The Effect of Dual Pricing and Promotional Strategies on Traders Income in Tourism Villages, Samosir Regency

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A R T I C L E I N F O

A B S T R A C T

One of the pricing methods is dual pricing, but many consumers still find it unfair. Dual pricing is an easy and realistic strategy for increasing income for small companies or traders. This is especially true for small traders who are not yet familiar with sufficient marketing strategies. Traders in the Tourism Village of Samosir Regency currently apply double prices in trading every day because they don't have an adequate marketing strategy, especially promotions. The purpose of this study is to find out how the income of traders in five tourist villages in Samosir Regency is affected by dual prices and promotion strategies. This study uses a quantitative approach, and data is processed using SPSS. The promotion strategy does not have a significant effect on the income of traders in the Tourism Village of Samosir Regency, but dual pricing has a positive and significant effect. This shows that traders use Dual Pricing as the main strategy to increase their business revenue. However, because merchants do not have a lot of marketing knowledge and enough marketing channels to sell their goods, the promotion strategy is not very effective. However, the results of the simultaneous test show that the Dual Pricing and Promotion Strategy Variables have a significant correlation with the income of traders in the Tourism Village of Samosir Regency. In addition, this shows that although the independent variables do not have the same strong effect partially, the marketing strategy and dual pricing have a significant correlation to income.

INTRODUCTION

Lake Toba is the largest tectonic lake in the world and has a lot of natural potential that can be utilized for tourism growth. Until now, tourism around Lake Toba continues to grow, including tourist attractions, hotel business, services, and souvenir trade. Lake Toba has great potential, and the Indonesian government has designated it a Priority Tourism Area to be developed along with seven other tourist areas across the country. In order to increase domestic and foreign tourist visits in the future, the government allocates enormous funds to build infrastructure and infrastructure on Lake Toba because it is considered a national priority. The Indonesian government is targeting 13 million tourists to visit Lake Toba in 2023. The completeness of tourist facilities and infrastructure is not only necessary to attract visitors, but also the quality of attractions and facilities (Eccles and Costa, 1996). To date, visits to Lake Toba have increased significantly, mainly due to the construction of the toll road and the construction of an airport leading to Lake Toba. Even so, the development of Lake Toba has several problems. The philosophy and culture of the people living around Lake Toba have not changed according to the number of tourists who come, either in terms of how they are served or how they interact with foreigners. The government has not succeeded in changing the behavior of the people around Lake Toba and providing education to them. This is shown by the fact that the government has not made much effort to socialize and educate the public, especially those who will interact directly with the community. Foreign and domestic tourists report many complaints on social media about attitudes, services, and dealings with local people.

Because the dealers charge much more than they should, many tourists feel cheated by them. Because the practice of price manipulation is a legal thing in trading, traders who are considered as wrong actors can actually be justified. Both repurchase intention and purchase decision are influenced by price. Because traders experience limited communication and knowledge, there is no good communication between traders and buyers. The government should be responsible for this, especially traders at tourist sites. On Samosir Island, there are several tourist villages that offer unique Batak cultural experiences and stunning natural scenery. These include Tomok Tourism Village, Ambarita Tourism Village, Tuk Tuk Tourism Village, Simanindo Tourism Village, and Pangururan Tourism Village, each with its own characteristics. The tourist village has many cheap lodgings, bars, restaurants and souvenir shops. Price discrimination that occurs in Tomok is also frequently discussed on social media. In fact, there is nothing wrong with price discrimination, at least not as Stigler (1987) argues in his book. The term price discrimination refers to the price of comparable goods or services at different ratios to marginal costs (Stigler, 1987). This is one of the most common types of marketing practice. However, the most common goal of price discrimination is to get more money out of different customer demographics. There is nothing wrong with price discrimination or two levels of prices offered by traders in Samosir Tourism Village, once again. There is evidence that price discrimination or dual pricing can increase producer profits. Double-digit increases in business profits can be

achieved through analytics-driven centralized discriminatory pricing and ideal sales force incentives (Amaral, Kolsarici, and Nediak, 2023). In Nepal, a study on the perceptions of local and foreign tourists was conducted to find out how dual pricing might influence tourists' decisions to pay for entrance tickets to the country's tourist facilities. The results of the study show that tourists can accept price differences because they believe that this is normal in tourist attractions (Apollo, 2014). Merchants must prioritize customer satisfaction and attract customers even though price discrimination or dual pricing is legal.

