THE INFLUENCE OF PROMOTIONS AND PRICES ON THE PURCHASE DECISION OF MIE SETAN NOODLE AND DIMSUM GRESIK PRODUCTS IN THE FUTURE COVID-19 PANDEMIC

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***Abstract*—Mie Setan Gresik is one of the businesses affected by the COVID-19 pandemic. Mie Setan Gresik is engaged in food and baverage which sells various food and drinkfs, especially noodle dishes. The purpose of this study is to determine whether promotion and prices can influence consumer purchasing decisions during the Covid-19 pandemic. This study used quantitative with a sampling formula using *purposive sampling*. The results of this study are that prices and promotions can influence consumer purchasing decisions during the Covid-19 pandemic. This is indicated by the T-Test on the prices and promotions variables with values of 0.00 < 0.05.**

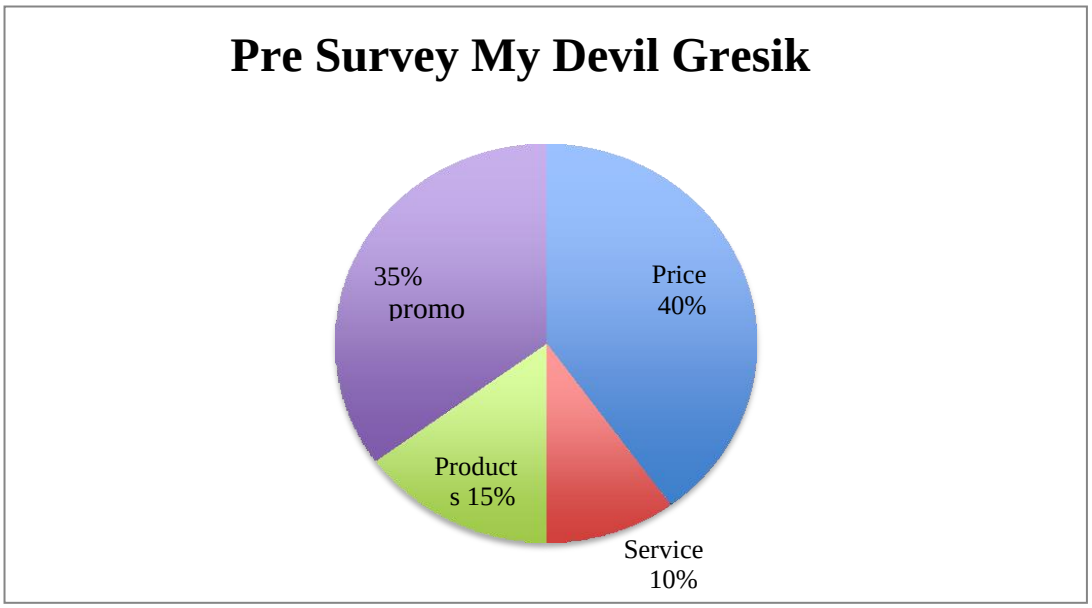
Keywords: pandemic, food and baverages, promotions, pricing, purchase decision.

1. Introduction

In early 2020, the corona or covid 19 outbreak attacked many residents of the city of Wuhan, China, killing many of its residents. This outbreak began to spread in various parts of the world so that this was considered a devastating disaster. This pandemic has caused business people to go bankrupt, for people who are just starting a business as well as who have been in business for a long time. The various impacts experienced by the community are both positive and negative. The positive impact is that we understand that maintaining health and carrying out health protocols is very important. The negative impact is that many employees are dismissed due to the company bankruptcy.

One of the affected business sectors is *food and beverage* due to government's policy to implement the PSBB (large-scale social restrictions) program. At least 39.9% of MSMEs decided to reduce material stocks of ingrdients during the PSBB. Meanwhile, MSMEs decided to reduce employees by 16.1%. Researchers used Mie Setan Noodle and Dimsum located in Gresik as the object of research. Mie Setan Noodle and Dimsum opened in 2017 until now it is still operating. According to data taken from companies, the turnover obtained during the Covid-19 pandemic was far from good.

