

Influence Discount Framing and Prices on The Purchase Decision of Brand Products Private Label Indomaret

ABDUL SALAM¹, SERLI OKTAPIANI², HANIFA SRI NURYANI³, MEGA JAYADI⁴

^{1, 2, 3, 4} Faculty of Economy and Business, Universitas Teknologi Sumbawa

Jl. Raya Olat Maras, Batu Alang, Moyo Hulu, Sumbawa Regency, NTB, Indonesia

Abstract- Development industry retail on the moment this the faster and keep going experience enhancement, complexity and increasing consumer needs during the pandemic COVID-19 Mini Market Indomaret is network Mini Market enough broad, provides various type basic daily needs, including fast-moving consumer goods (FMCG) products, namely which could for sale by fast with the price which relatively cheap. With a large shop, every outlet is not enough 200 m2 and is managed by PT. Indomarc Prismatama is scattered throughout Indonesia, including in the district of Sumbawa, West Nusa Tenggara. Study this use method quantitative. The sample in this study amounted to 100 research subjects obtained through sampling technique, namely, non-probability sampling with the purposive sampling method. Data obtained from the questionnaire was then processed using multiple linear regression analysis techniques. The results of the analysis in this study indicate that (1) the Discount. Variable Framing has a significant effect on Decision Buying, (2) Price Variables affect significantly on a Decision Buying.

Indexed Terms- Discount Framing, Price, Decision Buying, Minimarket Indomaret

I. INTRODUCTION

Global economic crisis or *global economic crisis* caused by a *coronavirus* (COVID-19) caused many institutions or organizations to organizations big decisions to change the estimation growth economy global, including wrong the only one OECD (*Organization for Economic Co-operation and Development*) which is an organization of cooperation and development in the field economy. OECD predicts COVID-19 will make the economy global to experience drop growth until left 4.5 percent in 2020 (Djairan, 2020). Statement on also in line with the

statement disclosed by WTO (*world trade organization*) or world trade organization estimating global trade volume could drop by 12.9% or 31% this year, as a result of the spread of the COVID-19 19 in various countries, it was recorded that the coronavirus had spread to 185 countries and has infected more from 2.7 million people and kill more of 190,000 globally (Rina, 2020). To government or parties authorized to apply some steps such blocking countries and cities (lockdown), closing markets, closing shopping places, workplaces and limiting gatherings or gatherings in scale big in a number of the place so that activity the by no direct -effect the domestic economic impact on at people lost profession and down income so that condition the no good for a power buy public.

Decrease power of buying public which the moweakens confirmed will impact the growth of the economy in Indonesia, Thing the in the background weak power the of buy public caucuses inflation and a decrease in the price of goods as a result the high level of consumption public which low.

Happening deflation the estimated will Upgrade disconnection work (layoff) because request consumer Keep going down, the Central Statistics Agency (BPS) reported in August 2020 there was a deflation of 0.05%. This deflation is the second time in a row followed, after July there was also a 0.10% deflation (Sandy dan Rina.2020). The temporary impact caused by the COVID-19 outbreak penetrate a variety of sectors.

Sector tourist and trading is the sector which gets impact big from plague virus corona. Thing this because ban of government for journeys outside the country and the closure of several tourism sectors as a result of the lack of travelers to foreign countries. Temporary that sector business or trading, specifically

exports and imports, raw materials and capital goods, production decrease and price goods keep going increase so that cause inflation (Semaun, 2020).

Ascension price goods which accompanied with increased desire, as well as need society at this time indirectly, will influence behavior, style life, decision purchase, and pattern think public. Condition the also by no directly affect companies as a service or product provider facilitator for always follow development era and pattern behavior consumer in purchase something product. The existence shift shopping public which was caused by pandemic COVID-19 no direct influence on expenditure public in fulfilling his needs. The ability to increase the purchase of a product constantly is a condition absolute for the continued life of a company. The reason is that companies are required to be more active in providing services or provide products in meeting consumer needs. condition the more make perpetrator business or company think more hard in maintaining existence his business. electability request market which tall should be an opportunity for the perpetrator's efforts to develop and improve its products. Besides that, business development of *modern* retail in Indonesia continues to grow and develop pushed by the more complex and increased need public.

