The Influence of Price and Promotion on Purchasing Decisions for Honey Products

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Abstract. The purpose of this study was to determine the effect of price and promotion on consumer purchasing decisions for calliandra honey products at the Nima Bali Store in South Jakarta. This type of research uses associative research, with a quantitative approach. The population in this study amounted to 2,751 consumers and the sample in this study amounted to 96 respondents. Data analysis used validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing. Partially indicates there is a significant influence between price on consumer purchasing decisions, significant influence between promotion on consumer purchasing decisions. And simultaneously results showed by F hypothesis test obtained a significance influence price (X1) and promotion (X2) on consumer purchasing decisions (Y)

Keywords: Price; Promotion; Purchasing Decision.

A. INTRODUCTION

Indonesia is a country rich in natural resources, with abundant flora and fauna, and natural resources derived from the agriculture, plantation, maritime, fisheries, livestock, and forestry sectors. As a country rich in forest resources, Indonesia produces two types of products: timber and non-timber forest products (NTFPs). Timber forest products are processed logs from trees growing around forests. Non-timber forest products are biological forest products derived from forests, except for wood.(Nurlaila et al., 2024).

One of the non-timber forest products is honey, both natural honey produced by bees from flower nectar from plants in the forest and from beekeeping by farmers planting certain types of flowers, which the bees then suck the nectar to produce honey that can be consumed.

Honey is a thick liquid produced by bees. The presence of bees can provide benefits to human life, namely producing products for consumption. In addition, it is also beneficial for environmental sustainability, namely increasing agricultural production and maintaining forest sustainability, through pollination assisted by honey bees. Honey has long been used by the Indonesian people, not only as a sweetener for food or drinks in industry, but more than that, honey can be used to treat various diseases and is also used in the cosmetic field, so it has high utility value and everyone can consume honey, both children, adults, and the elderly. .

Honey bees are one of the forest resources that have the potential to be developed in their cultivation, this is because the source of bee food is abundant (almost all plants that produce flowers can be used as a source of food) whether from forest plants, agricultural plants or plantation plants.(Santoso, 2021).So non-timber or non-wood forest products, especially honey products, have the potential to be developed by bee farmers.

Nima Bali is a shop that sells a variety of healthy food ingredients and also sells honey, such as calliandra honey, in several bottle sizes (milliliters). Calliandra honey is honey produced from the nectar of calliandra flowers, a type of fodder plant. This honey has unique characteristics, such as a bright yellow color and a tendency to thicken easily due to its higher glucose content compared to fructose. Calliandra honey is also known for its sweet taste and distinctive aroma. Calliandra honey is produced by bees (usually Apis mellifera) that suck nectar from calliandra flowers. Calliandra honey has different physical and chemical characteristics than other honeys, especially in terms of glucose content and ease of thickening. Therefore, when comparing the quality of calliandra honey from different types of bees, the results show that Apis cerana produces honey with better quality.(Afandi, 2021).

The sales potential for Kaliandra honey is quite promising, especially given its distinctive flavor and aroma, and its perceived high quality. Kaliandra honey is also known as "sultan's honey" because it is rarely available every year, making it a special product. Therefore, business owners should capitalize on every opportunity to increase sales, optimize Kaliandra honey for maximum profits, and strive to retain loyal consumers.(Hurriyati, 2021).

Product pricing is a company's determination of the general price level for a particular product, relative to competitors' prices. Pricing must be carefully considered, taking into account market indicators, competitor prices, and other factors, to ensure the price is competitive. This aligns with the opinion of Tjiptono (2020) which states that "in order to be successful in marketing a product or service, every company must set its price appropriately."

Nima Bali has a relatively more expensive price for calliandra honey compared to the prices set by other stores because Nima Bali calliandra honey is taken from the slopes of Mount Wilis, precisely in Joho Village, Semen District, Kediri Regency, which of course makes the production and shipping costs more expensive, thus affecting the selling price of the product. The decision regarding pricing plays an important role because by applying an appropriate and suitable price, it will make it easier for a company to compete with its competitors.(Pertiwi & Handayani, 2023).

