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EFFECT OF 4P'S MARKETING MIX ON PURCHASE DECISION (Case Study at UD. Rencana Baru Store)

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Abstract

This study aims to determine the influence of the 4P's marketing mix on purchasing decisions. This type of research is quantitative. Data collection techniques using questionnaires. The number of samples is 100 respondents using SPSS Statistics V.20. Based on the Partial Test, the product has a significant effect on purchasing decisions at the UD. Rencana Baru store. This is indicated by t statistic > t table (1,432 > 1,965) and significant t is less than 0,05 (0,155 < 0,05). Meanwhile, price partially does not have a significant effect on purchasing decisions at the UD. Rencana Baru store, it can be proven by that t statistic < t table (0,493 < 1,965) and significant t is less than 0.05 (0,623> 0,05). Place has a significant effect on purchasing decisions at the UD. Rencana Baru store. This is indicated by t statistic > t table (5,452 > 1,965) and significant t is less than 0,05 (0,000 < 0,05). Promotion partially has no significant effect on purchasing decisions at the UD. Rencana Baru store. This can be shown by t statistic < t table (0,988 < 1,965) and significant t less than 0.05 (0,321> 0,05). According to Simultaneous Test, it can be seen that Product (X1), Price (X2), Place (X3), Promotion (X4) have a significant effect simultaneously on Purchase Decision (Y) at UD. Rencana Baru. Besides, multiple linear regression analysis test reveal that the Place (X3) is the variable that has the largest beta coefficient of 0,534, which becomes the dominant variable.

Keywords: *Product, Price, Place, Promotion*

1. INTRODUCTION

Marketing activities are required by all organizations, both for-profit and non-profit, because marketing is essential to the survival of an organization. Purchase decision is the act of a consumer deciding to purchase a good or service (Herawati et al., 2019). Consequently, consumer purchasing decisions are a process of selecting one of numerous alternative problem-solving strategies with real-world consequences. For certain needs, consumers make purchases without much consideration (Cahya & Maula, 2021). However, for certain products, consumers' purchasing decisions are extremely demanding. Before making a purchase decision, consumers will attempt to gather as much information as possible and consider a number of factors. Price also influences the quality of products; here, price is a determinant of the products sold; the higher the price, the greater the quality and value of the product.

Companies can design products that not only meet consumer needs, but also make them more accessible to consumers. This design is intended to achieve business objectives and maximize profits. In marketing their products, companies must prioritize customer

satisfaction. If consumers are pleased with a product, they will likely purchase it again and recommend it to others.

Consumer decisions on a product are influenced by a number of factors, including product quality. Consumers always expect very high-quality products, and at this *UD. Rencana Baru* store for product quality, consumers have a high level of trust. Researchers have conducted preliminary research on the products, prices, places, and promotions at the *UD. Rencana Baru* Store. Established in 2001, *UD. Rencana Baru* is a retail that sells building materials, furniture, and electronic devices. The researcher conducted research at the *UD. Rencana Baru* store because it is one of the largest home improvement stores in the Sampang Madura region.

The *UD. Rencana Baru* store has conducted promotions through social media platforms such as Facebook and Whatsapp. Additionally, the *UD. Rencana Baru* promoted building materials. Customers passing through the road in front of the *UD. Rencana Baru* were given discount brochures by the store.

Table 1 Product Sales Data of *UD. Rencana Baru* Store in 2021

Month	Sale
August	Rp. 35.000.000
September	Rp. 50.000.000
October	Rp. 23.000.000
November	Rp. 30.000.000

This fluctuating sales phenomenon occurs due to several factors other than the increasing level of competition, it is sometimes caused by inadequate stock, goods experiencing an increase in purchases, delays from the supplier and the *UD. Rencana Baru* Building Shop late in entering goods into the store. shop. And because the higher price is suspected to be the cause of the decline in sales, the promotional media at the *UD. Rencana Baru* store is still not optimal.

Based on the description above, the authors are interested in conducting this research with the aim of knowing the effect of product, price, place, promotion significantly on purchasing decisions at *UD. Rencana Baru*.

2. LITERATURE REVIEW

2.1. Marketing

According to Kotler & Keller (2009) states that: "Marketing management is a social and managerial process by which individuals and groups obtain what they need and want through the creation and exchange of products and value with other parties".