Increase need public join to create retail sales growth and index experience growth, competition which the more strict make many retailers big who realize that the continuity of the company in superiority competitive could be achieved with *private label* product development or retailer branded products. Product *private labels* offered by many retailers modern moment this part big is product daily (*fast-moving consumer goods*) which price relative of affordable. Besides that strategy price is also often time used by the company in promoting the product, strategy price is used company with designing and sell products at lower prices than competitors so that price influences positive decision purchase, it is to the statement Prajogi and Patrikha (2020), that the price have attachment with decision purchase, the more inexpensive price from something product eat will the more tall level consumer purchasing decisions. According to Prajogi & Patrika in Like (2020), indicator price consist of affordability price with power buy consumer, power competitive price with

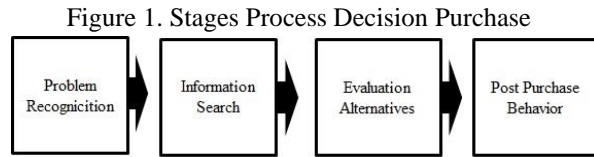
product kind, suitability price with quality, suitability price product with discount or piece price, suitability price with benefit product and quality product, it means that the price of the product is cheap and affordable should by power buy consumer so that capable influence decision purchase, besides that price which affordable will tend more Upgrade desire consumer for buy product which offered (Imro'atus in the Tjiptono, 2018). Based on the description price is a variable that influences the decision to purchase, the cheaper the price will be tall as well as the purchase decision.

Then wrong one method which done company in Upgrade decision purchase or to reach superiority compete is through promotion. As for promotions, many used company is a *discount framing* promotions, which is a promotion that capable interesting interest buy consumers in To do pick-up shopping decisions and increasing the volume of sales (Shakti and Zulriani, 2019).

Thing the make company often uses promotion sales with give big discounts or discounts quantity on the product so that interesting consumers, the type of promotion that is widely used company wrong the only one that is *discount framing*. See phenomenon the delivery program piece price which often communicated through *framing* or framing messages, *banners* or posters with various discount writings by retailers To use attract consumers' purchase intentions, one of the ways that usually done by the retailer is with a cross out the price which "expensive" then replace with price new which far more "inexpensive", Thing the is wrong shape *framing*, which where retailer try for give the impression that goods which being laughed at retailer far more inexpensive from price original (Gumelar, 2016).

Shape promotion as on by no direct influence decision purchase consumer shopping, *discount framing* itself can be interpreted as a discount packaged in a frame that offers a product which retrains Rebig inexpensive from product competitor. According to Council (2010), *framing* is a phenomenon that indicates decision making that will provide a response or response which different- different, framing

or *framing* of information could influence somebody in taking the decision



According to Kotler and Keller (2020) that the purchase decision is a decision to make a purchase or not to make a purchase. Consumer purchasing decisions are influenced by several factors such as promotion and the price of a product. Based on the results of research conducted by Lukel (2015), promotion in the form of Price Framing has a significant effect on purchasing decisions. Then Kahneman and Tversky in Lukel (2015), that price discount framing is done with the aim that promotion sales can influence consumer purchasing decisions. While Sholicha (2018), that price has a positive and significant effect on purchasing decisions for fast-moving consumer goods products or in other words, cheap and affordable prices by consumers can influence purchasing decisions.

Conceptual Framework

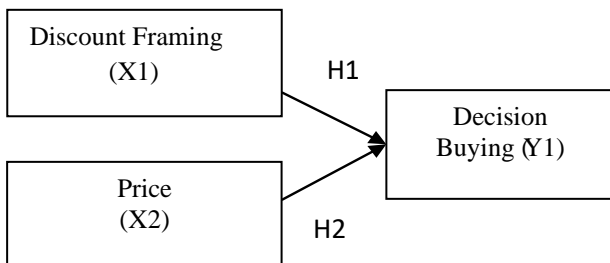


Figure 2. Conceptual Framework

Hypothesis

H1: *Discount framing* has a positive effect and is significant to decision purchase on product *Fast-moving Consumer Goods (FMCG) private label Indomaret*.

H2: Price influential by positive and significant to decision purchase on product brand *Fast-moving Consumer Goods (FMCG) private label Indomaret*

II. RESEARCH METHOD

Study this is type study which uses technique research with giving limitation which clears on data certain (survey), because researcher use or take a sample from one population. The connection used in the study is connection associative causal.

Study causal associative research is research that aims to know two-variable or more which is because of consequence, which consists of variable *independent* (a variable which influences variable other) and variable *dependent* a (variable which affected) (Sugiyono, 2016).

Method study which used is method quantitative that is the method which characters descriptive which more fundamental on data which could in the count and used for understanding consumer behavior, research approach This is known as positivism (another term which used for describing modernism, operationalism, objectivity) (Schiffman & Kanuk, 2008). study this aim to know the existence influence from the variable, that is variable (X1) promotion (*discount framing*) and price (X2) to the variable (Y) decision Buying.