In determining the selling price,The shop must be able to adjust to the value given and be acceptable to consumers, because if the price set is too high compared to the value, the shop will likely lose its customers, whereas if the price set is too low compared to the value received, the company will not succeed in making a profit.

Promotion can also help introduce or increase the popularity or sales of a service, service, or event through various marketing and communication strategies to the target market. The importance of promotion in marketing is to create positive interactions between brands and customers, which can help strengthen brand image, influence purchasing decisions, and create long-term relationships with consumers. With the existence of promotion, it is expected to be an important factor in improving the sales performance of a service or brand, thereby increasing revenue and profits for the company.(Jasmani et al., 2022). To obtain supporting

data related to the promotion, the author conducted a pre-survey with 30 respondents and obtained the following data description:

Nima Bali has attempted promotional activities, but these have been less intensive and intense, often limited to short-term promotions. Furthermore, the promotional media used are social media, Instagram, Shopee, and similar platforms, even though housewives rarely use these platforms. They prefer to visit the store in person. For example, some promotional activities, such as discounts, are rarely held at Nima Bali, considering that many services require skills and high-quality honey.(Hastuti & Anasrulloh, 2020).

Below are some examples of supporting data related to promotional activities at Nima Bali, South Jakarta. The author provides examples of activity images and a simple descriptive evaluation based on the following defined indicators:

Source: Nima Bali South Jakarta, 2025
Figure 1: Discounts Based on Size

Nima Bali's promotional campaign includes a limited-time discount, limited to 1 kg honey. It's not available for sizes under 350 ml. However, this promotion is considered insufficient to attract consumers, so it needs to be conducted more frequently and discounts should be offered on all honey sizes to stimulate consumer behavior and encourage them to purchase Nima Bali honey. This promotion utilizes Instagram.(Saputra et al., 2024).

Source: Nima Bali South Jakarta, 2025
Figure 2: Coupons (Exchange Coupons) with a Special Price of 50%

Nima Bali's promotional campaign involves offering coupons redeemable for discounts on certain honeys. Consumers receive these coupons under terms and conditions, such as purchasing Nima Bali honey through Shopee with a minimum accumulated purchase of IDR 300,000. However, this coupon promotion is conducted through Shopee's social media platform, and not all consumers open the app daily. Furthermore, the coupons are only valid for 100g honey, while those from 350g to 1 liter are not valid. This discourages consumers from buying 1 liter, as they consider it too much and the price is also high.(Bintang Maharani et al., 2024).

Source: Nima Bali South Jakarta, 2025
Figure 3: 4 in 1 Savings Package

The type of promotion run by Nima Bali is by providing a price package with a 4 in 1 package price, the price description of this package is more special, but unfortunately Nima Bali rarely provides this package anymore, so consumers who need it prefer to go to other stores that more often provide similar packages.

B. LITERATURE REVIEW

Purchasing Decision
A purchasing decision is a process consumers go through before ultimately deciding to purchase a product or service. Purchasing decisions involve considering and evaluating various available options to meet needs and desires. This process can be influenced by various factors, both internal and external.(Thompson & Peteraf in Hermawan (2025)The purchasing decision is the final stage in the consumer decision-making process, where the consumer actually purchases a product or service. Purchasing decisions reflect how effectively marketers influence consumers to choose their product or service from among the various available options. Therefore, consumer purchasing decisions are closely related to a product that meets the consumer's needs and desires

Price
Price is the only element of the marketing mix that can generate revenue for a company. Price is flexible and can change at any time. Price is the price attached to a product that must be paid to obtain the desired product or service. Price is a factor that significantly influences customer satisfaction. Consumers often compare product or service prices before making a purchase.(Anisa et al., 2024).

Promotion
According to(Ibrahim (2021) explains the relationship between promotion and purchasing decisions. Promotion is a marketing activity that is commonly carried out by marketers to provide information about a service and encourage customers to purchase the service, and most importantly, to achieve a purchasing decision, there needs to be an attractive promotion for consumers.

