method of selecting samples based on chance or unintentional encounters. In this approach, individuals whom the researcher happens to encounter by chance can be chosen as samples if they are deemed suitable as sources of data. The research used accidental sampling because consumers who come to the Rotte Bakery are difficult to determine and can change at any time so a definite sample cannot be determined.

Measurement technique

The data measurement method employed in this study is the Likert scale. Sugiyono (2019) utilizes the Likert scale to gauge attitudes, opinions, and individuals' perceptions of social phenomena.. In this research, the author determines social phenomena in detail which are said to be research variables.

Data analysis technique

In this study, descriptive analysis is employed, which entails examining collected data by describing or explaining it without the intention of drawing universally accepted conclusions or generalizations (Sugiyono, 2013). Quantitative analysis is a methodological approach employed to examine the relationship between variables in a study, utilizing calculations or statistical tests based on data gathered from questionnaire responses and primary sources.

RESEARCH RESULT

Descriptive Analysis

The research carried out involved a sample of 100 at Rotte Bakery Bukit Barisan Pekanbaru. This research was conducted using the questionnaire distribution method. The instrument used is a questionnaire that has been prepared by researchers to obtain respondents' opinions so that the results can

be summarized to assess using rating scale guidelines. Then the data obtained was processed by carrying out a linearity test using SPSS 23.0 and hypothesis testing was carried out using the product moment correlation technique.

Analysis of Respondent Characteristics

Based on observations made by researchers, several assessment indicators in this study received good scores.

Product Innovation

From the data provided in Table 4.9, it is evident that consumer feedback regarding product innovation at Rotte Bakery Bukit Barisan yields a total score of 3.41, placing it within the "good" category. The dimension with the highest response was cost reduction, namely 3.625 and the lowest response was the additional dimension of existing products with a score of 3.0. This states that product innovation at Rotte bakery is good.

Pricing

Based on the number of answers from 100 respondents on 8 assessment indicators contained in the dimensions of the pricing variable. According to the information presented in Table 4.2 above, it is evident that there are 47.38% answers that strongly agree for the overall assessment indicators related to determining the price of bread products at Rotte Bakery, meanwhile there are 52.25% answers that agree for the assessment related to price determination for bread products, only 0.38 % of answers disagreed and there were no disagree answers from respondents.

Buying decision

Based on the number of answers from 100 respondents on 10 assessment indicators contained in the dimensions of the purchasing decision variable. According to the data provided in Table 4.3 above, it can be observed that 60.8% of answers strongly agree with the overall assessment indicators related to purchasing decisions on route bakery bread products, meanwhile, 38.5% answers agree with the assessment related to price determination on bread products, only 0.7 % of answers disagreed and there were no disagree answers from respondents.

From the data results, It can be inferred that the objective of this research is to determine the impact of product innovation and pricing on purchasing decisions. The research results showed that the results were as expected. The findings from the descriptive analysis of the independent variables indicate that the evaluation falls within the "good" category. Moreover, the research findings reveal that both product innovation and pricing collectively exert a noteworthy influence on purchasing decisions for bread products at Rotte Bakery.

Data Instrument Test

Validity test

This test is employed to ascertain the degree to which the questionnaire utilized effectively measures product innovation, pricing, and purchasing decisions.

The validity of each statement item is evaluated by examining the corrected item-total correlation of each statement, which is considered valid if the correlation coefficient (r_{count}) is greater than the critical value (r_{table}). In this research, the comparison with the critical value (r_{table}) is conducted using the r_{table} value, with a sample size of $n = 100$ or degrees of freedom ($df = 98$), which is 0.196.

The validity results can be seen based on the following SPSS output:

