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The Influence of Price and Presentation Techniques on the Success *of Bidding* CV *Reel Seven Organizer* Palembang

Aditya Francisco Lubis[1], Agus Mariani Saragih[2]

[1] Politeknik Negeri Medan, Indonesia; adityafransiscolubis@gmail.com
[2] Politeknik Negeri Medan, Indonesia; saragihagus10@yahoo.com

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ABSTRACT

The increasingly intense competition in the event industry requires every event organizer (EO) company to improve the quality of their services and marketing strategies in order to win bids (tenders) for organizing events from both government and corporate clients. The success of bidding is one of the key factors that determine an EO company's success in becoming the selected event organizer, which is essential for the company's sustainability and growth. This study aims to analyze the influence of pricing and presentation techniques on bidding success at CV Reel Seven Organizer in Palembang. A quantitative approach was used, employing a survey method involving 75 respondents who are clients of CV Reel Seven Organizer. The independent variables in this study are price and presentation technique, while the dependent variable is bidding success. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The validity and reliability tests showed that all research instruments were valid and reliable. The t-test results indicated that both price and presentation technique have a significant partial effect on bidding success. Meanwhile, the F-test indicated that both independent variables simultaneously have a significant effect on bidding success. The coefficient of determination (R^2) showed that price and presentation technique contribute 62.8% to the variation in bidding success. These findings highlight the importance of setting competitive prices and using effective presentation techniques to attract and gain the trust of clients. Therefore, companies need to pay close attention to pricing strategies and improve presentation skills in every bidding process.

Corresponding Author:
Aditya Francisco Lubis
Politeknik Negeri Medan, Indonesia; adityafransiscolubis@gmail.com

1. INTRODUCTION

The development of *the event organizer* (EO) industry in Indonesia, especially in the city of Palembang, has increased quite rapidly in recent years. Activities to organize various types of events such as conferences, seminars, exhibitions, incentive trips (*MICE events*) and also other *events* such as weddings, product launches, and other entertainment events are increasing, followed by the number of EO service provider companies that have emerged. This increasingly fierce competition requires every EO company to continuously improve the quality of services and marketing strategies in order to win *bids* (tenders) from offers to organize *events* from clients both from government and corporate. In this context, the success of bidding is one of the key factors that determine the success of an EO company as an *event organizer* for the sustainability and growth of the company. *Successful bidding* depends not only on the company's reputation, but also on various factors that affect the client's perception of the proposal submitted.

In *the bidding* process, the technical ability to present *event* proposals to clients can also determine the success of *the bidding* process . CV *Reel Seven Organizer* as one of the EO companies in Palembang experienced this dynamic in real life. This EO company has been known as a company that organizes various *events* in Palembang, both *MICE* events and other *events* that can be described as Table 1 below.

Table 1. Event Traffic Date 2023-2024

No.	Year	Admission Offer	Win
1.	2023	85	18
2.	2024	98	25
Total		183	43

Sumber: Data Base CVReel Seven Organizer

From the data attached to table 1.1, it can be seen that from a number of bids in Palembang for 2 years, namely 2023-2024, the bids that were followed by CV *Reel Seven* Organizer Palembang and managed to win *the bidding* (tender). In 2023, out of 85 bids, the company won bids for 18 *events* (21.17%). and in 2024 this EO won bidding as many as 25 out of 98 event bids (25.51%).

Based on the data mentioned above, the author wants to research the factors that affect the success of the *bidding* carried out by the CV *Reel Seven Organizer* company. According to previous observations made by the author through an interview with CV *Reel Seven Organizer*, this EO is said to have not achieved maximum results seen from the data from the *comparison of bids* followed by those won by CV *Reel Seven Organizer* due to several factors, including the lack of optimal in the *bidding process*.

Price is the amount of money that consumers have to pay to get a product. In addition, Monroe stated that price also plays a role in building brand image and product *positioning* in the brand's market (Monroe, 2019). According to Gallo (2021: 20), an effective presentation depends not only on the content of the material, but also on communication techniques that actively engage the audience, such as the use of rhetorical questions, direct interaction, and the giving and receiving of feedback during the presentation. Abubakar (2024: 131), also explained that one of the strategies to win *bidding* is to utilize technology, such as digital systems in the bidding process

