

INCREASING TAYO BUS USERS THROUGH ADVERTISEMENT ATTRACTION, PRODUCT INFORMATION AND PRICE DISCOUNTS

¹Erny Elfayasri, ²Siti Asriah Immawati.

Management Study Program, Faculty of Economics and Business, Muhammadiyah
University Tangerang .

¹eelfayasri@gmail.com, ²asri.immawati@umt.ac.id

Abstract

Abstract: The purpose of this study is to analyze the increase in Tayo Bus users through advertising attractiveness, product information and price discounts . This research is quantitative in nature, the population in this study is Tayo Tangerang Bus users. The sample was determined by the Nonprobability Sampling method and obtained 115 respondents as a sample. With purposive sampling technique using SPSS software version 26. The results showed that partially the power variable pull advertising and product information have a positive effect on increasing Tayo Bus users. the higher the advertisement attracts the attention of consumers, the more creativity is needed in making an advertisement, besides that the clarity of product information provided will have an impact on the increasing demand for the products offered because product information provides consumers with a better understanding of the products offered. while the partial price discount has no positive effect on increasing Tayo Bus users. Price has an important element in the interests of consumers, but the influence of discount policies can be one of the other factors. The proof is that the Tayo Tangerang Bus has a relatively low price policy so customers don't need a discount. while simultaneously the attractiveness of advertisements, product information and price discounts have a positive effect on increasing Tayo Bus users. Advertising appeals, product information, and price discounts interact to shape customer perceptions, interests, and motivations in making purchasing decisions. Customers need good information to understand and compare products, while advertising attractiveness and price discounts can affect their interest and desire to buy the product.

Keywords: Effect of Advertising Attractiveness, Product Information and Discounts, Customer Decisions

INTRODUCTION

The development of a city has become a community need for the continuity of everyday life. Urban development will run better if it facilitates complete mobility to support development. The transportation aspect is one of the important points for development in an area to make it easier for people to carry out their daily activities. The population density of Tangerang City requires fast and efficient modes of transportation, one of which is fast, cheap and safe transportation. The following is data on road traffic density in recent years which can be seen in the following table:

Table.1. Tangerang City Traffic Density

Car		
2019	2020	2021
233 458	213 264	215 812
Bus		
2019	2020	2021
1 042	795	2 197
Truck		
2019	2020	2021
48 351	43 582	44 417
Motorcycle		
2019	2020	2021
1 114 765	976 223	965 854

To deal with the increasing number of traffic jams, the Tangerang City Government through the Tangerang City Transportation Service began operating the Tangerang Ayo

(Tayo) Bus on December 24 2019. With this choice of public transportation, it is a safe, comfortable and fast alternative. transit transportation because it stops at the specified stop. The thing that underlies the people of Tangerang City choosing to use the Tayo Bus is the attractiveness of the advertisements delivered which are very attractive which describe the contents of the Tayo Bus, apart from the attractiveness of product information it is also a decision. clearly regarding the route and operational hours of the Tayo Tangerang Bus so that prospective passengers don't feel confused. In addition, the strengthening of the discount presented is the influence of the customer's decision in choosing the Tayo Tangerang Bus mode of transportation which provides discounts at certain moments that provide added value in the minds of consumers.

RESEARCH METHODS

The population in this study were customers of the Tayo Tangerang bus at least three times. The sample was determined by the Nonprobability Sampling method and obtained 115 respondents as a sample. with purposive sampling technique using SPSS 26 software.

FINDINGS AND DISCUSSION

Results of Submission of Validation

The results of submitting validity noticed that all indicators had a calculated value > 0.361 so that it was concluded that all indicators were valid for use in the next process. With these results it can be concluded that the respondents understand each of the indicators proposed so that these indicators are valid to be used to explain each variable they represent.

Reliability Test Results

The results of the reliability test show that all Cronbach's alpha values are in all indicators higher than the minimum limit of 0.6 so that what is required is said to be

reliable. Thus, all indicators can be used in the next discussion process.

Descriptive Analysis

That the attractiveness variable of consumer advertising consists of the theme displayed, the visual (image) displayed, from the results of the respondents' answers indicate that the respondent agrees with the visual (image) displayed, with a total of 43.

