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THE EFFECT OF PROMOTION AND PRICE ON CONSUMER DECISION OF NURAYYA MUSLIMAH SALON IN THE COVID-19 PANDEMIC ERA

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ABSTRACT

Promotion and price as marketing mix strategy is required to win the competition among the service businesses, this study aims to analyze the effect of promotions and price as the independent variables on consumer decision of Nurraya Muslimah Salon in the era of the covid-19 pandemic. Specific research to observe these two variables in this type of business especially in the pandemic era has not been done before. The data were obtained by distributing questionnaires to respondents using purposive sampling and processed also analyzed using descriptive and multiple linear regression analysis. Based on the results of the research hypothesis test, it shows that the promotion does not have a significant effect on consumer decisions but the price has a positive effect on consumer decisions in the Covid 19 pandemic era. It is recommended to Muslimah Salon to maximize promotion by social media and adjust prices to market conditions.

Keywords : promotion, price, consumer decision, Muslimah salon, Covid 19 pandemic

INTRODUCTION

At the beginning of 2020 the world was shocked by the Corona virus pandemic (Covid-19), including Indonesia which experienced a drastic decline in almost all existing business ventures and other important companies, this was due to the economy experiencing business uncertainty. Restricted mobility has resulted in several business sectors experiencing a drastic decrease in profits; therefore, the occurrence of a lockdown or Large-Scale Social Restrictions (PSBB) has suddenly stopped economic activity, with a decrease in demand and disrupted supply chains around the world.

One business venture that also suffered a similar fate, namely having to close its business for 3 months due to PSBB regulations and complying with health protocols is Salon Nurayya Muslimah. This salon just reopened in June 2020. Nurraya Muslimah Salon is one of the Muslimah salons in Indonesia that provides the best services to consumers. This salon is a place for the needs of Muslim women for health care, cleanliness, and skin beauty, but still adheres to sharia principles.

On the other hand, the increase in the number of existing beauty salons can be used as an indicator of increased consumer interest in looking fresh and healthy. Syamsi (2008) further stated that increasing competition and consumers are forcing service companies to focus on implementing continuous improvements to the services provided. This is so that consumers survive or are loyal to the salon that their services use. In running a service business, a marketing strategy is needed.

Before determining a marketing strategy, it should be noted that a service marketing strategy is different from a business marketing strategy that provides products or goods. Service businesses are more likely to provide services to consumers in direct contact, therefore service businesses measure the success of marketing strategies by the level of satisfaction obtained by consumers, to produce services that can meet consumer needs optimally (Arintini, 2016).

In the era of the Covid-19 pandemic, the marketing mix is considered as one of the most potential strategic elements in marketing products along with increasingly fierce competition, very important efforts are made to improve price quality so that later consumer loyalty is formed. Like other service businesses, salons also require a marketing mix such as price & promotion which are components of the marketing mix that are interconnected, so that a salon has an increase or advantage in pricing and promotion strategies in order to excel from its competitors.

According to Astuti (2017), promotion as an element of the marketing mix is very important for companies, especially companies that market a product, either in the form of goods or services. However, salon owners must have certain online promotion strategies in order to be able to attract as many consumers as possible to get the maximum profit. Astuti further stated that promotion is related to communication which is a means for interaction and expression between individuals in the form of personal and spontaneous initiatives to create thoughts and opinions between people. Communication is an effort to introduce oneself to the world so that one's existence is recognized, one of which can be done through the promotion process to attract consumers in the era of the Covid-19 pandemic. During the pandemic era, Nurayya Muslimah salon carried out promotions through social media, giving brochures and making banners to attract consumers' attention. With this promotion, consumers are interested and interested in visiting the Nurayya Muslimah salon. This is evidenced by the increase in the number of salon visitors during the Covid 19 pandemic.