2. METHODS

This research was carried out at CV *Reel Seven Organizer* Palembang Jl. Swadaya Jl. Perikanan 3 No.290, Talang Aman, Kemuning District, Palembang City, South Sumatra 30128 which started from May to July 2025. According to Sugiyono (2023), a population is a collection of objects or subjects with certain characteristics that are the focus of research. The population in this study was 75 respondents who were the bidders. According to Sugiyono (2023), a sample is part of a population that has certain characteristics. This study uses saturated sampling, therefore all members of the population are used as research samples. The research data consisted of primary data obtained through a questionnaire containing respondents' responses about the influence of price and facilities on the decision to use services at CV *Reel Seven Organizer* Palembang. Then the secondary data used in this study was obtained from literature studies, literature books, research reports, company documents and searches on the internet related to the research. This study uses a quantitative method. The type of approach used is the quantitative associative approach, which is an approach that aims to determine the influence between two or more variables. The data collection technique uses a questionnaire with data processing techniques assisted by SPSS software. The stages of data analysis in this study start from validity tests, reliability tests, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, T test, F test and determination coefficient test.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. *Validity Test*

Table 2. *Validity Test Results*

Variabel	Indicator	r Count	R table	Criterion
Price (X1)	Item 1	0,766	0,361	*Valid*
	Item 2	0,573	0,361	*Valid*
	Item 3	0,658	0,361	*Valid*
	Item 4	0,450	0,361	*Valid*
	Item 5	0,694	0,361	*Valid*
	Item 6	0,574	0,361	*Valid*
	Item 7	0,745	0,361	*Valid*
	Item 8	0,768	0,361	*Valid*
	Item 9	0,617	0,361	*Valid*
	Item 10	0,642	0,361	*Valid*
	Item 11	0,690	0,361	*Valid*
	Item 12	0,574	0,361	*Valid*
Presentation Techniques (X2)	Item 1	0,581	0,361	*Valid*
	Item 2	0,525	0,361	*Valid*
	Item 3	0,636	0,361	*Valid*
	Item 4	0,725	0,361	*Valid*
	Item 5	0,564	0,361	*Valid*
	Item 6	0,411	0,361	*Valid*
	Item 7	0,454	0,361	*Valid*
	Item 8	0,526	0,361	*Valid*
	Item 9	0,725	0,361	*Valid*
Bid Success (Y)	Item 1	0,612	0,361	*Valid*
	Item 2	0,645	0,361	*Valid*
	Item 3	0,635	0,361	*Valid*
	Item 4	0,585	0,361	*Valid*
	Item 5	0,404	0,361	*Valid*
	Item 6	0,420	0,361	*Valid*
	Item 7	0,647	0,361	*Valid*
	Item 8	0,363	0,361	*Valid*
	Item 9	0,588	0,361	*Valid*

Source: Data Processed using SPSS

Based on Table 2 shows that all variable statements are valid because the value r is calculated > r table. These results show that all indicators contained in this study are proven to be valid.

b. *Reliability Test*

Table 3. Reliability Test Results.

Variabel	Statement Items	*Croanchbach Alpha*	Information
Price (X1)	Statements 1 to 12	0,873	Reliabel
Presentation Techniques (X2)	Statements 1 to 9	0,739	Reliabel
Bid Success (Y)	Statements 1 to 9	0,689	Reliabel

Source: Data Processed using SPSS

Based on table 3 above, it is shown that each *Croanchbach's Alpha* value on each instrument is greater than 0.60 (*Croanchbach's Alpha* > 0.60), then it can be concluded that all the statement items in the questionnaire in this study are reliable.

2) Classical Assumption Test

a. *Normality Test*

- *Kolmogorov-Smirnov Test*

Table 4. *Results of the Kolmogorov Smirnov Normality Test*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		73
Normal Parameters[a,b]	Mean	.0000000
	Hours of deviation	3.02155949
Most Extreme Differences	Absolute	.102
	Positive	.043
	Negative	-.102
Test Statistic		.102
Asymp. Sig. (2-tailed)		.057c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processed using SPSS

Based on Table 4.10, it can be concluded that the value *of Asymp sig (2 tailed)* is 0.057 > 0.05. This indicates that the test results have a normal distribution.

- Graph Histogram

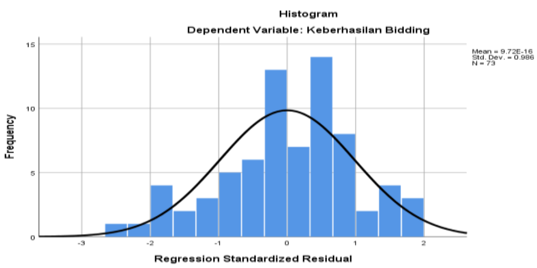

Figure 1. Histogram Graph

Source: Data Processed using SPSS

Based on the image above, it can be concluded that the data is normally distributed as seen from the histogram image which is spread evenly from left to right.