C. RESEARCH METHODOLOGY

according to Sugiyono (2021)"Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing predetermined hypotheses". This research is an empirical study that aims to test the influence of price and promotion variables on purchasing decisions for calliandra honey products at the Nima Bali store in South Jakarta. The population in this study amounted to 2,751 consumers and the sample in this study amounted to 96 respondents. Data analysis uses validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing.Place and Time of The Research

This research was conducted at the Domino's Pizza Branch in Bintaro Kesehatan located at Jl. Kesehatan Raya, RT.1/RW.6, Bintaro, Pesanggrahan District, South Jakarta City 12330. Phone (+62) 21 500366, Website: www.dominos.co.id

D. RESULTS AND DISCUSSION

Validity Testing of Price Variable (X1)

Based on the results of the validity test, the following results were obtained:

Table 1 Validity Testing of Price Statement Instrument (X1)

Research Variables	Item	r count	r table	Information
Price (X1)	X1.1	0.491	0.201	Valid
	X1.2	0.463	0.201	Valid
	X1.3	0.401	0.201	Valid
	X1.4	0.389	0.201	Valid
	X1.5	0.568	0.201	Valid
	X1.6	0.520	0.201	Valid
	X1.7	0.478	0.201	Valid
	X1.8	0.481	0.201	Valid
	X1.9	0.584	0.201	Valid
	X1.10	0.398	0.201	Valid

Source: Data Processing, 2025.

Based on the table above, if r count > r table then it is declared valid and vice versa, if r count < r table then it is declared invalid. In this study, the number of samples (n) to be tested was 96 respondents with a two-way significance level of 0.050 with the provision of df = n-2, then df = 96 - 2 = 94 then the r table was obtained at 0.201. From the table above, it shows that the statements on the promotion variable can be said to be valid because all statements have a calculated r value > 0.201.

Validity Testing of Price Variable (X2)

Based on the results of the validity test, the following results were obtained:

Table 2 Validity Testing of Promotion Statement Instrument (X2)

Research Variables	Item	r count	r table	Information
Promotion (X2)	X2.1	0.513	0.201	Valid
	X2.2	0.529	0.201	Valid
	X2.3	0.619	0.201	Valid
	X2.4	0.577	0.201	Valid
	X2.5	0.502	0.201	Valid
	X2.6	0.352	0.201	Valid
	X2.7	0.421	0.201	Valid

Research Variables	Item	r count	r table	Information
	X2.8	0.490	0.201	Valid
	X2.9	0.526	0.201	Valid
	X2.10	0.312	0.201	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statement items in the price variable are declared valid, this is proven by the calculated r value > r table, (n-2) = 96 - 2 = 94, which is 0.201. Thus, the data is worthy of being continued as research data.

Testing the Validity of the Sales Volume Variable (Y)

Table 3 Validity Testing of Sales Volume Statement Instrument (Y)

Research Variables	Item	r count	r table	Information
	Y.1	0.464	0.201	Valid
	Y.2	0.464	0.201	Valid
	Y.3	0.462	0.201	Valid
	Y.4	0.369	0.201	Valid
Consumer Purchasing	Y.5	0.679	0.201	Valid
Decision (Y)	Y.6	0.461	0.201	Valid
	Y.7	0.414	0.201	Valid
	Y.8	0.603	0.201	Valid
	Y.9	0.494	0.201	Valid
	Y.10	0.406	0.201	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statement items in the sales volume variable are declared valid, this is proven by the calculated r value > r table, (n-2) = 96 - 2 = 94, which is 0.201. Thus, the data is worthy of being continued as research data.

Reliability Test
Reliability Test of Promotion Variable (X1)

Based on the results of the reliability test, the following results were obtained:

Table 4 Reliability Test of Price Variable (X1)
Reliability Statistics

Cronbach's Alpha	N of Items
,620	10

Source: SPSS 26 data processing

From the table above, it can be seen that the price variable is said to be reliable, because the test obtained a Cronbach alpha value greater than 0.600, namely 0.620 > 0.600.

