# The Effect of Promotion and Price on Consumer Decisions in Buying Apple Products at the Royal Store in Pontianak City

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## Abstract

This study explores the impact of promotion and price on consumer purchasing decisions regarding Apple products at Toko Royal in Pontianak. The rapid growth of technology and communication tools has heightened the demand for smartphones, particularly those offered by well-known brands like Apple. By analyzing data from 100 respondents through questionnaires and interviews, this research aims to examine the influence of promotional strategies and pricing on consumer choices. The findings indicate that while promotion does not significantly affect purchasing decisions, price plays a crucial role in shaping consumer behavior. The results underscore the importance of pricing strategies in maintaining a competitive edge in the smartphone market. This study offers insights for businesses looking to optimize their marketing efforts and pricing models to enhance customer acquisition and retention.

**Keywords:** Promotion, Price, Consumer Decision, Apple Products, Toko Royal

## Introduction

Relevant to today's society, technology needs that are codified today, is communication. This need results to a need of purchasing various kinds of communication apparatus which in turn would lead to increased competitiveness of institutions in the telecommunication business world. This can be seen from the lots of Communication Devices manufactures for instance gadgets. We can say that gadget is one of the requirements of the human today not only as a tool for communication gadgets are also required in other activities and daily life. In this instance it can be seen that close to everyone posses a gadget, a cellphone, a laptop, an iPad or one with advanced features of technology or interface. As used, it pointed out that times mean that current models in gadgets are also more intricate too (Anderson, & Blackwood, 2004).

Since communication gadgets involve the usage of gadgets the need for the products always increases year over year especially the types of cell phones or smart phones with certain brands (Shetty & Bhat, 2022). This is because the consumers are always in search of convenience consumption patterns in terms of communication rely in undertaking their daily working and other engagements (Gonçalves et al., 2020).

on intellection of the fact established by Chun et al. (2022) this affirm that the growth of the smartphone in Indonesia is massive. The Indonesians using smartphone in the number of 167 million or 89 % use Smartphone. They do this with the consideration of cheap internet rates.. On the other hand, mobile connection in indonesia alone went up to 371, 173, 035 in year 2022. This volume was higher by 13 million or 3.6 percent from the volume taken in the same month a year earlier.

This is revealing the fact that there are also many brands of smartphones out in the market and coming forward to meet the need of the people of Indonesia using cellphones as we have many brands of cellphone available in the market today like Apple, Samsung, Oppo, vivo, Xiaomi, Realme Lenovo, Advan and the rest (Li & Lazonick, 2022). As a result, there are several cellphone brands with products with smartphone features, which has the following advantages. Apple products are privileged products having their own advantages and disadvantages compared to other mobile phone makers. Apple products themselves are unique have extensive elegance thin and are light in nature (Rowlett, 2020). However Apple has other types of gizmos including; Macbooks, iPhones, iPads, Apple watches, and Airpods. Cellphone stores in Pontianak City that sell Apple can be seen in Table 1:

Table 1. Integrated Investment Service One Stop Mobile Phone Shop Selling Mobile Phones in Pontianak City in 2023

| No | Shop Name | Address | Sub-district | District |
|---|---|---|---|---|
| 1. | GS7 | JL. Sungai Raya Dalam No.3 | Bangka Belitung Darat | Pontianak Tenggara |
| 2. | 5757 Mobile Phone | JL. Sungai Raya Dalam | Bangka Belitung Darat | Pontianak Tenggara |
| 3. | Cell Phone Counter | Jl. Imam Bonjol | Bansir Laut | Pontianak Tenggara |
| 4. | Blessings and Prosperity | Jl. Imam Bonjol | Bansir Laut | Pontianak Tenggara |
| 5 | Planet Cell | Jl. Parit H. Husin 1 | Bangka Belitung Laut | Pontianak Tenggara |

Source: One Stop Integrated Investment Service, 2023

Based on the data obtained from the survey conducted on the Pontianak City One-Stop Investment Service as depicted in Table 1 above, mobile phone shops in Pontianak Tenggara District are observed to be five. Based on this data, the competitors in this business have their business premises in different areas such as Sungai Raya Dalam, Imam Bonjol and Parit H. Husin 1. This states that this business is very developed in Pontianak Tenggara District. From the tabulation given above, one can note where specifically in CV. Currently, Candra Mandiri Jaya is not even enlisted in the Pontianak City One-Stop Investment Service that corresponds to the CV. However, data from Candra Mandiri Jaya cannot be read by the system and CV. At the moment Candra Mandiri Jaya has this Trade Business License (SIUP) and the Business Identification Number 1284001600098. OSS policy was formally made on 9th June, 2021, by the OSS Management and Implementation Agency. CV. Candra Mandiri Jaya is a company owned by Mr.Candra and was established in the year 2017 with the initial business name as the