- Grafik Normal *Probability Plot*

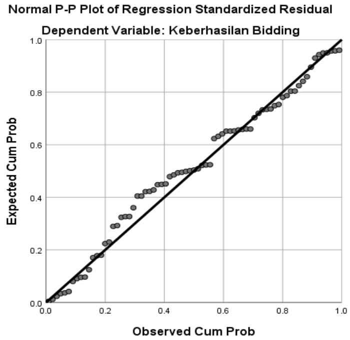

Figure 2. P-Plot Normality Test Results
Source: Data Processed using SPSS

From the image above, it can be concluded that the data has a normal distribution that can be seen from the points in the image are near or following a diagonal line.

b. *Multicollinearity Test*

Table 5. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.596	3.196		1.751	.084		
	Harga	.326	.080	.442	4.047	.000	.555	1.801
	Teknik Presentasi	.411	.129	.348	3.183	.002	.555	1.801

a. Dependent Variable: Keberhasilan Bidding

Source: Data Processed using SPSS

In the column "*Collinearitas Statistic"* It can be seen that the value of *tolerance* for the Price variable (X1) and the Presentation Engineering variable (X2) is 0.555 where the number is greater than 0.10. While the value of VIF (*Variance Inflation Factor)* for the variables Price (X1) and Presentation Technique (X2) is 1.801 where the number is less than 10. It can be concluded that there is no multicollinearity in the regression model.

c. *Heteroscedasticity Test*

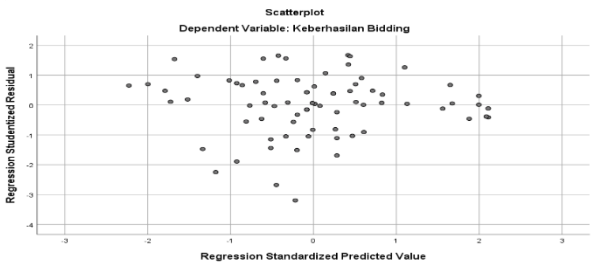

Figure 3. Results of Spearman's rho Heteroscedasticity Test
Source: Data Processed using SPSS

Based on figure 4.3, it can be seen that the data points are spread above and below randomly and do not form a specific pattern or clear patterns, so it can be concluded that there is no problem with heterosceticity in this study.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5.596	3.196		1.751	.084		
	Harga	.326	.080	.442	4.047	.000	.555	1.801
	Teknik Presentasi	.411	.129	.348	3.183	.002	.555	1.801

a. Dependent Variable: Keberhasilan Bidding

Source: Data Processed using SPSS

Based on the results of the regression analysis above, the regression equation is obtained as follows.

$$Y = 5.596 + 0.326 (X1) + 0.411 (X2) + e$$

From the above statement, it can be seen that the value of the constant () is 5.596 with a positive value. This is the predictive value of Y ($\propto$*Bid* Success) when all independent variables (Price and Presentation Technique) are zero. A price variable coefficient value of 0.326 indicates that every 1 unit increase in price will increase the bid success by 0.326 units, assuming the other variables remain constant. The value of the presentation technique variable coefficient of 0.411 indicates that every 1 unit increase in the presentation technique will increase the bidding success by 0.411 units, also assuming that the other variables remain constant. The value of the presentation technique variable coefficient of 0.411 indicates that every 1 unit increase in the presentation technique will increase the bidding success by 0.411 units, also assuming that the other variables remain constant.

4) Uji Hypothesis

a. *Partial Significance Test (t-test)*

Table 7. Partial Significance Test Results (t-Test)

Type		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.596	3.196		1.751	.084
	Price	.326	.080	.442	4.047	<,000
	Presentation Techniques	.411	.129	.348	3.183	<,002

Source: Data Processed Using SPSS

Based on the table above, the following conclusions can be given:

a) The Price variable (X1) obtained a calculation of 4.047 with a significance of < 0.000. Therefore, tcal 4.047 > ttable 1.993 with a significance value of < 0.000. This shows that the price variable has a positive and significant effect on the success of *bidding* (Y) in the *Bidding* process of CV *Reel Seven Organizer* Palembang. This means that an increase in the variable influence of price can increase the success of *bidding* on CV *Reel Seven Organizer* Palembang.

b) The Presentation Engineering variable (X2) obtained a tcount of 3.183 with a significance of < 0.002. Therefore, tcal 3.183 > ttable 1.993 with a significance value of < 0.002. This shows that the presentation technique variable has a positive and significant effect on the success of *bidding* (Y) in the *Bidding* process of CV *Reel Seven Organizer* Palembang. This means that an increase in the variable influence of price can increase the success of *bidding* on CV *Reel Seven Organizer* Palembang.

b. *Simultaneous Significance Test (F test)*

Table 8. Results of Simultaneous Significance Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	952.242	2	476.121	39.351	<.000b
	Residual	871.144	72	12.099		
	Total	1823.387	74			

a. Dependent Variable: Bidding Success

b. Predictors: (Constant), Presentation Techniques, Price

Source: Data Processed Using SPSS

Based on the data above, the results of the F test obtained a Fcal value of 39.351 and a Ftable of 3.12 and a significant probability much smaller than 0.05, which is 0.000 < 0.05, so it can be interpreted that there is a simultaneous influence of price variables (X1) and presentation techniques (X2) on the success of bidding (Y) while price variables and presentation techniques together affect the dependent variables of *bidding success*.