Marketing is a human activity that satisfies the needs and desires of bidders and facilitates product exchange with others. The objective of this commercial activity is to distribute goods from producer to consumer in order to achieve organizational performance goals and objectives. In the sale of goods and services from producer to consumer, the highest level of customer satisfaction must be sought, and the continuation of producer development activities must be ensured by satisfying consumer needs and desires.

Kotler & Keller (2009), suggest that the marketing mix is divided into four variables as follows:

1) Product

Product is one of the most important aspects in the mix variable. In competitive conditions, it is very dangerous for companies to only depend on the product without trying to develop it. Therefore, to maintain sales and market and increase it is necessary to improve and increase the development of the resulting product so that it can provide greater ease of use, satisfaction and attractiveness.

2) Price

Price is the only item in the marketing mix that is used to generate sales, while the other items are very normal items. The role of price is very important, especially in maintaining and developing the company's position in the market, which is reflected in the company's target market. In other words, on the other hand, pricing affects the competitiveness of the company and its ability to consumers.

3) Place

This place means the place for the process of buying and selling products, both goods and services. This concept is very important especially for conventional. Companies with conventional businesses must understand very well where the strategic place is.

4) Promotion

Promotion is a form of communication in informing, convincing, and reminding consumers of the products offered by manufacturers to buy and use these products.

2.2. Purchasing Decision

According to Tjiptono (2019) states that "Consumer purchasing decisions are individual actions that are directly or indirectly involved in the effort to obtain and use a product or service needed".

According to Hasan (2020) there are a number of parties who have involvement in purchasing decisions, which are as follows:

1) Initiator is the first person to notice a need that has not been met and initiates proposing to buy a particular product.
2) Influencers is a person who often acts as an influencer who because of his views, advice, or opinions influences purchasing decisions.
3) Decider is a person who acts as a decision maker in determining whether the product is purchased, what product is purchased, how to buy, and where the product is purchased.
4) Buyer are the people who make the actual purchases.
5) User is the person who consumes or uses the purchased product.

3. RESEARCH METHOD

3.1. Research Time and Area

The time in compiling and implementing is carried out in October 2021. The area of this research was carried out on consumers *UD. Rencana Baru* which is located on Jl. Embong Anyar, Banyusokah, Sampang Madura.

3.2. Types of research

The type of research used in this study is quantitative research with survey methods or questionnaires using a Likert scale (strongly agree, agree, disagree, and strongly disagree).

3.3. Population, Sample, and Sampling Technique

3.3.1. Population

According to Sugiyono (in (Yuliyani, 2021)) population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.In this study, the population is all consumers at UD. The New Plan is located in the city of Sampang with an unknown population

3.3.2. Sample

According to Sugiyono (2018) in "the sample is part of the number and characteristics possessed by the population". Samples taken from the population must be truly representative.

This research is sampling done to UD consumers. The New Plan who happened to meet with the researcher when the researcher was doing research at the UD Store. New Plan".

3.3.3. Sampling Technique

The sampling technique used was the Non Probability Sampling technique with the sampling technique used in this study was the Accidental Sampling (Convenience Sampling) technique. According to Sugiyono (2018) "Accidental Sampling, which is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample, if it is seen that the person who happened to be met is suitable as a data source.

3.4. Data Collection Technique

Sugiyono (2018) “The survey method is a method of collecting data using questionnaires or questionnaires. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer.

3.5. Analysis Data

3.5.1. Validity and Reliability Test

According to Nurgiyantoro (2016) Validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item, we correlate the item score with the total of these items.

According to Sugiarto (2022) reliability is related to the degree of data consistency and stability of data or findings. Cronbach's alpha is used to test the reliability of the research instrument.

3.5.2. Classical Assumption Test

In testing the hypothesis, the data obtained in the study will be tested first to meet the basic assumptions by using:

1) Normality test

Normality test is a test conducted by researchers to test whether the data distributed to test the variables are normally distributed or not (Sugiyono, 2018). The method used in this normality test is by using the Kolmogrov-Smirnov test, there is a provision. If sig < α (0,05) then H_a is rejected, and H_o is accepted. If sig > (0.05) then H_a is accepted, and H_o is rejected

2) Multicollinearity Test

According to Ghozali & Latan (2015) "The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. The criteria for testing multicollinearity are if the tolerance value is > 0,1 and VIF < 10, then there is no multicollinearity problem. If the score is < 0,1 and VIF > 10, multicollinearity occurs.

3) Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. One way to detect the presence or absence of heteroscedasticity used in this study is to test the Scatter Plot. Scatter plot is a type of graph that is used to describe data using Cartesian coordinates.

