Cover

Content / Daftar Isi (lihat ID 674)

Proceedings

Papers will be added in the *IEOM Index* Publication Database, Full papers will be indexed in EBSCO.

ID 004   Comparing the Relationship of Tourist Attraction by Using Association Rule
Ivan Diryana Sudirman, Dimas Yudistira Nugraha, Iston Dwija Utama, Tjia Fie Tjoe, Entrepreneurship Department, BINUS Business School, Undergraduate Program, Bina Nusantara University, Bandung, West Java, 40181, Indonesia

ID 005   Green Product Purchase Intention in Emerging Country: An UTAUT-2 Adoption
Ivan Diryana Sudirman, Doni Purnama Alamsyah, Okky Rizkia Yustian, Iston Dwija Utama, Mulyani, Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Bandung Campus, Bandung, Indonesia, 40181

ID 006   Flowshop Production Scheduling Using Cds, Tabu Search And Genetic Algorithm (Case Studies: Cv. Mega Abadi)
Lina Gozali, Vania Eliyanti, Lamto Widodo, and Frans Jusuf Daywin, Industrial Engineering, Universitas Tarumanagara, Indonesia
Agustinus Purna Irawan, Mechanical Engineering, Universitas Tarumanagara, Indonesia
Harto Tanujaya, Industrial Engineering, Universitas Tarumanagara, Indonesia
Siti Rohana Nasution, Industrial Engineering, UPN Veteran, Jakarta, Indonesia

ID 008   The Implementation of Green Productivity for Plastic Manufacturer
Axel Fernaldy, Industrial Engineering Department, Faculty of Engineering, Bina Nusantara University, 11480 Jakarta, Indonesia
Taufik Roni Sahroni, Industrial Engineering Department, Faculty of Engineering, Bina Nusantara University, 11480 Jakarta, Indonesia

ID 009 Analysis of the Application of Circular Supply Chain in Beverage Packaging Industry
Zahrah Aulianti, Industrial Engineering Department, Faculty of Engineering, Bina Nusantara University, 11480 Jakarta, Indonesia
Taufik Roni Sahroni, Industrial Engineering Department, Faculty of Engineering, Bina Nusantara University, 11480 Jakarta, Indonesia

ID 010   The Components of Strategic Marketing and Its Importance to Achieving Organisational Goals
M. M. Manyuchi, Department of Operations and Quality Management, Faculty of Engineering and the Built Environment, University of Johannesburg, South Africa
N.Sukdeo, Department of Operations and Quality Management, Faculty of Engineering and the Built Environment, University of Johannesburg, South Africa

ID 011   The Remuneration of Chief Executive Officers (CEOs) of State-Owned Enterprises as a Current Corporate Governance Issue in Zimbabwe
M. M. Manyuchi, Department of Operations and Quality Management, Faculty of Engineering and the Built Environment, University of Johannesburg, South Africa
Sukdeo, Department of Operations and Quality Management, Faculty of Engineering and the Built Environment, University of Johannesburg, South Africa

ID 015   An Integrated Inventory Model with Electric Vehicles, Freight Costs, and Stochastic Lead-time
Ivan Darma Wangsa, Iwan Vanany, and Nurhadi Siswanto, Department of Industrial and Systems Engineering, Institut Teknologi Sepuluh, Nopember, Surabaya, Indonesia, Kampus ITS, Sukolilo, 60111, Indonesia

ID 016   Priority in TQM Process Using AHP Technique – A Case study of an EPC Organization
Kanesan Muthusamy, Shannen Darshini Surasan Nair, Joses Shem John David, and Elango Natarajan, Faculty of Engineering and Technology, UCSI University, 56000 Kuala Lumpur, Malaysia

ID 017   OSH Hazards Risk Assessment Using AHP Technique – A Case study of an Electronics Manufacturing Company
Kanesan Muthusamy, Joses Shem John David, Shannen Darshini Surasan Nair, and Nagesparan Ainarappan, Faculty of Engineering and Technology, UCSI, niversity, 56000 Kuala Lumpur, Malaysia

ID 020   Blockchain Application for Halal Integrity: Exploratory Study
Iwan Vanany and N.A. Nandya Shafira Pramesti, Department of Industrial and Systems Engineering, Institut Teknologi Sepuluh Nopember, Sukolilo, Surabaya, Indonesia
Nur Aini Rakhmawati, Department of Information System, Institut Teknologi Sepuluh Nopember, Sukolilo, Surabaya, Indonesia
Jan Mei Soon, University of Central Lancashire, Faculty of Health and Wellbeing, International Institute of Nutritional Sciences and Applied Food Safety Studies , Preston, United Kingdom

