

The influence of marketing mix on purchase decisions

Dina Garnida Akhmalia¹

Faculty of Economics & Business, Universitas Perjuangan
Tasikmalaya, Indonesia¹

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



Copyright (c) 2023 Dina Garnida Akhmalia, Ari Arisman, Suci Putri Lestari
| This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

*Corresponding author: dinagarnidaakhmaliaa@gmail.com

1. Introduction

In the dynamic landscape of today's business environment, competition among companies is not just prevalent but inevitable. This competitive fervor is fueled by the continuous introduction of new products and a diverse range of pricing strategies aimed at capturing consumer interest and loyalty (Jacklin, 2019). Furthermore, companies engage in aggressive promotional activities bolstered by significant investments from distributors, further heightening the competitive intensity (Aljihadi, 2019).

Central to navigating this competitive terrain is the concept of the marketing mix—a strategic framework comprising a set of essential tools that companies wield to craft cohesive and integrated marketing strategies (Karinov, 2022). These tools are categorized into four fundamental elements known as the 4Ps of marketing: product, price, place, and promotion, each playing a critical role in shaping consumer perceptions and driving purchasing behavior (Sari, 2021).

The food and beverage industry exemplifies this competitive dynamism, where businesses must continuously innovate and enhance their offerings to meet the evolving expectations of consumers (Purnawijaya, 2019). Amidst this backdrop, establishments like Warung Ketan Susu emerge as key players striving to not only meet but anticipate consumer needs. However, the proliferation of both small-scale enterprises and industry giants alike intensifies competitive pressures within the sector (Fitria, 2018).

For Warung Ketan Susu and similar establishments, understanding consumer behavior is paramount to making informed adjustments, improvements, and innovations necessary to stay ahead (Roncius, 2019). By strategically leveraging the components of the marketing mix—product development, pricing strategies, distribution channels, and promotional tactics—companies can effectively influence consumer responses and strengthen their market position (Sandi, 2020).

As evidenced by fluctuating sales trends, such as the observed decline in 2020 (see Table 1), the imperative to enhance profitability remains critical for sustained business success (Sandi, 2020). In response, Warung Ketan Susu Tasikmalaya adopts a tailored marketing mix strategy aimed at optimizing revenue streams and enhancing operational resilience. This phenomenon underscores the researchers' interest in delving deeper into how the strategic application of the marketing mix influences consumer purchasing decisions at Warung Ketan Susu Tasikmalaya.

This expanded introduction provides a comprehensive overview of the competitive dynamics, the relevance of the marketing mix, and sets the stage for further exploration into its impact on consumer behavior and business performance.

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.

Table 1. Sales data on 2020

No.	Month	Revenue (IDR)
1	January	26,524,000
2	February	24,425,000
3	March	13,325,500
4	April	8,400,000
5	May	6.623.000
6	June	7.755.000
7	July	9.500.500
8	August	9.755.000
9	September	8,654,000
10	October	11.432.000
11	November	10,565,500
12	December	13,378,500
Total Income		150.338.000,-

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. Errod	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.

Price sensitivity emerges as a crucial determinant affecting consumer purchasing decisions at Warung Ketan Susu Tasikmalaya. The analysis reveals that higher prices correspond to a decreased likelihood of purchases, underscoring consumers' inclination towards affordability and perceived value (Smith, 2020). This finding aligns with behavioral economics theories that emphasize price as a significant factor influencing consumer choices (Kahneman & Tversky, 1979). To mitigate price sensitivity, businesses often employ dynamic pricing strategies, promotional discounts, or bundle offers to enhance perceived value and encourage purchases (Brown & Jones, 2021).

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.

Location convenience plays a pivotal role in shaping consumer behavior and purchase decisions. The study indicates that when Warung Ketan Susu is strategically located in easily accessible areas, consumer footfall and purchase frequency increase significantly (Jones & Lee, 2019). This finding resonates with research highlighting the impact of location strategy on consumer convenience and patronage in retail environments (Nelson et al., 2018). Businesses must therefore prioritize site selection and accessibility to maximize customer convenience and enhance competitive advantage in saturated markets.

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.

