THE INFLUENCE OF THE MARKETING MIX (4P) ON

PURCHASE DECISIONS AT *SAWANGAN I STORE,*

PURWOKERTO

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ABSTRACT

This research is conducted to identify factors that influence purchase decisions at Sawangan Store I which sells various kinds of Banyumas traditional foods (Mendoan, Tempe Kripik, Nopia, Jenang, Fried Gethuk) as well as traditional foods from other regions such as: Bakpia Pathok, Mackerel-Rice Crackers, Brem and others). Causal research is a kind of research whose goal is to obtain evidence regarding causal relationships (Malhotra, 2009).

The method used in this study is causal quantitative which consists of validity and reliability The results of this study showed that the factors of prices, promotion, place, people have a significant effect on purchase decisions at Sawangan I Store, Purwokerto.

Keywords: Marketing Mix, Purchase Decision, Sawangan I Store.

1. Introduction

1.1 Background of Research

The increasingly tight business competition that exists, especially competition from similar stores, means that stores are increasingly required to move faster in terms of attracting consumers, so stores that apply marketing concepts need to pay close attention to consumer behavior and the factors that influence purchasing decisions in their businesses marketing of a product is carried out. This is because in the marketing concept, one way to achieve company goals is to know what the needs and desires of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Kotler, 2012). Buyer decision making is influenced by the company's ability to attract buyers, and apart from that it is also influenced by factors outside the company.

The purchasing decision making process for everyone is basically the same, but the decision-making process will be affected by personality traits, age, income and lifestyle. According to Schiffman and Kanuk (2008), in general a purchasing decision is a selection of two or more alternative options. The act of choosing is further clarified by (Dharmmesta and Handoko, 1997) as a decision-making act which includes decisions about the type and benefits of the product, decisions about the form of the product, decisions about the brand, decisions about the number of products, decisions about the seller and decisions about when to purchase and how the payment is settled.

Based on these opinions, the term purchasing decision can be interpreted as part of consumer behavior which aims to determine the process of developing decisions in purchasing goods or services where individuals are directly involved in obtaining and using the goods or services offered. Therefore, an individual's best conclusion for making a purchase is formed based on their needs and desires. Factors that influence the purchasing decision process include

the marketing mix (product, price, place, promotion, people, process and physical evidence) (Kotler, 2010).

This research is motivated by differences in research regarding product quality on purchasing decisions. According to Hakim and Saragih, (2019) and Fatmawati and Soliha, (2017), product quality has a significant positive effect on purchasing decisions. However, according to Rumondol, Tumbel and Ogi (2017), product quality has an insignificant positive effect on purchasing decisions. Price perception is a very important factor that can influence purchasing decisions. According to Schiffman and Kanuk (2014), price perception is the view or perception of price, how customers view a particular price (high, low, reasonable) has a strong influence on purchase intention and purchase satisfaction. Low prices or affordable prices are a trigger for improving marketing performance (Ferdinand, 2002). However, price perception can also be an indicator of quality, where a product/service with high quality will dare to be set at a high price. Price perceptions can influence consumers in making decisions to purchase a product again.

This research is motivated by differences in research regarding distribution channels on purchasing decisions. According to Suarjana, I. K, Suwendra, I. W. & Yulianthini, N. N, (2014) and Natakusumah, F.A. & Yuliati, A.L. (2016), distribution channels have a significant positive effect on purchasing decisions. However, according to Manampiring and Trang (2016), distribution channels have an insignificant positive effect on purchasing decisions. Promotion is an important factor in realizing a company's sales goals. In order for consumers to be willing to become customers, they must first try or research the goods produced by the company, but they will not do this if they are not sure about the goods. This is where it is necessary to hold targeted promotions, because it is hoped that they can have a positive influence on increasing sales (Sugiyono, 2016). Promotion is one of the determining factors for the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it and are not sure that the product will not be useful for them, then they will never buy it (Tjiptono, 2015). Promotions that are often used are sales promotions. Sales promotions can take the form of providing discounts, coupons and sweepstakes. So, promotion is an important aspect in marketing management because promotion can make consumers who were initially not interested in a product change their minds and become interested in the product.

