

Marketing Analysis *Mix-7p* (*Product, Price, Promotion, Place, People, Process, And Physical Evidence*) On The Purchase Decision Of Beauty Products And Services Kiwi Clinic Purwokerto

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ABSTRACT

The purpose of this study was to analyze *the Marketing Mix-7P (product, price, promotion, place, people, process and physical evidence)* on the purchasing decisions of beauty products and services at Kiwi Clinic Purwokerto. This type of research uses quantitative research. The object of this research is customers of Ciwi Clinic beauty products and services in Purwokerto. The sampling technique in this study used *purposive sampling* by considering certain criteria .The sample used in this study were 135 respondents. Data analysis used multiple linear regression analysis. The results of the analysis show that simultaneously and partially *product, price promotion, place, people, process and physical evidence* have an effect on purchasing decisions for Kiwi Clinic Beauty Products and Services Purwokerto.

Keywords: *Product, price promotion, place, people, process ,physical evidence* of Purchase Decision

1. Introduction

The development of the beauty business in Purwokerto is increasing rapidly, there are various beauty clinics such as *RetaClinic*, *LBC*, *Navaa Green*, and *Kiwi Clinic*. *Kiwi Clinic* is a company in the field of beauty that was founded in 2014 in the city of Purwokerto. *Kiwi Clinic* has various products including facial wash, acne toner, morning cream, night cream, serum and gel to fade acne scars. In addition, *Kiwi Clinic* also provides various *treatments* to pamper consumers such as *Intense Pulse Light (IPL)*, *High Intensity Focused Ultrasound (HIFU)*, *Peeling* (*the process of exfoliating due to the use of chemicals on the skin*) , and so on (Rahayu, 2019).

Not only health and beauty care, *Kiwi Klinik* also presents cosmetic products that use herbal ingredients that are guaranteed to be safe for all skin. *Kiwi Clinic* is an original *brand* from Banyumas that is recognized by HAKI and its products have obtained marketing authorization from BPOM (<https://satelitpost.com/regional/kiwi-klinik-helat-bakti-social>). This is what makes the writer want to research about *Kiwi Clinic*.

Intense competition requires beauty clinic companies to produce products in the form of sales and services that must be marketed according to the needs and desires of consumers. Beauty

clinic as a place for treatment health and skin beauty must know the factors that influence consumers in making decisions including the marketing mix factor or marketing mix consisting of 7Ps (*product, price, promotion, place, people, process and physical evidence*) (Pratiwi, 2018: 3).

Product(products) are goods or services that can be traded to consumers in order to fulfill the satisfaction of a desire or need. According to Kotler & Armstrong (2010) a product is anything that can be offered to a market for attention, purchase, use, or consumption that can satisfy a want or need.

Price is one of the important factors in terms of service providers to win a competition in marketing their products, in other words, price is a value agreement that is an exchange requirement in a purchase transaction. According to Kotler (2012) price is the only element of the marketing mix that generates revenue, and other elements generate costs.

Promotion (promotion) is an activity to offer products or services that aim to attract consumers to buy in several ways such as through advertising a company directs persuasive communication to target buyers and tabloids through media called mass media such as newspapers, magazines, tabloids, radio, television and digital media.

Place is the location of a container used to market a product to consumers, it is very important to think carefully about which place or location will be the choice because location is a consideration for consumers or customers to decide which place to choose. they want according to their needs (Wahyuni, 2019).

People(person) referred to here are employees of service providers or sales, or people who are directly or indirectly related to the service process itself, such as *receptionists*, doctors, and *beauty therapists*. According to Alma, *people* mean people who serve or plan services to consumers (Yuda et al, 2018).

Process (process) in the marketing of services, related to the quality of services provided, especially in terms of service delivery systems. In other words, the process reflects how all elements of the marketing mix are coordinated to ensure the quality and consistency of services provided to consumers, thus marketing must be involved. Adi, 2015).

