THE INFLUENCE OF INNOVATION AND PROMOTION ON CONSUMER PURCHASE DECISIONS ON PANGSIT MIE PALU

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Abstract: Developments in the culinary business continue to increase. Seeing this makes competition between businesses even tighter, so that every culinary business needs to compete to get consumers so that its business can continue to survive. Attracting the attention of consumers can encourage consumers to become loyal to the products offered by a business. This study aims to know the effect of innovation and promotion on consumer purchasing decisions on Pangsit Mie Palu. This data using a descriptive research method. The distribution of questionnaires was used in this study to obtain data related to innovation, promotion, and purchasing decisions in this study. There were 103 consumers of Mie Pangsit Palu in the city of Makassar. Statistical Product and Service Solution (SPSS) was used to managing the obtain data through multiple linear regression analysis, the results of the T test, and the F test. Through the results of the data processing, it was found that (1) culinary product innovation has a significant and positive influence on purchasing decisions on Pangsit Mie Palu; (2) promotions have a significant and positive influence on purchasing decisions on Pangsit Mie Palu; (3) innovation and promotion have a significant influence on purchasing decisions of Pangsit Mie Palu.

Keywords: innovation; promotion; buying decision

A. INTRODUCTION

   Doing business in the culinary world requires expertise to see opportunities and take advantage of all the potential, so culinary entrepreneurs regularly need to innovate their products. This is because product innovation plays an important role in achieving its goals and maintaining the ability to compete. There is

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innovation in the product so that it can satisfy consumers. Vice versa, if a business does not provide innovations to its products, it can make consumers bored with the menu and cause them to switch to other similar competitors (Dirgantara, 2020). In addition, innovation can also maintain and attract the attention of consumers. In carrying out product innovation, it is necessary to have a differentiator from existing products, making it possible for consumers to try various new variants offered by culinary business actors. Every culinary business person must be able to make consumers feel satisfied. Getting satisfaction from consumers can encourage consumers to repurchase a product. Seeing this, business owners must be smart in finding an accurate strategy to beat existing competitors. That way, a business can get many buyers and get much profit.

In encouraging consumers to become customers so that the products offered by culinary business actors can sell well, promotion is needed. According to Setyaningrum et al. (2015: 224) informative promotions can divert needs into the desire to buy new products. The promotion function is to introduce products that have been produced to consumers. In addition, by promoting a business, it can convince or invite consumers to make purchasing decisions and market the uniqueness of their products so that they become more attractive to consumers and result in these products being disseminated and communicating about the advantages of culinary products. Promotion is essential for the sustainability of a culinary business because through promotion, actors can encourage sales and grow to build a wider and more advanced business. One of the culinary businesses that is widely known by residents of the city of Makassar because of the innovations and promotional activities that are provided on an on-going basis is the Pangsit Mie Palu Makassar restaurant (non-Halal).

Even though the main menu of the Pangsit Mie Palu restaurant is special large dumpling noodles and large wonton noodles, this restaurant continues to attract the attention of many people with just its main menu. The innovations that have been made by the Pangsit Mie Palu Makassar restaurant include adding new unique menus, such as tumpeng rice, tumpeng noodles, team rice, soy sauce pork team rice, rica pork team rice, woku nyuknyang khe with rice, flat noodle dumplings, fine noodle dumplings, wagyu noodle dumplings, mushroom pork noodle dumplings, vegetarian noodle dumplings, rica pork, soy sauce pork, woku

pork, and pork ribs. Not only that, this restaurant also tries to follow trends and adjust its business to suit uncertain situations, especially during the Covid-19 pandemic.