Any attempt to increase tourism must take into account and study the values of the people. Because not all existing values are compatible or conflicting with development values, it is even possible, and often proven by social scientists, that some societal values, including those considered underdeveloped or undeveloped, can contribute positively to development efforts if known and used. correctly (Alfian, 1986). The trading strategy of the local population that must be respected by migrants is the two-price practice adopted by Tomok traders. The people of Samosir Island adhere to the principle of "Hamoraon", which means prosperity, because Samosir Island is where the majority of the Toba Batak people live. According to these local people, trading is a respected occupation, and prosperity must be earned in an honorable way.

This simple research has been widely carried out throughout the world. However, as a developing region, this research must be conducted to find out the reasons or components that encourage local traders in the Tourism Village of Samosir Regency (Lake Toba) to implement dual pricing practices. We suspect that dual pricing has an effect on traders' income, which needs to be proven at the end of this research. We will also examine another factor, promotion, to compare it to dual pricing. This factor may also affect the income of traders in Samosir Island Tourism Village.

THEORETICAL REVIEW
Dual Price (Price Discrimination)

Pricing is critical to revenue and profitability (Dominique-Ferreira et al., 2016; Rodríguez-Algeciras and Talón-Ballestero, 2017). Pricing can change a company's profits or even losses, which makes it a very sensitive issue for businesses (Collins and Parsa, 2006; Rao and Kartono, 2009). Prices that are too high or too high can cause a loss of market share, while prices that are too low or too low can cause a loss of revenue (Danziger et al., 2006).

Foreign visitors are usually charged a much higher price than domestic visitors. This is known as price discrimination. In many countries, this price discrimination occurs. However, in developing countries such as Southeast Asia and Africa, where price differences are greatest, this is more troubling (Apollo, 2014). One of the most common types of marketing strategy is price discrimination, which refers to the price of comparable goods or services at different ratios to marginal costs (Stigler, 1987). On the marketing dimension, Lancaster and Withey (2006; 153) state that segmented or differential pricing,

such as dual pricing, is when companies frequently change their base price to allow for differences in terms of customer, product, location, time of day, and season, among others. . Basically, a company sells its product through two or more processes, although the price difference is not always based on a cost difference. This price adjustment approach, also known as price discrimination, can be very effective in increasing business demand and revenue.

Pigou (1920) categorizes dual pricing into three types of pricing: First Degree Discrimination, Second Degree Discrimination and Third Degree Discrimination

1. First Degree Discrimination means that different output units are sold at different prices; price may differ from person to person. The different prices demanded equal the willingness of consumers to pay. First-degree price discrimination involves setting a different price for each sale. However, first-degree or perfect price discrimination, which refers to fixing a price for any good equal to the maximum WTP (Willing To Pay) for that unit, is difficult to implement and rarely seen in practice (Varian, 1989).
2. Second-Degree Price Discrimination Second-degree price discrimination, or nonlinear pricing, occurs when prices differ based on quantity sold, but not between customers. This occurs either through cash discounts or cash equivalents such as gift cards (Khouja et al., 2011).
3. Third-Degree Price Discrimination This type of price discrimination occurs when a monopolist sells output for different prices to different people, but each unit of output sold to certain people is sold at the same price. This is the most common form of price discrimination. Examples include: discounts for students, discounts for senior citizens and so on (Varian, 1996).

Researchers formulate a temporary conjecture that Dual Price affects the income of traders on Samosir Island (Ha1 accepted)

Promotion Strategy

Planning, implementing, and controlling persuasive communications with customers is part of the promotion strategy. Advertising, personal selling, sales promotion, and publicity of goods and services are all parts of promotion (Rajagopal, 2016). Promotion is one of the many factors for business success in selling its products. Promotion itself is considered as a one-way persuasion that encourages someone to make an act of exchange, or buying and selling, in marketing. Therefore, promotions must be designed carefully and thoroughly because it is not only about how to talk to consumers but also about how much it will cost to do so. In addition, promotions must remain in accordance with the capabilities of the company.

By informing, persuading and encouraging people to buy a company's goods and brands, the main purpose of promotion is to increase sales. If promotional activities are carried out well, they can encourage customers to buy, consume, or use a company's goods and services, which in turn will result in an increase in company sales. Tjiptno (2015) states that promotion is a type of

marketing communication. Marketing focuses on disseminating information, persuasion, and target market incentives to accept, buy, and be loyal to the goods and services offered by the company. This is known as communications marketing.