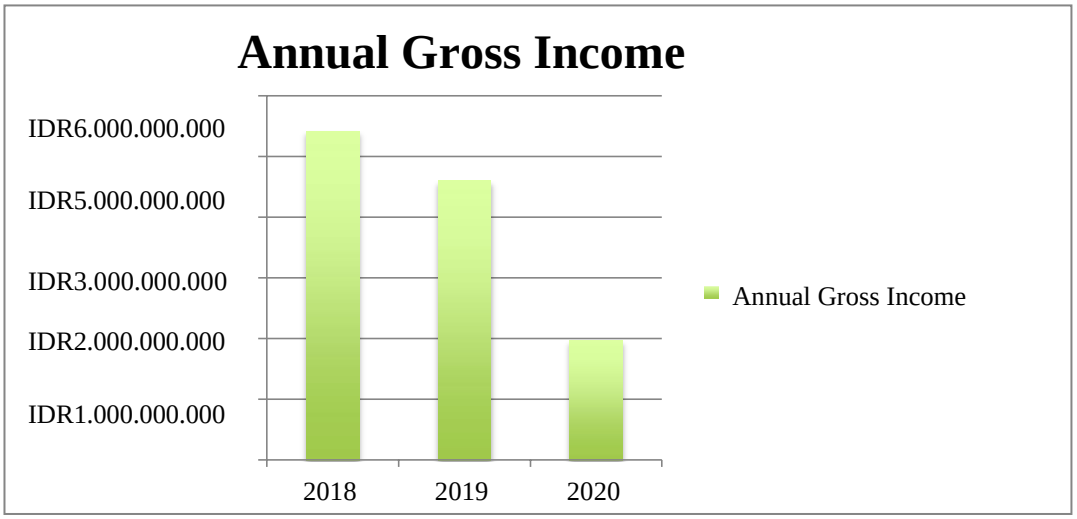
Picture 1.1 Income Dirty Annually My Devil Noodle and Dimsum (2018-2020)



Source: Internal Data of Mie Setan Noodle and Dimsum
(Data processed by researchers, 2021)

From Figure 1.1, it can be seen that Mie Setan Noodles and Dimsum Gresik experienced a very drastic decrease in turnover. The decrease is more than 50% caused by the Covid-19 pandemic with all the obstacles and policies that have been set by the government during the emergency. Therefore, the reasearch decided to conduct a pre-survey for Mie Setan Noodles and Dimsum Gresik with variable prices, products, services and social media promotions carried out. Based on the pre-survey conducted, there is a gap that appears. The results of the pre-survey are presented in the form of a graph below:

Figure11.2 Pre Survey of Devil **Noodles** Noodles and Dim Sum



Source: Pre Survey

The results of the pre-survey presented data as many as 40% of respondents chose prices as the main factor in decreasing turnover and sales. Prices that do not in match with what consumers will get when the Covid-19 pandemic hits. Followed by promotion of 35%, products 15% and for service 10%. Price is

something that is needed by consumers, where consumer perception of the price of a product can be used as a standardization of quality based on the price value of the product so that it can influence purchasing decisions (Yazid and Hidayat, 2020). Based on the pre-survey chart obtained, it can be concluded that prices and promotions most influence the purchase of Mie Setan Noodles and Dimsum Gresik compared to products and services. Therefore, researchers focused on two variables that will be considered for the decision to purchase Mie Setan Noodles and Dimsum Gresik during the Covid-19 pandemic as the title of the study. Price and promotion variables are very important to be research coupled with the Covid-19 pandemic, all elements of society are very wise in making purchasing decisions. The title of this study is "The Influence of Promotion and Price on the Purchase Decision of Devil Noodle and Dimsum Gresik Noodle Products during the Covid 19 Pandemic".