This research is motivated by differences in research regarding promotions on purchasing decisions. According to Wirallosojati, Suryoko and Suyadi, (2014), Baruna and Shilvana, (2017) and Dwinanda, Maulina and Mudzakir, (2018), promotions have a significant positive effect on purchasing decisions. However, according to Firdausy and Idawati, (2017), promotions have no significant positive effect on purchasing decisions. According to Lovelock and Wright (2011), people are individuals who have interpersonal skills and positive attitudes who interact directly with consumers. Opinions from other experts' state that participants (people) are all people who play a role in the presentation of services which can influence consumer perceptions (Zeithmal, Bitner and Gremler, 2006). This "people factor" plays an active role and can have a positive influence on purchasing decisions, as stated by Kotler (2012), the more positive the performance given to consumers, the better the impact in making purchasing decisions.

Several studies of people regarding purchasing decisions show different results. According to Utama and Maskan (2017) and Ardianto, Syamsiar and Widowati (2019), people have a significant positive influence on purchasing decisions. However, according to Senaen and Tumbuan, people have no significant influence on purchasing decisions. Hurriyati (2015) processes are all the actual procedures, mechanisms and activity flows used to deliver services.

All work activities are part of a process. This process can include various existing mechanisms, for example service mechanisms, procedures, activity schedules and routines. According to Kotler (2012), the process here includes how the company serves the requests of

each consumer. Starting from the consumer placing an order until finally they get what they want. Certain companies usually have unique ways of serving their consumers and attracting consumers to use their products. The marketing process referred to here is the entire system that takes place in organizing and determining the quality that can provide the satisfaction expected by consumers, thereby influencing consumer purchase decisions.

Sawangan I Store Purwokerto is one of the shops in Purwokerto , located on Jl. Mayjend Sutoyo No.23, Sawangan, Kedungwuluh,West Purwokerto , Banyumas Regency, Central Java, which sells mendoan, keripik tempe, getuk, klanting, nopia, jenang, sale and crackers. The store is experiencing the problem of fluctuating consumer purchase decisions. This can be seen from the fluctuating sales data of the store. Based on the description above, with the differences in research results regarding products, perceptions of price, place and product quality on purchase decisions and the phenomenon of fluctuations in sales results, it is necessary to conduct research on the factors that influence consumer purchasing decisions. Therefore, the researcher is interested in researching the Influence of the Marketing Mix on Consumer Purchase Decisions at the Sawangan I Store, Purwokerto, Banyumas Regency.

1.2 Problem Formulation

1. Does the product quality have significantly positive influence on purchase decision of customers of Sawangan 1 Store Purwokerto, Banyumas Regency?
2. Does perceptions of price have significantly positive influence on purchase decision of customers of Sawangan 1 Store Purwokerto, Banyumas Regency?
3. Does distribution channel have significantly positive influence on purchase decision of customers of Sawangan 1 Store Purwokerto, Banyumas Regency?
4. Does promotion of product have significantly positive influence on purchase decision of customers of Sawangan 1 Store Purwokerto, Banyumas Regency?

1.3 Scope of Research

This research is limitedly bounded on the problems of the Influence of Mixed Marketing on customer purchase decision of Sawangan 1 Store Purwokerto, Banyumas Regency.
The research had been being conducted on August 2023

1.4 Goals of Research

a. To analyze that product quality has significant influence on customer purchase decision of Sawangan 1 Store Purwokerto, Banyumas Regency
b. To analyze that perception of price has significant influence on customer purchase decision of Sawangan 1 Store Purwokerto, Banyumas Regency
c. To analyze that distribution channel significantly has influence on customer purchase decision of Sawangan 1 Store Purwokerto, Banyumas Regency
d. To analyze that promotion significantly has influence on customer purchase decision of Sawangan 1 Store Purwokerto, Banyumas Regency

2. Literature Review

2.1 Purchase Desicion

Purchase Decision is a process of making decision to buy, including to determine what to buy or not to buy, based on the previous activities (Assauri, 2014).