ID 021   Association Rules For Layout Design And Promotion Strategy
Anisa Aulia Majid and Cahyono Sigit Pramudyo, Industrial Engineering Department, Faculty of Science and Engineering, Universitas Islam Negeri Sunan Kalijaga, Yogyakarta, Indonesia

ID 022   The Impact of Big Data Analytics on Firm's Operational Performance: Mediating Role of Knowledge Management Process
Anas Iftikhar, Department of Economic Sciences, Università Del Salento, Lecce, Italy
Imran Ali, School of Business and Law, Central Queensland University, Australia
Adeel Shah, Institute of Business Management, Karachi, Pakistan

ID 670   Development of Personality and Organizational Justice Models in Improving Teacher Service Quality in the Educational 4.0

Henny Suharyati, Sri Setyaningsih, Kania Rubiati, Department of Education Administration, Graduate School, Universitas Pakuan, Indonesia
Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 671   Does The Bank Soundness Reflect The Firm Value?

Mutiara Puspa Widyowati, Shinta Berliana, Buntoro Heri Prasetyo, Faculty of Economics and Business, Pakuan University, Indonesia
Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 672   Perceptions of Instagram Social Media Accounts Users about Curug Cibulao Tourism Objects in Bogor Regency

Muslim, Tiara Puspanidra, Kusuma Dewa Pamungkas, Department of Communication Science, Faculty of Social and Cultural Science, Universitas Pakuan, Indonesia
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ID 673   Usability Testing on Student Document Management Application using Retrospective Think Aloud (RTA) and USE Questionnaire Methods

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ID 674   The Effect Of Work Discipline On Performance In Educational Institutions

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ID 675 Forecasting The Spread of Covid-19 Disease Patients to Allocate The PPE for Medical Hospital Staffs in Indonesia

Silvi Istiqomah, Department of Industrial Engineering, Universitas Mahakarya Asia, Yogyakarta 55285, Indonesia
Master Program of Industrial Engineering Department, Faculty of Engineering, Universitas Sebelas Maret, Surakarta, Indonesia
Wahyudi Sutopo and Muh. Hisjam, Master Program of Industrial Engineering Department, Faculty of Engineering, Universitas Sebelas Maret, Surakarta, Indonesia

ID 676   What Are The Factors That Encourage People To Keep Buying Newspapers In The Digital Age?

Dedi Iskamto, Sekolah Tinggi Ilmu Ekonomi Riau, Indonesia
Wisdalia Maya Sari, Faculty of Economics and Business, Bina Insan University, Lubuklinggau, Sumatera Selatan Indonesia
Kurniati Karim, Sekolah Tinggi Ilmu Ekonomi (STIE) Sakti Alam Kerinci, Jambi, Indonesia.
Sri Langgeng Ratnasari, Magister Manajemen, Program Pascasarjana, Universitas Riau Kepulauan
Elkana Timotius, Universitas Kristen Krida Wacana, Jakarta, Indonesia

ID 677   Performance of the Markowitz Model Investment Portfolio in Some Mining and Energy Sector Stocks

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ID 678   Calculation of Pension Funds with Entry Age Normal and Attained Age Normal Approaches in the Projected Benefit Cost Method

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ID 679 Forecasting the Number of Active Cases of COVID-19 in West Java Using the Multilayer Perceptron Feedforwards Neural Networks Method

Yuyun Hidayat, Dhika Surya Pangestu, Titi Purwandari, Enny Supartini
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Sukono, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia
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ID 680 Forecasting Covid-19 Active Cases in Bandung City Using the Long Short Term Memory

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ID 681 Predicting Potential Cases of Natural Disasters in Indonesia Using the Homogeneous Poisson Process

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Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 682 The Effect of Financial Ratios on Firm Value: Empirical Evidence from Property and Real Estate Sector Companies Listed on the IDX

Ratih Hadiantini, Ayu Nike Retnowati, Susan Purnama, Aninditha Putri Kusumawardhani,
Department of Management, Faculty of Economics and Business, Universitas Informatika dan Bisnis Indonesia (UNIBI), Bandung, Indonesia
Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 683 The Effect of Earnings Management, Liquidity Ratio, Solvency Ratio and Profitability Ratio on Bond Ratings in the Property Sector Listed on the IDX

