

ABSTRACT

THE INFLUENCE OF PRICE PERCEPTION AND PROMOTIONAL EXPOSURE THROUGH ELECTRONIC MEDIA ON PURCHASE DECISIONS OF PURCHASE DRUGS WITHOUT PRESCRIPTION POST PANDEMIC COVID-19 AT SUGENG PHARMACY

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Competition in the business world is now increasingly fierce, meaning that companies are required not only to improve quality but also to market their products so that consumers are interested in their products. Marketing involves a series of controlled activities to satisfy market desires, involving the 4Ps (Product, Place, Price, and Promotion). Over time, the number increased to 7P (Product, Price, Place, Promotion, People, Process, and Physical Evidence) (2). This research examines price and promotion variables with the aim of finding out how much influence prices and promotions via electronic media have on purchasing decisions for non-prescription drugs after the COVID-19 pandemic. The problem in this research is how the price of over-the-counter drugs influences purchasing decisions via electronic media after the COVID-19 pandemic. -19 at Sugeng Pharmacy. The population was carried out at the Sugeng Pharmacy, Surabaya. In this study, there were 100 respondents. The type of research used is quantitative descriptive research. The data processed is the result of distributing questionnaires to Sugeng Pharmacy customers. The data analysis technique used in this research is multiple linear regression. To explain the description of the research related to the hypothesis used, an analysis was carried out: Validity Test, Reliability Test, and T-Test (Partial). Based on the results of the F/ANOVA test $\text{sig} = 0.00 < 0.05$, research shows that price and promotion influence buyer decisions. The correlation coefficient value of 0.824 indicates that the strength of the influence of price perception and promotional exposure on purchasing decisions is classified as very strong.

Keyword: price, promotion, and purchase decision