

Analysis of Influencing Factors To Increase Product Selling Value During the Covid-19 Pandemic (Case Study of Small and Medium Enterprises (SMEs) in Kampung Sejahtera Mandiri Teras Pancasila Tangerang, Banten)

Fransiscus Xaverius Pudjo Wibowo¹⁾

fx.wibowo@ubd.ac.id

Agus Kusnawan²⁾

agus.kusnawan@ubd.ac.id

Eso Hernawan³⁾

eso.hernawan@ubd.ac.id

1) 2) 3) Buddhi Dharma University

Abstract

The purpose of this research is to find out how much both / individually and jointly between independent variables (price, location, promotion and service) affect the dependent variable (Product Purchase Decision Making During the Covid 19 Pandemic). This research was conducted by Small and Medium Enterprises (UKM) at Kampung Sejahtera Mandiri Teras Pancasila, Tangerang City, Banten by distributing questionnaires to questions while the research sample was used by *simple random sampling*. The t shows that the independent variables both have a positive and significant influence on the dependent variable. A case study on Small and Medium Enterprises (UKM), Kampung Sejahtera Mandiri Teras Pancasila, Tangerang City, Banten with the results obtained that the t value of the $t_{2.001}$ price is $> t_{table} 1,65$ and probability $.0048 < 0.05$, the t value $t_{1.774}$ location for. $> t_{table} 1.65$ and . probability $.0039 < 0.05$, the value of t_{count} promotion is $5.823. > t_{table} 1.65$ and .probability $.0000 < 0.05$ and the value of t_{count} service is $7.401. > t_{table} 1.65$ and probability $.0000 < 0.05$ The result of F_{count} is $172,359$ level significance 0.000 then $F_{count} > F_{table} (94,925 > 3,87$ significance level $0.000 < 0.05$, the independent variable simultaneously has a positive and significant influence on the dependent variable in the case study on Small and Medium Enterprises (UKM), Kampung Sejahtera Mandiri Teras Pancasila, Tangerang City, Banten and the value of the coefficient of multiple determination R^2 is $87.9, \%$ explained the independent variable factors (price, location, promotion and service) and the remaining $100\% - 87,9\% = 12.1\%$ the results obtained from other variables are not included from the independent variable.

Keywords: Location, Price, Promotion, Purchase Decision Making, Service

INTRODUCTION

The impact of the Covid-19 Pandemic Period is truly extraordinary from all aspects of the joints of life, many companies are trying to cover operational expenses by reducing employees and even laying off employees to work. In fact, many companies are even closing companies because they are unable to finance business operational costs, other impacts that are felt by many unemployment are increasing, job opportunities are getting less and less, people's life activities are limited due to social and physical distancing rules, although Thus the impact of changes from this pandemic does not directly shape the entrepreneurial spirit and entrepreneurship, grow and develop in the surrounding community, this is expected to be able to create entrepreneurs (entrepreneurs) who do not act as job seekers but can read, seize business opportunities for to create jobs to meet all their needs, especially primary, secondary and other needs.

Marketing plays a very important role for the continuity and success of a business, this is indicated by the level of competition between companies which is getting tougher day by day. Companies are required to increase all business activities, especially in the field of marketing, this is needed so that the continuity of business activities can continue and be able to win the competition. Marketing activities must be carried out continuously, structured and detailed. Companies must determine marketing strategy policies and implementation of these marketing policies to face such tough competition. Changes in the marketing environment are getting faster with competition from competitors so tight, especially the competitor's factor in producing similar products, this has a significant impact, many companies will be oriented to the need to meet consumer needs (consumer oriented), should always pay attention to what they want. and needed by buyers, and provide a perfect and good service orientation that consumers want so that consumers feel satisfied, become loyal and will return to make repeated purchases of the products offered.