The product information variable consists of five indicators, namely product class, product form, product brand, product model/characteristic, product meaning, the highest score is the product model/characteristic with a total of 56. This proves that the message conveyed by the Tayo Tangerang Bus is communicative and informative, so that consumers are interested in the Tayo Tangerang Bus

Classic assumption test, normality test

From the PP Plots graph, it can be seen that the similarity between the expected probability and observation probability values is shown by the diagonal line which is the intersection of the expectation probability line and the observation probability line. The P-Plots values are located around the diagonal line and do not deviate far from the diagonal line, so that it can be said that the data distribution is normal, meaning that the distribution of data X_1 , X_2 , X_3 and Y is normal or the sample data comes from a normally distributed population .

Multicollinearity Test

From the test results obtained a tolerance value of more than 0.10 and the variance inflation factor (VIF) is less than 10, so it can be concluded that there is no multicollinearity between all the independent variables contained in the study .

Heteroscedasticity Test

Scatterplot on the results of the analysis is known that the distribution of residuals is irregular. This can be seen in the scattered plots and do not form a certain pattern. So that

it can be said that the multiple regression model does not show symptoms of homoscedasticity and the regression equation meet the assumption of heteroscedasticity.

Multiple Regression Analysis

Table2. Multiple Regression Test Results

Model	Nonstandard coefficients		Standard Coefficien t	Q
	B	St. Error	Betas	
1 (Constant)	23,055	5052		4,564
Ad Appeal	,251	.080	,297	3.148
product information	,371	.085	,405	4,351
Discount	-.093	,129	-.058	-,719

Based on the research results, it can be formulated a multiple regression equation between advertising attractiveness (X1), product information (X2), and price discounts (X3) on customer decisions (Y) as follows: $Y = 0.251 + 0.371 + -0.93$. Multiple regression equations between attractiveness advertising (X1), product information (X2) and price discounts (X3) on customer decisions (Y) are as follows: $Y = 28,912 (X1) + 24,957 (X2) + 39,922 (X3)$.

Hypothesis test

The t test was conducted to see the partial effect of the independent variables on the related variables. Based on the results of the analysis using SPSS Version 26 obtained:

The first hypothesis in this study is that there is a significant influence between

advertising attractiveness and customer decisions. From the processed data in the table, it can be seen from the results of the t test that the value of t count > t table is 6.275 > t table 2.240 (sig. 0.000 < 0.05) meaning that Ho is rejected and Ha is rejected. accepted. So that the alternative hypothesis proposed in this case learning is It is accepted that there is a positive and significant influence between advertising attractiveness and customer decisions for the Tayo Tangerang Bus.

The first hypothesis in this study is that there is a significant influence between advertising attractiveness and customer decisions. From the processed data in the table, it can be seen from the results of the t test, the value of t count > t table is 7.124 > t table 2.240 (sig. 0.000 < 0.05) meaning that Ho is rejected and Ha is accepted. So that the alternative hypothesis proposed in this study is accepted, namely that there is a positive and significant influence between product information on customer decisions of Tayo Tangerang Buses.

The first hypothesis in this study is that there is a significant influence between advertising attractiveness and customer decisions. From the processed data in the table it can be seen from the results of the t test that the value of t count > t table is obtained, namely count 1.772 < t table 2.240 (sig. 0.075 < 0.05) meaning that Ho is accepted and Ha is rejected. So that the alternative hypothesis proposed in this study is rejected, namely there is no positive and significant influence between discounts on customer decisions of Tayo Tangerang Buses.