The sampling technique in this study uses *non-probability sampling*. Instrument collection of the data uses a questionnaire. The sample used is the Student/I study program management force 2017- 2019 Faculty of Economics and Business Universitas Teknologi Sumbawa. Source type data in the study is data primary with taking data use deployment questionnaire to respondents with many samples which already determined.

Source and Type Data

The sources and types of research data which used in study this as following:

1. Data Type.
The type of data used in this study is quantitative data, namely data obtained from the results of questionnaires filled in by respondents in the study. For quantitative research, the main data collection instrument is a questionnaire (Schiffmen & Kanuk, 2008).
2. Data source.
The sources of data used in this study is data

secondary, and the data is obtained by:

1). Data primary.

Primary data is data taken and obtained directly from respondents in the field through distributing questionnaires to respondent college students University Teknologi Sumbawa which once To do purchase at Indomaret in Sumbawa. Data were obtained from the data collection of the questionnaire and then processed using SPSS (Hengky,2014)

Data collection using a questionnaire technique which is technique collection data delivered with method give some questions or written statements to respondents and then answered (Sugiyono, 2019).

2). Data secondary.

Secondary data in research is data that character complete data primary and obtained through a party other than a media intermediary or indirectly in the form of book, journal, thesis, studies References, and sites published or not publicly published related to the study. Source data secondary in a study taken from various journals, literature, and the internet about promotion (*discount framing*), price and decision product purchase *fast-moving consumer goods* (FMCG) *private label* Indomaret on college student Universitas Teknologi Sumbawa.

Population and Sample

1. Population.

The population is gathered from the element which same which distinguished the character and have an opportunity which same for made member same, According to Sugiyono (2019), Population is the area of generalization on object or subject with quality and characteristics certain which set by researchers to study and then take the conclusion. so the population no just total which there is on object or object which researched but covers whole from characteristics or traits that exist in the subject or object the population in the study this are all students of the Universitas Teknologi Sumbawa Faculty of Economy and Business Force 2017-2019 which once buy product *fast-moving consumer goods* Indomaret *private label*. Due to the population which is too much, the researcher uses a sample.

2. Sample

Sampling is the process of selecting elements from which there are and Becomes part of characteristics

owned by population the. According to Sugiyono (2019), sample is wrong with one part from the total or characteristics owned by population. In the study this Election sample was done based on the formula Paul Leedy because no is known by certain college students Universitas Teknologi Sumbawa, Faculty of Economy and Business which once buy *fast-moving consumer goods* (FMCG) products *private label* Indomaret. Under this is Paul Leedy's formula (Arikunto, 2010) which used:

$$n = \left(\frac{z^2}{e}\right)(p)(1 - p)$$

Information

$$n = \left(\frac{1,96^2}{0,1}\right)(0,5)(1 - 0,5) = 96,4$$

n: Size Sample

p: Amount Population

e: Sampling error which used 10%

z: Standard for selected error is 95% Amount population no is known, so from that mark P maximum is 0.5. With use confidence level 95% with level error 10% so big sample

So based on the calculations above, the number of samples that will be used in this study is 96.4 respondents. However, to make it easier for researchers, a sample of 100 respondents was taken, this was done to get better test results

Method Collection Data

The method of data collection in this study used the questionnaire method. Questionnaires are one of the data collection techniques by distributing a list of questions to respondents, in the hope of responding to the list of statements given (Novelia, 2018). In this study, respondents were asked to choose the appropriate statement by adjusting to a predetermined scale (Sciffman & Kanuk, 2008). The statement scale used in this study is the Likert Scale. The Likert scale is a form of scale that is often used by researchers because it is easy to prepare and interpret the meaning of each respondent's statement and it is easy for consumers to fill it out (Sciffman & Kanuk, 2008).

Table 1. Scale Likert

Information	Score
Very Agree (SS)	4
Agree (S)	3
No Agree (TS)	2
Not Very Agree (STS)	1

Technique Sampling

As for Technique sampling in the study, this uses *non-probability sampling* is a withdrawal technique sample which characters subjective it means element-element population no could be determined. Thing the caused because every element population has no own opportunity which same to be selected as a sample (Sudaryono, 2014).

The sampling technique purposive sampling or also known as sampling considerations is a non-probability sampling technique based on certain criteria or considerations (Sudaryono, 2014). the criteria are as follows: Active Students of the Faculty of Economics and Business, Universitas Teknologi Sumbawa period 2017-2019; Students who have made decisions to purchase Indomaret private label fast-moving consumer goods (FMCG) products.