Of the various SMEs that already exist and exist, usually management and management by individuals or individuals, groups, so that management and administration are not so good, however, the development of SMEs continues to grow rapidly with limitations such as human resources, skills, knowledge, skills, and the management of the field of management that is sober (Hamdani & Awatara, 2011) Indirectly with the existence of Small and Medium Enterprises (UKM) Kampung Sejahtera Mandiri Teras Pancasila is located in a very strategic industrial area. SMEs are expected to be able to boost and drive the economic development of the lower middle class community, in this case absorbing jobs that come from the surrounding community, especially housewives taking advantage of their spare time, so that their existence provides many additional income benefits, it is hoped that it can help the economy of the surrounding community to be prosperous, meet the needs of the surrounding community. Small and Medium Enterprises (SMEs) at Kampung Sejahtera Mandiri, Teras Pancasila, Karang Tengah, Tangerang City, Banten, consist of a community of culinary traders to creative industry business actors.

Table 1 DATA MEMBERS of Small and Medium Enterprises (SMEs)
Kampung Sejahtera Mandiri Teras Pancasila Tangerang City, Banten in 2021

| NO | NAME OF BUSINESS ACTIVITIES | NAME OF BUSINESS | NAME | OF WORKING |
|-----|-----------------------------|-----------------------|---|------------|
| 1. | Hendrik | Laundry | Laundry and Ironing | 4 Person |
| 2. | Sumiati | Cake and Snack | Dessert Box, Tropical Mango, and Cream Donuts | 3 Person |
| 3. | Buang | Roadside stall | Chicken noodle | 2 Person |
| 4. | Agus | Fish Livestock | Catfish | 2 Person |
| 5. | Rahajeng | Roadside stall | Martabak | 1 Person |
| 6. | Saraswati | Herbal medicine | Weight Loss | 3 Person |
| 7. | Santi | Catering | Various Ready-to-eat Foods | 4 Person |
| 8. | Dwito | Assorted Fruits | Fruit Juice and Snack | 2 Person |
| 9. | Sukasih | Assorted fried snacks | Mozzarella Corndogs | 2 Person |
| 10. | Dwi Sulistianni | Roadside stall | Basic food | 2 Person |
| 11. | Ida Rosida | Convection | Dress | 3 Person |
| 12. | Nurdin | PKL Business | Dress Up | 2 Person |
| 13. | Teguh | Fish Livestock | Siamese fighting fish | - |
| 14. | Iya Nuryati | Roadside stall | Chicken Soto | - |
| 15. | Teguh Rahayu | Roadside stall | Soto Kwali | 1 Person |
| 16. | Joko Susilo | Homemade | Frozen Food | 2 Person |
| 17. | H. Mardi | Convection | Bag | 1 Person |
| 18. | Okti | Various Bikes | Buy and Sell Bikes | 2 Person |
| 19. | Dita | Shop | Buy and sell clothes | 2 Person |
| 20. | Swarsih | Roadside stall | Indomie and Porridge | - |
| 21. | M. Limbong | Workshop | Tire repairs | Family |
| 22. | Rahmawati | Assorted fried snacks | Grilled Sausage and Drink | 2 Person |
| 23. | Julio | Roadside stall | Food and Drink | Family |
| 24. | Jasinah | Variety of Food | Gimbal Shusi Korean Food | 4 Person |
| 25. | Sumarni | Fast food | Dent | Family |
| 26. | Samin | Assorted fried snacks | Assorted Fruits | 2 Person |
| 27. | M. Soleh | Roadside stall | AC Service | 3 Person |
| 28. | Ginanjari | Service | Grocery Goods | Family |
| 29. | Saydina Umar | Roadside stall | Apparel | 2 Person |
| 30. | Konsum | Shop | Fast food | 1 Person |

