

The Influence of Marketing Mix on Purchase Decision at OMI Mini Market Palembang

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Abstract. In marketing aspects, we recognize that there is a marketing mix involved. The objective of this research is to determine the influence of Prices, Promotions, and Places concurrently with the Consumer Purchase Decision at OMI Mini Market Palembang. This research utilizes questionnaire as an instrument for collecting perception data from respondents. Analytical techniques applied in this research were descriptive analysis and causal analysis. Descriptive analysis was applied to acknowledge and elucidate the characteristics of variables examined in a situation, whereas causal analysis was designed to examine whether one event causes other events. This research techniques with SPSS v.21.

The results of this research within multiple linear regression analyses indicate that there is a simultaneous influence between Price, Promotion, and Places with the Consumer Purchase Decision at OMI Mini Market Palembang. Likewise, the influence rate of marketing mix of Consumer Purchase decision at OMI Mini Market Palembang with price, promotion, and the place is significant.

Keywords: Marketing mix · Consumer purchase decision

1 Introduction

The simplest definition of marketing is the process of managing the relationship between the seller and customer that is mutually beneficial. The two marketing goals are to attract new customers promising value excellence as well as maintaining and growing existing customers by providing satisfaction. The American Marketing Association (AMA), cited by (Kotler and Keller 2009), defines marketing management as follows: "Marketing management as the art and science of selecting target markets and obtaining, maintaining, and growing customers by creating, delivering, and communicating value superior customers." In marketing, we know that there is a marketing mix, in this case, consisting of everything that a company can do to influence the demand for its products. To be able to achieve the company's goals; to reach the seventh market and meet or serve consumers, in this case the company or organization does not just have a combination of the best, to carry out marketing programs effectively and efficiently, so that consumers want to buy and use the products offered by our company.

The activities referred to in the definition are decisions in four variables, namely product, promotion, price, and place. To be able to achieve the company's goals, namely, to reach the intended market and meet or serve consumers as effectively as possible, these activities need to be combined, integrated, and well-coordinated. In this case, the company or organization not only has the best but also has to coordinate various elements of the marketing mix, to carry out marketing programs effectively and efficiently so that potential customers use/buy products offered by producers.

In the past, marketers could understand consumers through the daily sales experience they gained. However, the increasingly diverse mindset and needs of consumers that make marketing managers have to increasingly depend on consumer research to get answers to the following small questions about the increasingly diverse needs and desires of consumers. Therefore, businesses must know and study consumer purchasing decisions based on several marketing mix factors or other external factors. (Tjiptono 201), a product is anything that can offer to considered, requested, sought, bought, used, and or consumed by the market as a fulfillment of the needs and desires of the relevant market. From the above understanding, it can be interpreted that the product is the output of the activities carried out by producers, which will be marketed to consumers using marketing strategies.

According to (Mursid 2014), promotion is persuasive communication, inviting, urging, persuading, and convincing. then simply promotion is a way or effort by a marketer so that the products offered are bought or used by consumers. (Tjiptono 2015), prices play a strategic role in marketing. If the price is too high, the relevant product will not be affordable by certain target markets or even the customer value will be low, if the price is too low, the company will find it difficult to make profits or some consumers perceive the quality to be poor

(Tjiptono 2015), in general, distribution refers to a variety of marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from the product to consumers.

(Tjiptono 2015), the buying process starts long before someone buys a product and subscribes for a long time afterward.

2 Methods

This research method is quantitative. This type of research is descriptive research. According to Sekaran (2014: 159), descriptive analysis is carried out to find out and be able to explain the characteristics of the variables studied in a situation. This study uses a causal research design. According to Celsi, Money, Samuel, and Page (147: 2011), the causal research design is designed to test whether one event causes another event.

According to Sugiyono (2015: 80) Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied, and then conclusions can be drawn. The population in this study were consumers who visited the mini-market Omi Palembang, from the period of January to April 2019, during the four-months. In this study, the population was 1,125 consumers with an error rate of 10%. Based on the calculation of the Solving formula, the results are 100 consumers. This research uses nonprobability sampling. Nonprobability sampling is a sampling technique that does not provide equal

opportunity or opportunity for each element or member of the population to be selected as a sample. This research uses purposive sampling technique. According to Sugiyono (2015: 122), purposive sampling is a sampling technique with specific considerations.

This research uses primary and secondary data. Primary data obtained from the results of the questionnaire. While secondary data comes from journals, theses, books, research results, and other information deemed relevant to this research topic.