2. Literature Review

2.1 Previous research

Research conducted by Japlani (2020) concluded that promotion is an effective way and improves the company's image on purchasing decisions. Research conducted by Yazid and Hidayat (2020) concluded that to achieve the specified target, service quality and price are one of the main factors that can improve decisions purchase. Research conducted by Suharso (2020) found that price is a determining factor in health food purchasing decisions. The relationship of this study to the research to be carried out is that both examine price variables on purchasing decisions as related variables. Research conducted by Angelyn, Kodrat (2021) informed that social media marketing has a positive effect on Haroo brand awareness.

2.2 Theoretical Foundation

2.2.1 Promotion

Promotion is one of the determining factors for the success of a marketing program. If consumers have never heard of it and are not sure that the product will be useful to them, then they will not buy it. According to (Kotler, 2014) in Japlani (2020) after the company determines a quality product, sets a price that is in accordance with the value of the product, the next activity that must be considered by the company is to carry out promotions. According to Akbar *et al*. (2017) promotion has 3 indicators, namely *advertising, sales promotion* and *personal selling.*

2.2.2 Price

According to Lupiyoadi (2011) in Ofela and Agustin (2016), *pricing* strategies are very significant in providing value to consumers and affect product *image*, as well as consumer decisions to buy. Price is one of the transaction processes with a number of values that consumers exchange in the form of goods or services. Before consumers make purchases with an agreed price agreement, there are several indicators about prices. According to Kotler and Armstrong (2012) there are four indicators that characterize price, namely affordability, price suitability with product quality, price competitiveness and price suitability with benefits.

2.2.3 Purchasing Decision

Menurt Kotler (2012) in Lubis and Hidayat (2017) Thepurchase decision is the stage in the decision-making process where consumers actually buy. Kotler and Keller (2012) in Lubis and Hidayat (2017) stated that there are six indicators of purchasing decisions made by consumers, namely product selection, brand selection, purchase channel selection, number of purchases and time of purchase.

2.3 Relationships Between Variables

2.3.1 The Relationship of Promotion to Purchase Decisions

According to Kotler (2014) in Japlani (2020) after the company determines a quality product, sets a price that is in accordance with the value of the product, the next activity that must be considered by the company is to carry out promotions. Promotion is a strategy carried out to increase target consumers to buy products (Batu et al., 2020). *Advertising* is a form of presentation and non-personal promotion containing ideas, goods and services paid for by certain sponsors. While *sales promotion* is a demonstration, performance,

exhibition, and demonstration as a marketing activity. To achieve competitive advantage by winning the competition, the company conducts quality promotions by offering a variety of its products to lure consumers. As long as the promotion carried out by the company is able to attract consumers, then the company is able to make customers arrive.

2.3.2 Price Relationship to Purchasing Decision

Price affordability is the actual price of a product written on a product that must be paid by customers (Stanton and Lembang, 2010 in Ofela and Agustin, 2016). While price competitiveness is a price offer given by a different producer or seller and competing with that given by other producers, on one type of product that the same (Stanton and Lembang, 2010 in Ofela and Agustin, 2016). Several studies show that price can have a significant influence on purchasing decisions, based on appropriate pricing (Mutmainah, 2019 &; Japlani, 2020). Price has a role that can influence purchasing decisions (Suharso, 2020). Therefore, price is an important variable to create purchasing decisions (Reza et al., 2012).