Table 2. Validity test

Question items	R count	R table	Conclusion
X.1.1	0.683	0.196	"Valid"
X.1.2	0.654	0.196	"Valid"
X.1.3	0.643	0.196	"Valid"
X.1.4	0.688	0.196	"Valid"
X.1.5	0.720	0.196	"Valid"
X.1.6	0.742	0.196	"Valid"
X.1.7	0.744	0.196	"Valid"
X.1.8	0.561	0.196	"Valid"
X.1.9	0.728	0.196	"Valid"
X1.10	0.588	0.196	"Valid"
X1.11	0.714	0.196	"Valid"
X1.12	0.727	0.196	"Valid"
X2.1	0.620	0.196	"Valid"
X2.2	0.641	0.196	"Valid"
X2.3	0.689	0.196	"Valid"
X2.4	0.588	0.196	"Valid"
X2.5	0.697	0.196	"Valid"
X2.6	0.720	0.196	"Valid"
X2.7	0.713	0.196	"Valid"
X2.8	0.722	0.196	"Valid"
Y.1	0.662	0.196	"Valid"
Y.2	0.670	0.196	"Valid"
Y.3	0.668	0.196	"Valid"
Y.4	0.717	0.196	"Valid"
Y.5	0.704	0.196	"Valid"
Y.6	0.604	0.196	"Valid"
Y.7	0.616	0.196	"Valid"
Y.8	0.594	0.196	"Valid"
Y.9	0.710	0.196	"Valid"
Y.10	0.714	0.196	Valid

Source: processed research data, 2023

The table indicates that each of the 30 statement items pertaining to product innovation, pricing, and purchasing decisions exhibits a significant R count exceeding the R table ($R'count > R'table$). Consequently, all statement items can be deemed valid.

Reliability Test

Reliability is employed to assess the consistency or dependability of a questionnaire, which will be said to be reliable if the respondent's response to the statement does not change or is stable. The reliability test in this research uses Cronbach Alpha with the condition of reliability when giving a Cronbach Alpha value for each variable of more than 60% or 0.6. The reliability of the SPSS results can be seen in the following table:

Table 3. Variable Reliability Test Results

No	Variable	Cronbach's Alpha	Limit Value	Information
1.	Product Innovation (X1)	0.913	0.6	Reliable
2.	Pricing (X2)	0.902	0.6	Reliable
3.	Purchase Decision (Y)	0.836	0.6	Reliable

Source: SPSS 23 processed data, 2023

The findings from the reliability test for each variable indicate that the threshold value is 0.6, with Cronbach's Alpha for product innovation (X1) being 0.913, for pricing (X2) being 0.902, and for purchase decisions (Y) being 0.836. These results show that the entire questionnaire for each variable has met the criteria values and can be declared reliable and suitable for use in research.

Test Data Analysis

1. Simple Linear Regression Analysis

a. Product Innovation on Purchasing Decisions at Rotte Bakery

Simple regression analysis is an analysis used as a prediction tool for the independent variable product innovation (X1) in explaining the dependent variable, namely purchasing decisions (Y). The calculations can be seen as follows:

**Table 4
Simple Linear Regression Analysis of Product Innovation Buying decision**

'Coefficients.a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(still)	20,189	2,972		6,721	,000
	Product innovation	,725	,085	,572	6,446	,000
a. Dependent Variable: purchasing decision						

Source: Researcher Data Processing

The regression results show that:

- a) The regression coefficient for purchasing decisions is positive, meaning that product innovation has a positive impact on purchasing decisions.
- b) The constant value (α) is 20.189, meaning that if the product innovation variable is assumed to be zero (0), then the purchasing decision is 20.189
- c) The product innovation regression coefficient value of 0.725 means that for every 1 unit increase in product innovation, purchasing decisions will increase by 0.725.

t Test (Partial Test)

Table 5. Results of Partial Test Analysis (t Test) of Product Innovation on Purchasing Decisions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,896	2,189		1,780	,078
	Product innovation	,032	,139	.021	,322	,817

a. Dependent Variable: purchasing decision

Source: Researcher Data Processing

In general, the table above illustrates that partially the test results obtained a calculated t value < t table, namely $0.322 < 1.780$, which means The H_0 hypothesis (H_0) is accepted, while the alternative hypothesis (H_a) is rejected.