toko royal. Royal Store is linked to the business of communication device and computer software. CV. Candra Mandiri Jaya or known as Royal Store is one of the cellphone stores that sell official and of course the original product of Apple Almost at the center of Pontianak City precisely at Tanjung Sari Street No. 145, Bansir Laut, Pontianak Tenggara District. Royal Store business operating hours are from Mondays through Saturdays starting at 9 in the morning until 9 in the evening. For every Sunday when the Malawi Reserve opens from 0900 hrs to 1530 hrs. Royal Store only sells Apple Device IPhone Macbook Ipad Apple watch and Airpods only. CV. Candra Mandiri Jaya also sells special Android phone under Gadget.Hub brand. To advertise its products, Royal Store includes social media contest from Instagram and Tiktok. In these 2 ( two) social media Royal Store is updating the Instagram feed daily Reels, feed, and Stories with the latest Apple price list, complains, satisfaction, and the discount for the consumers. Besides that, the use of paid advertisement is also done by using the influencer service that has an influence to the buyer of Apple product in Toko Royal. On the other hand, through Tiktok media, Toko Royal provides content by making use of a brief stated product to emphasize on the quality of Apple products.Utilizing certain facets on Apple gadgets, preserving Apple gadgets and making a comparison either between one particular series of the Apple gadgets or between the Apple gadgets. Of course, Toko Royal also provides a nameplate at the store for consumers, so that they can easily access the store. Also, through TZ advertising, there is a promotion by Toko Royal to increase on the sale of Apple gadgets through granting rebates and special gifts through the buying of equipment such as Apple adapters during some given occasions. The company revealed above known as Toko Royal has implemented one of the systems of selling known as Personal Selling where sales people have direct touch with the prospective buyers. Toko Royal depictions to the consumer employee expound about the Apple product deals, inform the consumer about the Apple products and prescribe to them depending with the desire of the consumer so that they will develop interest for the products of the Royal store. At Toko Royal, both the personal and social media contacts are maintained in order to keep interacting with the consumers. The social media of Toko Royal Admin also creates communication/content in form of message to every consumers by replying the message through the social account about the apple product of course also offer friendly service so that the consumers will be satisfied about the service that have been given by the firm.

Toko Royal has a large selection of Apple items on display, including the Macbook, iPad, iPhone, Apple Watch, and AirPods. Royal carries devices that are connected to Apple and have the functionality to meet customer needs. Each type of Toko Royal Apple product has the following feature advantages, all of which are rather easy to use. The products are sold in accordance with the specifications to guarantee that they meet the stated requirements. Although Toko Royal does not repair Apple goods, it does provide an exchange service for Apple items with Indonesian warranties. Toko Royal also sells used Apple equipment, however these products are incredibly robust and can be used for quite some time. Additionally, Toko Royal offers services and is ready to take payments through the Tokopedia platform. The Apple emblem is prominently displayed on all purchased and sold Apple items, which are exquisite and each have a distinct touch of luxury and elegance. Table 2 displays the costs according to the type of goods that Toko Royal offers:

Table 2. Royal Store (Prices Based on Product Type in 2024)

| Brand | Type | Price (Rp) |
|---|---|---|
| iPhone | iPhone 11 64,128 GB | 6.699.000 – 8.199.000 |
| | iPhone 12 64,128 GB | 9.399.000 – 8.399.000 |
| | iPhone 13 128,256 GB | 12.399.000 – 9.899.000 |
| | iPhone 14 128,256,512 GB | 11.799.000 – 18.499.000 |
| | iPhone 14 Plus 128,256,512 GB | 13.799.000 – 20.199.000 |
| | iPhone 14 Pro 128,256,512 GB | 17.499.000 – 23.999.000 |
| | iPhone 15 128,256,512 GB | 13.799.000 – 20.799.000 |
| | iPhone 15 Plus 128,256,512 GB | 15.799.000 – 22.799.000 |
| | iPhone 15 Pro 1 TB | 29.599.000 |
| | iPhone 15 Pro 128,256,512 GB | 18.699.000 – 25.599.000 |
| | iPhone 15 Pro Max 1 TB | 31.399.000 |
| | iPhone 15 Pro Max 256,512 GB | 22.499.000 – 27.999.000 |
| MacBook | MacBook Air M2 256,512 GB | 19.199.000 – 22.599.000 |
| | MacBook Air M1 256 GB | 12.199.000 |
| | MacBook Air Pro M1 512,1 TB | 19.499.000 – 23.699.000 |
| | MacBook Air Pro M3 512,1 TB | 28.499.000 – 32.999.000 |
| Ipad | iPad 9, Air 5 Pro | 10.699.000 – 20.399.000 |
| | Airpods, Pro 2 | 1.499.000 – 3.499.000 |
| Apple Watch | Apple watch ultra | 13.999.000 |
| | Apple watch SE GPS 40 mm | 3.999.000 |
| | Apple watch SE GPS 44 mm | 4.999.000 |