Physical Evidence *Physical* evidence can also be referred to as the physical environment which means a condition or condition which also includes a clinical atmosphere or a place where care services operate. According to Kotler, (Indriyati et al , 2018) *Physical evidence* or physical appearance is something that significantly influences customer decisions, to buy and use the products and services offered. The evidence owned by the service provider is shown to consumers as a proposed added value for consumers (Martjiono et al , 2016) .

This research is a replication of research conducted by Carolina, et al (2015) entitled “The Effect of Marketing Mix (7P) and Consumer Behavior on Product Purchase Decisions *Healthy Food Bars* in Malang” with research results of 100 respondents showed that the marketing mix variables (product, price, distribution channel, promotion, people, process, physical environment) simultaneously had a significant effect on purchasing decisions for HFB products.

Based on the above background, this research takes the title " **Marketing Mix-7P Analysis (*Product, Price, Promotion, Place, People , Process, and Physical Evidence*) on Product and Service Purchase Decisions . *Beauty Clinic Kiwi Clinic Purwokerto*”.**

Formulation of the problem

Based on the background of the problem, a research question is formulated as follows:

- Do *Product, Price, Promotion, People, Process, and Physical Evidence* simultaneously influence the purchase decision of *Kiwi Clinic Purwokerto*?
- Does the *product* have a positive and partially significant effect on the purchasing decision of *Kiwi Clinic Purwokerto*?
- Does *Price* have a positive and significant effect partially on the purchasing decision of *Kiwi Clinic Purwokerto*?
- Does *Promotion* partially positive and significant effect on the purchasing decision of *Kiwi Clinic Purwokerto*?
- Does *Place* have a positive and partially significant effect on the purchase decision of *Kiwi Clinic Purwokerto*?
- Does *People* have a positive and partially significant effect on the purchasing decision of *Kiwi Clinic Purwokerto*?
- Does *Process* have a positive and significant effect partially on the purchasing decision of *Kiwi Clinic Purwokerto*?
- Does *Physical Evidence* have a positive effect and partially significant to the purchasing decision of *Kiwi Clinic Purwokerto*?

2. Literature Review

2.1 Price

Price is one of the important factors in terms of service providers to win a competition in marketing their products, in other words, price is a value agreement that is an exchange requirement in a purchase transaction. According to Kotler (2012) price is the only element of the marketing mix that generates revenue, and other elements generate costs. Kotler and Armstrong (2011) in Efendi, et al (2015), define price as the amount of money demanded for a product or a service. Broadly it can be said that price is the amount of value given to consumers to obtain benefits (*benefits*) on ownership or use of a product or service.

2.2 Promotion

Promotion is an activity to offer products or services that aim to attract consumers to buy in several ways, such as through advertising, a company directs persuasive communication to target buyers and tabloids through media called mass media such as newspapers, magazines, tabloids, radio, television and so on. digital media. More specifically, promotion is one element of a company's marketing mix (McDaniel *et al.*, 2011), Setiyaningrum, et al (2015). According to Kinner and Kenneth (1990), defining it as a marketing communication mechanism, the exchange of information between buyers and sellers, Setiyaningrum, et al (2015).

2.3 Place

Place is the location of a container that is used to market a product to consumers, it is very important to think carefully about which place or location will be the choice because location is a consideration for consumers or customers to decide where they want according to their needs. According to Kotler (2009) are various activities carried out by companies to make their products easily obtainable and available to target consumers.

2.4 People

People referred to here are employees of service or sales service providers, or people who are directly or indirectly related to the service process itself, such as *receptionists*, doctors, and *beauty therapists*. People also *function* as service providers, greatly affecting the quality of services provided. To get quality, staff training is needed, so that employees are able to provide satisfaction to consumers, the goal is to encourage a performance, which can satisfy consumers, Manullang (2015). The knowledge and ability of *people* who work in accordance with company goals is a very important capital to achieve success (Grewal and Levy, 2010).