Test Instrument Data

The results of the validity and reliability test are:

1. Validity Test

Validity is defined as the ability of the instrument to measure actually or correctly what should be measured so that there are no errors in drawing conclusions (Latan, 2014). Following are the results of the Validity test:

Table 2. Results Of the Validity Test

No. Item	R Count	R Table	Sig.	Criteria
X1.1	0.755	0.361	0.000	Valid
X1.2	0.909	0.361	0.000	Valid
X1.3	0.835	0.361	0.000	Valid
X1.4	0.797	0.361	0.000	Valid
X2.1	0.875	0.361	0.000	Valid
X2.2	0.770	0.361	0.000	Valid
X2.3	0.860	0.361	0.000	Valid

X2.4	0.780	0.361	0.000	Valid
Y1	0.810	0.361	0.000	Valid
Y2	0.700	0.361	0.000	Valid
Y3	0.877	0.361	0.000	Valid
Y4	0.915	0.361	0.000	Valid

Source: Data Processed With SPSS

Based on the calculations and data processing in table 2 above, the X1 variable is 4 items that indicate the statement instrument in this study, the value of r count > r table of 0.361 with a significance of 5%. There are concluded that the instrument of each statement of the Discount Framing (X1), Price (X2), Decision Buying (Y) used in this study is valid.

Based on the test results, the X2 variable is 4 items which show that the statement instrument in this study, the value of r count > r table of 0.361 with a significance of 5%. There are concluded that each price variable statement (X2) above is valid

Based on the test results, the Y variable is 4 items which show that the statement instrument in this study, the value of r count > r table of 0.361 with a significance of 5%. There are that each price (X2 variable statement) above is valid

1. Test Reliability

A reliability test is a research instrument test that measures the level of balance or consistency of the questionnaire given to the same individual at the same time different from other measurements that are carried out consistently from time to time. A study is said to be appropriate or clear if the learning instrument is given to the same individual repeatedly but the results remain the same or relatively unchanged (Amalia, 2019). Below are the results of this test Reliability:

Variable X1 (Discount Framing)

Table 3. Reliability Test

Results Test Reliability X1			
Instrument Question	Cronbac Alpha	hSig.	Criteria
X1	0.842	0.6	Reliable

X2	0.838	0.6	Reliable
Y	0,892	0,6	Reliabel

Source: Data Processed With SPSS

Based on table 5 the results of the reliability test used in Discount Framing (X1), Price (X2), and Purchase Decision (Y) indicate that Cronbach's Alpha is greater than 0.6, which means that every statement in this study is declared reliable.

III. RESEARCH RESULTS AND DISCUSSION RESULTS STUDY

1. Description Data Respondent

Data in study this in earn through distributing questionnaires made usinggoogle form which is then shared with the research subject is an active student of economics and business class 2017-2019 and are students active for faculty of economy and business force 2017-2019 who have purchased fast products moving consumer goods (FMCG) private label Indomaret. In this study, the questionnaire used shared covers two mercy statement with details, Discount Framing four statements, Price with four statements, and purchase decision with four statements. The number of samples used by researchers in accordance with formula Paul Leedy with get the result 96, 4. However the sample that used researcher more many from minimum sample that is 100 sample so that could used in research. The following table detailsreturn questionnaire. Following table details return questionnaire:

Table 4. Details of returning the questionnaire

Study Program	Force 2017-2019	
Management	78%	65 Respondent
Accounting	14%	26 Respondent
Economic development	8%	9 Respondent
Total	100%	100 Respondent

Source: Primary Data

From the data on could conclude that respondents the most in program studies management with which 78% percent from the 2017-2019 class as many as 65

respondents,then program studies accountancy with a percentage of 14% which is from the class of 2017-2019 as many as 26 respondents and study program development with which 8% percentage from force 2017-2019 as much 9 respondent from active students of the faculty of Economics and the Business, Universitas Teknologi Sumbawa with criteria college student active faculty economy and business who have purchased fast products moving consumer goods (FMCG) private label Indomaret totaling 100 respondents.

2. Test Statistics Descriptive

Table 5. Statistic Descriptive test Descriptive Statistics

	N	nimum	ximum	Mean	Std. Deviation
X1 (Discount Framing)	100	6	16	12.73	2.411
X2 (Price)	100	7	16	12.00	1,848
Y (Decision Buying)	100	4	16	10.82	2.467
Valid N (list wise)	100				