Table 2 above makes clear that Toko Royal carries a variety of authentic Apple products, with prices varying according on the product type. starting at IDR 6,699,000 for the 64-GB iPhone 11 and going up to IDR 32,999,000 for the 1 TB MacBook Air Pro M3. The used Apple products are also mentioned with various sorts and pricing. A price list is available on Toko Royal's Instagram postings. Toko Royal frequently posts information about their specials on social media, at least when they're happening, like the Ramadan mega sale. Not only that, but you also receive a free Apple adapter with every purchase of an Apple product. In terms of payment methods, Toko Royal offers a cash basis payment system, non-cash basis payment system, or transfer system, depending on the transaction structure. There are three ways to use the non-cash system: debit cards, mobile money, and bank transfers. Although Toko Royal does not provide a credit payment plan either, this is acceptable because Toko Royal is able to provide Apple products through a savings plan that adheres to the current terms and conditions. The savings system has the following provisions: register by filling out the savings form available through WA, which requires a deposit of 20% of the regular price on the first day and a maximum deposit of two weeks after registration. If Apple is less expensive, then pay the most recent amount. This

savings plan is designed to allow customers to purchase the Apple items they want with reasonable interest rates, at a fixed amount that they can afford over the course of six to twelve months. Table 3 below shows the sales income of Apple products based on information gathered from the Royal Store:

Table 3. Royal Store (Total revenue and percentage of Royal Store Pontianak City 2021-2023)

| No. | Year | Income (Rp) | Percentage (%) |
|-----|------|-------------|----------------|
| 1 | 2021 | 3.747.000.000 | - |
| 2 | 2022 | 4.611.500.000 | 23 |
| 3 | 2023 | 5.824.000.000 | 26 |

Source: Royal Store, 2024

Table 3 shows that Apple Toko Royal sales have been progressively increasing annually. In contrast, sales in 2022 increased by 23%, while in 2023 Toko Royal's sales increased by 26% over the year before. The recent three years' trend study of incomes shows that incomes have been increasing in size each income year. In this case, it is evident that Toko Royal is an official Indonesian retailer that sells high-quality, well-maintained Apple items. As a result, even if Toko Royal sells pricey goods that many people need and want in their lives, many people still choose to shop there. This is what piques the curiosity of academics who want to study Apple products using the current phenomenon. The author intends to conduct research under the heading "The Impact of Product Quality and Price on Consumer Buying Decision of Apple in Toko Royal" in light of the background information previously mentioned.

## Problem of Study

1.  Does promotion affect consumer decisions?

2.  Does price affect consumer decisions

## Limitation

Due to the extremely wide problems and the more concentrated research, the problem is limited by the following research findings: Public relations, sales promotions, personal selling, and advertising are examples of promotion variables. Price factors include price lists, discounts, price reductions, and payment terms. Consumer decision factors include need identification, information seeking, alternative evaluation, buying choice, and behavior after the purchase.

## Methods

The associate method was used by the author of the research. As for the method of data collection it is by utilizing primary data and secondary data. The subjects of this study were all consumers who purchased Apple products at the Royal Store. In this study, the number of populations is not known for certain, so to determine the sample, the formula from Rao Purba is used:

$$N = \frac{Z^2}{4(Moe)^2}$$

$$N = \frac{1.962^2}{4(0,10)^2} = 96,04$$

Where:

N = number of samples

Z = Normal distribution level at a significant rate of 5% or 1.96.

Moe = Margin of Error Max, which is the maximum level of sampling error that can still be tolerated or desired.

Based on the calculation of the Rao Purba formula, a sample of at least 96 people can be studied. In this study, the researcher set a sample of 100 people. The sampling technique used is purpose sampling. The data analysis techniques used are instrument testing, classical assumption testing, multiple linear regression analysis, multiple correlation coefficients, determination coefficients, simultaneous influence tests, and partial tests.