Interpretation of Results

The first hypothesis states that advertising attractiveness affects customer decisions. These findings support the research results of Septiyono Aji Nugroho which states that advertising appeal influences customer decisions. The results of this study state that the higher the advertisement attracts the

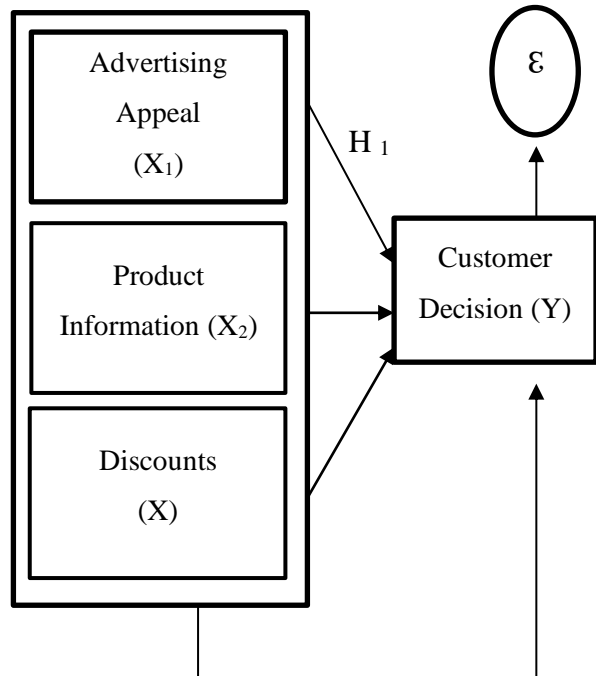
attention of consumers, the more creativity is needed in making an advertisement.

The second hypothesis states that product information influences customer decisions. These findings support the results of research from Jacob which states that product information influences customer decisions. The results of this study state that product information has a strong relationship with customer decisions. Customers tend to gather information about products before they make a purchase decision. This means that the clearer the product information will have an impact on the more attractive the products offered because product information provides consumers with a better understanding of the products offered.

The third hypothesis states that rebates have no effect on customer decisions. These findings support the results of research from a Christian who claims that price cuts have no effect on customer decisions. The results of this study state that it does not have a strong relationship with customer decisions. Price has an important element in consumer interest, but policy influence can be another factor. The proof is that the Tayo Tangerang Bus has a relatively low price policy so customers don't need a discount.

CONCEPTUALLY BASED TITLE AND SUB-TITLE

Framework



1. Advertising attractiveness influences customer decisions
2. Product information influences customer decisions
3. Discounts affect customer decisions

CONCLUSION

1. There is a positive and significant influence between the attractiveness of advertising on customer decisions, this is based on the results of hypothesis testing which states that $t_{count} 6.275 > t_{table} 2.240$ and a sig of $0.000 (<0.05)$.
2. There is a positive and significant influence between product information on customer decisions, this is based on the results of hypothesis testing which states that $t_{count} 7.124 > t_{table} 2.240$ and a sig of $0.000 (<0.05)$.
3. There is no positive and significant influence between rebates on customer decisions, this is based on the results of

hypothesis testing which states that the calculation is $1.772 < \text{table } 2.240$ and the sig is $0.079 (> 0.05)$.

SUGGESTION

1. Based on the company's research results, it is recommended to always pay attention to the advertisements presented and the accuracy of product information both in terms of discounts and other matters. So that it can influence customer decisions.
2. PT. Tangerang Nusantara Global (Perseroda) must continue to improve the transportation services provided both from advertisements, product information, discounts and others. So that the Mayor of Tangerang's program in an effort to reduce congestion through the Tayo Tangerang Bus transportation service runs more optimally and further increases the decision of the Tayo Tangerang Bus customers.