2.5 Process

The process in service marketing is related to the quality of services provided, especially in terms of service delivery systems. In other words, the process reflects how all elements of the marketing mix are coordinated to ensure the quality and consistency of services provided to consumers, thus marketing must be involved. According to Payne (2005) that: "all work activities are processes. Processes include procedures, tasks, schedules, mechanisms, activities and routines, where a product or service is conveyed to customers regarding customer involvement and employee discretion", in FX AdiPurwanto (2015).

2.6 Physical Evidence

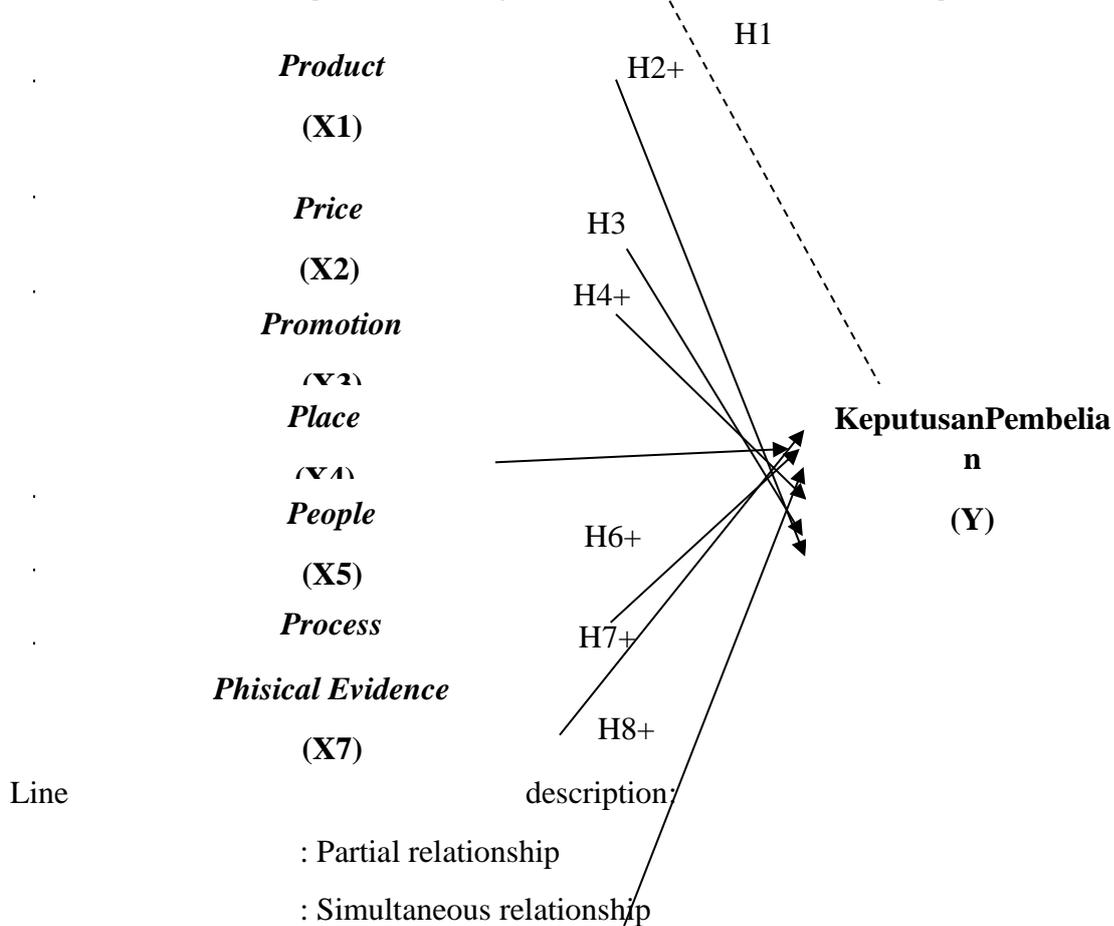
Physical evidence is the physical environment where services are created and directly interact with consumers, customers will see the physical environment which consists of several aspects such as buildings, room interiors, equipment, and *furniture*. *Physical Evidence* Physical evidence can also be referred to as the physical environment which means a condition or condition which also includes a clinical atmosphere or a place where care services operate. Physical *evidence* according to Kotler (2009) is evidence owned by service providers that is shown to consumers as a consumer added value proposal. According to Kotler, (2006) in Ika Novi Indriyati, et al (2018) *Physical evidence* or physical appearance is something that significantly influences customer decisions to buy and use the products and services offered. Meanwhile, according to (Lupiyoadi, 2006), physical conditions can provide service company *positioning* and provide important support for services, in FX AdiPurwanto (2015).