According to Kismono (2001: 374) companies need to set promotional goals that will help achieve company goals more broadly through promotional programs such as the following:

According to Kismono (2001: 374) companies need to set promotional goals that will help achieve company goals more broadly through promotional programs such as the following:

1. Persuading target customers: Promotions that are persuasive are generally not liked by the public, however, these promotions are aimed at encouraging purchases.
2. Inform Promotional activities are aimed at informing the target market about offers from the company.
3. Reminding Promotions that are reminders are carried out mainly to maintain the product brand in the product's maturity period.
4. Modification of consumer behavior Promotion is directed at changing consumer buying habits

Ha2 has the opportunity to accept that the promotion strategy can affect the income of traders in Samosir Island Tourism Village.

Income

For determining tax burdens, distributing transfers, and wider normative issues of injustice and inequality, income is basic. However, we do not have an understanding of shared income, and it is impossible to define income purely and strictly (Brook, 2018). Revenue is defined as the inflow or increase in the assets of an organization or the completion of its responsibilities (or a combination of both) during a period from the delivery or production of goods, the rendering of services, or other activities that are the main or important operations of the organization (Diamond and Pagach, 2007). Revenue, according to Sochib (2018: 47), is an inflow of assets originating from the delivery of goods and services by a company during a certain period of time. For a company, income from main operations will increase the value of its assets and essentially increase its capital. However, for accounting reasons, increases in capital resulting from the delivery of goods or services to other parties are recorded separately in a revenue account. The income indicator in this study is the operating profit obtained from the sale of production and the business profit obtained from sales within a certain period of time. Factors not examined in this study may affect the income of traders in Samosir Island Tourism Village. However, the purpose of this research is to prove the hypothesis with field data. In Samosir Island Tourism Village, researchers suspect that there is a relationship and simultaneous influence between Dual Pricing and Promotion Strategy on traders' income (Ha3).

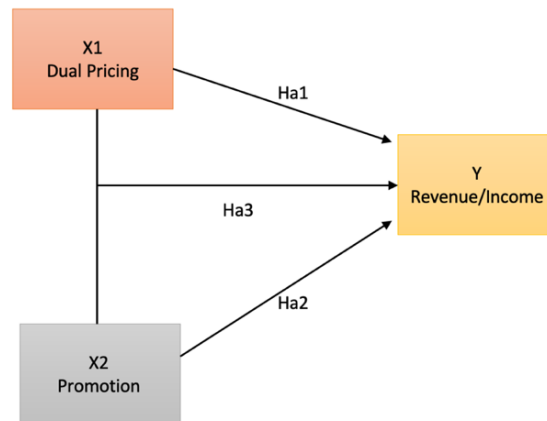Below is the framework that we used to design this research concept:

Figure 1. Conceptual Framework

METHODOLOGY

Method and Data Analysis Techniques

In this study, the associative method is used as a quantitative approach, which means describing generalizations or explanations about the relationship of one variable to another. The quantitative approach also uses the process of measurement, calculation, formulas, and certainty of numerical data during the research process. We used a purposive sampling method for traders in the Tourism Village on Samosir Island. The number of respondents was obtained from the results of observations and pre-research researchers and the willingness of traders. 37 respondents came from 5 tourist villages, each with 7 samples. We use the following respondent criteria:

a) Traders in Samosir Island Tourism Village (Men and Women)
b) Education level
c) Work Duration
d) Income per month
e) Understand About Dual Pricing

Data was collected directly in five Tourism Villages in Samosir Regency: Tomok, Simanindo, Tuk Tuk, Ambarita and Pangururan. SPSS, or Statistical Product and Service Solutions, is a quantitative data processing system. Hypothesis testing, classical assumption testing, and multiple linear regression analysis will be used to produce more accurate conclusions. In addition, the Likert measurement scale is used to facilitate the conversion of respondents' perceptions into numbers

Findings

Samosir is a district in North Sumatra Province, Indonesia. This regency is located on Samosir Island, which is the largest volcanic island in the world located in the middle of Lake Toba. Lake Toba itself is one of the largest lakes in Indonesia and is a popular tourist attraction. The geographical location of Samosir Island is at an altitude of about 1,000 meters above sea level, which provides a cool climate and beautiful natural scenery. Samosir is famous for its

natural beauty, panoramic lakes, green hills, and the cultural life of the Toba Batak people who live on this island. There are several main destinations on Samosir Island apart from the views of the Lake and Mountains available. Some of these tourist destinations offer local culture and wisdom of the Batak people who are scattered in several tourist villages such as Tomok Tourism Village, Ambarita Tourism Village, Tuk Tuk Tourism Village, Simanindo Village and Pangururan Village. Each of these tourist villages offers different advantages and different attractions. The livelihoods of the majority of the people of this Tourism Village are traders and fishermen (farmers).