## Results and Discussion

## Instrument Testing

### Validity Test

The author decided to use the variables of promotion, price, and consumer decision. The results of the validity test of the questions in the promotion variable can be seen in the following table:

Table 4. Results of the Validity Test of the Promotion Variable (X1)

| No. | Item (Statement) | Correlation Result (r count) | r Table | Conclusion |
|---|---|---|---|---|
| 1. | X1.1 | 0,510 | 0,195 | Valid |
| 2. | X1.2 | 0,538 | 0,195 | Valid |
| 3. | X1.3 | 0,640 | 0,195 | Valid |
| 4. | X1.4 | 0,436 | 0,195 | Valid |
| 5. | X1.5 | 0,528 | 0,195 | Valid |
| 6. | X1.6 | 0,640 | 0,195 | Valid |
| 7. | X1.7 | 0,407 | 0,195 | Valid |
| 8. | X1.8 | 0,558 | 0,195 | Valid |
| 9. | X1.9 | 0,522 | 0,195 | Valid |
| 10. | X1.10 | 0,427 | 0,195 | Valid |
| 11. | X1.11 | 0,649 | 0,195 | Valid |
| 12. | X1.12 | 0,549 | 0,195 | Valid |

Source: Processed Data, 2024

Table 4 indicates that the statements in the promotion variable (X1) have higher correlation findings (r count) than the r table (0.195). Thus, it can be said that the claims made in the promotion variable (X1) have been deemed legitimate. Table 7 displays the statement items of the validity test results pertaining to the price variable (X2) that were gathered from the questionnaire. In this manner:

Table 5. Results of the Validity Test of the Price Variable (X2)

| No. | Item (Statement) | Correlation Results (r count) | r Table | Conclusion |
|---|---|---|---|---|
| 1. | X2.1 | 0,571 | 0,195 | Valid |
| 2. | X2.2 | 0,600 | 0,195 | Valid |
| 3. | X2.3 | 0,585 | 0,195 | Valid |
| 4. | X2.4 | 0,551 | 0,195 | Valid |
| 5. | X2.5 | 0,568 | 0,195 | Valid |
| 6. | X2.6 | 0,568 | 0,195 | Valid |
| 7. | X2.7 | 0,591 | 0,195 | Valid |
| 8. | X2.8 | 0,531 | 0,195 | Valid |
| 9. | X2.9 | 0,563 | 0,195 | Valid |
| 10. | X2.10 | 0,464 | 0,195 | Valid |

Source: Processed Data, 2024

The count correlation coefficient, or (r count), in Table 5 is significantly greater than the table, or (r table), at 0.195. Based on this, I may assume that the assertions in the Price variable, designated as X2, are considered significant. These are the questions for the validity test of the Consumer Decision Variable (Y) questionnaire result, as indicated in Table 6. In this manner:

Table 6. Results of the Consumer Decision Validity Test (Y)

| No. | Item (Statement) | Correlation Results (r count) | r Table | Conclusion |
|---|---|---|---|---|
| 1 | Y.1 | 0,437 | 0,195 | Valid |
| 2 | Y.2 | 0,598 | 0,195 | Valid |
| 3 | Y.3 | 0,691 | 0,195 | Valid |
| 4 | Y.4 | 0,547 | 0,195 | Valid |
| 5 | Y.5 | 0,437 | 0,195 | Valid |
| 6 | Y.6 | 0,523 | 0,195 | Valid |
| 7 | Y.7 | 0,645 | 0,195 | Valid |
| 8 | Y.8 | 0,652 | 0,195 | Valid |
| 9 | Y.9 | 0,638 | 0,195 | Valid |
| 10 | Y.10 | 0,620 | 0,195 | Valid |
| 11 | Y.11 | 0,524 | 0,195 | Valid |
| 12 | Y.12 | 0,623 | 0,195 | Valid |
| 13 | Y.13 | 0,602 | 0,195 | Valid |
| 14 | Y.14 | 0,636 | 0,195 | Valid |
| 15 | Y.15 | 0,550 | 0,195 | Valid |
| 16 | Y.16 | 0,483 | 0,195 | Valid |

Source: Processed Data, 2024

Based on the tabulation in Table 7, each statement's r count is more than the r table (0.195), indicating that the validity test of each statement in the Consumer Decision variable (Y) using the correlation coefficient of other variables is likewise legitimate.