Based on some of the explanations above, it can be concluded that Promotion (X_1) and Price (X_2) which will be unbound variables will have an influence on the dependent variable, namely Decision Purchase (Y_1). The hypotheses of this study include the following:

1) H 1: Promotion (X 1) has a positive effect on purchasing decisions (Y_1) at Mie Setan Noodles and Dimsum Gresik
2) H 2: Price (X_2) affects the purchase decision (Y_1) at Mie Setan Noodles and Dimsum Gresik

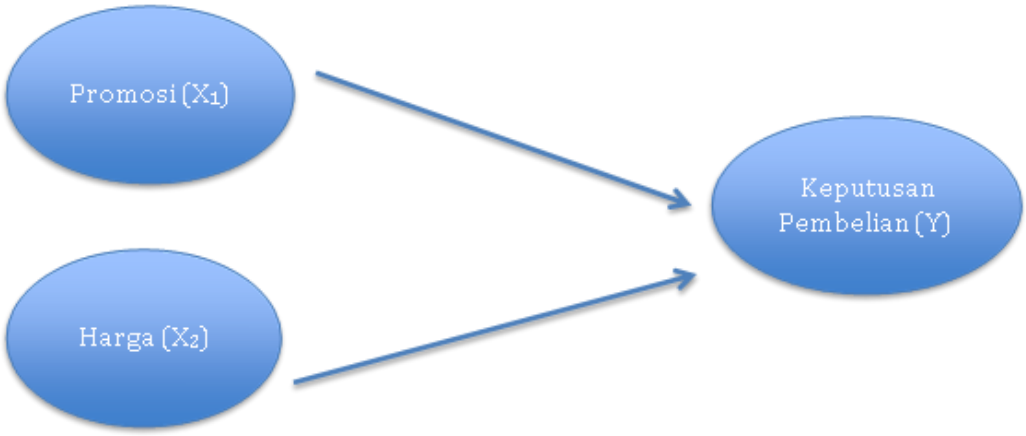


Figure 2 Research Thinking Framework

3. Method Research

This research is a quantitative research. This study has two variables studied in this study, namely dependent or bound variables (Y) and independent variables or unbound (X), where in this study the purchasing decision variable becomes the bound variable (Y), and the Promotion variable (X1) and the price variable (X2) become the unbound variable. This research was conducted at one of the locations of *noodle and dim sum* devil noodles in the city of Gresik. The population of this study is devil noodle consumers throughout the city of Gresik, then the sample of this study is 60 devil noodle customers who are included in the criteria. The sample criteria are: 1) customers who have bought devil noodle products more than once. Respondent selection techniques using *purposive sampling* techniques. Based on the data collection, the following are the demographic data of research respondents:

Table2 Demographic Data of Research Respondents

Information	Frequency	Presented
Gender		
Man	28	47%
Woman	32	53
Sum	**60**	**100%**
Age		
18	5	8%
19	10	17%
20	18	30%
21	20	33%
22	7	12%
Sum	**60**	**100%**

3.1 Data collection

In this study, data collection used a questionnaire instrument, in which there were questions in accordance with the variables to be studied in this study. This questionnaire uses a Linkert scale containing 5 points, namely Strongly Disagree (STS) to Strongly Agree (SS). The data obtained will be tested using validity tests (<0.05) and reliability tests (>0.6). The following is the operational definition of variables and indicators to be measured in this study:

1. Promotion (X1)
   Promotion is one of the factors determining the success of a marketing program. If consumers have never heard of it and are not sure that the product will be useful to them, then they will not buy it. The indicators for promotion variables are:
   a) Advertising is all forms of non-personal presentations and promotions of ideas, goods and services paid for by a particular sponsor.
   b) Sales promotion is a marketing activity that encourages consumer purchases and retailer effectiveness. These activities include: demonstrations, performances and exhibitions, demonstrations and so on.
   c) Personal selling Is an oral presentation in a conversation with one or more prospective buyers that is intended to create sales.
2. Price (X2)
   Price is a pricing strategy that is very significant in providing value to consumers and affects the product image, as well as consumer decisions to buy. The indicators for promotion variables are:

   a) Affordability, the actual price of a product written on a product that must be paid by customers. The point is that customers tend to look at the final price and decide whether to receive the good value they expect.
   b) Price compatibility with product quality first the price listed on a product, because before buying consumers have thought about the right saving system
   c) Price competitiveness, Price offers given by producers or sellers are different and compete with those given by other producers, on the same type of product.
   d) Suitability of price with benefits Aspects of pricing carried out by producers or sellers that are in accordance with the right benefits can be obtained by consumers from the products purchased.

