

# The effect of marketing mix on purchasing decisions

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**ABSTRACT**

The research objective is to determine the effect of marketing mix on purchasing decisions both partially and simultaneously. The sampling technique is accidental sampling, the respondents taken are consumers who have made repeated purchases, with a total of 150 respondents. Data analysis using multiple regression. The research results obtained, namely the R value of 0.489, proved to have a strong positive and significant influence between the marketing mix on purchasing decisions. The R Square value of 0.217 or 21.7% indicates that there is an influence of the independent variable on the dependent variable (purchase decision) of 21.7%. Simultaneously  $F_{hitung} > F_{tabel}$  ( $4.325 > 2.33$ ), so in this case the first hypothesis is accepted. The conclusion of the study shows that partially the price variable and the physical environment have a significant effect on the purchasing decision variable. Meanwhile, the product variable, promotion variable and service variable partially have no significant effect on the purchasing decision variable. The independent variable that has the most dominant effect on the dependent variable is price and the price variable has a dominant influence on the purchasing decision variable.

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**1. Introduction**

The development of the world economy today is in line with massive globalization which leads to the development of technology and science (Pahala et al., 2021). These changes make it easier for people to fulfill their wants and needs. So that the demand for services also increases starting from the product, place of purchase, environment and price (Mahanani, 2017). The rapid development of technology in the industrial era could no longer be stopped because it had entered the industrial era 4.0 (Muliyati et al., 2021). The atmosphere and conditions caused the retail industry to also contribute to the economic upheaval (Tyra & Clara, 2014). Retail has grown rapidly, especially in big cities to rural areas. The positive impact can be seen in improving the community's economy, namely contributing to the state budget (Sholihin, 2016). He further stated that however, in its development, retail also has a negative impact on the order of people's lives because it can kill small businesses or home industries.

Retail growth is a challenge to other businesses. In running a business must always exist in the face of economic competition. Intense competition requires retailers to be responsive to the community environment. Likewise, consumer behavior also changes due to several factors including social, individual, psychological and community culture (Syamsul Bahcri and Muliyati 2020). Changes in consumer lifestyles in consuming goods and services vary greatly due to technology, purchasing power and others (Resmawa, 2017).

Customer satisfaction level in shopping can be seen from the willingness of innovative types of products/services. Retail employee performance can be measured through consumer comfort and satisfaction when spending money. Increasing efficiency, effectiveness of employees when providing services to consumers must be packaged well with the aim of obtaining loyal customers (Sciences, 2016). Retail

competition is quite a lot so it requires strategies such as maintaining brand, image, product quality, trust and good service to consumers. (Hariyanti et al., 2018). Good service also contributes to consumer decisions in spending money on goods or services that will be owned (Ahuja et al., 2011).

Buyers are made to have a product/service in meeting needs (Basahel, 2016). This is often influenced by social, cultural, psychological, situations and conditions (Lubis, 2017). Marketing plays an important role in consumer behavior. Marketing aims to meet consumer expectations and needs (Saidani, 2017). Consumers whose needs are fulfilled in accordance with expectations will become loyal consumers to the company. Companies that are oriented towards customer satisfaction with service, maintain image tend to be successful and exist in the future (Ida Aju Brahmasari et al., 2016).

In connection with the above, this research was conducted with the aim of knowing: (a) whether the marketing mix variables (product, price, promotion, physical environment and service) alone have a positive and significant effect on purchasing decisions; (b) whether the marketing mix together has a significant influence on purchasing decisions; and (c) which of the marketing mix variables has the dominant influence on purchasing decisions at DKI retail.

## 2. Research Method

### 2.1. Buying decision

The existence of consumers is very important in the company because it relates to the future of the company. Consumer satisfaction can determine the perspective of the company's production performance (Utami, 2017). Consumer satisfaction is a feeling of pleasure or disappointment that arises after consuming a good/service (Kurniati et al., 2015). Satisfaction is the consumer's response to the fulfillment of the desired needs. Consumer behavior can be seen how they make decisions when purchasing and how they evaluate when consuming goods and services. Consumer decisions in owning an item when making a purchase will be influenced by several factors and alternative choices. (Kurniati et al., 2015). Purchasing is a consumer decision about what to buy, when to buy, where and how the payment system. Purchasing decisions are decisions to carry out two or more alternative selection activities through a process, purchasing method taking into account other factors such as place, situation, conditions when making a purchase and payment. The decision process is by seeking information, evaluating alternatives, purchasing and behavior before buying (Alipour & Mohammadi, 2011). Consumer buying decisions are divided into three categories, namely routine response behavior, limited decision making and extensive decision making. Purchase decisions made by consumers repeatedly will become repurchases. Decisions made by consumers will be different from other consumers (Nawaz, 2016).