Not only promotion that aims to improve consumer quality, but price is also very important which is one of the competitive advantages with the aim of increasing consumer satisfaction. Every entrepreneur who runs a business, especially in the service sector, is required to apply the right pricing strategy to satisfy consumers so that consumers become satisfied and loyal. Therefore, price is the only element of the marketing mix that generates income for the company, which ultimately affects the size of the profit and market share obtained. Prices are also flexible, which means they can be adjusted quickly. However, price is an aspect that is visible to consumers, which influences the image and positioning strategy. In service marketing, price is prestige which prioritizes the image of quality and affordability of buyers, price being an important element. Prices at Nurayya Muslimah salons during the pandemic era continued to adjust in order to attract consumers by offering packages at affordable prices to their members. For example, the price for the treatment of the Nurayya Muslimah salon before the Covid pandemic was forty thousand Rupiah for beauty treatments, but after the covid pandemic, the Nurayya salon provides packages at an affordable price, namely fifty-five thousand Rupiah including creambath, haircut and hair tonic. The implications of the promotion and price strategy implemented by the Nurayya Muslimah salon are an increase in the number of consumers who visit and perform maintenance at the salon every month during 2020. As shown in the table below:

Table 1. Number of Nurayya Muslimah Salon Customers in 2020

Month	Number of Customers	Month	Number of Customers
March	0	August	155
April	0	September	180
May	0	October	186
June	120	November	240
July	124	December	248

Source : Nurray.Source : Nurraya Muslimah Salon Management

From the table results it can be seen that during the first 3 months of the Covid-19 era there were no consumers at all. However, after that, the development of the list of consumers at Nurayya Muslimah salons from June to the end of December 2020 has increased. This phenomenon is quite unique, when other similar businesses experienced a decrease in the number of customers, but Nurraya Muslimah salons experienced an increase in the number of customers. Therefore, it is necessary to dig deeper through research on what success tips are applied by this salon business and more specifically, it is necessary to know how pricing and promotion strategies influence consumer decisions at Nurayya Muslimah salons in the pandemic era.

Based on previous research conducted by Sagita, Najib, & Yasid (2020), regarding the marketing mix and consumer characteristics on purchasing decisions and customer satisfaction at Muslimah salons in Bogor City, the results of the study convey that the marketing mix has a positive and significant influence on purchasing decisions, meaning that the marketing mix influences decision making consumers in terms of the price given and promotions that are right on target will be very influential. The better the quality of the marketing mix at Muslimah salons, the higher the level of decision taken by consumers.

Another study conducted by Ludriana (2012), entitled "The Influence of the Marketing Mix on Consumer Decisions at the D'Mode Purworejo salon". The results of his research also show that there is a positive and significant influence between price variables on consumer decision variables at Muslimah salons. Muslimah salons are fast in terms of payments, salon opening hours are quite long, the services provided are quite good and fast will increase consumer decisions.

Meanwhile, research conducted by Khusnaeni (2017) entitled "The Influence of Advertising on Consumer Attitudes and Its Impact on Purchase Decisions" concludes that business people need to choose advertising media that are determined based on frequency, consumer reach, and understand the impact these advertisements have on consumers. Each advertising medium has its own advantages and disadvantages in advertising a product. As a marketer, you must be able to choose the right advertising media so that ads can reach consumers effectively and efficiently. This is because consumers tend to be involved in extensive information search about alternative products to form great trust in objects, then develop affection (feelings) towards objects, and finally appear the desire to behave relative to these objects, namely product purchases.

Arintini (2016) concluded that the solution related to overcoming the cost problem faced by Salon Kerty's Lovina branch in 2015 was that Salon Kerty's had to consider what advertising was effectively used to offer the services being sold, so that the costs incurred for advertising were in accordance with income at the time of sale of salon services. To overcome competition every year, Salon Kerty's changes its salon price list according to the price of the product purchased, however, Salon Kerty's still sets cheap and affordable prices with good quality of service compared to other salons, provides facilities that provide customer convenience, provides discounts on certain days, and creating personal relationships between employees/salon owners with customers, (customer relationship management).

