



Influence of Marketing MIX 4P (Product, Price, Place, Promotion) On Purchase Decision at PT. Alfa Scorpil Setia Budi Branch Medan

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ABSTRACT

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This study aims to determine the effect of product, price, promotion and place on purchase decision at PT. Alfa Scorpil Setia Budi Medan. This type of research is explanatory research. The population in this study were all consumers of PT. Alfa Scorpil Setia Budi branch totaling 517 consumers. The technique for determining the sample is using the Slovin formula for an error tolerance level of 10% so that 84 samples are obtained. In the study which will be distributed with questionnaires measured by a Likert scale. The data analysis used multiple linear regression analysis and the coefficient of determination as well as simultaneous test and partial test. The results showed that product, price, promotion and place partially or simultaneously have a positive and significant effect on consumer purchase decision at PT. Alfa Scorpil Setia Budi Medan. Based on the results of this study, the implications for management are to further improve quality for each product, determine a better price, update the promotion to make it look attractive and provide even more attractive places.

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1. Introduction

Purchase interest is a mental statement from the consumer that reflects the purchase plan for a number of products with a certain brand. Purchase decision growth in consumers is necessary for the company survival in order to achieve the goals. To grow consumer purchase decision in companies, various strategies and good marketing management are needed. Various factors can influence the increased consumer purchase decision, including suitable products, accessible price, supportive environment and places that attract buyers.

PT. PT. Alfa Scorpil Setia Budi Medan is a retail company that has been established since 1989 and has grown by having several outlets in Medan city, such as: PT. Alfa Scorpil Setia Budi Medan Mangkubumi, PT. Alfa Scorpil Setia Budi Medan Glugur, PT. Alfa Scorpil Setia Budi Medan and others. The company philosophy lies in trust and work responsibility in operating the company where work value and customer satisfaction are a well-integrated correlation. For this reason, the company is committed to increase optimal value in all aspects of their business, both in products and services. However, at one of its outlets, PT. Alfa Scorpil Setia Budi Medan, it still seems that it has not been able to realize this philosophy properly so that in order to increase consumer purchase decision, improvements are needed.

Product is the only element of the marketing mix which is the highest income contributor or income for a company that can be changed according to company need. To set a suitable product, there's some indicator that are usually being used by most of company such as consumer purchase potency, consumer willingness, product position in consumer need and the benefit that consumer get by making purchases. If the product set by the company is too high, it can reduce consumer purchase decision. In this case, it is known that the product set is higher when compared to other sellers outside Medan Mall so that consumers with low purchasing potency will re-evaluate before making a decision. Some consumers are less willing to purchases



products because of these products. The products offered do provide important benefits for consumers but can be obtained in various places at a more affordable product.

Apart from product, price also determines the success of a company, especially for a supermarket. Usually there's some consideration by company before establish a price such as market research, area, road access, occupation density, competition and future expansion plan. In determining a price, company firstly should making market research. In this case, PT. Alfa Scorpii Setia Budi Medan has determined one of the appropriate outlet prices, which is in Medan Mall. However, the specified Mall is not one of the malls that are visited by many consumers and can be said to be quiet malls. Moreover, in consumers perception, Medan Mall is only a place to buy wholesale clothes. The road access to get inside mall is quite difficult, such as difficult to get a parking spot and a narrow road with small parking area.

For a supermarket, the promotion is important in attracting consumers to make purchases. Promotion is one of the strategies to attract consumers attention in the form of a combination of physical characteristics of the store which is divided by four indicator such as exterior, general interior, store layout and interior display including architecture, layout, lighting, display, color, aroma that creates an image in consumers perception. In this case, it is known that the promotion in PT. Alfa Scorpii Setia Budi Medan is still lacking in creating a good image in consumers perception such as the outside which still looks dull. As for the inside, it looks like it has a smell that consumers don't like and a confusing layout for consumers who want to make purchases on products. Moreover the display of goods and products is less attractive to consumers purchase decision.

In attracting consumer purchase decision, place also has an effect on attracting interest. Place is a marketing activity that provides added value in informing and encouraging demand for marketed products by influencing consumers to buy the products offered. Basically, place have five indicator to make the place success such as coupons, product sample, discount, lucky draw and purchasing contest. It is known that places provided by PT. Alfa Scorpii Setia Budi Medan still not attractive to consumers in making purchases, such as small discounts and the lucky draw prize just a Yamaha Mio unit once a year. This makes consumers feel that the lucky draw prize given are not proportional to the number of their purchases during the year.