Purchase Decision is an approach of problem solution on human activities to purchase goods or service to fulfill their desire and needs which includes the steps of knowing and desire, searching for information, evaluation regarding purchase alternatives, decision to purchase and the behavior after purchasing (Dharmesta and Handoko, 2014)

According to Kotler and Keller (2012) Purchase Decision is steps of decision when consumer do purchasing a product. According to Kotler (2012), Purchase Decision is a process of problem solution which consists of analyzing or knowing the desire and needs, searching for information, assessment on the selection sources regarding the alternatives of purchase decision, purchase decision, and behavior after purchasing. According to Kotler and Keller (2016), Purchase Decision is an integration process used to combine knowledge and evaluation of two or more alternative behavior and choose one of them.

The conclusions of the opinions on Purchase Decision above is that Purchase Decision is a behavior on buying that a customer has to decide his choice to satisfy his needs and desire which includes knowing the problem, searching for information, assessing the alternatives, deciding to purchase and the behavior after purchasing

Picture 1. Steps of process of behavior after Purchase decision
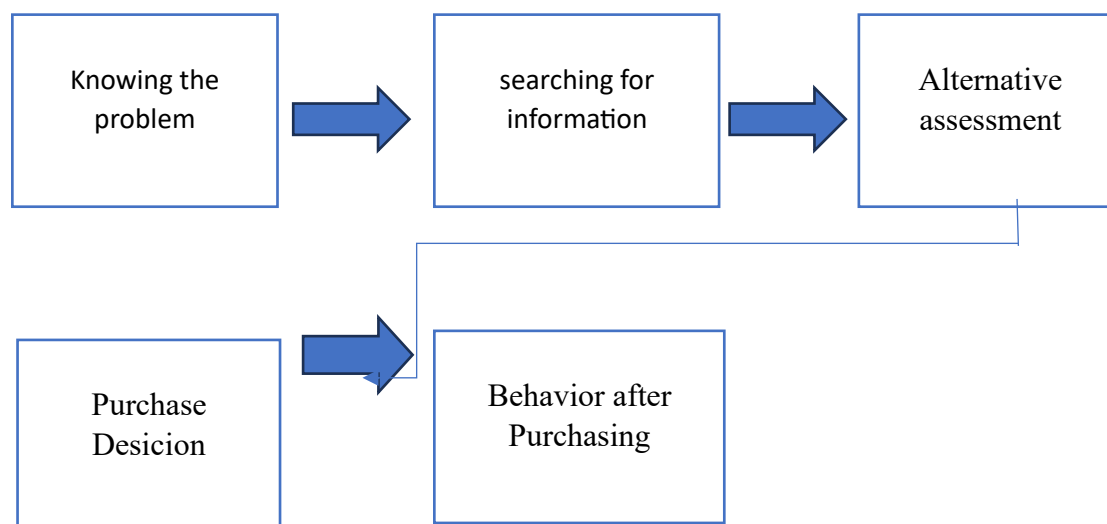
2.2 Product Quality

According to Tjiptono (2015), Product quality is an effort to fulfill or exceed customer expectation which includes product, service, human, process and environment. Kotler and Armstrong (2012) stated that "Product quality is the capacity of a product to run its functions which consists of durability, reliability, accuracy, easy operation and maintenance and other attributes".

According to Kotler (2010), most product are put under four levels of quality, namely: low, average, good and prime quality. Some qualities above can be measured objectively but from marketing point of view it has to be measured from the customers' perception on the quality of the product.