Source: Data Processed With SPSS

Based on the results of the descriptive statistical test of the variable above, the results obtained from each variable with mark minimum Lowest that is 4 on variable (Y) decision purchase whichindicates that the respondent does not agree to items statement which there is on variable Y, results in the based on many factors that influence the decisionpurchasing products in the midst of COVID-19, besides it's increasing need consumer, as well as decline power, buy public which caused by the COVID-19 pandemic make the consumer more selective and be careful in To do expenditure and in To do product purchase decision. As for the value maximum on each variable got a mark 16 which indicates that respondents strongly agree

with the statement of each variable, it cannot be separated from the phenomenon that occur moment this where the consumer in the middle pandemic COVID-19 tend to like products with piece price and price which relative more inexpensive because of lack of income as well as the difficult field profession Piece price given producer and affordable price is a decisive factor in purchasing products in the midst of the COVID-19 pandemic, no one could deny that a lot of consumer needs in the midst of the COVID-pandemic 19 make consumers more selective and careful Be careful in purchasing the product, no only that the spread of COVID-19 also gives impact on the student, no existence personal income as well as the number of expenses or expenditure which should be issued make many college students more like product with discounts and relative prices lower and be careful in doing decision purchase something product. Then as for mark average or mean from every variable as much as 12.73 for the *discount variable framing*, 12.00 for the variable price, and 10.82 for the purchase decision variable, which if averaged every item questionnaire got an average score of > 3.00, meaning that respondent agrees with every item statement. The average results obtained from every statement questionnaire indicate that the need will goods and products the more many include consumers more like product with piece price and choose a product with a relatively higher priceinexpensive and affordable.

Test Assumption Classic

A classical assumption test is carried out to find out whether the regression estimation results obtained from the results questionnaire are truly worthy of use or not. The classical assumption test in this study includes the Normality Test, Test heteroscedasticity, and Test Multicollinearity.

1. Test Normality

The purpose of the Normality Test is to testa model regression in every variable namely the independent variable and the dependent variable normally distributed or not. Here are the test results normality use sample Kolmogorov Smirnov: Based on the table test Normality 10 shows that the Kolmogorov-Smirnov Z of 0.742 or > 5% and the value of Asymp. Sig (2-tailed) is as big as 0.641 which means 0.05. So concluded that the data in this distribution normally

no heteroscedasticity occurs on variable discount framing. while mark significance on variable price (X2) as big as 0.161 which it means that is greater than 0.05 then from the result it can be concluded that did not happen heteroscedasticity on the price variable so that model regression is worth using for car carrying used.

2. Test Multicollinearity

Multicollinearity test aims to determine regression model which has the coefficient result tall approach perfect. Here Results Test Multicollinearity:

Table 6. Results Test Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Discount Framing	.809	1,237
Price	.809	1,237

a. Dependent Variables:Decision Buying Coefficients ^a

Source: Data Processed With SPSS

3. Heteroscedasticity Test

Table 7. Results Heteroscedasticity Test

Model	Criteria	Sig.	Information
1(Constant)		.004	
Discount Framing	.05	.639	There is no heteroscedasticity
Price	.05	.161	There is no heteroscedasticity

Source: Data Processed With SPSS

Based on table 11 on, is known that the results of the heteroscedasticity test show the value of significance variable discount framing (X1) of 0.639 which means it is bigger than 0.05 so from results concluded that Based on table 12 above, shows that results from the test multicollinearity on each variable independent obtained mark Variance inflation Factor (VIF) as big as 1,237and the Tolerance value of 0.809 which means

that mark Tolerance on variable discount framing (X1) is 0.809 or 0.10 and the value of VIF as big as 1,237 or 0.10, so could be concluded from results the no occur multicollinearity. Temporary that on the variable price obtained mark Tolerance as big as 0.809 or 0.10 and the VIF value is 1.237 10 then it can be concluded that there is no multicollinearity or all tolerance values 0.10 and VIF 10, then it can be concluded that all variables independent in the study this no occur multicollinearity.

Linear Regression multiple

It is a tool to determine the relationship the influence of two or more variables. Linear regression multiple on study this used for test influence discount framing (X1), and price (X 2) to Decision Buying (Y) product fast-moving consumer goods (FMCG) private label Indomaret. Following results Test Linear Regression Multiple:

Table 13. Results Regression linear multiple Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.112	1,401		.080	.936
Discount Framing	.294	.091	.287	3.229	.002
Price	.581	.119	.435	4.895	.000

a. Dependent Variable: DecisionPurchase

Based on table 13 on, there is results calculation with use SPSS 16.0, that the value of the discount framing (X1) against decision purchase (Y) as big as 0.294, and price (X2) to decision buying (Y)of 0.581 so it can be concluded thatthe multiple linear regression equation obtainedas follows :

$$Y = 0.112 + 0.294 X1 + 0.581X2 + e$$

Coefficient regression is number that shows big influence on each independent variable to the dependent variable which then big influence each variable explained as under this:

a. Constant (a)

Mark constant as big as 0.112 show that when mark variable independent that is Discount Framing (X1) and Price (X2)put together assumed constant or no there is changes, the Purchase Decision (Y) will increase as big as 0.112.

b. Discount Framing (X1) against Decision Purchase (Y)

Mark coefficient regression from variable Discount Framing (X1) is 0.294 which means ifmark Discount Framing (X1) increases one unit so mark from variable Decision Purchase (Yes, a right increase of 0.294 with assumption variable other assumed permanent or no experience change.

c. Price (X2) to Decision Buying (Y)

The value of the regression coefficient of the variable Price (X2) is as big as 0.581 which means if the mark from the Price variable (X2) increases by one unit then the mark from the variable Decision Purchase (Y) increased by 0.581 assuming the variable other assumed permanent or no experience change.

