

The influence of marketing mix on purchase decisions

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Received: 17-02-2023 | Revision: 23-05-2023 | Accepted: 28-07-2023 | Published: 26-10-2023

DOI: <https://doi.org/10.22219/jiko.v8i02.21313>

Abstract

This study investigates the impact of the marketing mix—product, price, place, and promotion—on purchasing decisions at Warung Ketan Susu Tasikmalaya. Using a quantitative approach, data from 100 consumers were analyzed through multiple linear regression. Results show that product quality positively influences purchases, while higher prices deter them. Location convenience and effective promotions also play significant roles. These findings offer actionable insights for enhancing business strategies and driving sales in competitive markets.

Keywords: marketing mix; product; place; promotion



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1. Introduction

In the business world, competition between companies is unavoidable. The increasing number of new products continuously introduced by competing companies results in a variety of prices that are accessible to consumers (Jacklin, 2019). Additionally, these companies engage in intensive promotions, supported by substantial distributor funds (Aljihadi, 2019).

The marketing mix is a concept comprising a set of marketing tools that companies use to develop a controlled and integrated strategy to attract their target market (Karinov, 2022). These tools are grouped into four categories known as the 4Ps of marketing: product, price, place, and promotion (Sari, 2021).

As the food and beverage industry grows, businesses in this sector must continually innovate and improve their services (Purnawijaya, 2019). Warung Ketan Susu is one such establishment that aims to meet consumer needs. The rise in the number of small and large businesses has led to increased competition (Fitria, 2018).

Warung Ketan Susu must develop marketing personnel who can understand consumer behavior to make necessary corrections, improvements, and innovations to stay competitive. The marketing mix, comprising product, price, place, and promotion, is used by companies to influence consumer responses within their target market (Roncius, 2019).

Warung Ketan Susu Tasikmalaya needs to understand the impact of the marketing mix on purchasing decisions. Profitability is a crucial factor for the business's sustainability (Sandi, 2020). The following is sales data from 2020 tend to decrease (see Table 1). To increase revenue, Warung Ketan Susu implements an optimal marketing mix strategy. Based on this phenomenon, the researchers are interested in further exploring the influence of the marketing mix on purchasing decisions at Warung Ketan Susu Tasikmalaya.

Table 1. Sales data

No.	Month	Revenue
1	January 2020	Rp. 26,524,000,-
2	February 2020	Rp. 24,425,000,-
3	March 2020	Rp. 13,325,500,-
4	April 2020	Rp. 8.400,000,-
5	May 2020	Rp. 6.623.000,-
6	June 2020	Rp. 7.755.000,-
7	July 2020	Rp. 9.500.500,-
8	August 2020	Rp. 9.755.000,-
9	September 2020	Rp. 8,654,000,-
10	October 2020	Rp. 11.432.000,-
11	November 2020	Rp. 10,565,500,-
12	December 2020	Rp. 13,378,500,-
Total Income		Rp. 150.338.000,-

2. Method

The methodology employed in this research is a quantitative approach. For data collection, the study utilized primary data obtained through observations, interviews, and questionnaires. Additionally, secondary data were gathered from journals and relevant literature to support the analysis. The population targeted in this study consisted of consumers who have patronized Warung Ketan Susu Tasikmalaya. A non-probability sampling technique was adopted to select the sample. A total of 100 respondents, each of whom had made at least one purchase at Warung Ketan Susu Tasikmalaya, were included in the sample. The data analysis was conducted using a multiple linear regression model.

3. Empirical Result

Effect of Products

Based on Table 2, the calculation of the coefficient value between the product and the purchase decision shows a positive and significant relationship. This indicates that the quality and appeal of the products offered at Warung Ketan Susu Tasikmalaya have a considerable impact on consumers' purchasing decisions. When consumers perceive the products as valuable and of high quality, they are more likely to make a purchase.

Table 2. Regression result

Variable(s)	Coeff.	Std. Error	Sig.
Constant)	8.616	3.830	.027
Product (X1)	.133	.065	.044
Price (X2)	.152	.076	.049
Place (X3)	.212	.075	.006
Promotion (X4)	.185	.071	.010

Effect of Price

The analysis reveals that higher prices tend to reduce purchasing decisions. This finding suggests that price sensitivity is a critical factor for consumers at Warung Ketan Susu Tasikmalaya. When prices increase, the likelihood of making a purchase decreases, indicating that consumers are price-conscious and that affordability plays a significant role in their purchasing behavior.

Partial Influence of Place

The data indicates that convenience related to the location significantly affects purchasing decisions. When the location of Warung Ketan Susu is more accessible and convenient for consumers, their likelihood of making a purchase increases. This highlights the importance of strategic location and ease of access in attracting and retaining customers.

Promotion

Promotion has a positive and significant influence on purchasing decisions. Effective promotional strategies, such as discounts, advertisements, and special offers, positively impact consumers' decisions to buy. This underscores the importance of continuous and well-planned promotional activities to enhance consumer interest and drive sales.

The findings of this study demonstrate that the marketing mix elements—product, price, place, and promotion—each play a crucial role in influencing purchasing decisions at Warung Ketan Susu Tasikmalaya. The positive significant effect of the product on purchasing decisions suggests that maintaining high product quality and introducing attractive offerings are essential strategies. Conversely, the negative effect of higher prices indicates a need for competitive pricing strategies to maintain consumer interest.

The significant influence of place highlights the necessity for businesses to ensure their locations are convenient and accessible to their target market. Lastly, the strong positive impact of promotion on purchasing decisions suggests that continuous engagement with consumers through effective promotional campaigns is vital for driving sales and enhancing market presence.

4. Conclusions

This study examined the impact of the marketing mix—product, price, place, and promotion—on purchasing decisions at Warung Ketan Susu Tasikmalaya. The results provide valuable insights into how each component influences consumer behavior and purchasing choices.

Product Quality: The analysis revealed a positive and significant relationship between product quality and purchasing decisions. This indicates that the high quality and appeal of the products offered at Warung Ketan Susu are crucial in attracting customers and encouraging them to make purchases. Consumers are more likely to buy products they perceive as valuable and of high quality.

Price Sensitivity: The study found that higher prices tend to reduce purchasing decisions. This suggests that the customers of Warung Ketan Susu are sensitive to price changes. When prices increase, the likelihood of making a purchase decreases, highlighting the importance of maintaining competitive pricing strategies to keep consumers interested and motivated to buy.

Convenience of Location: The data showed that the convenience of the location has a significant effect on purchasing decisions. When Warung Ketan Susu is easily accessible and conveniently located, customers are more likely to make purchases. This emphasizes the need for the business to ensure that its location is strategic and easy for consumers to access.

Effective Promotion: The study also found that promotional activities have a positive and significant impact on purchasing decisions. Effective promotions, such as discounts, advertisements, and special offers, play a crucial role in influencing consumers' decisions to buy. Continuous and well-planned promotional efforts can significantly enhance consumer interest and drive sales.

In summary, the study concludes that Warung Ketan Susu Tasikmalaya can improve purchasing decisions and overall business performance by focusing on

maintaining high product quality, implementing competitive pricing strategies, ensuring convenient locations, and conducting effective promotional campaigns. By addressing these key areas, the business can better meet consumer needs, compete more effectively, and achieve sustainable growth.

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: All authors contributed equally to the conception and design of the study

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