2.3 Price Perception

Price perception is an amount of money to be billed on a product or service or the sum that a customer exchange to obtain the benefit of owing or consuming a product or service.

According to Schiffman and Kanuk (2014), Price perception, that is an opinion or perception on price that customer has, how they judge a price of certain product (high, low,

average) strongly influences the aim and the satisfaction of buying. According to Kotler and Amstrong (2012) Price perception is an amount of money which is exchanged for a product or service.

2.4 Distribution Channel

According to Cottler (2012) , Distribution channel is a various kind of activities done b a company to make the product reachable to and available for the target consumers. As a one of variable marketing mix, placement/distribution has a very significant role in supporting a company to ensure the product as the aim of distribution is to make all goods and service needed and wanted by customers are available on the right time and place.

According to Laksana (2008), distribution channel is a set of organization   which is bounded in all activities used for distributing the product and the status of owner from producers to consumers. This idea means that a company can use an institution or intermediary to distribute their products to final consumers.

Tjiptono (2015) has his opinion about distribution. It is an activity to market with an effort to expedite and make the delivery of goods easier to reach the customers .

Swastha (2014) states that goods distribution channel is a channel used by producers to distributes the goods from producers to consumers

2.5 Promotion

Promotion is a necessary part of a company to make the company known by customers. Buchari and Alma (2006) have an opinion that promotion is a kind of communication activity to give explanation to and convince candidate customers about the goods and service with the objective to get attention, educate, remind and convince candidate customers.

Dharmesta and Irawan (2002) have an opinion that promotion is all sytem within business activities aiming to plan. determining price ,promote and distribute goods and services to satisfy the need of either existing buyers or potential buyers

Whereas Kotler and Keller (2009) have the idea that promotion is a facility used by a company to inform, persuade and remind customers directly or indirectly about the products they sell

3 Research Methodology

3.3 Research Methodology

The method used in this research is a survey method done at Sawangan Store 1 Purwokerto Kabupaten, Banyumas regency. Sugiyono (2011) says that Survey research method is a research carried out on small or large population and the data studied come from the samples taken from the population.

3.4 Object of study

The object of this research consists of product quality, perception of price, distribution channel, promotion and purchase decision at Sawangan Store 1 Purwokerto,Banyumas regency.

3.5 Data Sources

a. Primary data is the data obtained directly from respondents' answers to the questions submitted by the researcher.
b. Secondary data is the data collected from notes and literature related to this research in the form of history and structure of organization   .

3.6 Data collection methods

a. Questionaire
A list of questions related to the problem being researched is made and then submitted to the respondents   .
b. Interview
Researcher held a question and answer session with the respondents around the problem being researched.
c. Observasi
Observing directly the operationanl activities at Sawangan Store 1 Purwokerto, Banyumas Regency
d. Documentation
Collecting Data by studying the documents owned by Sawangan Store 1 1Purwokerto, Banyumas Regency

3.7 Population and Sample

a. Population
Population of this research are consumers who were shopping at Sawangan Store 1 Purwokerto. Banyumas Regency
b. Sample
Sample taking was done using the method of incidental sampling, that is the a technique of determining sample by coincidental condition when the consumers were shopping on the location of research, Sawangan Store 1 Purwokerto. Banyumas Regency.

The size of population in this research is relatively big therefore the formula applied to determine the size of population is as the following (Umar, 2011):

$$n = \frac{1}{4}\left[\frac{Z_{\partial/2}}{E}\right]^2$$

Information :
n : Estimated sample size
Z : *Confidence coeficient*
E : *Standard Error*

In this research the score of *Confidence coeficient* (Z) is 95 % in table scoring 1,96.
Standard error accepted (E) is between 1% to 10%., the smaller the Standard error the bigger

the size of sample will be. Researcher takes the standard error of 10% which is the maximum score so that the sample size is not too big.