Descriptive analysis is carried out to find out and be able to explain the characteristics of the variables studied in a situation. According to Sekaran, (2014: 159) the purpose of this analysis is to give researchers a history or to describe aspects that are relevant to the phenomenon of attention from the perspective of a person, organization, industry orientation, or others

The data analysis technique used is multiple linear regression. According to Sugiyono (2015: 277) multiple linear regression is used by researchers, if the researcher intends to predict how the state of the dependent variable, if two or more independent variables as predictors it manipulated.

Table 1. Following are the research variables used in this study can be seen in the following table.

No.	Concept	Variable	Research Indicator
1	Marketing Mix (X)	Price (X1)	1. PriceAffordable 2. Price according to quality 3. Competitive Prices
		Promotion (X2)	1. Attractive Advertising 2. Promotional Media Used can Provide Information 3. Promotion Quantity.
		Place (X3)	1. Traffic flow 2. Accessibility 3. Location characteristics
2	Purchase Decision (Y)	Buying decision	1. Recognize needs 2. Recognize information 3. The decision to buy 4. Post-purchase behavior.

3 Results

This research has passed the classical assumption test, which includes the normality test, the multicollinearity test, and the heteroskedasticity test. The normality test with the Kolmogorov-Smirnov One-Sample Test shows that the Amp.Sig (2-tailed) value of Kolmogorov-Smirnov is $0.164 > 0.05$. From the results of the normality test, it can conclude that the residual value normally distributed means that it supports the normality test with a histogram and normal p-plot unstandardized regression. The results of the multicollinearity test can conclude that there is no multicollinearity between the price, promotion, and place variables in the regression model. Meanwhile, the heteroskedasticity test results can conclude that there was no heterogeneity problem in the regression model.

This study uses multiple regression test because there is more than one independent variable that affects the dependent variable (Sugiyono 2015). The independent variables of this study include price, promotion, and place, while the dependent variable is the consumer's purchasing decision.

Table 2. Following the table below is linear multiple:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.219	1.950		6.778	.000
	Price (X1)	.759	.180	.691	4.216	.000
	Promotion (X2)	.453	.186	.393	2.429	.017
	Place (X3)	.147	.077	.180	1.910	.059

Source: Primary Data Processed

Based on the above table, it is known that the constant value is 6.778 with the price variable coefficient value is 4.216, the promotion variable coefficient value is 2.429, the place variable coefficient value is 1.910. Based on the calculation in the table above, the multiple linear regression equation is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$Y = 6.778 + 4.216X_1 + 2.429X_2 + 1.910X_3 \tag{1}$$

From the above equation, several things can be analyzed, including:

1. Purchase decision, if without the variable price, promotion and place equal to 0, then the purchase decision is only 6,778.
2. The coefficient of the variable price of 4.216; which means that if the price increases by one unit, the purchasing decision will increase by 4.216.
3. The coefficient of the promotion variable is 2.429; which means that if the promotion has increased by one unit, the purchasing decision will increase by 2.429.
4. Place variable coefficient of 1.910; which means that if a place increases by one unit, the purchasing decision will increase by 1.910.

Table 3. Following are the conclusions of the partial test results of each hypothesis.

Variable	T count	T tabel	Sig.	statement	conclusion
Price (X1)	4,216	1,9847	,000	$T_{count} > t_{table}$, with a significance level of $0,000 < \alpha 0,05$	Partially there is the influence of price on purchasing decisions
Promotion (X2)	2,429	1,9847	,017	$T_{count} > t_{table}$, with a significance level of $0,017 < \alpha 0,05$	Partially there is the influence of promotion on purchasing decisions
Place (X3)	1,910	1,9847	,059	$T_{count} > t_{table}$, with a significance level of $0,059 < \alpha 0,05$	Partially there is the influence of place on purchasing decisions

Source: Primary Data Processed

Based on the calculation results in the table above, it can be that the results of the hypothesis test carried out obtained results:

1. Effect of Price Variables on Purchasing Decision Variables

Based on the above table, it found that H_0 rejected. With at t count of 4.216, which is higher than 1.9842. Thus, the variable price has a significant effect on consumer purchasing decisions in the Palembang OMI mini market. For Palembang OMI mini-market consumers, prices affect the purchasing decisions of consumers who shop.