2.7 Buying decision

In the decision to buy an item, consumers often have more than two parties involved in the process of exchanging or buying it, in general there are five kinds of roles that can be performed by a person, namely the originator of the idea, the influencer, the decision maker, the buyer, and the user. Morissan (2010), the purchase decision (*purchase intention*) is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase.

2.8 Framework

The framework of thought in this study can be described in the following scheme:



Hipotesis

The hypotheses in this study are as follows:

- H1: *Product, Price, Promotion, Place, People, Process, Physical Evidence* simultaneously have a positive and significant effect on purchasing decisions.
- H2: *Price* partially has a positive and significant effect on purchasing decisions.
- H3: *Promotion* partially has a positive and significant effect on purchasing decisions.
- H4: *Place* partially has a positive and significant effect on purchasing decisions.
- H5: *People* partially have a positive and significant effect on purchasing decisions.
- H6: *Process* partially has a positive and significant effect on purchasing decisions.
- H7: *Physical Evidence* partially positive and significant effect on purchasing decisions.
- H8: *Product* partially has a positive and significant effect on purchasing decisions.

3. Research Methodology

The type of research used in this research is quantitative research. the minimum sample used is 1 30 respondents. To anticipate the questionnaires that were not returned, the researchers increased the number of research samples to 1 35 respondents.

- *Data analysis technique*
Data analysis was performed with multiple regression analysis, Coefficient of Determination Test (R^2), F -Test and t -Test Hypothesis .

Before testing the hypothesis, the validity, reliability, classical assumption tests were carried out, namely the normality test, multicollinearity test, and heteroscedasticity test.

4. Results and Discussion

4.1 Descriptive statistics

Descriptive statistics are a description or description of data seen from the average value (*mean*), standard deviation, variance, maximum, minimum, *sum*, *range*, *kurtosis* and *skewness* (distribution of distribution) (Ghozali, 2016). Descriptive statistics are processed using primary data derived from questionnaires that have been filled out by respondents. Of the 135 questionnaires distributed by the researchers, all questionnaires were returned and filled in completely by the respondents.

- **Product Descriptive Statistics Test Results**

Based on descriptive statistics, the *product variable* has a mean or average value of 4 out of 5 on a Likert scale, which means that the *product variable statement item* is in a position to agree, so it can be declared good. The mean value which is higher than the standard deviation value indicates that the *product variable statement item* is relatively homogeneous or the same.

- **Price Descriptive Statistics Test Results**

Based on descriptive statistics, the *product variable* has a mean or average value of 4 out of 5 on a Likert scale, which means that the *product variable statement item* is in a position to agree, so it can be declared good. The mean value which is higher than the standard deviation value indicates that the *product variable statement item* is relatively homogeneous or the same.

- **Promotion Descriptive Statistics Test Results**

Based on descriptive statistics, the *promotion variable* has a mean or average value of 4 out of 5 on a Likert scale, which means that the *promotion variable statement item* is in a position to agree, so it can be declared good. The mean value which is higher than the standard deviation value indicates that the *promotion variable statement item* is relatively homogeneous or the same.