| NO | NAME BUSINESS ACTIVITY | NAME OF BUSINESS | NAME OF PRODUCT | MANPOWER |
|------------------------|------------------------|------------------|---------------------|-------------------|
| 31. | Titin Sumartini | Warteg | Convection/Sewing | 3 Person |
| 32. | Teguh Hadianto | Seamstress | Retail Market | 3 Person |
| 33. | M. Nurhadi | Shop | Car/ Automotive AC | 4 Person |
| 34. | Fitri Yeni | Workshop | Food and Drink | 3 Person |
| 35. | Kaparwi Napan | Restaurant | Grocery Goods | 2 Person |
| 36. | Marlina Laras | Roadside stall | Food and Drink | 1 Person |
| 37. | Jumi Yem | Restaurant | Food and Drink | 2 Person |
| 38. | Ending | Restaurant | Food and Drink | 2 Person |
| 39. | Naida | Restaurant | Snacks | Family |
| 40. | Sahroni | Roadside stall | Fried rice | Family |
| 41. | Sudarti | Roadside stall | Grocery Goods | 2 Person |
| 42. | Wandi | Roadside stall | Food and Drink | Family |
| 43. | Rukinem | Roadside stall | Food | Family |
| 44. | M. Syarifudin | Roadside stall | Grocery Goods | 2 Person |
| 45. | Aspan | Roadside stall | Basic food | 1 Person |
| 46. | Nadzip Rosyidi | Shop | Perfume | 2 Person |
| 47. | Jana | Roadside stall | Coffee and Indomie | Family |
| 48. | Undang Kus | Roadside stall | Grocery Goods | 1 Person |
| 49. | Luchiana | Shop | Convection | 2 Person |
| 50. | Ahmad Rizaldi | Shop | Konveksi | 3 Person |
| 51. | Endang Pujiati | Shop | Pakaian Anak-anak | 5 Person |
| 52. | Tamon | Warteg | Fast food | Family |
| 53. | Pendi Irawan | Shop | Optic | 2 Person |
| 54. | Lilik Mufzipah | Home | Traditional massage | 1 Person |
| 55. | Anton | Shop | Grocery Goods | 2 Person |
| 56. | Suherlin T. | Shop | Food and Cake | 1 Person |
| 57. | Timas Ud. | Shop | Grocery Goods | Family |
| 58. | Surya Lena | Shop | Clothing Material | 5 Person |
| 59. | Abdi Yusman | Shop | Home Appliances | Family |
| 60. | Rofiq | Shop | Convection | 5 Person |
| 60 people | | | | 106 people |
| Total 60 people | | | | 106 people |

Source ; MSME Community

The various conditions above have caused SME business traders to start from culinary businesses to creative industry business actors. required to be proactive in reading opportunities in business as well as the desire to meet the needs of the community as consumers/customers, other service users. One of the efforts that must be carried out by SMEs is to communicate, inform, and market the products and services produced through price, location, promotion, and service.

The price factor is very important in influencing consumer purchasing decisions in addition to other factors such as service, promotion and location (Andy, 2016). Price is one part of the marketing mix which has dynamic and flexible characteristics, and can adjust quickly to suit market environmental conditions. The benchmark for the price indicator is from the standard quality of the product in terms of quality, and product quality, producers set a high product selling price, and consumers do not hesitate to spend a lot of money to get quality products in accordance with the wishes and expectations of consumers. The majority of buyers in making purchasing decisions will consider the quality of the product, whether the quality of the product produced and sold is good or not. Therefore, SMEs must be smart and precise in determining the selling price of products that can compete with the prices of competitors' products. SMEs must determine the market segmentation and target market they want to target, in order to determine the price, whether the product is *premium class*, *middle class* or *low class*. Due to consumer behavior in purchasing goods or products, price is a major factor in the consideration in the buying process. Facing increasingly fierce competition, so that every SME actor competes to be able to market the products or services they produce.

This is where the problem of promotion becomes a determinant of success in carrying out company activities in achieving the desired maximum profit. Therefore, good integrated marketing programs are needed in the context of developing market share, effective marketing policies are needed so that companies can enter the market segmentation and target market targets so that sales targets can be achieved. According to (Stanton Wiliam, 2011) said: "*Promotion is the element in an organization's marketing mix that serves to inform, persuade and remand the market of the organization and or its product.*" The level of continuity and success in carrying out all business activities of SME actors in marketing is how these SME actors are able to inform and communicate the value contained and the benefits of the product are given to customers and foster customer relations to influence consumer behavior in buying or consuming these products, in a way that is profitable for the company and its shareholders in carrying out business activities in order to achieve maximum profit by utilizing its potential, other resources.

From several marketing mix variables, promotion is used as a reference by consumers regarding the selection and use of goods and services that **want** and expect. The relationship between promotions and purchasing decisions is the introduction of the product as a whole, providing real information about the value and benefits of products and services and influencing consumers to buy and use the products offered. If buyers are interested and interested in using the products or services offered and advertised, it will have a major impact on product demand **in** the market this will be affected by the absence of demand for products in the consumer market.