3.6. Multiple Linear Regression

According to Sugiyono (2018) that "Multiple linear regression is used by researchers if the research intends to predict (the rise and fall) of the variable is dependent, if two independent variables as predictor factors are manipulated (increase in value)".

3.6.1. F Test (Simultaneous)

The F statistical test shows whether all independent or independent variables included in the model have a joint influence on the dependent or bound variable to make a decision whether the hypothesis is accepted or rejected by comparing the significance level (alpha) of 5% (0,05).

3.6.2. t test (Partial)

According to Ghozali & Latan (2015) that "T-test basically shows how far the influence of one explanatory or independent variable individually in explaining the dependent variation."

4. RESULT AND DISCUSSION

4.1. Validity Test

Table 2 Product Validity Test (X1) Result

Indicator	Score $r_{statistic}$	Score r_{table}	Information
X1.1	0.546	0.195	Valid
X1.2	0.670	0.195	Valid
X1.3	0.768	0.195	Valid
X1.4	0.670	0.195	Valid
X1.5	0.768	0.195	Valid

Source: Data processed, January 2022

From the test results above using the SPSS application, it is known that all X1 variables with 5 question items have a value of $r_{statistic}$ > the value of r_{table}. For example, in

X1.1 which has $r_{statistic}$ = 0,546 which is greater than r_{table} = 0,195. So, all the questions used in the questionnaire in this study can be said to be valid.

Table 3 Price Validity Test (X2) Result

Indicator	Score $r_{statistic}$	Score r_{table}	Information
X2.1	0.750	0.195	Valid
X2.2	0.699	0.195	Valid
X2.3	0.517	0.195	Valid
X2.4	0.750	0.195	Valid
X2.5	0.699	0.195	Valid

Source: Data processed, January 2022

From the test results above using the SPSS application, it is known that all X2 variables with 5 question items have a $r_{statistic}$ value > r_{table} value. For instance, in X2.1 which has $r_{statistic}$ = 0.750 which is greater than r_{table} = 0.195. So, all the questions used in the questionnaire in this study can be said to be valid.

Table 4 Place Validity Test (X3) Result

Indicator	Score $r_{statistic}$	Score r_{table}	Information
X3.1	0.594	0.195	Valid
X3.2	0.648	0.195	Valid
X3.3	0.751	0.195	Valid
X3.4	0.648	0.195	Valid
X3.5	0.751	0.195	Valid

Source: Data processed, January 2022

From the test results above using the SPSS application, it is known that all X3 variables with 5 question items have a value of $r_{statistic}$ > the value of r_{table}. For example, in X3.1 which has $r_{statistic}$ = 0,594 which is greater than r_{table} = 0,195. So, all the questions used in the questionnaire in this study can be said to be valid.

Table 5 Promotion Validity Test (X4) Result

Indicator	Score $r_{statistic}$	Score r_{table}	Information
X4.1	0.761	0.195	Valid
X4.2	0.815	0.195	Valid
X4.3	0.515	0.195	Valid
X4.4	0.761	0.195	Valid
X4.5	0.815	0.195	Valid

Source: Data processed, January 2022

From the test results above using the SPSS application, it is known that all X4 variables with 5 question items have a $r_{statistic}$ > r_{table} value. For example, in X4.1 which has $r_{statistic}$ = 0,761 which is greater than r_{table} = 0,195. So, all the questions used in the questionnaire in this study can be said to be valid.

Table 6 Purchase Decision Test (Y) Result

Indicator	Score $r_{statistic}$	Score r_{table}	Information
Y1	0.707	0.195	Valid
Y2	0.646	0.195	Valid
Y3	0.615	0.195	Valid
Y4	0.707	0.195	Valid
Y5	0.646	0.195	Valid

Source: Data processed, January 2022

From the test results above using the SPSS application, it is known that all Y variables with 5 question items have a value of $r_{statistic}$ > the value of r_{table}. For example, in Y which has $r_{statistic}$ = 0,707 which is greater than r_{table} = 0,195. So, all the questions used in the questionnaire in this study can be said to be valid.