Reliability Test of Price Variable (X2)

Table 5 Reliability Test of Promotion Variable (X2)
Reliability Statistics

Cronbach's Alpha	N of Items
,642	10

Source: SPSS 26 data processing

From the table above, it can be seen that the promotion variable is said to be reliable, because the test obtained a Cronbach alpha value greater than 0.600, namely 0.642 > 0.600.

Reliability Test of Sales Volume Variable (Y)
Table 6 Reliability Test of Purchase Decision Variable (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
,633	10

Source: SPSS 26 data processing

From the table above, it can be seen that the Purchasing Decision variable is said to be reliable, because the test obtained a Cronbach alpha value greater than 0.600, namely 0.633 > 0.600.

Classical Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data was SPSS 26.

Normality Test

The normality test is carried out to determine whether the data population is normally distributed or not, the normality test is carried out using 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 then the data is declared normal. 2) The graphic method with the provision that the data distribution points are said to be normal if the data or points spread around the diagonal line and follow the direction of the diagonal line, conversely the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 7 Normality Test Results
### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	3.61502158
Most Extreme Differences	Absolute	.069
	Positive	.042
	Negative	-.069
Test Statistics		.069
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

From the table above, a significant value (2-tailed) of 0.200 can be obtained. Because the significance is more than 0.050 or (0.200 > 0.050), it is concluded that the data is normally distributed.

Furthermore, a normality test was also conducted using a Probability Plot (PP Plot) graph. The principle of normality can be detected by observing the distribution pattern of data (points) on the diagonal axis of the graph or by observing the histogram and residuals, or in other words, following the direction of the diagonal line. The test results are as follows:
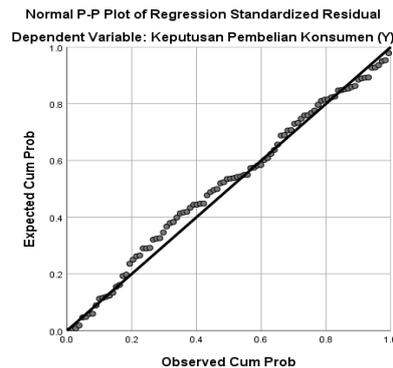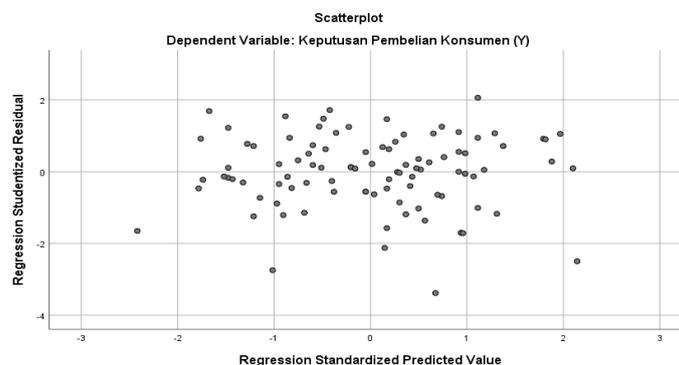
Source:SPSS Processed Data 26, 2025.
Figure 1 P-Plot of Normality Test

From the graph above, it can be seen that the points are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the promotion variables (X1), price (X2) and sales volume (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is inequality in the variance of the residuals for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the scatterplot graph as follows:

Source: Processed Data SPSS 26, 2025.
Figure 2 Scatter Plot Graph of Heteroscedasticity Test Results

In the scatter plot image, it can be seen that the points are spread randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Testing
t-test (Partial Test)

To determine the influence of price (X1) and promotion (X2) on purchasing decisions (Y), a t-test (partial test) can be used. The provisions are as follows:
1) If thitung > ttabel means Ho is rejected and Ha is accepted (there is an influence).
2) If thitung > t tabel means Ho is accepted and Ha is rejected (there is no influence)