The level of competition between competitors is getting tougher, companies in terms of SME business actors must improve service quality, to establish communication relationships and maintain loyal and loyal customers that can benefit the company in the future. Loyalty customers are very dominant in determining the success and continuity of carrying out business activities within the company in the

future. To attract the purchasing power of consumers to buy products that are produced and offered by consumers in the market, a price is needed in accordance with the wishes of a competitive market in price competition for products **offered** by competitors in competitive competition in the market. There is an effective and efficient promotion supported by product quality. that is produced properly by providing perfect service that is able to provide a sense of satisfaction for buyers, users of these products and customers.

Problem Formulation

How to influence both individually and collectively both Price, Location, Promotion, Service (independent variable) on Product Purchase Decision Making During the Covid 19 Pandemic (dependent variable) Case Study on Small and Medium Enterprises (UKM), Kampung Sejahtera Independent Terrace Pancasila Tangerang, Banten.

LITERATURE REVIEW

Prices are dynamic and flexible, at any time they can adjust quickly according to market environmental conditions. The benchmark for the price indicator is from the standard quality of the product in terms of quality, and product quality, producers set a high product selling price, and consumers do not hesitate to spend a lot of money to get quality products in accordance with the wishes and expectations of consumers. The price is formed from the competence, value and benefits of the product to meet the needs and satisfaction of consumers both as producers and consumers. For producers, the price of value and use that is contained and attached to goods that are able to provide value, use and benefit to obtain the profits generated and obtained in increasing the results of the sales volume for the achievement of organizational goals, while for consumers, the price is the value and benefit of an organization. goods provide benefits and uses to meet all the needs and desires of consumers (Cravens, 2009)

Location is all a business activity that is used as a place of business for producers to distribute their products to consumers. According to (Fahmi, 2012) states that location is the position of the existence of a production activity in a place that is in accordance with the scope of the business form. According to (Rambat, 2012) said: "Location is an object or symptom in space that can explain and can provide clarity on the object or geographical phenomenon concerned further, while according to (A. Kotler, 2012) states that location is a variety of the company's activities to make the product it produces or sells affordable and available to the target market. And according to (Tjiptono, 2012) states that the selection of a physical location requires careful consideration of factors such as: access, *visibility*, traffic, a spacious parking space, comfortable and safe, *expansion*, environment, competition, and government regulations. which contains provisions to regulate the location of certain businesses."

Promotion is an important thing, to be considered in a marketing, if the promotion is not given well, surely consumers are not interested in the product being marketed. Promotion is all activities of marketing activities providing all information received, analyzing market segmentation, and products available in the market,

receiving, buying, using these products and there is a sense of loyalty from customers for the products or services offered by the company. According to (Swasta, Dh, 2008) Advertising, sales promotion, *personal selling* and publicity, as a means of promotion and efficient effectiveness to carry out promotional activities, all of this depends on the company to choose and use promotion as a promotional tool to market the products offered in order to achieve company goals.

The success or failure of the company's continuity in communicating with customers depends on its service. Customer satisfaction is a measure of service satisfaction (*service quality*) provided by the company. Service quality can be interpreted as a measure of the level of consumer and customer satisfaction in purchasing products in a company. The level of customer satisfaction is obtained from the level of comparison of the types of services obtained, obtained and accepted by consumers and customers if the services received can exceed the expectations, desires and satisfaction of consumers, then the quality of these services can be categorized as quality services.

According to (P. & A. G. Kotler, 2007) says that: "the quality of service features / signs and attributes attached to the product will indirectly affect the ability of consumers' purchasing power to make purchases to satisfy the needs of consumers' needs".

According to (Tjiptono, 2012) said that: "service quality, if managed and managed properly and appropriately, will have a very large and positive impact on expectations, desires, satisfaction and loyalty to customers and consumers. added value for customers and consumers to establish and maintain mutually beneficial relationships with the company".

It can be concluded that the quality of service is the quality of services provided by a company can be an added value for a company to increase the value of the company in the eyes of consumers. By providing quality services can also encourage consumers to make purchases in a company.