The Development of innovation in the culinary industry has always experienced developments. One of the innovations made is to release frozen food. In the future, frozen food will become one of the foods that has good prospects and can compete in the international market (Setiobudi & Audrey, 2021). Pangsit Mie Palu restaurant has also developed their product by launching a frozen food product called frozen noodle dumplings. These frozen noodle dumplings have spread in the city of Makassar and have been successfully promoted through social media such as Instagram, Tiktok, Youtube, and others. Through promotional activities carried out and providing engaging content, this restaurant obtains results that invite consumers' decisions to buy products from Pangsit Mie Palu. As most people in Makassar know, one of the products of frozen noodle dumplings is known to be delicious and safe for consumption by Makassar residents themselves and those outside Makassar.

Through the background previously described, it can be seen that the formulation of the problems found in this study are: (1) What is the effect of innovation on consumer purchasing decisions for Pangsit Mie Palu in Makassar city? (2) What is the effect of promotion on purchasing decisions for Pangsit Mie Palu in Makassar city? Mie Palu in the city of Makassar? (3) Is there an influence of innovation and promotion on purchasing decisions on Pangsit Mie Palu?.

B. LITERATURE REVIEW

1. Product Innovation

The concept of product innovation is defined as a combination of various processes that influence one another (Ernawati, D., 2019). Meanwhile, according to (Syahputra, H. A., 2020), product innovation is something new from existing products. Product innovation is in the form of ideas that can be realized by prospective buyers.

According to, (Sari, N. E. & Roza, S., 2017) there are several indicators of product innovation. There are 3 indicators, namely:

1. Types of products

   A product can be disseminated to the market so that consumers can pay attention to, use, own or consume the product so that it can provide satisfaction for its consumers. According to this understanding, the product has a form that can be seen and felt. In other words, a product that has mass can be touched to be held. In general, product types are divided into two types, the first is consumer products and industrial products (Sari, N. E. & Roza, S., 2017).

2. Quality improvement

   Based on (Kurnia, 2017), quality is a relative measure of goodness. Through several definitions of quality that have been put forward, according to (Tjiptuno and Diana (2005): 3) several similarities are obtained, especially in the following elements:

   a. Efforts to give pleasure or satisfaction to customers really need an element of quality.

   b. Products, services, processes, people and the environment define the range that can increase the level of quality.

   c. Quality also needs to be measured over time because over the course of a product's time, quality can decline. Product robustness in quality provides a good basis for assessing product quality.

3. Feature packaging

   According to (Sulistiyowati & Purwanto, 2021), the outer wrapper or container for storing products so that they can be distributed properly and safely is an important function. In product packaging, it is necessary to pay attention to quality, neatness and attractive packaging design. Attraction can increase sales opportunities. Patterns in sales also change because the design keeps up with the times. The bigger the company, usually the more concerned about the quality of the product and its packaging. The first thing that customers see is usually the packaging, therefore it would be nice to provide an attractive appearance and keep it safe because eye appeal supported by product protection is an important factor in feature packaging. Modifications made to the packaging to follow the direction of the product packaging design give a positive impression and become more attractive to the attention of customers.

Therefore, a package should be as beautiful and safe as possible so that it can attract the attention of consumers but remain safe (Darmawan, 2017).

Innovation has become an activity that is carried out from time to time so that human welfare in a sustainable manner develops for the better and progresses in meeting needs and satisfaction. Innovation can be useful for business actors to hone the ability of business actors to create new things and improve management capabilities in order to realize innovation. In addition, this activity contributes to the state in increasing state revenue. It can even be an advantage for consumers who feel help, convenience, usability, functionality and so on, through innovations shared by business actors. Innovation is a necessity for every business, both new and existing businesses. By innovating, entrepreneurs can create new products that open up new opportunities in the market (Sumiati, 2020).