Partial Hypothesis Test for Price Variable (X1)

The hypothesis that will be tested in this section is:

H01 : There is no significant influence betweenprice on purchasing decisions for kaliandra honey products at the Nima Bali store in South Jakarta

Ha1 : There is a significant influence betweenprice on purchasing decisions for kaliandra honey products at the Nima Bali store in South Jakarta

The results of data processing using the SPSS Version 26 program, with the following results:

Table 8 Partial Hypothesis Test Results Between Price (X1) and Purchasing Decision (Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,983	3,147		5,397	.000
	Price (X1)	.493	.095	.472	5.195	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Processed Data SPSS 26, 2025.

Based on the test results in the table above, the t-count value is obtained > t-table or (5.195 > 1.968), this is also strengthened by a significance value of <0.05 or (0.000 <0.05). Thus, H01 is rejected and Ha1 is accepted, this indicates that there is a significant positive influence between price and purchasing decisions for calliandra honey products at the Nima Bali store in South Jakarta.

Partial Hypothesis Test for Promotion Variable (X2)

The hypothesis that will be tested in this section is:

H02 : There is no significant influence between promotion and purchasing decisions for calliandra honey products at the Nima Bali store in South Jakarta.

Ha2 : There issignificant influence between promotion on purchasing decisions for kaliandra honey products at the Nima Bali store in South Jakarta.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 9 Results of Partial Hypothesis Testing Between Promotion (X2) and Purchasing Decision (Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,061	2,615		5,376	.000
	Promotion (X2)	.582	.079	.606	7,391	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Source: Processed Data SPSS 26, 2025.

Based on the test results in the table above, the t-count value is obtained > t-table or (7,391> 1.986), this is also strengthened by a significance value of <0.05 or (0.000 <0.05). Thus, H02 is rejected and Ha2 is accepted, this shows that there is a significant positive influence between promotion on purchasing decisions for calliandra honey products at the Nima Bali store in South Jakarta.

Simultaneous Test (F Test)

Table 10 Results of Simultaneous Hypothesis Testing (F Test) of Price (X1) and Promotion (X2) on Consumer Purchasing Decisions (Y)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	908,493	2	454,247	34,027	.000b
	Residual	1241,496	93	13,349		
	Total	2149.990	95			

a. Dependent Variable: Consumer Purchasing Decision (Y)
b. Predictors: (Constant), Promotion (X2), Price (X1)
Source: Processed Data SPSS 26, 2025.

Based on the test results in the ANOVA table above, the F count value > F table or (34.027 > 3.090) was obtained and strengthened with a significance of <0.05 or (0.000 <0.05). So it can be concluded that price and promotion simultaneously affect consumer purchasing decisions for calliandra honey products at the Nima Bali Store in South Jakarta.

Discussion
After the findings in this case were known, we analyzed how well the data represented the research findings, particularly its ability to explain how price and promotion affect purchasing decisions. The following is a discussion of the research findings:

Influence of price (X1) on purchasing decisions (Y)
Based on the results of the analysis, the research variable price has a significant influence on purchasing decisions as evidenced by the results of the t-test = 5.195 while t-table = 1.986 (t-test > t-table) with a significance level of 0.000 < 0.05, so Ho1 is rejected and Ha1 is accepted.
The results of the research conducted by the author support or are in line with the results of research conducted byGracia et al. (2024)the results of his researchPrice has a significant influence on consumer purchasing decisions with the hypothesis test obtaining t count > t table (10.766 > 1.660).Gunarsih et al. (2021)which results in conclusionsPrice has a significant influence on consumer purchasing decisions, with the hypothesis test obtaining sig. 000 < 0.05,Astuti & Faroh (2024)which results in the conclusion thatPrice and promotion have a significant influence on purchasing decisions with the hypothesis test obtaining F count > F table (57.455 > 3.09).