According to (P. dan K. L. K. Kotler, 2012)) said that: "A purchase decision is a combination of rational motives (logical assessment of product attributes, product quality, cost and usability functions or the product with emotional motives including friendliness, imitation). other people, and aesthetics in decision-making behavior in purchasing products." According to (Sumarni, M, & Suprianto, 2010) says that: "Purchase decisions are the consumer's desire to buy and own the product and realize that the product has the ability to meet their needs". it can be concluded that purchasing decisions for products are a consumer process in selecting a product that consumers need and want by considering all forms of thought processes to a thorough assessment.

RESEARCH METHODS

1. Population

According to (Sugiyono, 2012) Population is a generalization area that becomes the object or subject which has the qualities and characteristics that set by the researcher to be studied and then drawn conclusions. Small business actors, Small and Medium

Enterprises (UKM) in Kampung Sejahtera Mandiri Teras Pancasila, Tangerang City, Banten, as many as 100 consumers.

2. Sample and Sampling Techniques

According to (Sugiyono, 2017) Samples are the characteristics of the research object owned by the population. The large number of populations to be studied in the study, as well as the limited time that researchers have, so that the sample taken is 100 consumers for SME users/consumers of Small and Medium Enterprises (SMEs) in Kampung Sejahtera Mandiri Teras Pancasila Tangerang City, Banten. The population is used as a sample using random sampling, is a sample selection method where members of the population are chosen one by one randomly, all members have the same opportunity to be selected and if it has been selected it is impossible to re-elect, therefore the sample size used is calculated by the formula as follows:

$$n = \frac{Z_1 - \alpha^2 P (1 - P)}{d^2}$$

Information:

n: Number of Samples

z: z score at 95% confidence

p: maximum estimate

d: Alpha (0,1) or sampling error = 10%

Sample calculation: $= z^2 \cdot \alpha \cdot P(1-P) / d^2$

$= 1,96^2 \cdot 0,5(1-0,5) / 0,1^2 = 3,8416 / 0,01$

$= 384,16$; adjusted by the researcher to 100 respondents

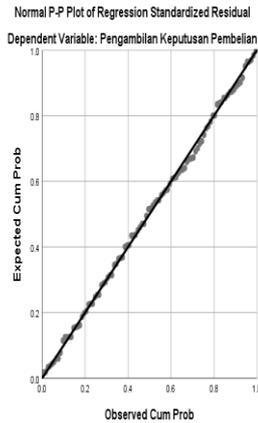
Pengumpulan data

Teknik Analisa Data

Results and Discussion

a. Normality

Test This normality test tests whether in the regression model, both confounding variables/residual values have a normal distribution, using the *Normal probability plot*, the results obtained from the distribution of data and points on the diagonal graph axis of decision making. If the data spreads evenly between the diagonal lines or the values of the distribution of the resulting data follow/spread in the direction of the diagonal line, the data from the regression model meets the data normality requirements.



Source: Data processing is processed

Figure 1.

Normality test results Using P.Plot Graph

Figure 1. shows the data spreads evenly from bottom to top of the diagonal line and follows certain patterns in the direction of the diagonal line so that the data forms a normally distributed pattern, then the model meet the normality of the data.

b. Multicollinearity Test

A variable that is indicated by the presence of multicollinearity symptoms can be obtained by looking at the value of looking at the Tolerance and *Variance Inflation Factor* (VIF) quantities. If the *tolerance* close to 1 and the Variance Inflation Factor (VIF) value is close to 1 and correlates between independent variables, if it has a near perfect correlation (≥ 0.5), then there is no symptom of multicollinearity in the regression and vice versa (Ghozali, 2010)