Profile of a Tourism Village on Samosir Island:

a. Tomok Village: Tomok is one of the famous tourist villages in Samosir. This village is located east of Samosir Island and has several interesting tourist objects. One of them is the tomb of King Sidabutar which is an ancient stone tomb dating from the 18th century. Apart from that, in this village, you can also find traditional Batak houses which are examples of traditional Batak architecture.

b. Ambarita Village: Ambarita Village is located in the southeast of Samosir Island. This village is famous for "Batu Parsidangan" or "Batu Siallagan" which is where the Toba Batak tribe used to hold meetings and adjudicate customary violations. In this village, you can find interesting cultural and historical sites.

c. Simanindo Village: Simanindo Village is located in the north of Samosir Island. The village is best known for the Exile House of King Siallagan which is a museum displaying a collection of Batak art and culture, including traditional Batak dances which are performed regularly.

d. Pangururan Village: Pangururan is the capital of Samosir district and is one of the most important villages on the island. Here, you can find several facilities such as traditional markets, shops, and places to eat. Pangururan also has beautiful views and a strategic location to explore a number of tourist objects in the vicinity.

e. Tuk Tuk Village: Tuk Tuk Village is one of the most popular villages on Samosir Island and is usually a favorite place for tourists to stay. This village is located on a small peninsula on the north side of Samosir Island, and offers spectacular views of Lake Toba. Here, you can find many inns, restaurants and cafes serving local and international dishes.

Each of these Tourism Villages is suspected of having transactions with tourists at two prices. Uniquely, local tourists who have the ability to bid on prices are more likely to get lower prices. This shows that the local culture still greatly influences the people of the island of Samosir.

This Table below can be inferred that the majority of respondents in this study are male, with the age of the majority of respondents being traders over 40 years old. The majority of traders in the Tourism Village of Samosir Regency have been doing business for more than 11 years and 100% of respondents are aware of dual pricing practices. However, there were two respondents who had

never attended school, although the majority of respondents had attended High School education, dominating the respondents in this study.

Table 1. Description of Respondents

Characteristics	Total	Percentage
Gender		
Male	24	68,6
Female	11	31,4
Age		
17-20	-	-
21-30	9	25.7
31-40	12	34.2
>41	14	40
Work Duration		
< 5 Years	7	20
5-10 Years	2	5.7
>11 Years	26	74.2
Education Level		
No Education	2	6
Primary	5	14
Junior School	8	23
High School	17	49
Bachelor Equivalent	3	9
Knowledge about Dual Discrimination		
Yes	35	100.0
Income per Month		
<Rp. 5.000.000	8	22%
Rp.5.000.000-Rp.10.000.000	17	49%
>Rp.10.000.000	10	29%

Validity Test of Dual Pricing Variables (X1)

The validity test aims to measure the validity or validity of the questionnaire. Each item from the existing statement will be tested for validity. Calculation of this validity test using the help of the Statistical Package for the Social Science (SPSS). To find out the validity of each statement in the research instrument, it can be seen from the rcount and rtable columns. If the value of rcount > r rtable, then the question can be declared valid and vice versa. The rtable value at α = 0.05 with the degree of freedom (df) = n-2, namely 35-2 = 33, so that the rtable is 0.333. Then the statement item that can be declared valid is if rcount > 0.333. The validity test of the questionnaire for the Competency variable (X1) in this study was conducted on 35 respondents with a df of 33 respondents and a rtable of 0.333.