Susan Purnama, Aninditha Putri Kusumawardhani, Ratih Hadiantini, Ayu Nike Retnowati
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Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 684 Underwriting Factor for Determination of Health Insurance Premium Based on Generalized Linear Models (GLMS) Procedure

Riaman, Sukono, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia
Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 696 in Indonesia from Rome 2021 Risk Management Software Platform ZOTY for SMEs

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Zdenek Kocourek, Petr Humpolicek, IDS Advisory s.r.o., Otiskova 2823/30, Líšeň, 628 00 Brno, Czech Republic

ID 697 Techno-Economic Feasibility Analysis of Agricultural Drone Business in Indonesia

Nida An Khofiyah, Master Program of Industrial Engineering Department, Faculty of Engineering, Universitas Sebelas Maret, Surakarta, Indonesia
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ID 700 A Bibliometric Analysis in the Topic of Economic Resilience and Disturbance

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What Are The Factors That Encourage People To Keep Buying Newspapers In The Digital Age?

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Abstract

This study aims to determine what factors influence consumer interest in buying newspapers in the digital era. These factors are product, price, promotion, and distribution. This research is a quantitative study using SPSS 23 to process data. This research was conducted on one of the customers of the mass media in Pekanbaru, Riau Province, Indonesia. The sample collection technique used simple random sampling technique. The sample was calculated using the Slovin formula where 89 respondents were selected. The results showed that the results of the partial test (t test), there were three variables, namely product, promotion, and distribution which had a positive and significant effect on consumer decisions, while one variable, namely, price, had a negative and significant value on consumer decisions, also foun that 76.3% of the influence of the independent variables (Product, Price, Promotion, Distribution) on consumer decisions and the 23.7% is influenced by other variables not examined.

Keywords: product, price, promotion, and distribution, purchasing decisions

1. Introduction

The traditional media is currently deteriorating, not just in the national sphere, but also in the tumultuous international arena. Due to advancements in information technologies, the print media industry was abandoned by its founders. In fact, print media is being discarded by its subscribers, and young people now tend to access mass media through cellphones, laptops, or other digital devices (Romadhoni, 2019). Digital media has become a popular medium in recent years. Some have predicted that the print media will be displaced by digital-based media technology (Prihartono & Sos, 2016). In this situation of intense competition, in order to maintain sales volume and market share as practiced by Haluan Riau, it is increasingly recognized that a marketing strategy is needed that is not only based on consumer needs (consumer oriented), but also competitors targeting the same target consumers (competition oriented), therefore companies need to anticipate various opportunities and obstacles in marketing activities (D. Iskamto, Ghazali, & Afthanorhan, 2019). The company's ability is inseparable from the marketing policies adopted by the company's management as companies in general. Successful company policy can be determined from one or more marketing mix variables, which variables can be controlled by the company. The company can develop product, price, promotion and distribution policies or a combination of these variables into a comprehensive marketing (dedi Iskamto et al., 2021b; D. Iskamto, 2020; Marlizar et al., 2020). In order to improve marketing by satisfying these consumers, the company must analyze consumer behavior (D. Iskamto, 2017). To analyze consumer behavior will be more successful if the company can understand the psychological aspects of humans as a whole, the strength of cultural factors, economic principles, marketing strategies. Because often the behavior of consumers is influenced by socio-cultural factors, and psychological factors, both of which will directly or indirectly affect consumer behavior in terms of purchasing decisions. The ability to analyze consumer purchasing decision attitudes means success in exploring the consumer's soul in meeting their needs(D. Iskamto, 2020). Consumer purchasing decisions in general can be influenced by various factors both individually and collectively such as products or services, choosing types, determining when to buy and where to buy. Therefore it is very important for company managers to be able to develop, determine prices, promote and distribute the right products and services to consumers (D. Iskamto, 2015; Iskamto et al 2020).

2. Literature Review

According to Suharno and Sutarso (2010) Marketing Mix is a collection of marketing activities used to serve target markets. The Marketing Mix consists of four main activities, namely product, price, distribution and promotion. According to Sunyoto (2013) Marketing Mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by the company to influence the buyers or consumers' reactions. So the marketing mix consists of a set of variables that a company can control and use to influence consumer responses in its target market. These variables or activities need to be combined and coordinated by the company as effectively as possible in carrying out its marketing tasks. Thus the company not only has the best combination of activities, but can coordinate the various marketing mix variables to carry out marketing programs effectively. The four elements of the marketing mix are product strategy, pricing strategy, distribution strategy and promotion strategy (Adel et al., 2020; D. Iskamto, 2015).