Table 2.
Multicollinearity Test Results

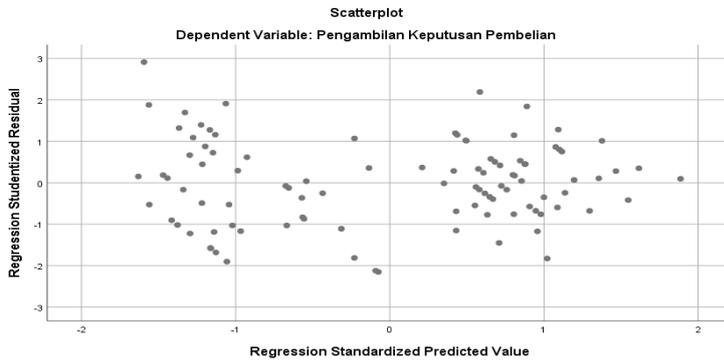
| Variance | Tolerance | <i>Inflation Factor</i> VIF |
|---------------------|-----------|--------------------------------|
| Price (X_1) | .790 | 1.266 |
| Location (X_2) | .194 | 5.163 |
| Promotion (X_3) | .163 | 6.118 |
| Services (X_4) | .183 | 5.451 |

Source : Data Processing

PriceThe VIF (*Variance Inflation Factor*) number is around 1 (1,266, 5.163, 6.118, 5,451) the *tolerance*for price, location, promotion, and service is above 0.10 (0.790, 0.194, 0.163 and 0.183) so that. there is no symptom of multicollinearity in the regression

c. Heteroscedasticity

Test This test is carried out by looking at the pattern of the *scatterplot* If it is not seen that the results obtained form a point distribution of a certain pattern such as wavy, widening, narrowing, then the regression is free from heteroscedasticity problems



Source: Data Processing Results
Figure 2.
Scatterplot Graph

This image produces a distribution the point of a certain pattern obtained in data processing does not form a certain pattern point distribution, then the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Table 3
Results of Calculation of Multiple Linear Regression

| Variable | Coefficient of Multiple Linear Regression | T _{count} | Significance Level |
|---|---|--------------------|--------------------|
| Constant | .827 | .546 | .587 |
| Price (X ₁) | .066 | 2.001 | .048 |
| Location (X ₂) | .171 | 1.774 | .039 |
| Promotion (X ₃) | .507 | 5.823 | .000 |
| Services (X ₄) | .632 | 7.401 | .000 |
| F test: Significance Level : 0.000 | | | |
| R ² (Adjusted R Squared) : 0,874 | | | |
| R (Multiple R) : 0,937 ^a | | | |

Source : Data Processing

Multiple linear regression equation is:

$$Y = 0.827 + 0.066 X_1 + 0.171 X_2 + 0.507 X_3 + 0.632 X_4 + \dots 3,409$$

Means:

1. The dependent regression coefficient (product purchasing decisions during the Covid-19 pandemic) of states that by maintaining other factors, price (X₁), location

- (X_2), promotion (X_3) and service (X_4) is constant/fixed, then the value of making product purchasing decisions during the Covid 19(Y)0.827.
2. Every one unit change in the price variable (X_1) will result in a change in the dependent variable (product purchase decision making in the COVID-19 Pandemic). 19) of 0.066, meaning that a positive b value₁ indicates that prices are increasing, so product purchasing decisions during the COVID-19 pandemic can be predicted to increase, and vice versa when prices decline, product purchasing decisions during the COVID-19 pandemic are also predicted to decrease.
 3. Every one unit change in the location variable (X_2) will result in a change in the dependent variable (product purchasing decisions during the COVID-19 pandemic) of 0.171, meaning that the value of b₂ is positive indicating that location b is increasing, so product purchase decisions are made during the Covid-19 pandemic¹⁹ can be predicted to increase, and vice versa if the location decreases, product purchasing decisions during the COVID-19 pandemic are also predicted to decrease
 4. Every one unit change in the promotion variable (X_3) will result in a change in the dependent variable (product purchasing decisions during the pandemic). covid 19) of 0.507, meaning that a positive b value of₃ indicates that promotions are increasing, so product purchasing decisions during the COVID-19 pandemic can be predicted to increase, and vice versa if promotions decrease, product purchasing decisions during the COVID-19 pandemic are predicted to decrease
 5. . each change of one unit in the service variable (X_4) will result in a change in the dependent variable (product purchasing decisions during the covid 19 pandemic) of 0.632, meaning that the value of b₄ is positive indicating that the service is increasing, so product purchase decisions are made during the Covid-19 pandemic. 19 can be predicted to increase, and vice versa when service decreases, product purchase decision making during the COVID-19 pandemic is also predicted to decrease

testing (t test)