Test Hypothesis

1. Test – t (Partial)

is a tool for testing how much bigor far each variable is independent to variable dependent. Test this done for know how much big the influence of one independent variable individually in applying related variables. Here are the results-t Uji test (Partial) :

Table 14. Test Results – t (Partial)

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.112	1,401		.080	.936
Discount Framing	.294	.091	.287	3.229	.002
price	.581	.119	.435	4.895	.000

Source: Data Processed With SPSS

Based on results test statistics t which there is in table 14 the results of each variable independent and variable dependent are as follows:

- a). discount framing variable (X1) has a value of t count is more > than t table, that is, with t count 3.229 > from t table 1984 with value significance of 0.002 or < of 0.05 alpha which showing that H1 accepted. So could draw conclusion that variable discount framing (X1) influential significant to decision Buying variable (Y).
- b). Price variable (X2) has a value of t count more > than t table that is with t count 4.895 > from t table 1984 with mark significance 0.000 or < from alpha 0.05 which showing that H2 accepted. So could conclusion drawn that variable Price (X2) influential significant to variable decision purchase (Y).

2. Test- R² (coefficient determination)

The following are the results of the R² Test (Coefficient of Determination) Table 15 Results Test - R² (Coefficient of Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 ^a	.381	.368	1962

Source: Data Processed With SPSS

Based on table 15. on, could is known that the value of R square is 0.381. Then this thing prove that Decision Buying (Y) influenced by factor discount framing (X1) and the price (X2) is 38.1% and the remaining 61.9% (100% - 38.1% = 61.9%) influenced factor- other factors outside the variables used in study this.

IV. DISCUSSION STUDY

Study this aim to know influence discount framing and price to decision purchase product fast-moving consumer goods (FMCG) private label Indomaret in the middle pandemic COVID-19 Taking data in the study this obtained from results questionnaire which given to by on line to college student active Faculty of Economics and Business (FEB) Universitas Teknologi Sunbawa which once to do activity

decision purchase product fast-moving consumer goods (FMCG) private label Indomaret. Furthermore, the data that has been collected is then processed and analyzed which gives results as follows:

Hypothesis 1: Discount Framing (X1) influential significant to Fast moving Product Decision Buying consumer goods (FMCG) private label Indomaret in the middle of a pandemic COVID-19

The results of statistical tests that have been carried out by researchers showed that variable discount framing (X1) has a significant positive relationship to decision purchase product fast moving consumer goods (FMCG) private label Indomaret. This is evidenced by the test results statistics which done by researcher which where is known that mark t-count on variable Discount framing (X1) of 3,229, where t count > t table (3,229 > 1,660) with mark significant at 0.002 where t count < t table (0.002 < 0.05), and the regression coefficient has mark positive as big as 0.294. So hypothesis The first conclusion in this study was drawn that Discount Framing (X1) influential Significant to Decision Buying (Y) product fast moving consumer goods (FMCG) Indomaret private label. Besides seeing the current phenomenon of discount framing give influence in taking decision buyer product fast- moving consumer goods (FMCG) private label Indomaret Thing this seen from level shopping consumer which Keeps going experience enhancement in the middle pandemic COVID-19, increase desire as well as the needs of today's society, as well as no direct influence behavior, style life, decision purchase, and pattern thinkpublic, more again the difficulty field profession, a lot layoffs which occur and no existence income or incomepersonal make public more againststudents who in this case do not have income or income, as well as a lot, need which should fulfilled as cost boarding house, food costs, gasoline, and other necessities require save money which have and be careful in To do expenses, therefore students or public more than to like or choose products that are relatively cheaper and affordable for fulfill need a day- day. Besides it's a discount framing also Becomes a stimulation for consumer in shop something goods, with say other discount framig influence decision purchase consumer.

Discount framing alone if interpreted by general is shape offer which communicated in shape frame price which more inexpensive. According to Sofjan in (Shakti & Zuliarni, 2019) say that discount or piece price is part of promotions that marketers use in terms of good subtraction is a reduction in the form of cash or or in the form of pieces other. According to Lukel in Chen et al (2015) argues that framing can affect a person's cognitive in making choices from taking decision a problem. Opinion Chen et al the, supported by Lukel in Weber et al (2015) state that difference behavior or choice somebody, framing related close with decision-making. This means that framing, own role important in change behavior individual good that in set choice or in taking decision besides that framing or framing that done by perpetrator business also by no direct could upgrade effect response or response public about a product.