3. Purchase Decision (Y)
   A purchase decision is the stage in the decision-making process at which a consumers actually buy. The indicators for promotion variables are:

a) Product Selection, consumers make the decision to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying its products.
b) Brand Selection, consumers have to make a decision about which brand to buy. Each brand has its own differences. In this case, the company must know how consumers choose a brand.
c) Number of Purchases, consumers can make decisions on how much product to buy. In this case, the company must prepare many products according to consumer needs.

3.2 Data Analysis Methods

Testing to analyze research data using classical assumption tests. Classical assumption tests include normality tests, multicollinearity tests, hecteroskedastistas tests, autocorrelation tests, linearity tests. After the classical assumption test, multiple linear regression analysis was performed. The multiple linear analysis process aims to find out the linear relationship between two or more variables by using an independent variable and one dependent variable. Here are the similarities from the study:

$$Y = bl\ x1 + b2\ x2 + e \qquad (1)$$

Information:

Y: Purchase decision
b1: Social media promotion coefficient
b2: Price coefficient
X1: Social media promotion
X2: Price
e: Standart error

After multiple linear regression was carried out, hypothesis testing was carried out. The first hypothesis test is the simultaneous significance test (Test F). Priyatno (2014) said that the regression coefficient test together (F test) to test the significance of the influence of the independent variable on the dependent variable. If the significance value <0.05, it can be concluded that the independent variable simulatively has a significant effect on the related variable. After that, an individual significance test (T Test) is needed to find out whether or not the independent variable has a significant effect on the dependent or related variable. If the significance value < 0.05, it can be concluded that the independent variable partially has a significant effect on the dependent variable. After youji the correlation coefficient (R) is used to measure a relationship between two or more independent variables to the dependent variable (Priyatno, 2014). If the value of R is 0 to 1, it can be interpreted that the relationship of the independent variable with the dependent variable is getting stronger. The coefficient of determination test (R^2) is used to show whether the independent variable has an influence on the dependent variable. If the value of R^2 is close to 1 or value = 1, then the stronger the relationship between the independent variables that affect the dependent variable.

4. Results and Discussion

4.1 Company Overview

Mie setan was established in 2011 and already has branches in 15 cities in Indonesia, one of which is in Gresik. This devil noodle is engaged in *food and baverages* that sells spicy noodles and dim sum. The products offered by Mie Setan Gresik are spicy noodles with a variety of toppings and have varying levels of spiciness and Mie Setan also offers other products, namely several dim sum menus such as cheese shrimp, keyca, rambutan shrimp and several fresh drink menus with unique names, such as es pocong, es gendruwo, es kuntilanak, and so on. The purpose of devil noodles is to create menus with quality products and have unique innovations and maintain product quality.

4.2 Description of Research Results

The gender of respondents can be seen in Tabel 4.1 which shows more women as many as 32 respondents with a percentage rate of 53% and while men as many as 28 respondents with a percentage rate of 47% of the total number of respondents. The age of respondents can be seen in Table 4.2 which shows that of 60 respondents aged 18 years as many as 5 respondents with a percentage of 8%, age 19 years as many as 10 respondents with a percentage of 17%, age 20 years as many as 18 respondents with a percentage of 30%, age 21 years as many as 20 respondents with a percentage of 33%, and age 22 as many as 7 respondents with a percentage of 12%.