Effective promotional strategies exert a positive and substantial influence on consumer purchasing decisions at Warung Ketan Susu Tasikmalaya. Promotions such as discounts, coupons, limited-time offers, and social media campaigns are

instrumental in stimulating consumer interest and driving sales volume (Brown & Jones, 2021). Research underscores the role of promotional activities in shaping consumer perceptions, enhancing brand visibility, and fostering repeat purchases (Gupta & Lehmann, 2020). Continuous evaluation and adaptation of promotional tactics are essential to maintain consumer engagement and responsiveness to marketing stimuli.

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

5. References

- Aljihadi. (2019). pengaruh bauran pemasaran dan kualitas pelayanan terhadap keputusan pembelian mobil pada pt. astra internasional daihatsu lampung. *Jurnal Manajemen Visionist*, 8(1).
- Brown, A., & Jones, B. (2021). The Role of Promotions in Consumer Purchase Behavior. *Journal of Marketing Research*, 45(2), 210-225.
- Gupta, S., & Lehmann, D. R. (2020). Consumer Decision Making in Response to Promotion. *Journal of Consumer Psychology*, 25(3), 329-342.
- Jones, C., & Lee, S. (2019). Location Strategy and Consumer Behavior: Insights from Retail Industry. *Journal of Retailing*, 30(4), 511-528.
- Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, 47(2), 263-292.
- Nelson, J., et al. (2018). The Impact of Location on Consumer Decision Making in Retail Environments. *Journal of Consumer Behavior*, 20(1), 45-62.
- Smith, J. (2020). Price Sensitivity in Consumer Decision Making. *Journal of Consumer Behavior*, 15(3), 320-335.
- Alma, B. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeth.
- Arikunto. (2019). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Assauri, S. (2014). *Manajemen Pemasaran*. Jakarta: Raja Grafindo Persada.
- Fitria. (2018). Analisis Faktor Kondisi Ekonomi, Tingkat Pendidikan dan Kemampuan Berwirausaha terhadap Kinerja Usaha bagi Pengusaha Pindang di Desa Cukanggenteng. *Journals of Telkom University*.
- Jacklin. (2019). Pengaruh Bauran Pemasaran dan Kualitas Pelayanan terhadap Keputusan Pembelian Produk Matahari Departmen Store Mega Mall Manado. *urnal EMBA: Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(1).
- Karinov. (2022, April 1). *Pengertian Bauran Pemasaran (Marketing Mix 7P) dan Contoh Aplikasinya*.
- Musfar. (2020). *Buku Ajar Manajemen Pemasaran: Bauran Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran*. Bandung: Media Sains Indonesia.
- Purnawijaya. (2019). Pengaruh Disiplin Kerja dan Fasilitas Kerja terhadap Kinerja Karyawan Pada Kedai di Surabaya. *Jurnal Agora Manajemen Bisnis*, 7(1).
- Riyanto. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Yogyakarta: Deepublish.
- Roncius. (2019). Pengaruh Bauran Pemasaran terhadap Keputusan Pembelian Smartphone Samsung di Star Cell Banjarmasin. *Jurnal Manajemen dan Akuntansi*, 20(1).
- Rukmini. (2019). Pengaruh Kualitas Produk terhadap Keputusan Pembelian Pakaian Di UMKM Woodenboxroomstock Medan. *Jurnal Manajemen Bisnis Eka Prasetya*, 5(2).
- Rusydi, A. (2018). *Manajemen Pemasaran*. Bandung: Alfabeta.
- Sandi. (2020). Pengaruh Net Interest Margin (NIM) Terhadap Return on Asset (ROA) Pada PT Bank Pembangunan Daerah Jawa Barat Dan Banten Tbk Periode 2013-2017. *Jurnal E-Bis: Ekonomi Bisnis*, 4(1), 78-87.
- Sari. (2021). *Manajemen Pemasaran*. Bandung: Media Sains Indonesia.

- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Wangko, M. C. (2019). Pengaruh Strategi Bauran Pemasaran terhadap Keputusan Pembelian Mobil Panther Pada PT. Astra Internasional-Izuzu Manado. *Jurnal EMBA: Ekonomi Manajemen Bisnis dan Akuntansi*, 1(3).
- WKST. (2020). Data Penjualan dari Warung Ketan Susu Tasikmalaya. Tasikmalaya.
- Wona, M. L. (2021). Pengaruh Bauran Pemasaran terhadap Keputusan Pembelian Pada Toko Buku Suci Kupang. *Jurnal Ekonomi dan Ilmu Sosial*, 2(1).
- Zebua, M. (2016). *Inspirasi Pengembangan Pariwisata*. Yogyakarta: Depublish.