Doing innovation is the same as giving consumers new opportunities so they don't continue to consume the same thing until they reach a saturation point. In this case, innovation cannot only be interpreted as just creating new products. Providing changes and development for products that can be added value to a business can also be referred to as innovation. According to Wahyuni (2019), product innovation is a way for a new product to be introduced for its uniqueness, improvement and added value so that it can stand out among other products. It's necessary to transform and combine the old way and new to do product innovation. By doing it, can reward sustainable business and increase profits to the company (Setiobudi & Audrey, 2021)

The success of innovation is not enough to provide added value only. There are reasons that certainly encourage consumers to choose to consume innovation from a business, namely because the product is sufficient and fulfils the needs and desires of consumers. Product innovation means that new products and services are published to the market for market needs (Hartini, 2010). Designed innovations need to prioritize market needs and wants because the ultimate goal of every business is to attract the attention of consumers to obtain sales that are successful in business.

2. Promotion

The effect of promotion is no less important than innovation. According to Han (2020), innovation is not certain to be welcomed by the consumers it wants to target. Any change, modification or something new takes time for consumers to understand it. This is where the role of promotion is no less important to meet consumer needs in understanding and trusting innovative products from a business that are valuable. With the promotion of a business can interact, build connections with consumers and form an image so that it is easier to recognize and remember. Awareness of product innovation can facilitate an effort to enter into consumer conversation topics.

Promotion is a communication technique that uses the media as a means of conveying it to other people, where the media used include: television, posters, billboards, radio, posters, and others (Widnyani 2021). With this media, it is hoped that it can become a bridge for the interests of business owners and consumers, and can be an attraction for consumers for the products marketed by these businesses. In this era, product promotion is often supported by technological developments and social media so that every business is spreading content more frequently and quickly to grow viewers and attract them as potential customers. The convenience provided for sharing this content continues to enliven promotional activities to be more creative so that they can be seen and exist.

From Kotler's perspective, there are a few types of promotion indicator that can be used by marketers to consumers, which would be very helpful to strike better engagement (Lou, 2021).

1. Advertising

   The purpose of advertising is to build mass awareness and aiming to the market target by using mass communication media such as billboards to remind people of products and services.

2. Personal selling

   The ability to communicate from seller to consumer face to face that will affect relationship to customer.

3. Sales promotion

   To boost sales it should start with promotion like an incentive toward consumers. For example, discount, free gift and coupon that could drive consumers' effort to buy and get the product.

4. Public relation

It's a benefit for the company by building a good relationship with the public. It can be easier for the business to earn trust that can guard sustainability of the business

A company that can provide the best promotions allows companies to achieve higher consumer purchasing decisions (Widnyani, 2021). In gaining consumer consideration, buying new products compared to other products that consumers have known for a longer time will be more commensurate if entrepreneurs provide clear and easy-to-understand information through promotional activities. Promotion with information that is not conveyed becomes a blemish of consumer doubts and results in low trust. If trust can be built with the clarity of the promotion process it will also be much more heeded and increase consumer intentions in trying or consuming the product. From the consumption process, consumers tend to give their opinions or make product testimonials that can be part of the promotion indirectly.

Promotional activities have many functions. Besides functioning to communicate products and build relationships with consumers, promotion also functions to compete with competitors. Competitors or competition cannot be avoided by business actors. What a business actor can do is survive and be superior to his competitors. Therefore, it is very important that every company has the right marketing concept that should be able to maintain consumer confidence in purchasing decisions (Vincencia & Christiani, 2021).

3. Purchase Decision

Consumer behavior has become one of the main parts in purchasing decisions, so that when consumers want to purchase goods or services it will be done in stages (Nasution, 2019). Consumer behavior is a study of how individuals, groups, and organizations determine, shop for, use, and use goods, services, experiences, or ideas to satisfy their needs and desires (Dimyati & Sukarno, 2018). Meanwhile according to (Marcilina, S. & Nasir, M., 2018) defines consumer behavior is the arrangement of the activities of a person who directly participates in obtaining and utilizing goods and services, who participates in the decision-making process in planning and determining these activities.