Table 4.1 Gender Distribution of Respondents

No	Gender	Sum	Presented
1	Man	28	47%
2	Woman	32	53%
TOTAL		60	100%

Table 4.2 Age Distribution of Respondents

No	Age	Sum	Presented
1	18	5	8%
2	19	10	17%
3	20	18	30%
4	21	20	33%
5	22	7	12%
TOTAL		60	100%

4.3 Description of Respondent's Answer

4.3.1 Promotion (X_1)

Table 4.3 illustrates respondents' responses to promotion variables. In the promotion variable, the results of this study have an average value of 3.62 so that it can be interpreted that the answers of the respondents are in accordance with the statements that have been filled in by the respondents. The second statement include in the questionnaire has the highest average value of 3.63 which can be concluded that the respondents most agree with the statement. The first statement was the lowest value, with an average of 3.62 which can be concluded that respondents do not agree with the statement. The value of the lowest standard deviation is the third statement with a value of 0.739 which concludes that the level of consistency is stronger than the other statements. There is also a lack of consistency, namely at the value or number 0.863.

Table 4.3 Description of Promotion Variables

No	**Statement**	**Number of Answers**					**Mean**	**Standard Deviation**
		Percentage (%)						
		1	**2**	**3**	**4**	**5**		
1	Demon Noodles has an interesting promotion.		4	24	23	9	3,62	0,825
			7%	40%	38%	15%		
2	I learned of the promotions available through Devil's Noodle employees verbally.	1	3	22	25	9	3,63	0,863
		2%	5%	36%	42%	15%		
3	I know about Satan Noodle products through exhibitions or events.		2	26	25	7	3,63	0,739
			3%	43%	42%	12%		
Promotion (X1)							3,62	

4.3.2 Price (X_2)

Table 5.4 shows from respondents about the price variable (X_2). The average value owned on the price variable is 3.75 which means that the respondents agree with the statement of the service quality variable. The highest score in the above statement is 3.95, which concluded that respondents agreed that devil noodle employees always help customers. In addition, there was a low score of 3.60 and it can be concluded that respondents did not agree with this statement.

Table 5.4 Description of Price Variables

No	Statement	Number of Answers / Percentage (%)					Mean	Standard Deviation
		1	2	3	4	5		
1	Satan Noodle products have affordable prices.		3	19	37	1	3,60	0,616
			5%	32%	61%	2%		
2	The quality of Satan Noodle products is in accordance with the price.		2	23	28	7	3,67	0,729
			3%	38%	47%	12%		
3	The price of Satan Noodle products is the most affordable among its competitors.		3	17	29	11	3,80	0,798
			5%	28%	48%	19%		
4	The benefits of Satan Noodle products are in accordance with the price.			13	37	10	3,95	0,622
				21%	62%	17%		
Price (X_2)							3,75	

Source: processed data,2018

4.3.3 Purchase Decision (Y)

Table 4.5 shows that there is a highest value of 4.05. It can be concluded that the respondents agree with the variable statement, which means that the respondents will still choose Mie Setan Gresik products over other products and refer them to others.

Table 4.5 Description of Purchasing Decision Variables

No	Statement	Number of Answers / Percentage (%)					Mean	Standard Deviation
		1	2	3	4	5		
1	I will decide to buy Devil's Noodle products during the COVID-19 pandemic			22	25	13	3,95	0,755
				37%	42%	21%		
2	I chose the Devil's Noodle brand over its competitors.			12	33	15	4,05	0,675
				20%	55%	25%		
3	I will decide to buy Satan Noodle products in large quantities.			13	31	16	4,05	0,699
				22%	52%	26%		
Purchase decision (Y)							4.21	

Source: processed data, 2021

4.4 Test Validity and Reliability

4.4.1 Validity Test

In Table 4.6 there are instruments from promotion, price, and purchase decision variables with a significance value of 0.00 which can be interpreted < 0.05, so that it can be concluded that all instruments of the variables are valid.

Table 4.6 Validity Test

Variable	Statement	Validity		
		Person Corerelation	Significance Value	Conclusion
X1	X1.1	0,806	0,000	Valid
	X1.2	0,752	0,000	Valid
	X1.3	0,841	0,000	Valid
X2	X2.1	0,448	0,000	Valid
	X2.2	0,753	0,000	Valid
	X2.3	0,774	0,000	Valid
	X2.4	0,778	0,000	Valid
Y1	Y1.1	0,777	0,000	Valid
	Y1.2	0,834	0,000	Valid
	Y1.3	0,732	0,000	Valid

Source: processed data, 2021

4.4.2 Reliability Test

Table 4.7 shows that promotion, price and purchase decision variables have a Cronbach alpha coefficient of > 0.6. So it can be concluded that the statements on each variable are declared reliable.