According to Astuti (2017) sales promotions at Budi Andhika Salon & Spa are effective. Sales promotions are carried out on average every day so that if you look at the results obtained from the hypothesis testing, the average sales volume and transaction frequency increase when sales promotions are given. Sales promotion programs that generate the greatest return on investment (ROI) are sales promotions using vouchers. However, when viewed from the largest total profit or net return, the most effective sales promotion program is a sales promotion with a discounted price. It is similar in research from Hadi & Astuti (2020), personal selling and promotion variables affect sales of Salon & LKP De'Beauty Care Ampenan services. Where promotion variables have greater influence than selling personnel. From the results of previous studies, it appears that there are variations regarding the influence of promotions and prices on consumer decisions. However, it is necessary to examine whether in the era of the Covid-19 pandemic the two factors of the marketing mix still have an effect. Therefore, this research was conducted.

METHOD

This study uses an associative type of method, which aims to find out Promotions and Prices on Consumer Decisions at Salon Nurayya Muslimah in the Era of the Covid-19 Pandemic. The unit of analysis for this research is the individual who is the respondent, namely, the consumer of Salon Nurayya Muslimah in the Era of the Covid-19 Pandemic. The population in this study were all customers of Nurayya Muslimah Salon who purchased services during the research period. The population was not taken randomly but was determined by a total of 45 researchers. saturated sample or census methods. The number of these techniques is adjusted to the problems and objectives of the research, because the total

population in this study is less than 100, therefore all members of the population are used as research samples.

Table 2. Operational Variables

Variable	Operational definition	Indicator
Promotion (X1)	Promotion is part of communication consisting of corporate messages carried out by customers to the company's products or services. (Maghfiroh, 2020)	<ul style="list-style-type: none"> • advertising • Publisity • Personal selling • Sales promotion • Event and experiences • Direct marketing • Word of mouth marketing (Mulyani & Haryanti, 2020)
Price (X2)	Prices as sunatullah are set through market mechanisms by making Muslim customers feel comfortable. According to Pomeranz in Usman, Sobari, & Sulthani (2020)	<ul style="list-style-type: none"> • Transactions are carried out on the basis of the willingness of each party. • Always conduct healthy competition. • Uphold honesty. • Be transparent or open in transactions and uphold fairness. (Usman et al., 2020)
Consumer Decision (Y)	The integration process that combines knowledge to evaluate two or more alternative behaviors, choosing between them decisions for consumers can lead to how the decision-making process is carried out. According to Peter and Olson in Sangadji & Sopiah (2013)	<ul style="list-style-type: none"> • Recognition of needs • Information Search • Evaluation of alternatives • Buyer's decision (Sangadji & Sopiah, 2013)

In this study, the data is normally distributed using ordinal scale was processed using statistical data analysis methods with IBM SPSS statistic software 20. In the analysis model this data is used to test the extent of the effect of the promotional mix & prices on consumer decisions at Salon Nurayya Muslimah in EraCovid-19 pandemic using the Linear Regression Analysis Simple model.

RESULTS AND DISCUSSION

In 2013 the owner of Salon Nurayya Muslimah decided to start a salon business with a syar'i concept. This is because there are not many salons specifically for Muslim women in the Bekasi area, while most of the population in the area are Muslim. Muslim women are the targeted market after conducting a study with most conventional salons and women's salons that have not yet internalized the concept of Islamic values in terms of product, service, and marketing.

Starting from the West Surabaya Salon at Perambanan Residence on Jalan Beulevard Lidah Kulon, the second from Central Surabaya at the Andita Hotel located on Cokroamnito Street and the third from East Surabaya at the Laksmi Gallery located on Jalan Dharma Husada Indah Timur. From the three branch locations of the Nurayya Muslimah Salon in Surabaya, there were 30 customers and finally, from Bekasi City in Grand Galaxy City, located on Jalan Grand Galaxy in a Ruko Rose Garden Salon, the latest attracted 35 consumers. Salon Nurayya Muslimah is a company in the field of beauty salon services with the concept of beauty with syar'i. The

principle of Salon Nurayya is to help Muslim women in doing body, facial and hair care to maintain beauty according to Islamic values. Besides that, this salon also hones Muslimah talents and Islamic studies which are packaged with interesting themes.