- **Place Descriptive Statistics Test Results**

Based on descriptive statistics, the *place variable* has a mean or average value of 4 out of 5 on a Likert scale, which means that the *place variable statement item* is in a position to agree, so it can be stated that it is good. The mean value which is higher than the standard deviation value indicates that the *place variable statement item* is relatively homogeneous or the same.

- **People. Descriptive Statistical Test Results**

Based on descriptive statistics, the *people variable* has a mean or average value of 4 out of 5 on a Likert scale, which means that the statement item on the *people variable* is in a position to agree, so it can be declared good. The mean value which is higher than the standard deviation value indicates that the *people variable statement item* is relatively homogeneous or the same.

- **Statistical Test Results**

Based on descriptive statistics, the *process variable* has a mean or average value of 4 out of 5 on a Likert scale, which means that the *process variable statement item* is in a position to agree, so it can be declared as good. The mean value which is higher than the standard deviation value indicates that the *process variable statement item* is relatively homogeneous or the same.

- **Physical Evidence Descriptive Statistical Test Results**

Based on descriptive statistics on *physical evidence variables* has a mean or average value of 4 out of 5 on a Likert scale, which means that the statement item on the *physical evidence variable* is in an agreed position, so it can be declared good. The mean value which is higher than the standard deviation value indicates that the *physical evidence variable statement item* is relatively homogeneous or the same.

- **Purchasing Decision Descriptive Statistics Test Results**

Based on descriptive statistics of purchasing decision variables has a mean or average value of 4 out of 5 on a Likert scale, which means the item statement of the purchase decision variable in a position to agree, so that it can be stated as good. The mean value which is higher than the standard deviation value indicates that the item statement of the purchasing decision variable relatively homogeneous or the same.

4.2 Validity and Reliability Test

In the validity test, from all the statement items of *product, price, promotion, place, people, process, physical evidence* and purchase decisions, it is obtained r count above r table. So that all statements in the questionnaire can be said to be valid. Based on the reliability test, it can be seen that the value of *Cronbach's Alpha* variable *product, price, promotion, place, people, process, physical evidence* and purchasing decisions obtained results greater than 0.60. So it can be concluded that all variables in this study can be said to be reliable.

4.3 Classic assumption test

- Normality test

Based on the output results in the table above, it can be seen that the *Asymp Sig (2-tailed) value* obtained a result of 0.502 greater than the 0.05 significance level, so it can be concluded that the data tested in this study were normally distributed.

- Multicollinearity Test

Based on the results of the multicollinearity test output in table 4.25 the results of the multicollinearity test above can be seen that all variables in this study have a *tolerance* of 0.10 and VIF 10, so it can be concluded that the data in this research instrument does not have multicollinearity symptoms.

- Heteroscedasticity Test

Based on the output results above, it shows that the significance probability value of all variables in this study obtained results > 0.05 . So, it can be concluded that the regression model using the *Glejser test* in this study shows no symptoms of heteroscedasticity.

4.4 Data Analysis Test

- **Multiple Regression Analysis**

Multiple linear regression analysis was used to analyze the effect of several independent variables on the independent variables simultaneously, Ghozali (2016). In relation to this research, the independent variables are product quality, *price, promotion, place, people, process, physical evidence* while the dependent variable is the purchase decision. The results of reliability testing in this study are as follows:

**Table 1. Multiple Linear Regression Analysis Test
Coefficients ^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.014	.252		-.054	.957
<i>Product</i>	.136	.057	.153	2.407	.018
<i>Price</i>	.192	.065	.218	2,956	.004
<i>Promotion</i>	.136	.064	.143	2.128	.035
<i>Place</i>	.144	.072	.154	2014	.046
<i>People</i>	.136	.052	.161	2,611	.010
<i>Process</i>	.132	.062	.142	2,147	.034
<i>Physical Evidence</i>	.129	.053	.148	2,442	.016

a. Dependent Variable: Purchase_Decision

Based on the results of the regression analysis test in the table above, the regression equation can be arranged as follows:

$$Y = 1 + X_2 + X_3 + X_4 + 0.136X_5 + 0.132X_6 + 0.129X_7 + e. \quad (1)$$

- **Coefficient of Determination Test**

The results of the coefficient of determination test are presented in the following table:

Table 2. Coefficient of Determination Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.691	.674	.24197

a. Predictors: (Constant), physical_evidence , price , poeple, product , promotion , process , place

Based on the table above, it can be seen that the *Adjusted R-Square regression value formed in this study* is 0.674 which shows that the ability of the independent variables of *product, price, promotion, place, people, process* and *physical evidence* in explaining the dependent variable of purchasing decisions is 67.4 % , and the remaining 32.6 % is explained by other variables not included in the model. study.

- **F Test (To Test the First Hypothesis)**

Based on the table above, it can be seen that the *calculated F value* is 40.665 with a significance value of 0.000. While the F table at a significant level of 0.05 is 2.08 , (df 1=(K-1) 8 -1= 7 and df 2=(NK-1) 1 35 - 7 -1=1 27). *Calculated F value > F table (40,665 > 2, 08)* . The significance value is 0.000 <0.05, meaning that the first hypothesis is accepted, which means that the *product, price, promotion, place, people, process*, and *physical evidence* variables have a simultaneous effect on the purchasing decisions of *Kiwi Clinic beauty service users* in Purwokerto.

- **t test**

Product Has a Positive and Significant Influence on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.

Based on the results of the second hypothesis test, the *product* results have a positive and significant effect on purchasing decisions for beauty services at the *Kiwi Clinic* in Purwokerto. If the product provided is in accordance with consumer expectations, it can provide an increase in purchasing decisions, especially the decision to purchase beauty services at the *Kiwi Clinic* in Purwokerto.

Based on the average respondents' answers, the majority of respondents gave an agree assessment, meaning that on average the respondents felt the benefits of the beauty service products of the *Kiwi Clinic* in Purwokerto. And have a good assessment of the overall products provided, thus making consumers sure to decide to buy *Kiwi Clinic beauty service products* in Purwokerto.

The results of this study are supported by research results from Carolina (2015), Prabowo (2017), Rofiq (2017), Silaningsih (2018), Yuda (2018), Widhiastuti, (2020) state that the product partially has a significant effect on purchasing decisions .

Price Has a Positive and Significant Influence on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.

Based on the results of the third hypothesis test, the results showed that the *price* had a positive and significant effect *on* purchasing decisions for beauty services at the *Kiwi Clinic* in Purwokerto. The price of beauty service products at *Kiwi Clinic* is affordable so as to provide more opportunities for consumers to decide to buy products from the beauty services of *Kiwi Clinic* in Purwokerto.

Based on the average respondent's answers, the majority of respondents gave an agreed assessment, meaning that the average respondent considered the *Kiwi Clinic beauty services* in Purwokerto to be more affordable than similar service products, thus making consumers confident to decide to buy *Kiwi Clinic beauty service products* in Purwokerto. According to Kotler (2012), price is the only element of the marketing mix that generates revenue, other elements generate costs. For example, by providing different price variations from other clinics by providing discounts and *cashback* on every minimum purchase so that consumers have their own charm.

The results of this study are supported by the results of research from Carollina (2015), Achidah (2016), Prabowo (2017), Rofiq (2017), Silaningsih (2018), Wahyuni (2019), and Harahap (2020) which state that prices partially have a positive effect. and significant to purchasing decisions.

Promotion Has a Positive and Significant Effect on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.

Based on the results of the fourth hypothesis test, the *promotion* results have a positive and significant effect *on* purchasing decisions for beauty services at the *Kiwi Clinic* in Purwokerto. By giving promotions through vouchers to consumers, beauty services at *Kiwi Clinic* are more in demand by consumers and the role of promotion goes well, thus making consumers choose to decide to purchase *Kiwi Clinic service products*.