REFERENCE

- Andria, Pratiwi, Nilasai, (2018). *The Implementation of Product Diversification, Discount, Store Atmosphere Towards Consumer: Buying Interest, Bhyangkara University*.
- Alex. S. Nitisemito (2018:34). *Personnel Management: human resource management*. Jakarta: Erlangga.
- Celine M, Wonggo SLHV, Joyce Lopian Mirah H. Rogi, (2018). *Impact of Discount, Brand Image and In Store Display on Impulse Buying*. Manado: Faculty of Economics and Business, University of Sam Ratulangi .
- Christian Elroy Mohede, JF Alfa Tumbuan Maria VJ Tielung, (2018). *Analysis Of Packaging Elements And Its Impact To Consumers Buying Decisions Using Factor Analysis Toll On Coffe Packing Products*. Manado: Faculty of Economics and Business, University of Sam Ratulangi .
- Dendi Renaldi, (2021). *The Effect of Go Food Services and Pricing on Sales Volume*. Manado Sam Ratulangi University.
- Urged Made, Febri Purnama Sari, RR Devira Amelia Chyaningtya. (2020). *Price Discounts and Bonus Packs on Unplanned Purchase Decisions (Impluse buying) With Shopping Motivation as an Intervening Variable*. Denpasar: National Education University (undiknas).
- Jackson. (2018). *The Effect of Advertising Attractiveness, Price Discounts on Purchase Intentions and Usage Decisions*. Manado: Faculty of Economics and Business, University of Sam Ratulangi.
- Jacob. (2018). *Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role*. China: Guizhou Mizu University.
- Jihan Shafira Prameswari Hulima, Djurwati Soepono, Maria VJ Tielung. (2018). *Effect of Product Quality, Promotion and Pricing on Purchasing Decisions*. Manado: Faculty of Economics and Business, University of Sam Ratulangi.
- Marchelyno Sundalangi. (2018). *Product Quality, Advertising Attractiveness, and Price Discounts Against Consumer Purchase Interest*. Manado: Faculty of Economics and Business, Sam Ratulangi University.
- Nuruni Ika Kusuma wardani, Nanik Haryani, Nabilah Amani Salsabila. (2018). *Discounts and Promotions On Purchase Decision* . Faculty of Economics and Business UPN VETERAN

- Nur Aulia Agustin, Seno Sumowo, Bayu Wijyantini. (2018). *Effect of Product Quality, Brand Image and Price on Purchasing Decisions* . Jember: Faculty of Economics and Business, *University of Jember* .
- Rivie CT, Waanil Willem JF Alfa Tumbuan. (2018). *The Influence Of Price Discount, Pacak Bonus, and In-Store Display On Impule Buying Decisions* . Manado: Faculty of Economics and Business, *University of Sam Ratulangi* .
- Rizky YS Emor, Agus Supandi Soegoto. (2018). *The Effect of Discounts, Brand Image and Servicescape on Purchasing Decisions* . Manado: Faculty of Economics and Business, *University of Sam Ratulangi* .
- Sh imp. (2018:6). *Promotional Advertising: Additional Aspects of Integrated Marketing Communications*. Jakarta: Erlangga.
- Listyaningsih. (2018:44). *Development Administration: Concept and Implementation approach*. Jakarta: Graha Ilmu.
- Miro . (2018:1). *City Transportation Systems : Basic Theory and Concepts*. Bandung: Tarsito
- Ni Tisusastro. (2018:11). *Consumer Behavior in Entrepreneurial Perspective*. Bandung: Alphabet
- Assauri. (2019). *Marketing Management : Fundamentals, Concepts and Strategies* . Jakarta: Rajawali Press.
- Denok Indraswati. (2018). *Technology Management And Business* . Bandung: Refika Aditama.
- Griffin in Sopiah and Sangadji. (2018). *Consumer behavior* . Yogyakarta: BPFE
- Amir. (2018). *Theory and its application* . Jakarta: Binama Pressindo.
- Alex. S Nitisemito. (2018). *Personnel Management*. Jakarta: Ghalia Indonesia.
- Lifia Filia Maindoka, Altje Tumbel, Christy Rondonuwu, (2018). *Analysis of the Influence of Advertising , Price and Product Design on Purchasing Decisions*. Manado: Faculty of Economics and Business, *University of Sam Ratulangi* .
- Mohamad Rizal, Nur Irawan (2020). *The Influence of Advertising , Prices and Promotions on Consumer Purchase Interest*. Lamongan: Faculty of Economics and Business, *Islamic University of Lamongan*.
- Tina Martini, (2018). *Analysis of the Effect of Price, Product Quality and Information on Purchasing Decisions*. Manado: Faculty of Economics and Business, *University of Sam Ratulangi* .
- Veta Lidya, Delimah Pasaribu, (2018). *Analysis of the Effect of Promotion, Product Quality and Advertising on Purchasing Decisions*. Lamongan Islamic University.
- Yuda Supriyatna (2020). *Analysis of the Effect of Price, Product Design and Brand Image on Purchasing Decisions*. Faculty of Economics and Business, *University of Serang Jaya*