. Knowing how much influence the independent variable partially/individually has on the dependent variable with a table smaller t-test level ($<$) t and a greater probability value ($>$) 0.05. independent variable does not have a positive and significant influence and relationship on the dependent variable and $t_{count} > t_{table}$ and the probability value is smaller $<$ 0.05, the independent variable has a positive and significant influence and relationship on the dependent variable (V.Wiratna Sujarweni, 2015)

| Model | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .827 | 1.515 | | .546 | .587 |
| | Price | .066 | .033 | -.080 | 2.001 | .048 |
| | Location | .097 | -.144 | 1.774 | .039 | .507 |
| | Promotion | .087 | .514 | 5.823 | .000 | .632 |
| | Service | .085 | .171 | .617 | 7,401 | 000 |

a. Dependent Variable: Purchasing Decision Making

- a. **The price variable (X_1)** on product purchasing decisions during the COVID-19 pandemic, a case study on Small and Medium Enterprises (UKM) Kampung Sejahtera Mandiri, Teras Pancasila, Tangerang City, Banten, individually has a positive and significant influence and relationship, where the t value calculated price is $2001 > t_{table} 1.65$ and probability $.0048 < 0.05$
- b. **variable Location (X_2)** on product purchase decision making during the Covid-19 pandemic. Case study in Small and Medium Enterprises (UKM), Kampung Sejahtera Mandiri Teras Pancasila, Tangerang City, Banten individually have a positive and significant influence and relationship where the t value 1.774 location for $> t_{table} 1.65$ and . probability $0039 < 0.05$
- c. **variable Promotional (X_3)** on product purchase decision making during the Covid-19 pandemic. Case study on Small and Medium Enterprises (UKM), Independent Prosperity Village, Pancasila Terrace, Tangerang City, Banten individually have a positive and significant influence and relationship where the t count promotion is $5,823. > t_{table} 1.65$ and .probability $0000 < 0.05$
- d. **variable Service (X_4)** on product purchase decision making during the Covid-19 pandemic. Case study in Small and Medium Enterprises (UKM), Independent Prosperity Village, Pancasila Terrace, Tangerang City, Banten individually have a positive and significant influence and relationship where the t value of $7,401$ service is. $> t_{table} 1.65$ and . probability $0000 < 0.05$

Simultaneous test (F test)

Knowing the extent to which independent variables have a joint influence on the dependent variable, $F_{count} > F_{table}$ and probability level < 0.05 , independent variables simultaneously (together) there is a positive and influential relationship to the dependent variable. And $F_{count} < F_{table}$ and probability > 0.05 independent variables simultaneously have no positive relationship and affect the dependent variable

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 3239,569 | 4 | 809,892 | 172,359 | 000 ^b |
| | Residual | 446,391 | 95 | 4,699 | | |
| | Total | 3685,960 | 99 | | | |

a. Dependent Variable: Purchasing Decision Making

b. Predictors: (Constant), Service, Price, Location, Promotion

$F_{count} = 172,359$ probability value = 0.000 then $F_{count} > F_{table}$ ($94,925 > 3,87$ probability value is $0.000 < 0.05$, it can be concluded that the independent variable simultaneously has a positive relationship with the dependent variable during the Covid-19 pandemic. Case study in Small and Medium Enterprises (UKM), Kampung Sejahtera Mandiri, Teras Pancasila, Tangerang City, Banten

Testing the Coefficient of Determination (R^2)

find out how much the ability of the independent variable has an effect on explaining the dependent variable

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .937 ^a | .879 | .874 | 2.168 |

. Predictors: (Constant), Service, Price, Location, Promotion

b. Dependent Variable: Purchasing Decision Making

From the table above the multiple determination value of R^2 is 87.9, % of product purchasing decisions during the covid 19 pandemic explained the independent variable factors and the remaining $100\% - 87.9\% = 12.1\%$ outside of independent factors.