Table 2. *Validity Test of Dual Pricing Variables (X1)*

No	Item	r_{hitung}	r_{tabel}	Information
1	X.1.1	0,752	0,333	Valid
2	X.1.2	0,808	0,333	Valid
3	X.1.3	0,857	0,333	Valid
4	X.1.4	0,919	0,333	Valid
5	X.1.5	0,497	0,333	Valid
6	X.1.6	0,797	0,333	Valid
7	X.1.7	0,788	0,333	Valid
8	X.1.8	0,786	0,333	Valid
9	X.1.9	0,691	0,333	Valid
10	X.1.10	0,919	0,333	Valid
11	X.1.11	0,919	0,333	Valid

Table 3. *Validity Test Variable of Promotion Strategy* (X2)

No	Item	r_{hitung}	r_{tabel}	Information
1	X.2.1	0,665	0,333	Valid
2	X.2.2	0,547	0,333	Valid
3	X.2.3	0,498	0,333	Valid
4	X.2.4	0,494	0,333	Valid
5	X.2.5	0,587	0,333	Valid
6	X.2.6	0,609	0,333	Valid
7	X.2.7	0,700	0,333	Valid
8	X.2.8	0,591	0,333	Valid
9	X.2.9	0,574	0,333	Valid
10	X.2.10	0,694	0,333	Valid
11	X.2.11	0,862	0,333	Valid

Table 4. *Validity Test Variable of Revenue* (X3)

No	Item	r_{hitung}	r_{tabel}	Information
1	Y.1	0,924	0,333	Valid
2	Y.2	0,682	0,333	Valid
3	Y.3	0,868	0,333	Valid
4	Y.4	0,924	0,333	Valid
5	Y.5	0,898	0,333	Valid
6	Y.6	0,933	0,333	Valid
7	Y.7	0,941	0,333	Valid
8	Y.8	0,819	0,333	Valid
9	Y.9	0,924	0,333	Valid
10	Y.10	0,924	0,333	Valid
11	Y.11	0,782	0,333	Valid
12	Y.12	0,335	0,333	Valid

Normality Test

Table 5. Kolmogorov-Smirnov Tes

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		35
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,52645968
Most Extreme Differences	Absolute	.227
	Positive	.174
	Negative	-.227
Kolmogorov-Smirnov Z		1,342
Asymp. Sig. (2-tailed)		,055
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the table above, the value obtained through the Kolmogorov-Smirnov test was found to be 0.055. Based on the provisions, this value exceeds the specified limit value so that it can be said that the data is normally distributed, namely 0.05. So it can be concluded that the data obtained in this study are normally distributed and meet the normality test assumptions.

Table 6. Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan)	7,332	5,806		1.627	,216		
	Dual Pricing	1,278	,123	1,010	10,292	,000	,687	1,456
	Promotion Strategy	-,398	,145	-,269	-2,737	,010	,687	1,456
a. Dependent Variable: Income								

Based on table above, it can be seen that the Tolerance value for the Competency and Reward variables is 0.687 which means > than 0.10 and the VIF value is 1.456 which means <10.00. From these results it can be concluded that there are no multicollinearity symptoms and the regression model is said to be feasible and can be used for the regression equation.

Table 7. Multiple Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	7,332	5,806		1,263	,216
	Dual Pricing (X1)	1,278	,124	1,010	10,292	,000
	Promotion Strategy (X2)	-,398	,145	-,269		,010

a. Dependent Variable: Income (Y)

Hypothesis testing

Table 8. Partial Significance Test (T Test)

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
	(Constant)	7,332	5,806		1,263	,216
	Dual Pricing	1,278	,145	1,010	10,292	,000
	Promostion Strategy	-,398	,124	,269	-2,737	,010
a. Dependent Variable: Income						

Based on the results of the T test it can be concluded that:

a. In the Competency variable (X1) on Performance Effectiveness (Y) a t-count value of 10.292 > 2.036 is obtained with a significance level of 0.000 <0.05 and has a regression coefficient value of 1.278. This shows that the Dual Pricing variable (X1) has an effect positive and significant to the Trader's Income Variable in Samosir Island Tourism Village (Y). Based on these results, Ha1 is accepted.

b. In the Promotion Strategy variable (X2) to Income (Y) the t-count value is -2.737 <2.036 with a significance level of 0.010 <0.05 and has a regression coefficient value of -.398. This shows that the Promotion Strategy variable (X2) has no positive and significant effect on the income variable of traders in Samosisr Island Tourism Village (Y). Based on these results, H02 is accepted

Table 9. Simultaneous Significance Test (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	808,864	2	404,432	59,634	,000[b]
	Residual	217,022	32	6,782		
	Total	1025,886	34			

a. Dependent Variable: Income

b. Predictors: (Constant), Dual Pricing, Promotion Strategy

Based on the results of data processing in table 4.50, it can be seen that the f-count value obtained is 59.634 > 3.29 or based on the sig value of 0.000 <0.05. These results mean that the independent variables, namely Dual Pricing (X1) and Promotion Strategy (X2), have a simultaneous effect on the dependent variable, namely Merchant Income (Y). Based on these results, Ha3 is accepted.