When consumers get goods or services by buying, it shows that they want to solve a problem by meeting the needs needed. In fulfilling his wants or needs, it is necessary to first identify his wants and needs. Furthermore, consumers will provide information about the product or service. After knowing the information, an evaluation will be carried out on alternative purchases and after the consumer makes a purchase there will be consumer behavior, whether satisfied or not (Swastha, 2008). Based on Sunyoto (2015: 80) states that marketing orientation can be given an emphasis on consumer purchasing choices. The more consumers who make repurchasing decisions show consumer trust and loyalty to products and businesses. With this, it will be easier for business actors to expand their market reach.

Purchasing decisions can be said as an activity and also consumer behavior that drives whether or not there is a product or service purchasing process and how many consumers make decisions to make payments and then buy goods or services. Of course, the number of purchases made by consumers becomes a basis or determinant for companies to see whether the company's goals have been achieved or have not been achieved (Firdaus, 2018). Meanwhile, according to Kotler and Keller (2009) the definition of a purchase decision is a step in determining the choice for a transaction with a strong motivation to own and pay for the product. Decision making is defined as the activities of individuals who are directly involved in obtaining and using the products offered. Purchasing decision indicators (Wangarry, Tumbel, & Karuntu, 2018) describe several subjects that are indicative of and influence purchasing decisions, namely:

1. Product maturity

   When going through the shopping process, consumers tend to have made several choices as alternatives according to the products that have been provided by the market. Alternative consumer choices are selected based on how good the quality of the product is, how affordable the price is offered and various other factors. The more good factors provided by a product will increase consumer desire, consumer confidence and strengthen consumer purchasing decisions in buying products that consumers consider to be stable.

2. Habits in buying products

   Every individual has habits. Living habits greatly influence the way consumers shop and choose a product or service. Consumers tend to make purchasing

decisions for products that have long been known and consumed. This is due to these products are already embedded in the minds of consumers and have provided appropriate benefits in meeting consumer needs. Therefore, a feeling of discomfort will overshadow consumers when they have to consume and try other products.

3. Give recommendations to others.

Sharing impressions or impressions of products or services has become part of consumers' lives so that companies must provide the best possible products or services they have. Most good products will get recommendations from consumers and this will lead to the desire of other consumers to consume and experience the benefits of the product or service. Of course, consumer recommendations to others are a major influence on other consumers' purchasing decisions.

4. Make repeat purchases

Consumers want to buy goods or services because they have expectations of the benefits of products or services. If consumers feel that the products and services are according to their expectation then the consumers satisfaction will be fulfilled. With the fulfilment of satisfaction, there will be more reasons for consumers to feel the same way by deciding to repurchase and consume the product or service.

Apart from the purchasing decision indicator, there are 5 purchasing decision processes that will be passed by everyone in acquiring an item or service based on Kotler and Keller (2009). The following is a description of the purchasing decision process:

1. Recognition of needs

Before making a purchase of goods, consumers must first know their needs. In knowing the needs needed by consumers, it is necessary to see the problem in their needs. That's when consumers can feel that there is a difference between the actual conditions and the desired conditions. Each individual has their own needs. Doing research before choosing a target market can help to cover consumers with a need for the product. When other people see an individual using a product, a sense of belonging can arise as well. Willpower

can also begin to grow to want to feel the satisfaction of needs when using the product.

2. Information search

When consumers know their needs, products must be ready to be searched easily. Access to information provided by product sellers allows consumers to meet their needs. Consumers will look for information about a product they want to buy in various media or methods; conversation from friend to friend or word of mouth, digital media, or conventional media.

3. Alternative evaluation

The next stage after searching for information on similar products, consumers want to evaluate these products and look for various alternatives, so they can get the right product to buy.

4. Purchase decision

After all the previous stages have been passed, the next stage is to plan before buying the goods or services, with the aim that these goods and services can meet their needs.

5. Behavior after purchase

When the transaction is complete, the product then belongs to the customer. Satisfaction or not will be felt immediately at this point. When customers are satisfied, they can feel happy and increase the chances of becoming a customer.