The Effect of Price (X2) on Sales Volume (Y)
Based on the results of the analysis, the promotion variable has a significant effect on purchasing decisions as evidenced by the results of the t-test = 7.391 while t-table = 1.986 (t-test > t-table) with a significance level of 0.000 < 0.05, so Ho2 is rejected and Ha2 is accepted.
The results of the research conducted by the author support or are in line with the results of research conducted byHastuti & Anasrulloh (2020)which resulted in the conclusion that promotion had a significant influence on purchasing decisions with the hypothesis test obtaining sig. 0.000 < 0.05.Budhiarjo & Febriana (2020)which resulted in the conclusion that promotion had a significant influence on purchasing decisions with a contribution of 56.9%. The hypothesis test obtained sig. 0.000 < 0.05.Munarsih et al. (2020)concluded that promotion has a significant influence on purchasing decisions with a contribution of 18.5%. Hypothesis testing obtained t count > t table (5.652 > 1.997).Parhusip & Dipayanti (2025)which resulted in the conclusion that promotion had a significant influence on purchasing decisions with the hypothesis test obtaining t count > t table (4.672 > 1.985).

The Influence of Price (X1) and Promotion (X2) on Consumer Purchasing Decisions (Y)
Based on the results of the Anova test, the Fcount value is obtained > Ftable or (34.027 > 3.090) and is also strengthened by a significant value <0.05 or (0.000 <0.05) then Ho3 is rejected and Ha3 is accepted. So it can be concluded that price and promotion together have a significant influence on consumer purchasing decisions at the Nima Bali Store, South Jakarta.
Astuti & Faroh (2024)In his research, he concluded that price and promotion simultaneously had a significant influence on purchasing decisions, with the hypothesis test obtaining F count > F table (57.455 > 3.09).Hadi et al. (2023)The research resulted in the conclusion that price and promotion simultaneously have a significant effect on purchasing

decisions, with the regression equation Y = 18.524 + 0.460X1 + 0.389X2, the contribution of the influence is 43.6% and the hypothesis test obtained F count > F table (70.222 > 3.91).Parhusip & Dipayanti (2025)resulted in the conclusion that promotion and price simultaneously had a significant influence on purchasing decisions with the hypothesis test obtaining F count > F table (75.169 > 2.70).Hasna & Dipayanti (2024)In his research, he concluded that product quality and price had a significant influence on purchasing decisions, with the hypothesis test obtaining F count > F table (75.274 > 2.70).Fuadah Bastian & Solihin (2023) In his research, he concluded that price and promotion simultaneously have a significant effect on purchasing decisions, with a hypothesis test obtained of sig. 0.000 < 0.05.Khulsum & Jasmani (2024)In his research, he concluded that service quality and promotion simultaneously have a significant influence on purchasing decisions, with the hypothesis test obtaining F count > F table (83.904 > 2.700).

E. CONCLUSIONS AND SUGGESTIONS

Based on the description in the previous chapters and from the results of the analysis and discussion regarding prices and promotions on consumer purchasing decisions at the Nima Bali Store, South Jakarta, the following conclusions can be drawn:

Partially, there is a significant influence between price on consumer purchasing decisions with the regression equation Y = 16.983 + 0.493X1, a correlation coefficient of 0.472 and a determination coefficient of 22.3% and the hypothesis test obtained a calculated t value > t table or (5.195 > 1.986) which is strengthened by a probability significance of 0.000 < 0.05.

Partially, there is a significant influence between promotion on consumer purchasing decisions with the regression equation Y = 14.061 + 0.508X2, a correlation coefficient of 0.606 and a determination coefficient of 36.8% and the hypothesis test obtained a calculated t value > t table or (7.391 > 1.986), this is strengthened by a probability significance of 0.000 < 0.05.

Simultaneously, there is a significant influence between price and promotion on consumer purchasing decisions with the regression equation Y = 8.673 + 0.271 X1 + 0.475 X2. The correlation coefficient value is 0.650 and the determination coefficient is 42.3% and the hypothesis test obtained the Fcount value > Ftable or (34.027 > 3.090), this is also strengthened by the ρ value < Sig.0.05 or (0.000 < 0.05).

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