2. Effect of Promotional Variables on Purchasing Decisions

Based on the table above, it can be that H_0 rejected. Is because t count is 2.429, which is higher than 1.9842. Thus, promotion variables significantly influence consumer purchasing decisions in Palembang OMI mini market.

3. Effect of Place Variables on Purchasing Decisions

Based on the table above, it can be that H_0 rejected. Because the t count is 1.910, which is smaller than 1.9842. Thus, place variables significantly influence purchasing decisions.

The following are the results of the simultaneous test of each hypothesis: Results of Research Variable Calculations

Table 4. ANOVA^a.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.631	3	3.210	7.350	.000 ^b
Residual	41.929	96	.437		
Total	51.560	99			

Source: Primary Data Processed

Based on the table above, it can be that H_0 rejected and H_1 is accepted. The value of the F test, the amount of $F_{count} 7.350 > F_{table}$ is 2.70 which means that there is a significant effect if carried out simultaneously or together in price, promotion and place on consumer purchasing decisions. The calculation of the coefficient of determination

R² is also performed to find out the contribution made by the three research variables to consumer purchasing decisions, an analysis of the model summary table is carried out, as follows:

Table 5. Model Summary^b.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,647 ^a	,453	,549	1,44649	1,843

Source: Primary Data Processed

In Table 5, it is known that the contribution made by the variable price, promotion and place to consumer purchasing decisions is 45.3% while. Other factors outside the research framework influence the remaining 54.7 %.

4 Discussion

Based on the above table, it is known that the constant value is 6.778 with the price variable coefficient value is 4.216, the promotion variable coefficient value is 2.429, the place variable coefficient value is 1.910. Based on the calculation in the table above, the multiple linear regression equation is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 \tag{1}$$

$$Y = 6.778 + 4.216X_1 + 2.429X_2 + 1.910X_3$$

From the above equation, several things can be analyzed, including:

1. Purchase decision, if without the variable price, promotion and place equal to 0, then the purchase decision is only 6,778.
2. The coefficient of the variable price of 4.216; which means that if the price increases by one unit, the purchasing decision will increase by 4.216.
3. The coefficient of the promotion variable is 2.429; which means that if the promotion has increased by one unit, the purchasing decision will increase by 2.429.
4. Place variable coefficient of 1.910; which means that if a place increases by one unit, the purchasing decision will increase by 1.910.

Based on the calculation results in the table above, it can be that the results of the hypothesis test carried out obtained results:

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Based on the above table, it found that Ho rejected. With at t count of 4.216, which is higher than 1.9842. Thus, the variable price has a significant effect on consumer purchasing decisions in the Palembang OMI mini market. For Palembang OMI mini-market consumers, prices affect the purchasing decisions of consumers who shop.

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Based on the table above, it can be that H_0 rejected. Because the t count is 1.910, which is smaller than 1.9842. Thus, place variables significantly influence purchasing decisions.

Based on the table above, it can be that H_0 rejected and H_1 is accepted. The value of the F test, the amount of Fcount 7.350 > Ftable is 2.70 which means that there is a significant effect if carried out simultaneously or together in price, promotion and place on consumer purchasing decisions. The calculation of the coefficient of determination R^2 is also performed to find out the contribution made by the three research variables to consumer purchasing decisions, an analysis of the model summary table is carried out, as follows:

5 Conclusions

Based on the research conducted by the author, it can conclude that there are several points regarding this research, namely:

The three variables (X) include in the active category, which means they are arguably right. Consumer purchasing decisions at the Palembang OMI mini market fall into the active category, which means that purchasing decisions of consumers who shop at the Palembang OMI mini market are right.

Based on the equation of the results of multiple linear regression analysis of the three variables, the most influential is the price dimension which has the highest regression coefficient. Whereas the place variable has a low regression coefficient compared to other variables. The coefficient of determination on the price, promotion, and place variables has a significant influence on consumer purchasing decisions while the rest is influenced by other variables not included in this research model. Simultaneously, it can conclude that the f count is 7.350, then there is a significant influence between the price, promotion and place variables with consumer purchasing decisions. Partially, the impact of the three variables on consumer purchasing decisions in Palembang OMI mini market shows that all have a significant effect

Research, it is expected that the owners of the Palembang OMI mini market will be able to see what else needs can make consumers buy goods in their place. According to the regression analysis from the study, the lowest variable of the other variables is the place variable. Place variables are where the location of the building of the mini market is currently; this can help consumers more easily come to buy what consumers want. He Palembang OMI mini market can also conduct studies to improve itself.

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