According to Firmansyah (2019:169), a product is anything that can be offered to the market for attention, ownership, use or consumption that can satisfy the wants or needs of the wearer. According to Firmansyah (2019: 180), the product mix has 4 components, namely: product width, product length, depth of product mix and product mix consistency. According to Kurniawan (2018: 22), price is an exchange rate issued by buyers to obtain goods or services that have use value and their services. According to Tjiptono and Diana (2020: 256), the determination of prices for consumers is as follows: Consumer purchasing power, Willingness of consumers to buy, Position the product in the consumer's lifestyle, Product benefits for consumers. According to Firmansyah (2020:12), promotion is an attempt to convey messages to the public, especially target consumers regarding the existence of products in the market. According to Firmansyah (2020:26), there are several types of promotions, namely as follows: Advertising, Sales promotion, Public relations, Personal selling, Direct marketing.

According to Kurniawan (2018:36), location is a place where entrepreneurs determine the location of their business where the choice of place is the most important factor in running a business. According to Kurniawan (2018:37), there are several conditions that must be considered in choosing a strategic location to open a business, namely: Doing Market Research, Trading Area, Access Road, Competition, Cleanliness. According to Firmansyah (2018: 27), purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process. According to Firmansyah (2018: 27), thus a consumer in making a buying decision there are several measurements, namely: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, Post-Purchase Behavior

2. Method

2.1 Location and Time

The research was conducted at PT. Alfa Scorpii whose address is at Jalan Setia Budi No. 74 DEF, Medan. The research time is planned from October 2021 to January 2022.



2.2 Population and Sample

The population in this study were all consumers of PT. Alfa Scorpii Setia Budi branch totaling 517 consumers. The technique for determining the sample is using the Slovin formula for an error tolerance level of 10% so that 84 samples are obtained.

2.3 Data Collection Method

Collecting data through a questionnaire is done by asking questions to parties related to the problem under study. To assess respondents' responses, the author uses the Likert scale which uses several question items to measure individual behavior by responding to 5 choice points on each question item.

- Strongly Agree (SS) with a value scale of 5
- Agree (S) with a value scale of 4
- Disagree (KS) with a value scale of 3
- Disagree (TS) with a value scale of 2
- Strongly Disagree (STS) with a value scale of 1

2.4 Validity and Reliability Test

The data obtained needs to be tested for its accuracy and reliability so that the results of data processing can be more precise and accurate. Therefore, it is necessary to know how high the validity and reliability of the measuring instrument (instrument) used. Based on the research, each variable of the questionnaire item that was tested for validity, all the questionnaires had met the valid criteria and were eligible to be used as a questionnaire in further research. While in reliability test, all variable questionnaire item is reliable and can be used as research instrument.

3. Result and Analysis

3.1 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statisti

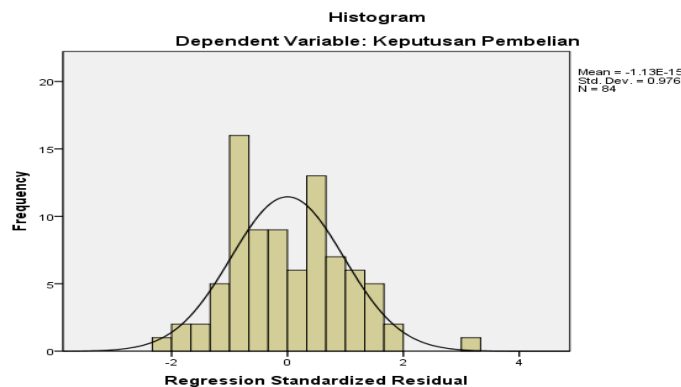


Fig 1. Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.

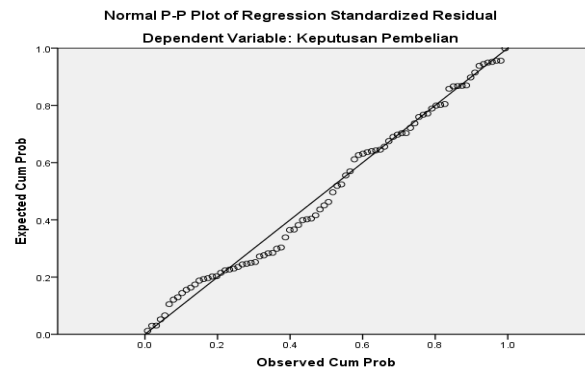


Fig 2. Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spreads around the diagonal line and follows the diagonal line. So from this figure it is concluded that the regression model residuals are normally distributed.

Table 1
One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.91300182
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.046
Kolmogorov-Smirnov Z		.753
Asymp. Sig. (2-tailed)		.622

a. Test distribution is Normal.

b. Calculated from data.

Source: Research Result, 2021

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.05, namely 0.622, it can be concluded that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables. The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1.

Table 2
Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product	.802	1,247
Price	.880	1,137
Promotion	.886	1,128
Place	.847	1,181

a. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table, the test show that all the variables have a tolerance value more than 0.1 and VIF value less than 10 which can be concluded that there is no problem found in multicollinearity test.