Discount framing theories on it can be seen that the more discount framing which given, so will the more stimulate consumer buy product in total which many, it means with existence piece price which given in shape framing so could trigger consumer in buy product in quantity which big. Thing this showing that, discount framing is wrong one shape emergence decision purchase, because with discount framing which given will influence decision purchase. discount framing influential significant to decision purchase caused consumer evaluate piece price which given retailer provide more economic benefits to time the COVID-19 pandemic.

Results study this also supported with study which done by Lukel (2015) entitled The Effect of Price Discount Framing To Decision Purchase consumer in Sun Department Store city Lampung which the results of this study state that price discount framing influential significant to decision purchase consumer in Sun Department Store Bandar Lampung and Shakti and Zuliarni (2019) entitled The Effect of Price Discount Framing To Purchase Intention On Ramayana Department Store which where results from This study states that Price Discount Framing own influence which positive which partially and simultaneously significant to purchase intention.

Hypothesis 2: Price influential significant to Decision Purchase Product fast moving consumer goods

(FMCG) private label Indomaret in middle pandemic COVID-19.

The results of statistical tests that have been carried out by researchers showing that variable Price (X2) own connection positive which significant to decision purchase product fast moving consumer goods (FMCG) private label Indomaret. This is evidenced by the test results statistics which done researcher which where it is known that the value of t count on the variable Price (X2) as big as 4.895 where t count > t table (4,895 > 1,660) with mark significant as big as 0.000 where t count < t table (0.000 < 0.05). and the regression coefficient has a positive value of 0.581. Then the second hypothesis in this study drawn conclusion that Price (X2) influential Significant to Decision Buying (Y) of fast-moving consumer goods (FMCG) private label Indomaret. Besides that see the phenomena that occur during a pandemic COVID-19 price is the thing that matters for consumer and Becomes reject measuring consumer before finally To do making a decision to buy a product, prices in fast-moving consumer goods products (FMCG) private label Indomaret offer price which affordable so that often consumer choose price which affordable on time pandemic moment this.

Price according to Kotler and Keller (2009) is one of the most important attributes noticed by consumer when want buy a product or service which offered by the manufacturer. In another sense, the price also interpreted as amount mark which billed on something product good goods nor service. Whereas in meaning which more large, price is total all mark which given by customer for got the benefits of using a good product goods and services (Wirayanthi and Santoso in Kotler, 2019). So could concluded that price is wrong one part important in marketing because by no direct could influence decision purchase from consumers in shop.

Based on theories price on could said that price is Thing which influential for consumer in To do decision purchase and Becomes reject measuring consumer before finally To do making a decision to buy a product, price which affordable will tend more Upgrade desire consumer buy product which offered. Thing the showing that price products which affordable and inexpensive which given retailer

influence purchasing decisions even more on the time of the COVID-19 pandemic.

Results from study this also supported by research conducted by Sholicha (2018) entitled The Effect of Brand Image, Price and Promotion of Product Purchase Decisions Fast Moving Consumer Goods with moderation store atmosphere in Alfamart in the city Jember which where results from study the state that Price influential positive and significant to decision purchase fast moving consumer goods products at Alfamart the city of Jember and Novelia (2018) entitled The Influence of Product Quality and Price on Interest Buy Product Fast-moving Consumer Goods (FMCG) Private Label Indomaret which where the results of the study state that Price Product also own influence significant to interest buy Product Fast Moving Consumer Goods (FMCG) Private Label Indomaret.

V. CONCLUSION AND SUGGESTION

Conclusion

Based on results study and analysis as well as discussion through proof to the hypothesis of the problems raised above about the Effect of Discount Framing (X1) and Price (X2) to Decision Buying (Y) Product Fast-moving Consumer Goods (FMCG) Private Label Indomaret. So as for conclusion in study this is as following:

1. To answer the first formula, we get results that Variable Discount Framing (X1) influential significant to decision Buying (Y) Product Fast-moving Consumer Goods (FMCG) Private Label Indomaret. Results This is motivated by a decrease in power buy consumer as well as increase need consumers in the midst of the COVID-19 pandemic so that consumer in the middle of pandemic COVID-19 more like product with piece price or discount given by producer, the more the high discount given, will the higher the level of purchasing decisions which done by consumers.
2. For answer formula which second obtained results that Variable Price (X2) influential significant to Decision Buying (Y) Product Fast-moving Consumer Goods (FMCG) Private Label Indomaret. Results the indicates that consumer in the middle pandemic COVID-19 more choose

products that are relatively cheaper and affordable, the more inexpensive price something product which given, the higher the level decision to purchase a product, because the price become a benchmark for consumers in doing decision purchase, so that price something product which inexpensive and affordable in the middle pandemic COVID-19 influence decision purchase of Fast Moving Consumer Goods (FMCG) Private Label Indomaret.