*Reliability Test*

The results of the reliability test on this instrument can be seen in Table 9 as follows:

Table 7. Results of the Promotion Variable Reliability Test (X1)

| Cronbach's Alpha | N of items |
|---|---|
| .768 | 12 |

Source: Processed Data, 2024

The promotion variable (X1) in Table 7 has a Cronbach's alpha value of 0.768. Since the value of the coefficient variables is more than 0.60, it is possible to conclude that the item measuring the promotion variable (X1) is very dependable and that the questionnaire is therefore reliable. Table 10 below displays the findings of the reliability test for the price variable (X2):

Table 8. Results of the Reliability Test for the Price Variable (X2)

| Cronbach's Alpha | N of items |
|---|---|
| .751 | 10 |

Source: Processed Data, 2024

The price variable X2, which we have employed in our study, has a Cronbach alpha value of 0.751, as we can see from Table 8. Consequently, the variable's reliability can be considered sufficient if it is greater than 0.60. This means that the measuring item for price variables in the questionnaire, X2, has a sufficient level of reliability. Table 9 below displays the findings of the consumer decision variable's reliability test (Y):

Table 9. Results of the Reliability Test of the Consumer Decision Variable (Y)

| Cronbach's Alpha | N of items |
|---|---|
| .862 | 16 |

Source: Data Processing, 2024

Table 9 makes clear that the consumer decision variable (Y) has a Cronbach's alpha of 0.862. Since the value variable of SDY > 0,6, it is possible to draw broad conclusions about the reliability of the questionnaire. As a result, the measuring item of the consumer decision variable (Y) is found to be reliable.

Classical Assumption Test

*Normality test*

The results of the normality test on questions in the promotion, price and consumer decision variables can be seen in the following table:

Table 10. Normality Test (One-Sample Kolomogorov-Smirnov Test)

| N | Unstandarized Residual |
|---|---|
| | 100 |

| Normal Parameters[a,b] | Mean | 0.000000 |
|---|---|---|
| | Std.Deviation | .02115667 |
| Most Extreme Differences | Absolute | .086 |
| | Positive | .062 |
| | Negative | -.086 |
| Kolomogorov-Smirnov Z | | .086 |
| Asymp. Sig. (2-tailed) | | .064 |

a. Test distribution is Normal.

b. Calculated from data.

Source: Data Processing, 2024

It may be inferred from the normalcy test results table that the output of the One Sample Kolmogrov-Smirnov test has an Asymp.Sig.(2-tailed) value of 0.064, which is greater than 0.05. We can therefore quickly conclude that the data has been found to follow the normal distribution based on the criteria used to make decisions in the Kolmogorov-Smirnov normality test.

*Linearity Test*

The results of the linearity test of the promotion variable (X1) and consumer decisions (Y) can be seen in the following table 13:

Table 11. Linearity Test Results (Promotion Variable (X1) and Consumer Decisions) ANOVA Table

| | | | Sig. |
|---|---|---|---|
| Consumer Decisions∗ Promotions | Between Groups | (Combined) | .000 |
| | | Linearity | .000 |
| | | Deviation from Linearity | .115 |
| | Within Groups | | |
| | Total | | |

Source: Processed Data, 2024

Table 13 that contain the linearity test results indicated that linearity significance value is 0.000, <0.05 hence the finding showed that there is no linearity between the promotion variable (X1) and the consumer decisions (Y). The results of the linearity test of the price variable (X2) and consumer decisions (Y) can be seen in the following table 14:

Table 12. Linearity Test Results (Price Variable (X2) and Consumer Decisions (Y))

| | | | Sig. |
|---|---|---|---|
| CONSUMER DECISION *PRICE | Between Groups | (Combined) | .000 |
| | | Linearity | .000 |
| | | Deviation from Linearity | .650 |
| | Within Groups | | |
| | Total | | |

Source: Processed Data, 2024

The results of the linearity test in Table 14 show that the Linearity significance value is 0.000, less than 0.05, so it can be concluded that there is no linear relationship between the price variable (X2) and Consumer Decision (Y).

*Multicollinearity Test*

The multicollinearity test is carried out by looking at the Tolerance and Variance Inflation Factor (VIF) values. According to Siregar (2017:103): "The cutoff value commonly used to indicate multicollinearity is a Tolerance value ≤ 0.10 and a VIF value ≥ 10.