c. *Determination Coefficient Test (R Square)*

Table 9. Determination Coefficient Test Results (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723a	.522	.509	3.47839

a. Dependent Variable: Bid Success

b. Predictors: (Constant), Presentation Techniques, Pricing

Source: Data Processing, 2025

Source: Data Processed Using SPSS

Based on table 9, it can be seen that the Adjusted R Square value of 0.509 shows that 50.9% of *the bid success factors* can be explained by independent variables, price and presentation techniques, while the remaining 49.1% is explained by other variables that are not included in the regression model.

3.2. Discussion

1) The Influence of Price on *Bidding Success*

Based on the results of the multiple linear regression test and the t-test, it was found that the price variable had a positive and significant effect on the success of the *bid.* This is shown by the value of the price variable coefficient of 0.326 and the calculated value of 4.047 > the table of 1.993. In addition, a significance value of <,000 that is smaller than 0.05, suggests that the relationship is statistically significant. Thus, it can be concluded that Ha1 is accepted H01 is rejected, which means that the price partially has a significant effect on the success of *the bid.*

This means that the more competitive the prices offered by CV *Reel Seven Organizer* Palembang, the greater the chance of *successful bidding* on CV *Reel Seven Organizer* Palembang when participating in the *bidding process* organized by the client. Based on the calculation of the data acquisition value of each price variable indicator (Table 4.5), it is known from the results of data processing that the indicator of price conformity with benefits (X1.12) is the most influential indicator (value = 301) This is in accordance with what Robin stated, that the competition of the event industry is an important factor for the success of *Bidding.*

2) The Influence of Presentation Techniques on *Bidding Success*

Based on the results of multiple linear regression tests and t-tests, it was found that presentation technique variables had a positive and significant effect on *bidding success*. This is shown by the coefficient value of the presentation technique variable of 0.411 and the calculation value of 3.183 > the table of 1.993. In addition, a significance value of <.002 which is smaller than 0.05, suggests that the relationship is statistically significant. Thus, it can be concluded that Ha2 was accepted and H02 was rejected, which means that the presentation technique partially had a significant effect on the *success of the bid*. This means that the better the presentation technique displayed, the greater the chance of CV *Reel Seven Organizer* Palembang to win *the bidding*. Based on the calculation of the data acquisition value of each variable indicator of the Presentation Technique (Table 4.6), it is known from the results of data processing that the indicator of Giving and Receiving Feedback (X2.8) is the most influential indicator (value = 280) This is in accordance with what Gallo (2021) stated that the *Bidding* Success not only depends on the content of the material but also on the Presentation Technique. This shows that the presentation technique strategy used is appropriate and able to attract client trust by providing feedback to EO CV *Reel Seven Organizer* Palembang.

3) The Influence of Pricing and Presentation Techniques on *Bidding Success*

Based on the results of the simultaneous hypothesis test (F Test), it is known that price variables and simultaneous presentation techniques have a significant effect on the success of *bidding*. This can be seen from the significance value of <,000 which is smaller than 0.05 and the value of Fcal 39.351 > F_{table} 3.12. Thus it can be concluded that H_{a3} is accepted and H03 is rejected, which means that price and presentation techniques simultaneously have a significant effect on the success *of the bid*. Meanwhile, the results of the determination coefficient test (*Adjusted* R2) showed that the relationship between the price variables, presentation techniques, and bidding success had a relationship of 0.509 which means that 50.9% of *the bidding success factors* can be explained by independent variables, namely price and presentation techniques. The results of this study show that the combination of pricing and appropriate presentation techniques plays an important role in increasing *bidding success*. Clients tend to choose those that offer attractive, competitive prices, as well as proper presentation techniques and are good in making choices.

4. CONCLUSION

Based on the results of research and data analysis that has been carried out regarding the influence of price and presentation techniques on the success of *bidding* at CV *Reel Seven Organizer* Palembang, it can be concluded that the following things can be concluded: 1) Price has a positive and significant effect on the success of bidding. A price offer that is in accordance with quality, benefits, and competitive nature is able to increase the company's chances of winning event tenders. 2) Presentation techniques also have a positive and significant effect on the success of bidding. Presentations delivered with careful preparation, proper use of media, and effective interaction can increase client confidence in the professionalism of the organizer. 3) Simultaneous pricing and presentation techniques have a significant effect on the success of the bid. This shows that the combination of the right pricing strategy with a convincing presentation is an important factor in winning the tender. 4) Although pricing and presentation techniques contribute greatly to the success of bidding, there are still other factors outside of this study that also affect the final bid outcome and need to be investigated further.

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