According to Nguyen (2019), purchasing decisions describe that consumers have a desire to spend money to get the desired products and services without any doubts or worries. This shows that consumers will make repurchase decisions if entrepreneurs offer appropriate innovations and build to ensure consumer confidence in products and services. Evaluation by consumers plays an important role in repurchasing decisions. Consumer evaluation is influenced by the types of needs that consumers have and personal consumers, both of which include needs in the physical, mental and social aspects. Of course, business actors hope that the values offered through products and services are considered equivalent by consumers by making purchases repeatedly.

As is well known, needs and satisfaction must be continuously fulfilled so that there will always be innovations and new promotions to make repeated

consumer purchasing decisions. These two factors provide different experiences to consumers so that they differentiate one business from another. This is also a factor in how long the business can run. Businesses that succeed in providing the best experience open up the best opportunities to get repeat purchase decisions from consumers.

4. Methods

This research uses descriptive research method. The population in this study were consumers from the Pangsit Mie Palu restaurant in Makassar city. The number of respondents obtained for this study was 103. The sample used was 103 respondents and was taken from a truly representative population. Sample size is the number of samples to be taken from a population.

Through a statement from Arikunto (2012: 104) states that if a large population of people obtained to complete the questionnaire has a number below 100 people, then the sample must be taken as a whole for data processing. However, if the population obtained exceeds 100 people, then 10% to 15% or 20% to 25% of the total population can be used as a sample. Descriptive research is research that aims to get an illustration or description of the considerations of business actors for the realization of innovation and promotion based on consumer perceptions of culinary businesses, namely Pangsit Mie Palu in Makassar, South Sulawesi.

Table 1 Validity Test Results

		X1	x2	AND
X1	Pearson Correlation	1	,441**	,668**
	Sig. (2-tailed)		<,001	<,001
	N	103	103	103
x2	Pearson Correlation	,441**	1	,503**
	Sig. (2-tailed)			
	N	103	103	103
AND	Pearson Correlation	,668**	,503**	1
	Sig. (2-tailed)	<,001	<,001	
	N	103	103	103

** Correlation is significant at the 0.01 level (2-tailed)

In the validity test, when sig. (2-tailed) <0.05 and Pearson correlation positive value, so that it is known that the questions that have been distributed to respondents can be declared valid. Based on the data obtained through the validity test, it is known that the 3 variables are valid. This is because the 3 variables meet the requirements of validity.

Table 2-Results of Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		103
Normal Parameters	Mean	,0000000
	Std. Deviation	3,74104639
Most Extreme Differences	Absolute	,068
	Positive	,036
	Negative	-,068
Test Statistic		,068
Asymp. Sig (2-tailed) [c]		,200[d]
Monte Carlo Mr. (2-tailed) It is	Say.	,297
	99% Confidence Interval Lower Bound	,285
	Upper Bound	,308

a. Test distribution is normal
b. B. Calculated from data
c. Lilliefors Significance Correction
d. This is a lower bound if the true significance
e. Liliefors' method based on 10000 Monte Carlo samples with starting seed 221623949

Based on the above test results obtained via one-sample *Kolmogorov Smirnov test,* the significance value of Asymp.Sig.(2-tailed) can be taken. These results issue a value of 0.200 which can be interpreted as 0.200 > 0.05. From that, it can be concluded that the data from this survey are normally distributed.

Table 3 Test Results Multiple Regression
Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Say
1	(Constant)	6,312	3.240		1,948	,054
	X1	,732	,104	,554	7,038	<,001
	x2	,533	,162	,259	3,292	,001

a. Dependent Variable: Purchase Decision (Y)