4.2. Reliability Test

In this study, the reliability test was carried out with a questionnaire that had been distributed to 100 respondents. The reliability test in this study was obtained from the table of reliability test results by analyzing Cronbach's Alpha with its calculation using SPSS correlation. The results of the reliability test for each research variable can be seen in the table below:

Table 7 Reliability Test Result

Variable	*Cronbach's Alpha*	Number of Items	r Table	Information
Product (X1)	0.719	5	0.374	Reliable
Price (X2)	0.818	5	0.374	Reliable
Place (X3)	0.710	5	0.374	Reliable
Promotion (X4)	0.788	5	0.374	Reliable
Purchase Decision (Y)	0.684	5	0.374	Reliable

Source: Data processed, January 2022

From the results of the reliability test in the table above, the Cronbach alpha value of each variable is obtained, namely the variable X1 = 0,719, variable X2 = 0,818, variable X3 = 0,710, variable X4 = 0,788, variable Y = 0,684. It can be concluded that the results of the calculation of the reliability of the question items in the product, price, place, promotion and purchasing decisions variables each result in the Cronbach alpha value ≥ 0,374, which means that all question items in each variable are declared reliable so that they can be used for analysis. next.

4.2.1. Classic Assumption Test

In order to test the hypothesis, the study's data will be examined to determine if they satisfy the following assumptions:

1) Normality test

According to Ghozali & Latan (2015) the normality test is used to measure data with ordinal, interval and ratio scales. According to Riadi (2016) in the One Sample Kolmogrov-Smirnov test there are the following provisions:

a) If sig < α (0.05) then H_a is rejected, and H_o is accepted
b) If sig > α (0.05) then H_a is accepted, and H_o is rejected

Table 8 Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters, b	mean	0E-7
	Std. Deviation	1.70476857
Most Extreme Differences	Absolute	.119
	Positive	.090
	negative	-119
Kolmogorov-Smirnov Z		1.190
asymp. Sig. (2-tailed)		.118

a. Test distribution is Normal.

b. Calculated from data.

Source: data processed, January 2022

Based on the table above, it can be seen that the unstandardized residual value has an asymp value. Sig 0,118 which means > 0,05 and this understands that the data is normally distributed.

2) Multicollinearity Test

Table 9 Multicollinearity Test Result
Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
Product_X1	.482	2,074
Price_X2	.637	1,570
Place_X3	.523	1,913
Promotion_X4	.559	1,790

a. Dependent Variable: Purchase Decision_Y

Source: data processed, January 2022

From the table above, it can be seen that the product, price, place and promotion variables have tolerance values greater than 0.1 and VIF less than 10. Thus, it can be concluded that this study is free from multicollinearity.

3) Heteroscedasticity Test

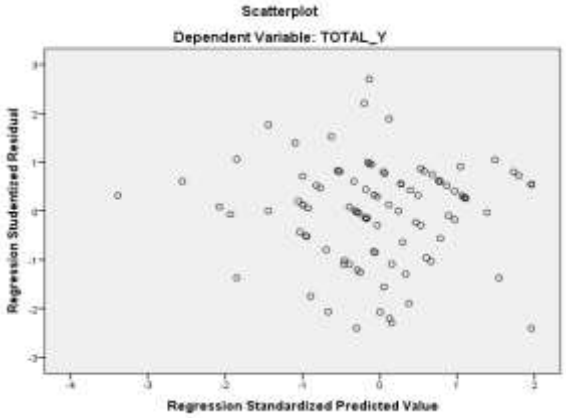

Figure 1 Heteroscedasticity Result

From the picture above, it can be seen that the dots do not form a clear pattern. The points spread above and below the number 0 on the Y axis, it can be concluded that there is no problem of heteroscedasticity or free of heteroscedasticity in this regression model.

4.2.2. Multiple Linear Regression Analysis

Based on the regression equation above, it can be explained as follows:

1) Constant (a) of 5,012; shows that the variables Product (X1), Price (X2), Place (X3), Promotion (X4) are assumed to be 0 (zero), then the size of the Purchase Decision variable (Y) is 5,012 Units.
2) The value of the product variable regression coefficient (X1) is positive at 0.145. Which means an increase (addition) of 1% product variable (X1), it will increase the purchasing decision variable (Y) by 0,145 units.
3) The value of the regression coefficient of the Price variable (X2) is positive at 0.036. Which means that an increase (addition) of 1% of the price variable (X2), will increase the purchasing decision variable (Y) by 0,036 units.
4) The regression coefficient value for the Place variable (X3) is positive at 0.500. Which means an increase (addition) of 1% of the Place variable ((X3), it will increase the purchasing decision variable (Y) by 0,500 units.
5) The regression coefficient value of the Promotion variable (X4) is positive at 0,082. Which means that an increase (addition) of 1% of the Promotion variable (X4), will increase the purchasing decision variable (Y) by 0,082 units.