### 2.2. Marketing Mix

The marketing mix is a tactical marketing tool that can be controlled and integrated by the company in producing consumer responses. Marketing mix namely product, price, promotion and distribution, people, physical environment and process (Sarwar et al., 2012). Product as the main key of marketing mix, price is a statement of the value of an item. Price is a marketing benchmark in providing an assessment of a type of product. Pricing is also a measuring tool in assessing consumer loyalty and corporate image. Promotion is an activity carried out to convey the types of products containing information about the company's activities to gain market share (Huei & Easvaralingam, 2011). Place plays an important role in the marketing mix, such as channel types, intermediaries, locations, outlets, transportation, storage and management of marketing channels (Zamil, 2014). The physical environment also plays a role in the marketing mix which consists of the workplace, noise, facilities, size and layout of the workplace and working atmosphere. Services are actions or activities carried out by companies to consumers. Services can only be felt and enjoyed by someone who consumes them. The service perspective for each person is different so that the provision of services to consumers must also be differentiated according to the wishes of consumers (Saxena & Khandelwal, 2016).

The research hypothesis is: (a). The marketing mix (product, price, promotion, physical environment and service) partially has a positive and significant effect on consumer purchasing decisions at Indomaret Jakarta; (b). marketing mix variables (product, price, promotion, environment and service) simultaneously have a positive and significant effect on purchasing decisions at Indomaret Jakarta; and (c). price variable is a variable that has a dominant influence on purchasing decisions.

### 2.3. Method

This research uses quantitative methods, namely by collecting data based on distributing questionnaires, interviews and documentation. The data collection process uses a survey, namely research that takes samples from a population and uses a questionnaire as a data collection tool that aims to provide information or explanations by studying certain social phenomena and examining the causal relationship between research variables and testing the hypotheses that have been formulated (Suryanto et al., 2019). The research variables studied are Product ( $X_1$ ), Price ( $X_2$ ), Promotion ( $X_3$ ), Physical environment ( $X_4$ ) and Service ( $X_5$ ).

#### a. Population, Sampling Techniques and Sampling

The research population is consumers who shop at retail DKI Jakarta. Sampling was conducted on consumers who have made purchases repeatedly at Retail. In this study the sample used was a number of respondents who were considered to have represented the entire population. The number of samples is determined by approximation (Suryanto et al., 2019) that the requirement for the number of samples taken for research must have certain criteria at least four or five times the number of variables, attributes or indicators. This study uses 150 respondents.

#### b. Research variable

Variable identification is a step in determining the main variables in research and determining functions. The independent variables in this study are:

- 1) Product ( $X_1$ ), the indicators are:  $X_{1.1}$  = quality;  $X_{1.2}$  = variation of choice of goods and  $X_{1.3}$  = brand
- 2) Price ( $X_2$ ), the indicator is:  $X_{2.1}$  = price comparison;  $X_{2.2}$  = price change rate;  $X_{2.3}$  = discount
- 3) Promotion ( $X_3$ ) The indicators related to promotion are:  $X_{3.1}$  = publication media;  $X_{3.2}$  = interpersonal communication
- 4) Physical environment ( $X_4$ ). Indicator:  $X_{4.1}$  = store layout;  $X_{4.2}$  = shopping convenience
- 5) Service ( $X_5$ ) The indicator is:  $X_{5.1}$  = responsive;  $X_{5.2}$  = responsiveness

Dependent variable, is a variable that is influenced by other variables. The dependent variable is the consumer's purchase decision to shop ( $Y$ ), the indicators are:  $Y_{1.1}$  = before purchase and  $Y_{1.2}$  = after purchase.

#### c. Data analysis method

Data analysis used is k data analysis qualitative and quantitative. In measuring the variables studied, it was carried out through respondents' responses using a Likert scale to determine the effect of product, price, promotion, physical environment, service variables on consumer purchasing decisions by using ordinal measurements, namely a measurement that allows researchers to sort respondents from strongly disagree to strongly agree which is rated (1) to (5) (Suryanto et al., 2019).