In knowing the effect of innovation and promotion on purchasing decisions on Pangsit Mie Palu, this study uses multiple linear analysis. The following is the test model used in this study;

$$Y = 6,312a + 0,732X_1 + 0,533X_1$$

Y = Purchase Decision
B_0 = Constant
X_a = Product Innovation
X_2 = Promotion

Based on the results of the analysis, the following are the results:
1. Purchase decision constant value (Y) of 6.312. This shows that innovation in products and promotions is equal to zero or does not change, therefore the purchasing decision for Mie Palu dumplings is 6.312.
2. The coefficient value obtained from the product innovation variable (X_1) of 0.732. This value proves that the value is positive, so that if the variable X_1 which is an innovation has increased by 1%, the purchase decision (Y) will increase by 0.732 (73%) and vice versa. That is, the product innovation variable (X_1) which has a positive influence in increasing the purchasing decision variable (Y). This means that if product innovation is increased by Pangsit Mie Palu, it can significantly increase purchasing decisions.
3. The coefficient value obtained from the promotion variable (X_2) shows a value of 0.533. This value proves that the value is positive, so that if the variable X_1 i.e., promotions have increased by 1%, so the purchasing decision variable (Y) will increase by 0.533 (53%) and vice versa. That is, the promotion variable (X_2) has a positive influence in increasing purchasing decisions (Y). This means that if the promotion is carried out the better, then the purchasing decision can be significantly increased.

Table 4 -Results of Correlation Coefficient and Adjusted R Square Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,708 [a]	,501	,491	3,778

a. Predictors: (Constant), Promotion (X2), Culinary Innovation (X1)

From the table above it is known that the value of R is 0.708. From this value, it shows that there is a link or relationship between culinary product innovation (X1) and promotion (X2) on purchasing decisions (Y), but the relationship between the two is relatively strong.

In addition, it is known that adjusted R square is 0.501. The R square value in the table above shows that culinary product innovation and promotions can influence purchasing decisions by 50.1%. Conversely, 49.9%, influenced by other variables not included in this study.

There is a significant relationship or influence between the independent variables on the dependent variable, so it is necessary to use the test in SPSS. In the test, it has conditions that are t count > t table and a significance value <0.05 (α=5%). Through these provisions, the variables simultaneously have a significant influence on the dependent variable. The following describes the results of the T test obtained from the results of data processing.

Table 5 Simultaneous Hypothesis Testing Results
Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Say
1	(Constant)	6,312	3.240		1,948	,054
	X1	,732	,104	,554	7,038	<,001
	x2	,533	,162	,259	3,292	,001

a. Dependent Variable: Purchase Decision (Y)

Through the table above it is found that the value of Tc_{ount} on innovation variable (X_1) 7,038 > t $_{table}$1.984 (df=102) and sig. innovation (X_1) of 0.001 <0.05. Seeing these results, it can be concluded that simultaneous hypothesis testing (H_1) accepted. This means that the innovation variable (X_1) has a relationship or influence on purchasing decisions (Y).

Through the table above it is known that the value of Tc_{ount} on the promotion variable (X_2) 3,292 > t$_{table}$1.984 (df=102) and sig. innovation (X_2) of 0.001 <0.05. Seeing these results, it can be concluded that simultaneous hypothesis testing (H_2) accepted. It can be interpreted that the innovation variable (X_1) has an influence on purchasing decisions (Y).

Seeing that there is a significant relationship or influence between the independent variables on the dependent variable, it is necessary to use the F test in SPSS. In the F test, it has terms or conditions, namely $F_{count} > F_{table}$ and a significance value <0.05 ($\alpha=5\%$). Through these provisions, the variables simultaneously have a significant influence on the dependent variable. Below describes the results of the F test obtained from the results of data processing.

Table 6 Partial Hypothesis Testing Results
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Say
1	Regression	1431,728	2	715,864	50,147	<,001[b]
	Residual	1427,534	100	14,275		
	Total	2859,262	102			

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (constant), Promotion (X2), Culinary Product Innovation (X1)

Through the results of the Anova table it was found that the value of F_{count} of 50.147 > F_{table} namely 3.087 and judging from the significance of the F test, innovation (X_1) and promotions (X_2) on purchasing decisions (Y) has a value of 0.001 <0.05. Through the results of the F test, it can be concluded that the partial hypothesis testing (H_3) accepted. This is because the product innovation and promotion variables simultaneously have an influence on the purchasing decision variable (Y).