$$n = \frac{1}{4}\left[\frac{1,96}{0,1}\right]^2$$
$$= 96,04 = 97$$

The result of the calculation on minimum sample size to be used is 97 sample

4 Result

Table. 1 Turnover Sale of 2022 and 2023 (January-August)

No.	Month	2022	2023	Information
1	January	IDR 443,870,025	IDR 513,905,175	
2	February	IDR 305,652,800	IDR 371,166,150	
3	March	IDR 443,014,500	IDR 384,744,075	
4	April	IDR 243,587,295	IDR 604,050,185	Eid 2023
5	May	IDR 871,042,600	IDR 488,071,625	Eid 2022
6	June	IDR 490,529,500	IDR 467,415,812	Post Eid
7	July	IDR 609,672,850	IDR 569,068,850	Post Eid
8	August	IDR 380,971,375	IDR 423,805,300	
	TOTAL	**IDR 3,788,340,945**	**IDR 3,822,227,172**	**IDR 33,886,227**

Table. 2 Percentage Sale on 2023 (January-August)

No.	Month	Increase / decrease	Percentage
1	January- February	IDR 142,739,025	Decreasing : 27.78%
2	February -March	IDR 13,577,925	Increasing : 3.66%
3	March April	IDR 219,306,110	Increasing : 0.57%
4	April May	-Rp 115,978,560	Decreasing : 19.20%
5	May-June	-Rp 20,655,813	Decreasing : 2,066%
6	June July	IDR 101,653,038	Increasing : 0.21.75%
7	July-August	-Rp 145,263,550	Decreasing : 1,453%

5 Discussion

Sawangan Store 1 is a culinary business producing typical food of Banyumas area and sells the stuff at the shop located on Jl Letjend Soetoyo 23, Purwokerto. Covid 19 pandemic had made the people's mobility stop completely and this brought a severe bad impact on all kinds of business activities included this store

The owners' optimism and willingness to keep their business improving and standing to compete with competitors on Covid 19 pandemic was becoming the trigger to keep the business running. One of the strategy they applied was the Strategy of 4 P Mixed Marketing i.e Product,Place,Price,Promotion , as stated by Kotler

Sawangan Store 1 is a well-known store as a food gift shop which is normally busy on

the days approaching Eid al-Fitr day or other holidays and the income of the shop is increasing as a lot of holiday travellers come to shop. After having two years pandemic on 2020 and 2021 , finally on 2022 government launched a regulation to allow people to go home to their hometown on Eid al-Fitr as they used to having it as it has been becoming a tradition. This condition surely made a good impact on the sale which was increasing much.

The data in Table 1 shows that the turnover on 2022 at the period of Eid al-Fitr holiday is much higher comparing to the same period on 2023 as the effect of the government regulation to allow people to go home town. On the other hand, the income on January to August in 2023 was higher than that of 2022. It so happened as the pandemic had been over and people's activity was turning back to normal.

As seen on Table 3 that the monthly turnover is fluctuating,it is decreasing 27,78% from January to February as the effect of Christmas and New Year holiday. From February to March, the turnover is increasing 3,66% as there was 'Nyepi' holiday, from March to April it was increasing as much as 0,57% as there was a long Eid al Fitr holiday. The income was decreasing as much as 19,20% as the condition was getting normal as usual and there was a decreasing turnover as much as 2,066% on May to June. On June to July the income was elevating to 0,21% as there was some holiday like Waisak and Eid al-Adha. The income was getting down to 1,453% as there was no holiday on this month

6 Conclusion

Based on the description above, mixed marketing i.e promotion,place, product and price, has influence on purchase decision . The turnover sale on Eid al-Fitr holiday in 2022 was higher than that of the same period in 2023 as the increasingly people's enthusiasm to go hometown . But as a whole, the turnover sale from January to August 2023 was much higher comparing to that on 2022.The turnover sale in 2023 was fluctuating every month as the result of national holiday that brought an effect to travellers visiting Purwokerto

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