Table 13. Multicollinearity Test Results

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | X1 | .517 | 1.933 |
| | X2 | .517 | 1.933 |

Source: Processed Data, 2024

Based on the test findings, we can conclude that the tolerance value is higher than 0.10 because X1 and X2 have tolerance values of 0.517 and 0.517, respectively, and the VIF value is lower than 10. The VIF values for the X1 and X2 are 1.933 and 1.933, respectively. As a result, it may be said that the regression equation model does not exhibit multicollinearity symptoms, indicating that the coefficients are stable.

## Multiple Linear Regression Analysis

Table 14. Results of Multiple Linear Regression Analysis

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 21.671 | 5.529 | | 3.920 | .000 |
| | Promotion | .262 | .145 | .189 | 1.804 | .074 |
| | Price | .776 | .154 | .526 | 5.026 | .000 |

Source: Processed Data, 2024

It's evident from Table 16's data that the multiple linear equation is as follows: X1 + 0.262 X2 + 0.776 X2 = 21.671. The following is an explanation of the regression equation: The following interpretations are ours: (1) 21.671 is the constant term estimate (a). This indicates that: (1) Consumer choice is 21.671 of the product if the promotion and price are identical; (2) The promotion's root coefficient value is 0.262. It indicates that the Consumer Decision will rise by 0.262 units if the promotion increases by 1 (one); (3) Coefficient of the price root.

## Multiple Correlation Coefficient Analysis

Table 15. Results of Multiple Correlation Coefficient Analysis (Model Summary)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .671[a] | .450 | .439 | 3.43058 |

Source: Processed Data, 2024

Table 15 shows that 0.671 is the multiple correlation coefficient. Because it falls into the strong correlation category, where the correlation level ranges from 0.60 to 0.79, this value demonstrates the high correlation between promotion and price variables and consumer decisions (based on the correlation level evidently shows in the Correlation Level and Strength of Relationship).

## Analysis of Determination Coefficient ($R^2$)

The result from table 15 is that the determination coefficient value is 0.450 which implies that 45% of the variations of the stock return is explained by the model. This means that other variables besides promotion and price variables account for 45.0%, therefore the remaining 55.0% attribute to the change in consumer decision variables.

## Simultaneous Test (F Test)

Table 16. Results of Simultaneous Test Analysis (F Test) ANOVA[a]

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 935.177 | 2 | 467.589 | 39.731 | .000[b] |
| | Residual | 1141.583 | 97 | 11.769 | | |
| | Total | 2076.760 | 99 | | | |

Source: Processed Data, 2024

From the values obtained from the F test in table 8 it can be explained as follows; It has been realized that the F calculated is 39.731 whereas the F table is 3.09 meaning, that F calculated > F table. Therefore, H0 must be rejected, and Ha must be accepted as the influence between the promotion and price variables of the consumers' decisions can be confirmed.

## Partial Test (t)

Table 17. Partial Test Results (t Test) Coefficientsa

| Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|
| B | Std. Error | Beta | | |
| 21.671 | 5.529 | | 3.920 | .000 |
| .262 | .145 | .189 | 1.804 | .074 |
| .776 | .154 | .526 | 5.026 | .000 |

Source: Processed Data, 2024

It can be described as follows in light of Table 17's partial test (t-test) results: It is determined

that (a) there is no significant influence of the promotion variable on consumer decisions to purchase Apple products at the Royal Pontianak City Store based on the calculated t value of the promotion variable (X1), which is 1.804 <t table of 1.984 and the significance value is 0.74> 0.05; (b) there is a significant influence of the price variable on consumer decisions to purchase Apple products at the Royal Pontianak City Store based on the calculated t value of the price variable (X2), which is 5.026> t table of 1.984 and the significance value is 0.000 <0.05.

## The Effect of Promotion on Consumer Decisions

The study's findings indicate that the Promotion variable (X1) has a degree of significance of 0.74>0.05. Thus, it may be concluded that Consumer Decisions (Y) are not influenced by the promotion variable. Agunawan et al. (2019) found that because the significance value is higher than 0.05, promotions have a substantial impact on customer decisions. Therefore, promotions don't really affect what consumers decide.

## The Influence of Price on Consumer Decisions

The Price variable (X2) has a degree of significance of 0.00 <0.05 based on the study's findings. This indicates that Consumer Decisions (Y) are influenced by the price variable. Vircinia et al.'s research from 2021 indicates that purchase decisions are partially and simultaneously influenced by the factors of product, price, promotion, and place.

## Conclusion

The theme I included information and explanation about the impact and international trade law makes it clear that: obviously, there will be both positive and negative effects of international trade; the best course of action will always be chosen; and obviously, laws are designed to address effects that do occur.

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