Suggestion

Based on results study which done researcher, researcher try give suggestion as input as following:

1. For companies

A form of sales promotion in the form of a discount framing can influence consumers in to do decision purchase. Related with Thing the, party retail Indomaret nor suppliers should permanent should continue to maintain and further improve promotion sale in shape discount framing. Then related to the Price variable, so that retailers such as Indomaret do the determination price with good to product FMCG Private label because remember respondent which researched is college student which still not yet have income fully.

2. For the researcher next

Remember variable outside study which enough big that is 61.9% so expected study next could develop study with researching variable other which there is outside study this so that study which made to be wider and better as well as beneficial for knowledge knowledge.

REFERENCES

- [1] Arikunto, Suharsimi. (2010). *Procedure Research a Practice*. Jakarta: Rineka Create.
- [2] Djairan. (2020, 9 16). *Impact of COVID 19, OECD Prediction Economy World Minus 4.5 Percent Year this*. Retrieved 10 15, 2020, from in news. id: www.innewsid.cdn.ampproject.org.
- [3] Fadilah. M. (2020). *Effect of Product Quality, Price, and Promotion to Decision Purchase Candy Milkita on PT United Family Food*.

- [4] Gumelar, C. (2016). *Influence Price Discount Framing (Nominal Percentage and Text) On Mediated Purchase Intention By Consumer Perception On Products Shoe in Sport Stations*. *Economy and Business*, 7 (2), 2-7.
- [5] Hengky, L. (2014). *Application Analysis Data Statistics for Social Sciences with STATA*. Bandung: Alfabeta.
- [6] Kotler, p. & Keller, KL (2009). *Management Marketing*. (Adi Maulana & Yayat SriBiological, Ed). Jakarta: Erlangga Erlangga.
- [7] Lukel, JB (2015). *Effect of discount framing to decision purchase consumer in the sun Department Store Bandar Lampung*. *Economics and Business*, 14-62.
- [8] Novelia, MP (2018). *effect of product quality and price against interest buy product fast moving consumer goods private label Indomaret*. Jember: University Jember.
- [9] Prajogi, N & Patrika, FD (2020). *Influence Quality Product and Price to Decision Purchase Product Private Label Indomaret* (studies in branch Indomaret Cermei. *Journal Education System Commerce*. Vol 8 No 3 the year 2020.
- [10] Rina, R. (2020, December 23). *Seven Proof COVID-19 has make economy world destroyed melted*. December, 23,2020, from cnbc Indonesia. <https://www.cnbcindonesia.com/news/20200425183739-4-154449/this-7-proof-COVID-19-has-made-the-world-economy-destroyed>.
- [11] Sandy, Kunthi Fahmar dan Anggraeni, Rina. 2020. *Stimulus Belum Mujarab, Daya Beli Masih Kritis*. <https://ekbis.sindonews.com/read/151384/33/sti-smooth-not-yet-effective-buying-power-still-critical-1599005358>
- [12] Sciffman, L., & Kanuk, LL (2008). *Behavior Consumer* (7 ed.). Jakarta West:PT Index.
- [13] Semaun, S. (2020, 4 12). *IAIN parepare*. Retrieved. 10 15, 2020, from IAIN parepare: www.iainpare.ac.id.
- [14] Shakti, DN, & Zuliarni, S. (2019). *Influence Price Discount Framing To Purchase Intention On Ramayana Department store, Jodoh, . Journal of Applied Business Administration*, 3 (1), 132-133.
- [15] Sholihah, I. (2018). *Influence Brand images, Pricing and Promotion of Decisions Purchase Product Fast-moving Consumer Goods with ModerationStore Atmosphere at Alfamart in the city Jember*. Jember: Digital Repository University Jember.
- [16] Sugiyono, 2016.from: <http://repo.darmajaya.ac.id/172/4/26>, accessed on 15 November 2020 o'clock 13:00 wiita.
- [17] Sugiyono. (2019). *Quantitative Research Methods, Qualitative and R&D*. (Sutopo, Ed.) Alfabeta: Bandung.
- [18] Wirayanthi, N., & Santoso, S. (2019). *Influence Price, Image Brand, And Quality to Interest Buy Product Private Label*. *Research Management & Business*, 2 (1), 88-96