To describe the profiles of respondents, a classification or grouping of 45 respondents was used based on characteristics: age, occupation, and consumer spending per month.

Table 3. Age of Consumer Respondents at Nurayya Muslimah Salon

Age Group (year)	Number (People)	Percentage
15 - 20	16	26,6
21 – 26	26	57,7
27 – 35	1	2,2
36 – 45	1	2,2

Table 4. Occupation of Consumer Respondents at Nurayya Muslimah Salon

Age Group (year)	Number (People)	Percentage
Student	29	64,4
Employee	8	17,8
Entrepreneur	2	4,4
Others	7	15,6

Table 5. Monthly Expense of Consumer Respondents Nurayya Muslimah Salon

Expense Group (Rupiah)	Number (People)	Percentage
≤ .500.000	16	35,6
500.000–1.000.000	13	28,9
1.000.000–3.000.000	9	20
3.000.000–5.000.000	7	15,6

Validity and reliability test of the questionnaire produced valid and reliable decisions. There are 5 (five) statements for each variable, namely promotions, prices, and consumer decisions. The results of the validity test for all statements have a value of r count exceeding r table, namely > 0.2940, so that the statements of the three variables are declared valid. The decision to accept the reliability test is considered reliable if the Cronbach's Alpha coefficient is above 0.60. The results of the reliability test showed that the three variables were reliable.

Table 6. Results of Multiple Linear Regression Analysis

Variable	Coefficient	t- Count	Significance
Constanta	1.199	0.535	0.596
Promotion	0.184	0.933	0.356
Price	0.696	3.273	0.002

Based on Table 6 above, the regression equation is obtained as follows:

$$\text{Consumer Decision (Y)} = 1.199 + 0.184 X_1 + 0.696 X_2 + e$$

In the linear regression equation model above, it can be concluded:

1. A constant value of 1.199 means that if the promotion and price variables are constant at zero or it is assumed that they will not change, then the consumer's decision (Y) will increase by 1.199.
2. The regression coefficient of the promotion variable is 0.184 which means that if the other independent variables are fixed and the promotion mix increases by 1, then consumer decision (Y) will increase by 0.184.
3. The regression coefficient of the price variable is 0.696 which means that if the other independent variables are fixed and the price increases by 1, then the consumer's decision (Y) will increase by 0.696.

4. Based on the results of the T test in Table 6 above, the promotion variable (X1) obtained a t-count value of $0.933 < 2.01808$ (t-table) with a sig of $0.356 > 0.05$. Then H0 is accepted or Ha is rejected, which means that partially promotion (X1) has no effect on consumer decisions (Y). In the price variable (X2) obtained t-count of $3.273 > 2.01808$ (t-table) with sig $0.002 < 0.05$. Therefore, H0 is rejected or Ha is accepted, which means that partially the price (X2) influences consumer decisions (Y).

Table 7. Result of F Test

Model	F Count	Significance
Regression	31.490	0.000

The results of the F test above show that F count is $31.490 > 3.23$ (F table) with a significance value of $0.000 < 0.05$. Therefore, H0 is rejected or Ha is accepted, which means that promotion (X1) and price (X2) simultaneously have a significant effect on consumer decisions (Y).

Table 8. Result of Coefficient Determinacy Test

Model	R square Value	Adjusted R Square
Regression	0.600	0.581

From the table above, the R square value is 0.600 or 60%. This shows that 60% of consumer decision variables at Salon Nurayya Muslimah can be explained by variations from the two independents, namely promotion and price, while the remaining 40% is explained by other factors outside of this study.