#### d. Research Instrument Testing

To find out whether the research questionnaire used was good or not, a research instrument was tested. A good data collection instrument must meet valid and reliable requirements. The data analysis used is the SPSS 16 program. Statistical analysis to assess the independence of each independent variable, it is necessary to fulfill the classical assumptions in order to obtain unbiased and efficient results from the Multiple Regression analysis model with the least squares method or OLS (Ordinary Least Square) (Bondarenko et al., 2019). Testing the hypothesis using multiple regression in inferential statistics, it is assumed or required if the shape of the population distribution is known, for example normally distributed. Inferential statistics that meet these requirements are included in parametric statistics. If the underlying assumptions are valid, then the parametric statistical tests are stronger than any other test in terms of rejecting the null hypothesis ( $H_0$ ), if  $H_0$  is wrong. F test, t test, and dominant effect by comparing the  $\beta$  coefficient of each  $\beta$  coefficient of variable  $X$  to  $Y$ , if the  $\beta$  coefficient of  $X$  variable corresponds to the hypothesized  $\beta$  coefficient or produces the largest value (Suryanto et al., 2019).

### 3. Results And Discussions

From the results of the respondent's description of this study, it was found that 68.65% of consumers who made purchases at the Indomaret retail business lived around the supermarket: 21.35% from other sub-districts and 10% came from consumers who often passed or were in other sub-districts. This shows that the existence

of the retail business has been known by the surrounding community both in one sub-district and in other sub-districts.

### 3.1 Validity and Reliability Test

Hvalidity test results declared valid if  $r_{count} > r_{table}$  with a significance level of 5%. The data is said to be reliable if the Cronbach's Alpha value is  $> 0.60$ . The results of the validity test and reliability test in the study were obtained data that all valid items and the overall validity coefficient obtained values greater than  $r_{table}$  (0.22), as well as Cronbach's Alpha coefficients are all greater than 0.60. So comprehensively the factors studied at a significant level of 95% are valid and reliable (reliable). Thus, the items in this study can be applied for further research. This indicates that all items have met the eligibility standard to be applied to all respondents and there is no improvement in the questionnaire.

### 3.2 Classical Assumption Test Results

#### a. Multicollinearity Test

Testi multicollinearity is done to determine whether there is a relationship between the independent variables. Multicollinearity is tested by calculating VIF (Variance Inflating Factor) values. If the VIF value  $< 5$  then there is no multicollinearity or non-multicollinearity and vice versa. The following is the result of calculating the VIF value: product (X1) 1.138; price (X2) 1,473; promotions (X3) 1,438; physical environment (X4) 1.557 and service (X5) 1.334 it is known that the VIF value of all independent variables is less than 5 so it can be concluded that in the regression model there are no multicollinearity (non-multicollinear) problems.

#### b. Heteroscedasticity Test

Heteroscedasticity is a condition in which each confounding error has a different variant. Heteroscedasticity was tested using the Spearman Rank correlation coefficient test, namely the correlation between absolute residual regression results with all independent variables. If the significance of the correlation results is less than 5% (0.05) then the regression equation contains heteroscedasticity and vice versa means non-heteroscedasticity or homoscedasticity. In product variable (X1) 1,000, price (X2) 0,223, promotion (X3) 0,152, physical environment (X4) 0,284 and service (X5) 0,110. From the calculation results above it is known that the significance value of all independent variables (product, price, promotion, physical environment and service) is greater than the alpha value (0.05),

#### c. Autocorrelation Test

Testi Autocorrelation is done to find out whether there is a correlation between fellow observational data where the existence of a data is influenced by previous data, so that the correlation coefficient obtained becomes less accurate. Measuring autocorrelation seen from the value of the Durbin Watson Test (DW). If the DW value lies between  $du$  and  $(5-du)$  or  $du \leq DW \leq (5-du)$  it means that it is free from autocorrelation. If the value of  $DW < du$  or  $DW > (5-du)$  means there is autocorrelation. The results of the calculation of the Durbin Watson value obtained the value  $du$  with  $n = 150$ ,  $k = 5$  is 1.77 and  $(5-du) = 3.23$ . From the calculation results it can be seen that the value of the Durbin-Watson test for all variables is 2.074 which is greater than 1.77 and less than 3.23. This means that in the regression model there is no autocorrelation problem.

#### d. Linearity Test

This linearity test is carried out to find out which model is proven to be a linear model or not. The linearity test is carried out by looking at the scatter plot between the standard residuals and their predictions. If the distribution does not show a certain pattern, it is said that the linearity assumption meets the requirements. Based on the results of the linearity test on the regression model, a scatter diagram with a predicted value of Y with no clear pattern of residuals can be found so that the assumption of linearity can be fulfilled.

