THE ANALYSIS OF PRICE AND PROMOTION INFLUENCE TOWARD PURCHASING DECISION IN ATHALIA DAILY SPA AND SLIMMING BANYUWANGI JAWA TIMUR

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ABSTRACT

Athalia had not analyzed the influence of price and promotion to purchase decision of Athalia’s services before. The purpose of this research was to analyze price and promotion’s affection simultaneously to purchasing decision of Athalia’s services, to analyze price’s affection partially to purchasing decision, and to analyze promotion’s affection partially to purchasing decision, to make the best strategy for the future. This research used quantitative research method with the questionnaire for the respondents. The sampling method was Proportional Stratified Sampling. The conclusion of this research was price (X₁) and promotion (X₂) simultaneously affected purchasing decision, price partially affected purchasing decision, and promotion partially affected to purchasing decision. The limitation of this research was the result of determination coefficients (R²), gave the information only 30.7% purchasing decision (Y) had been affected by price (X₁) and promotion (X₂). The other limitation was this research had not discussed more about Publicity because Athalia had never done the Publicity itself.

Keywords: Price, Promotion, Purchasing Decision

INTRODUCTION

Spa has now become a lifestyle and health tourism for its customers. Each spa company has various styles and concepts in accordance with the targets and their respective market segments, it is becoming one of the media in satisfying urban communities’ needs to get spa treatments. Athalia Daily Spa and Slimming is a service company that offers a variety of treatments start from the head, the body, to the foot. Athalia Company was established in July 2013 and is derived from the word "God’s Grace". Athalia’s vision is becoming a modern enterprise providers to care for the woman’s natural beauty, with quality services and high professionalism in Banyuwangi and Indonesia for the next. Athalia provides treatment care services with the concept of modern tropical. The value added of Athalia is using service standards, using standard of caring, which is located in the shop side close to three residential populations, receive treatment for women only, and has a treatment capacity up to eight people at the same time.