Coefficient of Determination Test

Table 6. Results of Analysis Coefficient of Determination Analysis for Product Innovation Impact on Purchasing Decisions

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611a	,297	,230	4.05348

a. Predictors: (Constant), product innovation
 b. Dependent Variable: purchasing decision

Source: Researcher Data Processing

The table's R-squared value elucidates the coefficient of determination, with a figure of 0.297. This implies that the product innovation variable

contributes to purchasing decisions by approximately 29.7%, while the remaining 70.3% is influenced by other variables not under examination.

b. Pricing Determination of Rotte Bakery Purchasing Decisions

Simple regression analysis is a method utilized to predict the independent variable, pricing (X2), in explaining the dependent variable, purchasing decisions (Y). The computed results are presented as follows:

Table 7. Simple Linear Regression Analysis of Pricing on Purchasing Decisions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,988	2,941		6,401	,000
	Pricing	,476	,082	,588	6,025	,000

a. Dependent Variable: purchasing decision

Source: Researcher Data Processing

The regression analysis outcomes indicate that:

- a) The regression coefficient has a positive effect on purchasing decisions.
 - b) The constant value (α) is 16.988. This suggests that if the pricing variable is presumed to be zero (0), the purchasing decision would be 16.988. The regression coefficient value for product innovation is 0.476. This indicates that for every one-unit increase in product innovation, purchasing decisions are expected to increase by 0.476 units.
- Analysis of the Impact of Product Innovation on Purchasing Decisions at Rotte Bakery Using
2. Multiple Linear Regression Multiple linear analysis is used in research that consists of more than one dependent variable. In this research, multiple analysis is used as a predictive tool for the independent variables product innovation (X1) and pricing (X2) on purchasing decisions (Y). The results of the multiple linear regression analysis are:
 - 3.

Table 8. Multiple Linear Regression results

Coefficients ^a					
Model	Unstandardized Coefficient		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		

1	(Constant)	3,896	2,189		1,780	,078
	PRODUCT INNOVATION	,032	,139	.021	,322	,817
	PRICING	,472	,159	,292	2,973	,004
a. Dependent Variable: Purchase Decision						

Source: Researcher Data Processing

These numbers have meanings:

- a) The constant value (α) is 3.986, meaning that if product innovation (X1) and pricing (X2) are zero, then the purchasing decision is 3.986
- b) The value of the product innovation The regression coefficient value for variable X1 is 0.032, indicating that a one-unit increase in variable 1 will affect purchasing decisions.
- c) The price determination regression coefficient value (X.2) is 0.472, meaning that if variable 2 experiences an increase of 1 unit it will influence purchasing decisions.
- d) d) The value of the regression coefficient for product innovation (X1) is 0.032 and price determination (X.2) is 0.472, namely $0.032 + 0.472$ so that the result is 0.510, meaning that if the product innovation and price determination variables increase by 1 unit, it will influence purchasing decisions, namely it will also increase by 0.472. .

Simultaneous Test (f test)

This test aims to assess the combined influence of the included independent variables on the dependent variable. The results of the test are displayed in the table below:

Table 9. Significance Test F (Simultaneous)

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	338,177	4	84,544	15,624	,000
	Residual	514,063	95	5,411		
	Total	852,240	99			

Source: Researcher Data Processing

The significance value is 0.000, which is less than 0.05. Thus, it can be inferred that the independent variables, namely product innovation and pricing determination, together (simultaneously), exert a significant impact on the dependent variable, namely purchasing decisions.

Test of Coefficient of Determination (R2)

The outcomes of the coefficient of determination test (R2) are intended to assess the capacity of the independent

variables (product innovation and pricing) to explain the variability in the dependent variable. The test results are displayed in the subsequent table:

Table 10. Coefficient of Determination Test

Model Summary b				
Model	R	R Square	Adjusted R Square	Std.. Error of the Estimate
1	,630	,397	,371	2,326
a. Predictors: (Constant), Product Innovation, Pricing				
b. Dependent Variable: Purchase Decision				

Source: Researcher Data Processing

The adjusted coefficient of determination value is determined to be 0.371. Therefore, it can be inferred that the dependent variable (purchasing decisions) can be elucidated by the independent variables (product innovation and pricing).

CONCLUSION

Quantitative analysis is a methodological approach employed to examine and evaluate the relationship between various variables or factors. variables in a study by utilizing calculations or statistical tests from data obtained from questionnaire answers and primary data. Purchasing decisions can refer to the way the decision-making process takes this action. Consumer purchasing decisions are affected by consumer behavior. The study findings reveal that there is no partial impact of product innovation on purchasing decisions.

The research findings also indicate that pricing exerts a partial yet significant influence on purchasing decisions. This finding is consistent with the hypothesis which states that price influences purchasing decisions and is in line with a study conducted by Heny Toreh which concluded that price partly influences purchasing decisions. The two independent variables that have the most dominant influence on purchasing decisions are price.

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