DISCUSSION

The Effect of Promotion on Consumer Decisions at Nurayya Muslimah Salon

Based on the results of the data analysis test obtained from the results of the partial test calculation that the probability value of the Promotion variable (X1) obtained a value (t-count) of 0.933 which is smaller than 2.01808 (t-table) with sig. $0.356 > 0.05$ or a significance value greater than 0.05. So, the first hypothesis is not proven or it can be concluded that promotion has no significant effect on consumer decisions at Nurayya Muslimah salons. The results of calculating the average promotion variable show a good value because the majority of respondents agreed to all promotions carried out by Nurayya Muslimah salons during the pandemic era, but the test of the influence of promotional variables did not affect consumer decisions.

This means that the promotion strategy carried out by the Nurayya Muslimah salon, especially during the Covid-19 pandemic era, was not appropriate so that consumers felt that the information they had provided was not enough. Then it has an impact on consumer decisions. This is reinforced by the results obtained based on questions asked to respondents about how much they agree to make regular visits to the Nurayya Muslimah salon. The average answer given by respondents was neutral, not agreeing to make regular visits. The results of this study are not in line with research conducted by Sagita et al. (2020), where promotions have a positive and significant influence on consumer decisions. This is due to the promotion being carried out right on target. So that it can be said that the better the quality of the marketing mix, especially the promotion strategy at Muslimah salons, the higher the level of decision taken by consumers to use the salon's services.

The Effect of Price on Consumer Decisions at Nurayya Muslimah Salon

Based on the results of the data analysis test obtained from the results of the partial test calculation that the probability value of the Price variable (X2) obtained a value (t-count) of 3.273, greater than 2.01808 (t-table), with a significance of $0.002 < 0.05$ or significance value is less than 0.05. Thus, the second hypothesis is proven or it can be concluded that price has a significant effect on consumer decisions at Nurayya Muslimah salons. Which means that the price variable at Nurayya Muslimah salon, especially in

the era of the Covid-19 pandemic, which has not decreased or increased, influences consumer decisions to use services at the salon. This is in accordance with research conducted by Ratnasari (2016), which proves that there is a positive and significant effect of the price variable on consumer decisions. However, if a Muslimah salon wants to increase prices, it must also be adjusted to the quality of the services provided, so that later it will influence the consumer's decision to continue using the salon's services.

The Effect of Promotion and Price Simultaneously on Consumer Decisions of Nurayya Muslimah Salon

Based on the results of the data analysis test obtained from the results of the calculation of the simultaneous test of the probability value of promotion (X1) and price (X2) the calculated F value of 31.490 is greater than F table 3.23 with a significance of 0.000 which is smaller than 0.05. So, with that the third hypothesis is proven or it can be concluded that promotions and prices have a significant effect on consumer decisions at Nurayya Muslimah salons. In addition, the test results for the coefficient of determination is 0.6, meaning that the variation in the value of consumer decisions is 60% determined by the promotion and price mix factors, while the remaining 40% is explained by other factors that are outside the variables of this study.

CONCLUSION

Based on the results of research data processing, it can be concluded that promotion variable partially do not significantly influence consumer decisions, meanwhile prices partially have a significant positive influence on consumer decisions at Nurayya Muslimah Salon in the era of the Covid-19 pandemic. Simultaneously, promotions and prices affect consumer decisions at Salon Nurayya Muslimah in the era of the Covid-19 pandemic.

For Nurayya Muslimah salon actors, especially in Bekasi City, it would be better if they maximize promotion and take advantage of the use of social media and recommend it to consumers to increase their visits to Nurayya Muslimah salons. For prices to be maintained, the strategy is to adjust prices to market conditions, most consumers are young people, student and employment status and low expenses, namely under Rp. 500,000 per month, so that even though the situation is difficult in this pandemic era, they still use the services of the Nurayya Muslimah salon because the prices are affordable. For future researchers, the marketing mix used in this study is only two variables, namely promotion and price, while in the service business marketing mix there are 7, so there are 5 more marketing mixes such as, product, people, place, physical evidence, processes, which can be examined by future researchers in order to provide better results.

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