Table 4.7 Reliability Tests

Variable	Cronbach Alpha	Coefficient Value	Decision
Promotion (X_1)	0,710	0,6	Reliable
Price (X_2)	0,638	0,6	Reliable
Purchase Decision (Y)	0,677	0,6	Reliable

Source: processed data, 2021

4.5 Classical Assumption Test

4.5.1 Normality Test

Table 5.8 shows that the normality test with the Kolmogorov-Smirnov one sample method is 0.200 > 0.05. So it can be interpreted that the data in this study have normally distributed residuals and the resulting regression model can be used in decision making.

Table 4.7 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,39703837
Most Extreme Differences	Absolute	,087
	Positive	,087
	Negative	-,059
Test Statistic		,087
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Source: processed data, 2021

4.5.2 Multicollinearity Test

Table 4.9 shows that there is a tolerance value in the promotion and price variables is 0.960 which means > 0.1 and the VIF is 1.042 which means < 10. It can be concluded that there is no mulricolinearity between the dependent variable and the independent variable. It can be stated the feasibility of the regression model in this study.

Table 4.9 Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	,716	,467		1,534	,131		
	Promotion	,427	,083	,498	5,137	,000	,960	1,042
	Price	,458	,111	,398	4,107	,000	,960	1,042

a. Dependent Variable: Purchase Decision

Source: processed data, 2021

4.5.3 **Hecterokedasticity** Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	1.020	.798		1.278	.206
	Promotion	.049	.033	.201	1.497	.140
	Price	-.030	.053	-.076	-.562	.576

a. Dependent Variable: ABS_RES

Table 4.10 Hecteroskedastisias Test
Source: processed data , 2021

Table 5.10 states that the significance value for the promotion variable is 0.140 which means > 0.05. It can be concluded that hecterocysticity does not occur. There is also a significance value for the price variable, which is 0.576 which means > 0.05. The value is also stated not to occur hecterocysticity. With this statement, it can be concluded that it can strengthen the feasibility of the regression model in this study because the two independent variables do not occur hecterocysticity.

4.5.4 **Auticoleration Test**

According to Priyatno (2017), autocorrelation is a correlation or relationship between observation members arranged according to place or time. The data used in this study was *cross-section* data. So it is irrelevant if the data in this study if tested using correlation test assumptions.

4.5.5 **Linearity Test**

Table 4.11 Promotion linearity test of purchase decisions

ANOVA Table

			Sumof Squares	df	Mean Square	F	Itself.
Purchase Decision * Promotion	Between Groups	(Combined)	8,391	8	1,049	5,512	,000
		Linearity	6,041	1	6,041	31,750	,000
		Deviation from Linearity	2,350	7	,336	1,764	,115
	Within Groups		9,704	51	,190		
	Total		18,094	59			

Source: processed data, 2021

Table 5.11 shows that the significance value of promotion linearity on purchase decisions is 0.000 which means <0.05. It can be concluded that promotions have a significant linear relationship to purchase decisions.

Table 5.12 Price Linearity Test Against Purchasing Decisions

			Sum of Squares	df	Mean Square	F	Itself.
Purchase Decision *Price	Between Groups	(Combined)	5,752	9	,639	2,589	,016
		Linearity	4,488	1	4,488	18,182	,000
		Deviation from Linearity	1,264	8	,158	,640	,740
	Within Groups		12,342	50	,247		
	Total		18,094	59			

Source: processed data, 2018

Table 4.12 shows that the significance value of product quality linearity on repurchase interest is 0.000 which means <0.05. It can be concluded that price has a significant linear relationship to purchasing decisions.