2.1 Product

The definition of a product according to Suharno, Yudi Sutarso (2010: 27) means a combination of goods or services offered by a company to the target market. Products are not only goods or services, but other entities such as ideas, organizations, people, places are also products (D. Iskamto, 2020). Each type of product has a different way of marketing. The target market views that a good product is how the product provides solutions to the needs and desires of consumers. A product is something that can meet the needs and desires of consumers (iskamto, et. Al 2021; Kasmir, 2016). Products are anything that can be offered to the market to get attention, buy, use or consume and which can satisfy wants or needs. (Daryanto, 2011). Product is the first and most important element in the marketing mix. Product strategy requires coordinated decision making on product mix, product line, branding, packaging and labeling. (Kotler, 2013).
Products according to Arif Rahman (2010) is a complex characteristic, both tangible and intangible, including packaging, price, company prestige, and company services received by buyers to satisfy their wants and needs.

2.2 Price

Price is the amount of money used to obtain goods or services. Prices have a variety of terms, depending on what type of product. The most important thing for customers in terms of price is how the price reflects the cost of the customer (Suharno and Sutarso, 2010). According to Usmara (2008)The price is a balance between the seller and the

buyer so that the transaction can run. The seller can charge a lower price if exempt from harsh terms. The buyer, on the other hand, is willing to pay a higher price if he is given a special service. Price is the amount of money that is billed for a product or an amount of value that is exchanged by consumers for the benefit of owning or using the product (Daryanto, 2011: 57). Price according to Arif Rahman (2010: 91) is the amount of money (plus a number of products if possible) needed to get a number of combinations of products and services (D. Iskamto et al., 2020; D. Iskamto, Ghazali, & Aftanorhan, 2019).

2.3 Promotion
Promotion is a marketing communication activity about a product, and market persuasion to buy it. Promotional activities have a lot to do with how to communicate and persuade customers. This effort can be carried out in various forms, both advertising, sales promotion, personal selling and public relations. The most important thing about this activity is how to communicate with the target market (Suharno and Sutarso 2010). Sales promotion, as the main element in a marketing campaign, is a collection of incentive tools, mostly short-term, designed to stimulate the faster and greater purchase of a particular product or service by consumers or merchants (Kotler, 2013). .

3.4 Distribution
According to Suharno and Sutarso (2010) Distribution is the efforts of marketers to ensure product availability for target markets when needed. Marketers need to guarantee that the products offered will be available when consumers need them anywhere, anytime and anywhere. Company management needs to find the most economical distribution, the steps taken are to control all existing assets in the company, from raw material supplies to finished materials, which we know as products. So the company needs to establish good policies so that efficiency can be carried out and the goals of the company can be achieved .

2.5 Consumer behavior
According to Ginting (2011) Consumer Behavior is individual action in obtaining, using and disposing of economic goods and services, including the decision-making process before making a decision. According to Fandy Tjipto (2008) Consumer Behavior is the actions of individuals who are directly involved in obtaining, using, and determining products and services, including the decision-making process that precedes and follows these actions.

2.6 Buying decision
According to Angipora (2002) states that a purchase decision is a decision that can only be made after the evaluation stage of various brands and features that have been arranged according to ratings that will form purchase intentions of the most preferred brands. According to Engel et. Al (2000) Purchasing decision is the process of formulating various alternative actions in order to make a choice of one particular alternative to make a purchase. So the purchase decision is a decision-making process carried out by the buyer to make a purchase after evaluating. According to Kotler (2013) there are four pillars that must be considered by management in marketing its products, namely the characteristics of the product you want to make (product), the price you want to set (pricing), how to distribute the product to customers (placing) and how to stimulate prospective customers to buy products (promotion). Sunyoto (2013) stated Marketing Mix affects consumer purchasing decisions, because the marketing mix is a strategy used in the marketing field.

3.   Research Methods
The research uses quantitative methods. Data processing and hypothesis testing using SPSS version 23. This research was conducted on the readers of Koran Haluan Riau newspaper published in Riau Province, Indonesia. Simple Random Sampling was used for sampling. The total population of Readers in Tampan District is 826 subscribers. Samples taken as many as 89 people were arrested using the Slovin . formula (iskamto et. all 2021a).