Based on the average respondent's answers, the majority of respondents gave an agreed assessment, meaning that the average respondent considered the *Kiwi Clinic beauty services* in Purwokerto to have provided an effective promotional strategy to convince consumers to decide to buy *Kiwi Clinic beauty services* in Purwokerto.

Promotion can influence purchasing decisions because with the promotion the company can try or make strategies to introduce products to consumers. Not only that, promotion must be able to persuade consumers to be interested in the product being promoted. For example, by providing tempting discounts or *cashbacks* that can attract consumers, especially for housewives who are very concerned about various promotions.

The results of this study are supported by the results of research conducted by Carollina (2015), Achidah (2016), Silaningsih (2018), stating that promotion partially has a positive and significant effect on purchasing decisions.

***Place* Has a Positive and Significant Influence on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.**

Based on the results of the fifth hypothesis test, the results obtained that *place* has a positive and significant effect on purchasing decisions for beauty services at the Kiwi Clinic in Purwokerto. By providing a comfortable place to consumers, beauty services at Kiwi Clinic are more in demand by consumers and the role of the *place* goes well, thus making consumers choose to decide to purchase Kiwi Clinic service products.

The results of this study are supported by the results of research conducted by, Silaningsih (2018), Indriyati (2018), Yuda (2018), Wahyuni (2019), Widhiastuti, (2020) which states that place partially has a positive and significant effect on purchasing decisions.

***People* Have a Positive and Significant Influence on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.**

Based on the results of the sixth hypothesis test, it was found that the *people* had a positive and significant effect on purchasing decisions for beauty services at the Kiwi Clinic in Purwokerto. By providing good service from Kiwi Clinic employees to consumers, making consumers choose to decide to purchase Kiwi Clinic service products. (2018), stating that *People* partially have a significant effect on purchasing decisions.

***Process* Has Positive and Significant Influence on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.**

Based on the results of the seventh hypothesis test, the results of the process have a positive and significant effect on purchasing decisions for beauty services at the Kiwi Clinic in Purwokerto. By providing good service and in accordance with the standards set by Kiwi Clinic to consumers, it makes consumers choose to decide to purchase Kiwi Clinic service products. Based on the average respondent's answers, the majority of respondents gave an agreed assessment, meaning that the average respondent considered the Kiwi Clinic beauty services in Purwokerto to have provided good and effective service to convince consumers to decide to buy Kiwi Clinic beauty services in Purwokerto.

The results of this study are supported by the results of research conducted by Carollina (2015), Achidah (2016), Yuda (2018), Indrayati (2018), stating that the *process* partially has a positive and significant effect on purchasing decisions.

***Physical Evidence* Has Positive and Significant Influence on Consumer Purchase Decisions for Kiwi Clinic Beauty Services in Purwokerto.**

Based on the results of the eighth hypothesis test, the results of *physical evidence* have a positive and significant effect on purchasing decisions for beauty service

products at the *Kiwi Clinic* in Purwokerto. With the provision of good room arrangements and facilities, it can cause consumers of *Kiwi Clinic's* beauty services *to decide to* make a purchase.

Based on the average respondents' answers, the majority of respondents gave an agreed assessment, meaning that on average the respondents considered the *Kiwi Clinic beauty services* in Purwokerto to have provided good facilities and places to convince consumers to decide to buy *Kiwi Clinic* beauty services in Purwokerto.

The results of this study are supported by the results of research conducted by Carollina (2015), stating that *Physical Evidence* partially has a positive and significant effect on purchasing decisions.