4.6 Multiple Linear Regression Analysis Test Results

A multiple linear regression equation was obtained in this study:

$$Y= 0.716 + 0.427 X1 + 0.458 X2$$

Y: Purchase Decision
a : Constant
X1 : Promotions
X2: Price

It can be concluded that the promotion of Mie Setan Gresik has a significant influence on the purchase decision of Mie Setan Gresik products . And it can also be concluded that every increase in consumer valuation, the purchase decision will increase by a value of 0.427. The price coefficient also has a significant effect and it can also be concluded that every increase in consumer valuation, repurchase interest will increase with a value of 0.458.

4.7 *Test of Goodness of Fit*

4.7.1 Statistical Test F

Table 4.13 Statistical Tests

ANOVA[a]

Model		Sumof Squares	df	Mean Square	F	Itself.
1	Regression	8,794	2	4,397	26,946	,000[b]
	Residual	9,301	57	,163		
	Total	18,094	59			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Price, Promotions

Source: processed data, 2021

There is table 5.13 which shows that the result of the significance value of the F test is 0.000, which means < 0.05. So it can be interpreted that this model is worthy of research.

4.7.2 Statistical Test T

Table 5.14 Statistical Test T

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance and	BRIGHT
1	(Constant)	,716	,467		1,534	,131		
	Promotion	,427	,083	,498	5,137	,000	,960	1,042
	Price	,458	,111	,398	4,107	,000	,960	1,042

a. Dependent Variable: Purchase Decision

Source: processed data, 2021.

4.7.3 Analysis of the Coefficient of Correlation (R) and Coefficient of Determination (R^2)

Table 5.15 Analysis of Coleration Coefficients (R) and Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate	Durbin-Watson
1	,697[a]	,486	,468	,40394	1,967

a. Predictors: (Constant), Promotions, Prices

b. Dependent Variable: Purchasing Decision

Source: processed data, 2021

Table 4.15 shows the results of R and R2 of 0.697 and 0.486. R with the amount of 0.697 can be concluded that promotions and prices on purchasing decisions are of strong value. R^2 shows a value of 0.486 can be interpreted as a variable of repurchase interest influenced by price and promotion by 48.6%.

4.8 Discussion

4.8.1 The Effect of Promotions on Purchase Decisions

The T test is equal to the promotion, which is 0.00 < 0.05, so it can be stated that the promotion has a significant effect on the purchase decision of Mie Setan Gresik products. In the results of multiple linear regression analysis, the influence of promotion on purchasing decisions is positive and it can also be stated that the formulation of the first problem in this study has been answered. The results of this study are relevant to the results of previous research conducted by Putro, *et al.*, (2014) product quality variables have a real effect on Youjell Yogurt purchasing decisions. This happens due to the lack of management supervision of product quality.

4.8.2 The Effect of Price on Purchasing Decisions

The significance value of the T test is the price of 0.00 < 0.05, so it can be stated that the price has a significant effect on the purchase decision of Mie Setan Gresik products. In the results of multiple linear regression analysis, the effect of product quality on repurchase interest is positive and it can also be stated that the formulation of the second problem in this study has been answered. The results of this study are relevant to the results of previous research conducted by Putro, *et al*., (2014). The conclusion from the results of this study is that to achieve the specified target, product and service quality is one of the main factors that can increase consumer loyalty.

5. Conclusions and Suggestion

5.1 Conclusion

1.Promotion has a significant effect on the purchase decision of Mie Setan Gresik.

2.Price has a significant effect on the purchase decision for Mie Setan Gresik products.

5.2 Suggestion

1. Promotion is one of the important bases for purchasing decisions and is a major influence. So that in the future the Mie Setan Noodle Gresik shop is obliged to promote its products by Mie Setan Noodle.

2. Price as the second variable also has an influence on purchasing decisions. This result proves that the price given is in accordance with the quality of the product provided to consumers.

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