4. Results And Discussion
The sample in this study were 89 people who were respondents in this study. The sample in this research is the customers of Haluan Riau Pekanbaru newspaper. In this study, respondents are divided into several characteristics. From these respondents, a description of the respondent can be made as follows:

Table 1 : Characteristics of Respondents

Data	Frequency	Percentage (%)
Gender		
Men	63	70.79
Woman	26	29.21
Age		
≤ 25	17	19.10
26-35	28	31.46
36-45	34	38.20
≥ 45	10	11.24
Length of Subscription		
≤ 1 year	2	2.25
1-2 years	14	15.73
2-3 years	21	23.59
≥ 3 years	52	58.43
Total	89	100

From table 1. above, it can be seen that the respondents were dominated by men, namely 63 people with a percentage of 70.79%, while women were 26 people with a percentage of 29.21%. the age of the respondents was 36-45 years, namely 34 people with a percentage of 38.20%, then the respondents aged 26-35 years were 28 people with a percentage of 31.46%, while respondents who were≤ 25 years as many as 17 people with a percentage of 19.10%, and respondents who are aged ≥ 45 years as many as 10 people with a percentage of 11.24%. long time subscribed to newspapers is ≥ 3 years as many as 59 people with a percentage of 58.43%, then the old category subscribing to newspapers 2-3 years as many as 21 people with a percentage of 23.59%, while the length of subscribing to newspapers 1-2 years is 14 people with a percentage of 15.73%, and the length of subscribing newspaper ≤ 1 year only 2 people with a percentage of 2.25%.

4.1 Validity test

The validity test is a test measuring tool in the questionnaire. Validity means the extent to which the test can measure accurately and can be justified for its correctness. By using α = 0.05 (5%) it is known r-value> rtable. If r-value <r-table, the questionnaire status is null. Gozali (2011) stated r-table in the statistical table (at a significance of 0.05 and two sides) with N = 89, the value obtained is 0.176.

Table 2: Validity test

Variable	R-value	R-table	Information
Y1	.385	0.176	Valid
Y2	.625	0.176	Valid
Y3	.682	0.176	Valid
Y4	.710	0.176	Valid
Y5	.596	0.176	Valid
(Product)	.586	0.176	Valid
X2	.602	0.176	Valid
X3	.713	0.176	Valid
X4	.708	0.176	Valid
(Price)	.306	0.176	Valid
X2	.584	0.176	Valid
X3	.466	0.176	Valid
X4	.402	0.176	Valid
(Promotion)	.408	0.176	Valid
X2	.636	0.176	Valid

X3	.648	0.176	Valid
X4	.666	0.176	Valid
(Distribution)	.608	0.176	Valid
X2	.575	0.176	Valid
X3	.708	0.176	Valid
X4	.635	0.176	Valid

Source: Processed Data 2013

From table 2 above it can be seen that all items are positive and r-value> r-table, it can be concluded that all items are valid. Evidenced by the large value of r-value compared to R-table, thus the statement in this study is suitable to be used and accepted.

4.2 Reliability Test

Reliability shows an understanding that an instrument can be trusted to be used as a data collection tool because the instrument is good. This test is carried out to determine whether the measuring instrument will get a consistent and consistent measurement if the measurement is repeated. By knowing the Cronbach's alpha value of 2 different variables. The independent variable (product, price, promotion, distribution), and the dependent variable (consumer decision), with a reliability value of 0.6 is not good.

Table 3: Reliability Test

Variable	Cronbach's Alpha	Information
Consumer Decisions	0.805	Reliable
Product	0.822	Reliable
Price	0.755	Reliable
Promotion	0.768	Reliable
Distribution	0.799	Reliable

Based on table 3 above, it can be concluded that the alpha coefficient for the consumer decision variable (Y) is 0.805 (> 0.60), product (X1) is 0.822 (> 0.60), price (X2) is 0.755 (> 0.60), promotion (X3) of 0.768 (> 0.60), and distribution (X4) of 0.799 (> 0.60). So it can be concluded that all research instruments are reliable, because the Cronbach alpha value is greater than the alpha coefficient value 0.60. means that the variables used are consistent and reliable.