Conclusion

Independent variables partially (alone) have a relationship and have a positive effect on the dependent variable in the Covid-19 Pandemic. Case study in Small and Medium Enterprises (UKM), Kampung Sejahtera Mandiri Teras Pancasila Tangerang City, Banten where the value of t_{count} price is $2.001 > t_{table}$ 1.65 and probability .0048 < 0.05 , $t_{1.774}$ location value $> t_{table}$ 1.65 and . probability 0039 < 0.05 , the value of t_{count} promotion is 5.823. $> t_{table}$ 1.65 and .probability 0000 < 0.05 and the value of t_{count} service is 7.401. $> t_{table}$ 1.65 and . probability 0000 < 0.05

$F_{count} = 172,359$ probability value = 0.000 then $F_{count} > F_{table}$ ($94.925 > 3.87$ probability value 0.000 < 0.05 , then the independent variables simultaneously/together have a relationship and have a positive effect on the dependent variable in the Covid-19 pandemic in the case study case study in Small and Medium Enterprises (UKM), Independent Prosperity Village Teras Pancasila Tangerang City, Banten

The value of multiple determination R^2 is 87.9, % of product purchase decisions during the covid 19 pandemic explained by independent variable factors and the remaining $100\% - 87,9\% = 12.1\%$ excluding independent factors.

Suggestion

management of Small and Medium Enterprises (SMEs) should be prioritized to increase promotions so that consumers know more details about products that have superior product selling values so that consumers have an interest in purchasing these products. Furthermore, so that the Small and Medium Enterprises of SMEs marketing promotions through social media can be in the form of whatsapp, facebook, twitter and other media, which support other marketing, so that it will increase sales volume and will automatically increase the profits of the business. is obtained, considering that marketing in this case promotion has a very dominant influence on decisions to influence consumers to make product purchases during the COVID-19 pandemic ,

managers of Small and Medium Enterprises (SMEs) always improve managerial skills in managing business management. This is supported by a skilled and professional workforce for better business continuity and development in carrying out business activities in so that consumer satisfaction does not switch to buying other products.

quality product improving product quality and buyer/consumer satisfaction, especially the development of production products. Using creative innovations about product gold and product packaging that attracts consumers to purchase products during this COVID-19 pandemic .

Bibliography

- Andy. (2016). Pengaruh Brand Image Dan Pelayanan Terhadap Loyalitas Pelanggan Pada PT. Budidaya Bahari Caksana Tangerang. *Journal of Economics and Business Aseanomics (JEBA)*, 1(1).
- Cravens, D. W. (2009). *Strategic Marketing* (Sixth). McGraw-Hill, Inc.
- Fahmi, I. (2012). *Manajemen Produksi dan Operasi*. Alfabeta.
- Ghozali, I. (2010). *Aplikasi Analisis Multivariat dengan SPSS*. Universitas Diponegoro.
- Hamdani, A. H., & Awatara, I. G. P. D. (2011). Faktor-Faktor Yang Mempengaruhi Upgrading Umkm Di Kota Surakarta. *Prosiding Seminar Nasional 4th UNS SME's Summit & Awards 2015, "Sinergitas Pengembangan UMKM dalam Era Masyarakat Ekonomi ASEAN (MEA)*, 176–183.
- Kotler, A. (2012). *Manajemen Pemasaran*. Alfabeta.
- Kotler, P. & A. G. (2007). *Dasar-Dasar Pemasaran*. Prehallindo.
- Kotler, P. dan K. L. K. (2012). *Manajemen Pemasaran* (Ketigabelah). Erlangga.
- Rambat, L. dan A. R. (2012). *Manajemen Pemasaran Jasa* (kedua). Salemba Empat.
- Sugiyono. (2012). *Metodologi Penelitian Bisnis*. Alfa beta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Stanton Wiliam. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Mandar Maju.
- Sumarni, M., & Suprianto, J. (2010). *Pengantar Bisnis (Dasar-Dasar ekonomi Perusahaan)* (Ketiga). Liberty.
- Swasta, Dh, B. & I. (2008). *Manajemen Pemasaran Modern*. Liberty.
- Tjiptono, F. (2012). *Strategi Pemasaran*.
- V.Wiratna Sujarweni. (2015). *No Metodologi Penelitian Bisnis dan Ekonomi*. Pustaka Baru

Press.