#### e. Multiple Linear Regression Analysis

The multiple linear regression analysis model is intended to see the effect of several independent variables on the dependent variable through a linear equation that contains the coefficient values of each independent variable.

$$Y = 2.891 - 0.076 X_1 + 0.263 X_2 + 0.048 X_3 + 0.265 X_4 - 0.273 X_5 + e$$

The regression equation can be seen that:

- 1)  $Y$  = Purchasing decision variable whose value will be predicted by marketing mix variables (product, price, promotion, physical environment and service)  $a = 2.891$  is a constant, namely the estimate of the percentage of purchasing decisions if all independent variables are assumed to be zero.
- 2)  $b_1 = -0.076$  is the product coefficient or slope of the product variable that influences the percentage of purchasing decisions. Regression coefficient ( $b_1$ ) of  $-0.076$  with a negative sign means that when other independent variables are assumed to be zero or constant at a certain value, increasing the percentage value of the product variable for one unit will affect the percentage value of the purchasing decision by  $0.076$  units or  $7.6\%$ .
- 3)  $b_2 = 0.263$  is the price coefficient or slope of the price variable that affects the percentage of purchasing decisions. The regression coefficient ( $b_2$ ) of  $0.263$  with a positive sign means that when other independent variables are assumed to be zero or constant at a certain value, increasing the percentage value of the unit price variable will increase the percentage value of the purchasing decision by  $0.263$  units or  $26.3\%$ .
- 4)  $b_3 = 0.048$  is the promotion coefficient or the slope of the promotion variable that influences the percentage of purchasing decisions. The regression coefficient ( $b_3$ ) of  $0.048$  with a positive sign means that when the other independent variables are assumed to be zero or constant, then increasing the percentage of one unit promotion variable will increase the percentage value of shopping decisions by  $0.048$  units or  $4.8\%$ .
- 5)  $b_4 = 0.265$  is the coefficient of the physical environment or the slope of the physical environment variable that influences the percentage of purchasing decisions. The regression coefficient ( $b_4$ ) of  $0.265$  with a positive sign means that when other independent variables are assumed to be zero or constant at a certain value, increasing the value of the percentage variable physical environment for one unit will affect the percentage value of the purchasing decision by  $0.265$  units  $26.5\%$ .
- 6)  $b_5 = -0.273$  is the service coefficient or slope of the service variable that influences the percentage of purchasing decisions. Regression coefficient ( $b_5$ ) of  $-0.273$  with a negative sign means that when other independent variables are assumed to be zero or constant at a certain value, increasing the percentage value of the service variable for one unit will affect the percentage value of the purchasing decision by  $0.273$  units or  $27.3\%$ .

#### f. Correlation and Determination analysis

The results of the regression analysis, especially in the summary model, can also be seen in the results of the correlation and determination analysis in the following table:

**Table 1.** Results of correlation and determination analysis

Model	R	R Square	Aadjusted R Square	std. Error of the Estimates	Durbin-Watsons
1	.476a	.226	.174	.58989	2074

a. Predictors: (Constant), Service, Product, Promotion, Price, Physical Environment

b. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022

Based on the R number of  $0.476$ , it indicates that there is a strong positive relationship between marketing mix and purchasing decisions at Indomaret Jakarta. The R Square value of  $0.226$  or  $22.6\%$  indicates that the percentage contribution of the independent variables (product, price, promotion, physical environment and service) to the dependent variable (purchasing decision) is  $22.6\%$ . While the remaining  $77.4\%$  is influenced or explained by other variables not included in this study.

### 3.3 Hypothesis Test

#### a. F-test (Hypothesis test 1)

Ftable value using a confidence level of  $95\%$ ,  $\alpha = 5\%$ ,  $df_1 = 5$  (number of independent variables),  $df_2 = nk-1$  ( $80-4-1$ ) obtained a result of  $2.33$ . The results of the comparison of Fcount with Ftable show that  $F_{count} > F_{table}$  ( $4.328 > 2.33$ ), so in this case the first hypothesis is accepted. This means that the marketing mix simultaneously has a positive and significant effect on purchasing decisions.

**b. t-test (Test hypothesis 2)**

The second hypothesis states that it is suspected that the marketing mix (product, price, promotion, physical environment and service) partially has a significant and positive effect on purchasing decisions. To test whether the hypothesis is accepted or rejected, it is necessary to look at the comparison between t-count and t-table for each independent variable. If t-count > t-table then the hypothesis is accepted, and vice versa. Comparison of tcount with ttable shows that the variable price (X2) and physical environment (X4) have a significant effect, because tcount > ttable. Meanwhile, the product (X1), promotion (X3) and service (X5) variables are not significant because tcount < ttable.