DISCUSSION
The Effect of Dual Pricing on the Income of Tourism Village Traders in Samosir Regency

Dual Pricing is a common and legal pricing strategy to apply in trading activities. Dual pricing does not only occur in developing countries such as Indonesia and Nepal, but developed countries such as countries in America and Europe also apply dual pricing for tourists coming to their countries (Apollo, 2014). The dual pricing practice carried out by traders in the Tourism Village of Samosir Regency apparently affects the income level of traders. This becomes the main strategy because of the limited knowledge of traders in implementing effective marketing strategies to increase traders' income. Based on the test results in the SPSS program, the Dual Pricing variable (X1) on Income (Y) obtained a T_{count} value of 10.292 > 2.036 with a significance level of 0.000 <0.05 and has a regression coefficient value of 1.278. This shows that the Dual Pricing variable (X1) has a positive and significant effect on the Trader's Income variable (Y). Based on these results, Ha1 is accepted and H01 is rejected.

The Influence of Promotional Strategies on the Income of Tourism Village Traders in Samosir Regency

Many studies have proven that the promotion strategy is a factor that can affect the income of a company or business actor. The promotion strategy as part of the marketing strategy is a strategy to get more customers and stimulate potential buyers to make purchasing decisions. However, this is less effective for traders in the Tourism Village of Samosir Regency. This is due to the limited knowledge of traders in utilizing marketing strategies and low knowledge in integrating promotional strategies with technology. This is supported by the test results in the SPSS program, on the Promotion Strategy variable (X2) on trader income (Y) obtained a t-count of -2.036 with a significance level of .010 <0.05 and has a regression coefficient value of -0.398. This shows that the Promotion Strategy variable (X2) has no positive and significant effect on Trader's Income variable (Y). Based on these results, H02 is accepted and Ha2 is rejected. Thus, the dual pricing strategy is the main strategy of traders in increasing income in Samosir Regency amidst limited knowledge in managing their marketing strategy.

The Effect of Dual Pricing and Promotional Strategies on the Income of Tourism Village Traders in Samosir Regency

Dual Pricing and Promotion Strategy are very important strategic instruments in business continuity. Dual pricing as an element of pricing strategy and promotion represents a marketing strategy that has a very strong and inseparable role in the success of a business, especially income.

Simultaneous testing that was carried out resulted in data that the correlation coefficient (R) was 0.888, which meant that there was a relationship between the Dual Pricing variable (X1) and the promotional strategy (X2) on trader income (Y) of 88.8% so that the relationship between these variables can be categorized very closely. While the Adjusted R Square value of 0.775 or the determinant coefficient value shows that the variable Dual Pricing (X1) and Promotion Strategy (X2) on Revenue (Y) is 77.5%, while the remaining 22.5% is influenced by other factors outside this research.

CONCLUSIONS AND RECOMMENDATIONS

Based on the tests that have been carried out using SPSS, it can be concluded that partially each Independent variable has a different effect. Dual pricing has a positive and significant effect on the income of traders in the Tourism Village of Samosis Regency, while the Promotion Strategy has no significant effect on the income of traders. This indicates that Dual Pricing is the main strategy undertaken by traders to increase their business income. While the promotion strategy is not very influential due to limited marketing knowledge possessed by traders and limited marketing channels for products sold by traders. However, in the simultaneous test it can be concluded that the Dual Pricing Variable and Promotion Strategy have a very close relationship to the income of traders in the Tourism Village of Samosir Regency. This also indicates that although partially the independent variable does not have the same strong effect, it cannot be separated that the dual pricing strategy and marketing strategy have a strong relationship to income. That is, if the promotion strategy can be implemented effectively, it will be able to influence income to be higher.

FURTHER STUDY

Mixue must further improve service and develop the quality of taste based on the characteristics and desires of consumers, so that sales in the following years can continue to increase. In addition, Mixue must maintain a price perception that is in accordance with product quality and the benefits felt by consumers. So that it can continue to maintain and improve purchasing decisions from consumers. For further research, the researcher suggests including other variables and using different test analysis tools to test the level between variables that influence other consumer purchasing decisions.

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