4.2.3. T Test (Partial)

The results of the partial test output (t-test) in the table above can be explained as follows:

1) Product t test (X1)

The t-test of the Product indicator (X1) obtained a t-statistic of 1,432 with a significant of 0,155. Because t statistic > t table (1,432 > 1,965) and significant t is less than 0,05

(0,155 < 0,05) then partially the Product variable (X1) has no significant effect on Purchase Decision (Y).

2) Price t test (X2)

The t-test of the price indicator (X) obtained a t-statistic of 0.493 with a significant of 0.623. Because t statistic < t table (0,493 < 1,965) and significant t is less than 0,05 (0,623 > 0,05) then partially the price variable (X2) has no significant effect on purchasing decisions (Y).

3) Place t test (X3)

The t-test of the Place indicator (X3) obtained a t-statistic of 5,452 with a significance of 0,000. Because t statistic > t table (5,452 > 1,965) and significant t is less than 0,05 (0,000 < 0,05) then partially place variable (X3) has a significant effect on Purchase Decision (Y).

4) Promotion t test (X4)

The t-test of the Promotion indicator (X4) obtained a t-statistic of 0,998 with a significance of 0,321. Because t statistic < t table (0,988 < 1,965) and significant t is less than 0,05 (0,321> 0,05) then partially the place variable (X4) has no significant effect on purchasing decisions (Y).

4.2.4. F Test (Simultaneous)

Table 10 F Test (Simultaneous) Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	316,793	4	79.198	26,150	.000b
	Residual	287,717	95	3.029		
	Total	604.510	99			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X4, TOTAL_X2, TOTAL_X3, TOTAL_X1						

Degree of freedom (df) numerator =
k (variable) – 1 = 5-1= 4
Degree of freedom (df) denominator =
n (sample) – k (variable)
= 100 – 5 = 95

Source: Data processed, January 2022

F table value = 2.47 with a significant level = 0.05. Based on the findings above, it shows that F statistic > F table (26,150 > 2,47). Hence, from this analysis it can be concluded that simultaneously or jointly the variables of Product (X1), Price (X2), Place (X3), Promotion (X4) simultaneously have a significant effect on Purchase Decision (Y).

5. CONCLUSION

Based on the results of research and discussion on the effect of product, price, place and promotion on purchasing decisions at the *UD. Rencana Baru* Store store, conclusions can be drawn. This study uses quantitative methods. Collecting data in this study by observing and distributing questionnaires to customers of the *UD. Rencana Baru* Store with a sample of 100 respondents, it can be concluded that:

1) Based on the results of research that has been done with the results of the t test (partial) it can be concluded that the product partially has a significant effect on purchasing decisions at the *UD. Rencana Baru* Store. This is indicated by t statistic > t table (1,432 > 1,965) and significant t is less than 0,05 (0,155 < 0,05).
2) Based on the results of research that has been done with the results of the t test (partial) it can be concluded that the price partially does not have a significant effect on purchasing decisions at the *UD. Rencana Baru* Store. It can be shown that t statistic < t table (0.493 < 1.965) and significant t is less than 0.05 (0.623> 0.05).
3) Based on the results of research that has been carried out with the results of the t test (partial) it can be concluded that it is explained that partially place has a significant effect on purchasing decisions at the *UD. Rencana Baru* Store. This is indicated by t statistic > t table (5.452 > 1.965) and significant t is less than 0.05 (0.000 < 0.05).
4) Based on the results of research that has been carried out with the results of the t test (partial) it can be concluded that promotion partially does not have a significant effect on purchasing decisions at the *UD. Rencana Baru* Store. This can be shown by t arithmetic < t table (0.988 < 1.965) and significant t less than 0.05 (0.321> 0.05).
5) Based on the results of research that has been carried out with the results of the F (simultaneous) test, it can be concluded that the product (X1), price (X2), place (X3), promotion (X4) has a significant effect on purchasing decisions (Y) at the same time. Store *UD. Rencana Baru*.
6) This can be shown by F_statistic > F_table (26.150 > 2.47) with a significance level of 0.000 < 0.05. Ho is rejected and Ha is accepted.

Based on the results of research that has been carried out using multiple linear regression analysis, it can be concluded that the place variable (X3) is the variable that has the largest beta coefficient of 0, 0,534. Therefore, Place (X3) becomes the most influential variable.

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