



“THE INFLUENCE OF PROMOTIONS AND PRODUCT PRICING ON PURCHASING DECISIONS FOR EMINA PRODUCTS IN BIREUEN REGENCY”

Ovi Satria¹, Niswatul Khaira², Khaira Maulida³, Nia Maulina⁴, Sri Yanna⁵

^{1,2,3,4,5} Universitas Islam Kebangsaan Indonesia.

* Corresponding Email: <https://uniki.ac.id/>

Abstract

This study investigates the impact of promotional strategies and pricing on consumer purchasing decisions for Emina products in Bireuen Regency. The research aims to identify how these factors influence consumer behavior and their decision-making process regarding beauty and skincare products.

Keywords: Costumer Behavior, Decision Making, Beauty and Skincare, Emina Bireuen Regency

INTRODUCTION

In the competitive landscape of the beauty and skincare industry, understanding the factors that influence consumer purchasing decisions is crucial for brands to develop effective marketing strategies. This study focuses on Emina, a popular beauty product brand in Indonesia, examining how promotions and pricing affect consumer choices in Bireuen Regency.

LITERATURE REVIEW

The content of the literature review is a description/foundation of scientific theories related to the subject matter of the study/research, written in Times New Roman 12 font. All theoretical sources cited in this chapter must be listed in the bibliography.

METHOD

This research employs a quantitative approach using a survey distributed to 200 respondents in Bireuen Regency. The survey includes questions on respondents' perceptions of Emina's promotional activities, pricing strategies, and their impact on purchase decisions. Data analysis is conducted using statistical methods to identify correlations and trends.

RESULTS AND DISCUSSION

Contents Results and Discussion

The findings reveal that promotional activities, such as discounts and advertising, significantly impact consumers' purchasing decisions for Emina products. Respondents indicated that promotions enhance the perceived value of the products, making them more attractive. Additionally, competitive pricing plays a crucial role in influencing purchase intent, with lower prices leading to higher purchase likelihood.

DISCUSSION

The results suggest that effective promotional strategies and competitive pricing are essential for influencing consumer behavior in Bireuen Regency. Brands like Emina can leverage these factors to enhance market penetration and customer loyalty. The study highlights the importance of aligning promotional activities and pricing with consumer expectations and market conditions.

CLOSING

Conclusion

Promotions and pricing are critical factors affecting consumer purchasing decisions for Emina products in Bireuen Regency. Brands should focus on creating attractive promotions and maintaining competitive pricing to influence consumer behavior positively. Future research could explore additional factors, such as product quality and brand reputation, to provide a more comprehensive understanding of purchasing decisions.

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