5. Conclusion

This study aims to determine the effect of *Product, Price, Promotion, Place, People, Process* and *Physical Evidence* partially and simultaneously on consumer purchasing decisions for *Kiwi Clinic's* beauty services in Purwokerto. Based on the data analysis and discussion that has been carried out, the following conclusions can be drawn:

- *Product, Price, Promotion, Place, People, Process* and *Physical Evidence* simultaneously on purchasing decisions for consumers of *Kiwi Clinic* beauty services in Purwokerto.
- *product* has a significant positive effect on purchasing decisions for consumers of *Kiwi Clinic's* beauty services in Purwokerto.
- *Price* has a significant positive effect on purchasing decisions for consumers of *Kiwi Clinic's* beauty services in Purwokerto.
- *Promotion* has a significant positive effect on purchasing decisions for consumers of *Kiwi Clinic's* beauty services in Purwokerto.
- *Place* has a significant positive effect on purchasing decisions for consumers of *Kiwi Clinic's* beauty services in Purwokerto.
- *People* have a significant positive effect on purchasing decisions for consumers of *Kiwi Clinic's* beauty services in Purwokerto.
- *. Process* has a significant positive effect on purchasing decisions for consumers of *Kiwi Clinic's* beauty services in Purwokerto.
- *Physical evidence* has a significant positive effect on purchasing decisions for consumers of beauty services at the *Kiwi Clinic* in Purwokerto.

6. Research Limitations

Limitations in this study are:

- The variables used in this study are limited to *Product, Price, Promotion, Place, People, Process* and *Physical Evidence variables* and purchase decisions.
- The sample used in this study was only limited to consumers of beauty services at the *Kiwi Clinic* in Purwokerto, so it was possible to obtain different results if research was conducted in other areas.

7. Suggestion

Based on this research, the researcher realizes that there are still many shortcomings in it. Suggestions from researchers are as follows:

- **Kiwi Clinic Beauty Services Management :**
 - *Product*
The management of Kiwi Clinic's beauty services needs to maintain and even improve their products for each consumer by improving modern and up-to-date beauty equipment because the *product* has an average value in table 4.24 with a value of 4.09 which is said to be good.
 - *Price*
The management of Kiwi Clinic's beauty services in Purwokerto needs to maintain and provide convenience in the transaction process, because *price* is very influential on purchasing decisions which has an average value in table 4.25 with a value of 4.21 which is said to be good.
 - *Promotion*
The management of Kiwi Clinic's beauty services needs to increase promotions to its consumers by increasing promotions through print media in order to reach the wider community and can improve purchasing decisions which have an average value in table 4.26 with a value of 4.09 which is said to be good.
 - *Place*
The management of Kiwi Clinic's beauty services needs to pay attention to the place given to each customer, by considering a strategic place to build a branch, in order to improve consumer purchasing decisions which have an average value in table 4.27 with a value of 4.09 which is said to be good.
 - *People*
The management of Kiwi Clinic's beauty services needs to provide treatment with expert doctors in order to increase trust in every consumer so that they can improve purchasing decisions which have an average value in table 4.28 with a value of 4.34 being in the good category.
 - *Process*
The management of Kiwi Clinic's beauty services must be consistent with the given opening schedule, so that consumers can trust and not be disappointed when visiting so that they can make purchasing decisions which have an average value in table 4.29 with a value of 4.21 in the good category.
 - *Physical Evidence*
The management of Kiwi Clinic Beauty Services must be able to improve a better layout, so that consumers are interested in making purchasing decisions which have an average value in table 4.30 with a value of 4.10 in the good category.

For Further Researchers:

Points that need to be developed for further research on *Product, Price, Promotion, Place, People, Process* and *Physical Evidence* on purchasing decisions are as follows:

This research is expected to be a reference for further researchers:

- To develop this research by considering the adjusted coefficient of determination (R^2). The adjusted coefficient of determination (R^2) in this study is 67.4 %, so in this case there are other variables such as: consumer attitudes and *word of mouth variables* that can influence purchasing decisions.
- Further researchers need to take samples with a *random sampling technique* so that the research can prove better evidence.

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