

ABSTRACT

This research is motivated by the condition of business owners in all sectors, especially the food and beverages sector in maintaining their business amid the Covid-19 pandemic. Crisis conditions such as the existence of this epidemic make managers rack their brains and compete in marketing their products so that they can survive and achieve a high market share. As for the problem in this study, namely "Do product bundling and personal selling factors influence the product bundling of Pizza Hut in Semarang City which is sold on the side of the road during the pandemic?". This research tries to find out the factors that influence purchasing decisions for Pizza Hut bundling products, especially for people who have bought this product on the roadside in Semarang City during the Covid-19 pandemic. The purpose of this study was to analyze the effect of each variable, product bundling (X_1) and personal selling (X_2) on purchasing decisions (Y).

In this study, data was collected through the questionnaire method on 125 respondents who had purchased Pizza Hut bundling products on the roadside in Semarang City during a pandemic using the non-probability sampling method to determine respondents' responses to each variable. Then performed an analysis of the data obtained in the form of quantitative analysis. Quantitative analysis includes validity and reliability tests, classic assumption tests, hypothesis testing through the F test and t test, as well as analysis of the coefficient of determination (R^2). The data analysis technique used is multiple linear regression analysis which serves to prove the research hypothesis. The data that has fulfilled the validity test, reliability test, and classic assumption test are processed to produce the regression equation as follows:

$$Y = 0,406 X_1 + 0,469 X_2$$

The results of the analysis found that the two factors, namely product bundling and personal selling, had a positive and significant influence on purchasing decisions. Testing the hypothesis using the t test shows that the two independent variables studied are proven to significantly influence the dependent variable in purchasing decisions. Then through the F test it can be seen that the variable product bundling and personal selling have a significant effect on purchasing decisions together. Adjusted R square of 0.714 indicates that 71.4% of purchasing decisions can be explained by product bundling and personal selling variables. Meanwhile, the remaining 28.6% of purchasing decisions is influenced by other variables that are not examined further in this study.

Keywords: product bundling, personal selling, purchasing decisions.