4.3 Multicollinearity Test

This type of classical assumption test is applied to multiple regression analysis consisting of two or more independent variables, where the level of association of influence between the independent variables will be measured through the magnitude of the correlation coefficient. It is said that multicollinearity occurs if the correlation coefficient between independent variables is greater than 0.60. said that there is no multicollierity if the correlation coefficient between the independent variables is smaller or equal to 0.60. or use the amount of tolerance value (α) and the value of variance inflation factor (VIF). The independent variable experiences multicollinearity if α count <α and VIF count> VIF and the independent variable does not experience multicollinearity if α count> α and VIF count <VIF. And the amount of the inflator factor (VIF) and Tolerance,

Table 4: Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1. (Constant)		
Product	.290	3,443
Price	.994	1,006

Promotion	.319	3,139
Distribution	.218	4,595

Table 4 results of the calculation of the tolerance value in the results of data analysis, the VIF value for the product is 3,443 (<10) with a tolerance value of 0.290 (> 0.10), a price of 1,006 (<10) with a tolerance value of 0.994 (> 0.10), a promotion of 3,139 (<10) with a tolerance value of 0.319 (> 0.10) and a distribution of 4.595 (<10) with a tolerance value of 0.218 (> 0.10). So it can be concluded that the regression model is free from multicollinearity.

4.4 Autocorrelation test
A good regression equation is one that does not have an aotocorrelation problem, if there is an aotocorrelation, the equation is not good / not suitable for prediction.

Table 5: Autocorrelation test results

Model	Durbin - Watson
1	1,906

Based on the results of the Durbin-Watson test table 5 above, the DW value for the independent variable is 1.906, which means that the DW value is between -2 to +2, so the research data does not occur aotocorrelation.

4.5 Hypothesis testing
A. Determination Coefficient
From table 6 below shows that the value of R^2 0.763 means that 76.3% of the influence of the independent variables (Product, Price, Promotion, Distribution) on consumer decisions is 76.3% and the remaining 23.7% is influenced by other variables not examined.

Table 6: Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.873a	.763	.751	1.48074	1,906

a. Predictors: (Constant), Distribution, Prices, Promotions, Products

b. Dependent Variable: Purchase Decision

B. Partial Test (t)
Partial Test (t) is used to determine whether there is a significant (significant) relationship or influence between the independent variables (product, price, promotion and distribution) partially on the dependent variable (consumer decisions).

Table 7: Partial Significant Test Results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error			
1. (Constant)	6,784	1,352		5,017	.000
Product	.360	.100	.301	3,051	.003
Price	.- 185	.064	-155	-2,898	.005
Promotion	.354	.119	.281	2,980	.004
distribution	.349	.121	.328	2,880	.005

a.   Dependent Variable: Consumer Decisions

Table 7 shows the results of the t test where the significant value of all variables (product, price, promotion, and distribution) has a value of 0.000, 0.003, 0.005, 0.004 and 0.005 lower than 0.05 so it can be concluded that product,

promotion, and distribution have effect positively and significantly on consumer decisions but price has effect negatif and significantly on consumer decisions.

c. Simultaneous Test (Test F)

The F test is carried out to determine the effect of the independent variables on the dependent variable together, namely by using Fcount. F test analysis is done by comparing Fcount and Ftable. However, before comparing the F value, the level of confidence $(1- \alpha)$ and the degree of freedom $= n - (k + 1)$ must be determined so that the critical value can be determined. Alpha (α) used in this study is 0.05 with a two-sided hypothesis (2 tails).

Table 8: Simultaneous Significant Test Results (F-Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	591,800	4	147,950	67,477	.000a
	Residual	184,178	84	2,193		
	Total	775,978	88			

a. Predictors: (Constant), Distribution, Prices, Promotions, Products
b. Dependent Variable: Purchase Decision

In table 8 above, it can be seen that the F-count is 67.477 with a significant level of 0.000, therefore in the calculation of Fcount> Ftable (67.477> 2.479) and the significance level is 0.000 <0.05. This shows that Ho is rejected and Ha is accepted, which means that the independent variables consisting of (Product, Price, Promotion, Distribution) together have a positive and significant effect on the dependent variable (Consumer Decision).

5. Conclusion

Based on the results of this study, several conclusions are obtained which are briefly presented as follows. Based on the F test, the independent variables consisting of (Product, Price, Promotion, Distribution) together have a positive and significant effect on the dependent variable (Consumer Decision). From the results of the partial test (t test), the significant value of all variables: Product, price, promotion, and distribution have a positive and significant effect on consumer decisions. Meanwhile, the price variable is negative and significant towards consumer decisions. In testing the coefficient of determination(R^2) is obtained The value of 0.763 means 76.3% of the influence of independent variables (Product, Price, Promotion, Distribution) on consumer decisions is 76.3% and the remaining 23.7% is influenced by other variables not examined.

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