**c. t-test (Hypothesis 3 (Dominant))**

The third hypothesis states that price has the most dominant influence on purchasing decisions in retail businesses. Proving the hypothesis is done by looking at the size of the standardized  $\beta$ -beta coefficient of each independent variable. The magnitude of the price variable (X2) has a beta coefficient of 0.307 which is greater than the beta coefficients of other variables ( $\beta_1$ ,  $\beta_3$ ,  $\beta_4$  and  $\beta_5$ ). It means that the independent variable that has the dominant influence on the dependent variable is price (X2). So the third hypothesis statement is that it is suspected that price has the most dominant influence on purchasing decisions.

**3.4 Discussion**

Multiple regression analysis can be seen that all independent variables (product, price, promotion, physical environment and employee service) have a positive influence on purchasing decisions. To improve purchasing decisions, it is necessary to prioritize all marketing mix variables (Navickas & Navikaite, 2014). Product variables must improve product completeness, product quality and brand (Zamil, 2014). The price variable can provide discounts, price variations and pricing that is not too high. For the promotion variable, we need to increase the brand in the supermarket through advertising and promotion; the physical environment for the arrangement of goods in a neat, safe and comfortable store atmosphere so that consumers are satisfied and loyal to the company (Yousapronpaiboon, 2013). Improved service and handling of consumer complaints in a serious and friendly manner (Ananth et al., 2011). This is done in the hope that consumer purchasing decisions will increase. The results of the determination analysis (R<sup>2</sup>) obtained a coefficient of determination of 0.226 or 22.6%, which means that the contribution of the independent variable to the ups and downs of the dependent variable is 22.6%. While the remaining 77.4% is influenced by other factors not included in this study (Saeed, Rashid., Rehman, Asad Ur., Akhtar, Naeem., dan Abbas, 2014). The results of the F-test analysis on Ftable using a confidence level of 95%,  $\alpha = 5\%$ ,  $df_1 = 5$  (number of independent variables),  $df_2 = nk-1$  (150-5-1) obtained a result of 2.33. Meanwhile, from the calculation results, the Fcount value is 4.328. So the value of Fcount is greater than Ftable so that simultaneously the marketing mix variables which include product, price, promotion, physical environment and service have a significant effect on the purchasing decision variable (Talet et al., 2012). The t-test analysis of the calculation results obtained the tcount value for the product variable (X1) of -0.649, the price variable (X2) of 2.474, the promotion variable (X3) of 0.494, the physical environment variable (X4) of 2.363 and the service variable (X5) of -2.686 while the ttable value is 1,993. This means that the tcount value for the price variable (X2) and the physical environment variable (X4) is greater than the product variable ttable (X1), the promotion variable (X3) and the service have a significant effect so that partially these two variables have a significant influence on the purchase decision variable. While the tcount value for the product variable (X1), promotion variable (X3) and service variable (X5) is smaller than ttable so that partially these variables do not significantly influence the purchasing decision variable (Wahab et al., 2011). The dominance of variables in X1 has a  $\beta$  coefficient (beta) of -0.071, variable X2 has a coefficient  $\beta=0.307$ , variable X3 has a coefficient  $\beta=0.061$  variable X4 has a coefficient  $\beta=0.301$  while X5 has a coefficient  $\beta = -0.317$ . This means that the coefficient  $\beta$  (beta) X2 is greater than the coefficients X1, X3, X4 and X5 so that the independent variable that has the most dominant effect on the dependent variable is X2 (price) (Al-alak, 2012).

**4. Conclusion**

Based on the above description of the purchase decision at Indomaret, it can be concluded that: (1). Product variables (X1), price (X2), promotion (X3), physical environment (X4) and service (X5) simultaneously have a significant influence on purchasing decisions at Indomaret Jakarta; (2). All independent variables (X1, X2, X3, X4, X5), partially only price variables (X1) and physical environment variables (X4) which have a significant effect on purchasing decisions in the Indomaret retail business; (3). The coefficient  $\beta$  (beta) of 0.307 on the price variable (X2) has the most dominant influence on the purchasing decision variable. Suggestions

for further research are retail businesses: product, promotion and service variables need further study, bearing in mind that consumers' desires are different and should accommodate the wants and needs of Indomaret users in DKI Jakarta. Likewise, the preparation of the store layout is well organized so that when shopping you feel comfortable, happy and safe. Supermarkets should further improve product quality, distribution, price and promotion so that they are able to compete competitively in the retail sector.

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