4. Discussion

This study has the objectives of knowing the effect of innovation on purchasing decisions, knowing the effect of promotion on purchasing decisions, and knowing or finding the effect of innovation and promotion on purchasing decisions at Pangsit Mie Palu. Statistically, the questionnaire in this study proved to be valid, meaning that all the questions distributed in the questionnaire made sense and could be used for further analysis in answering the questions in this study. Multiple linear regression is the main analysis in this study which is used to make this analysis run opti-

mally. Through this examination it is known that the data has been normally distributed.

Through the results of the t test, innovation (X_1) listed in the table above, it was found that the innovation variable on purchasing decisions gave t result of 7.038. If you compare the t test numbers with the t distribution percentage point table, which is equal to 1.984 (df = 102), it can be said that the t test results are higher. Seeing these results proves that innovation has a positive and significant effect on purchasing decisions (Y) for Mie Pangsit Palu. A business can develop if there is product innovation carried out. If product innovation is carried out with a lot of effort, it can provide an increase in purchasing decisions. Based on the results of research by (Dirgantara, 2020) informing that there is a significant effect of product innovation on purchasing decisions, therefore it can be said that this research is in accordance with the results of previous studies.

Through the results of the promotion t test (X_2) listed in the table above, it was found that the innovation variable on purchasing decisions gave a t result of 3.292. If you compare the t test numbers with the t distribution percentage point table, which is equal to 1.984 (df = 102), it can be said that the t test results are higher. Seeing these results proves that innovation has a positive and significant effect on purchasing decisions (Y) on Pangsit Mie Palu. Based on the results of research from (Dirgantara, 2020) explaining that there is a significant influence arising from promotions on purchasing decisions, therefore it can be concluded that this research is in accordance with the results of previous studies.

In the table above the F test value obtained is equal to 50.147. This value shows that the value is greater than 3.087, so seeing this it can be concluded that culinary product innovation has a significant influence on purchasing decisions in the Palu Noodle Dumplings Business. Thus, there is significance between culinary product innovation (X_1) and promotions (X_2) on purchasing decisions indicates that this research is appropriate.

E. CONCLUSION

After processing the data and getting the results of the analysis, the conclusions of this study can be formulated as follows:

1. Partially, the results obtained through the innovation variable (X_1) have a positive and significant effect on purchasing decisions (Y) as the dependent variable. This can be seen in the product innovation variable value t_{count} 7,038 > t_{table} 1.984 with a significance value of 0.001 <0.05.
2. Partially, the results obtained from the promotion variable (X_2) have a positive and significant effect on purchasing decisions (Y) as the dependent variable. From this matter it can be seen in the promotion variable where the value of t_{count} 3,292 > t_{table} 1.984 with a significance value of 0.001 <0.05.
3. Simultaneously (together), the results obtained in looking at product innovation and promotion variables have a significant impact on purchasing decisions. The influence of these two variables (product innovation and promotion) on purchasing decisions can be seen through the value of F_{count} 70,634 > F_{count} 3.087 with a significance value of 0.001 <0.05. Therefore, the results of data analysis in the study show that product innovation and promotion variables can explain the purchase decision variable by 59.3%. Then the remaining 40.7% is explained by other variables that are not in this study.

This research is still far from being perfect because there are still many shortcomings and limitations in this study, namely: (1) this study only uses 2 variables independent in the form of innovation (X1) and promotion (X2), while there are still many other variables outside of these two variables that affect the variables dependent in this study, namely the purchase decision of Mie Palu dumplings. For researchers who want to examine things similar to this study, researchers hope to add variables independent, so that it can cover the deficiencies found in this study. (2) This study only uses consumers who consume products produced by Pangsit Mie Palu.

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