3.3 Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity. Various kinds of heteroscedasticity test, such as the Scatterplots test, which is done by looking at the pattern points on the graph that spreads randomly and is not in the form of a pattern on the graph, it is stated that there is no heteroscedasticity problem and the Glejser test where if it is significant above 0.05 then it is stated that there is no problem in heteroscedasticity.

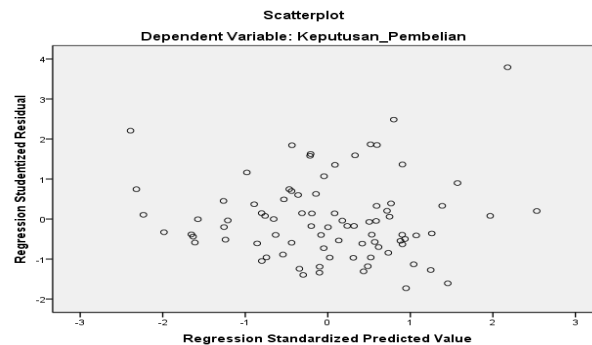


Fig 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread randomly and do not form a clear pattern and are spread either above or below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict performance based on the input of the independent variable.

3.4 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a partially or simultaneously significant influence between two or more independent variables on one independent variable.

Table 3
Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.730	3.794		.983	.329		
Product	.496	.082	.486	6.046	.000	.802	1.247
Price	-.198	.065	-.232	-3.023	.003	.880	1.137
Promotion	.205	.070	.224	2.934	.004	.886	1.128
Place	.425	.083	.400	5.118	.000	.847	1.181

a. Dependent Variable: Purchase decision

Source: Research Result, 2021

$$\text{Purchase Decision} = 3,730 + 0,496 \text{ Product} - 0,198 \text{ Price} + 0,205 \text{ Promotion} + 0,425 \text{ Place} + e \quad (1)$$

Based on the above equation, then: Constant (a) = 3.730. This means that if the independent variable, namely product, price, promotion and place is 0, then the purchase interest at PT. Alfa Scorpii Setia Budi Medan is 3.730. Where if there is an improvement in products, there will be an increase in purchase decision by 0.496. Likewise with prices where if there is an improvement in the price, the purchase decision will decrease by 0.198. If there is an improvement in the promotion, the purchase decision will increase by 0.205 and if there is an improvement in the place, the purchase decision will increase by 0.425.

3.5 Coefficient Determination

Analysis of determination or also called R Square symbolized by R² is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger.

Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

Table 4
Coefficient Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.571	1.961

a. Predictors: (Constant), Place, Promotion, Price, Product

b. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table above, the value of the R Square coefficient of determination is 0.571. This shows that the variable ability of product, price, promotion and place explains the effect on purchase decision at PT. Alfa Scorpii Setia Budi Medan by 57,1%. While the remaining 43,9% is the influence of other independent variables not examined in this study such as service quality, product quality, store image, product completeness, customer satisfaction, consumer loyalty, consumer behavior, distribution channels and other factors.

3.6 Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5%.

The criteria for evaluating the hypothesis in this F test are:

H_0 Accepted if: $F_{count} < F_{table}$

H_a Accepted if: $F_{count} > F_{table}$

Table 5
ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	439.493	4	109.873	28.577	.000 ^a
	Residual	303.745	79	3.845		
	Total	743.238	83			

a. Predictors: (Constant), Place, Promotion, Price, Product

b. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table above, it is found that the value of F_{table} (2.15) and significant $\alpha = 5\%$ (0.05), namely F_{count} (28.577) and sig.a (0.000a). This indicates that the results of the study accept H_a and reject H_0 . Comparison between F_{count} and F_{table} can prove that simultaneously product, price, promotion and place have a positive and significant effect on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan.

3.7 Partially Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.05 and a two-sided test.

The criteria for evaluating the hypothesis in this t test are:

H_0 Accepted if: $t_{count} < t_{table}$

H_a Accepted if: $t_{count} > t_{table}$



Table 6
Coefficient Test

Model	t	Sig.
1 (Constant)	.983	.329
Product	6.046	.000
Price	-3.023	.003
Promotion	2.934	.004
Place	5.118	.000

a. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table above, it can be concluded that product, price, promotion and place partially have a positive and significant effect on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan which can be seen at the t_{count} is greater than t_{table} (1.664) and the significant is less than 0,05.

4. Conclusion

The conclusions that researchers can draw from the results of this study are as follows:

- The results of the t test state that the product variable has a value of t_{count} (6,046) > t_{table} (1.664), which means that there is a partially significant positive effect between product on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan.
- The results of the t test state that the price variable has a value of t_{count} (3.023) > t_{table} (1.664), which means that there is a partially significant negative effect between price on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan.
- The t test results indicate that the promotion variable has a value of t_{count} (2.934) > t_{table} (1.664) which means that there is a partially significant positive effect between promotion on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan.
- The t test results indicate that the place variable has a value of t_{count} (5.118) > t_{table} (1.664) which means that there is a partially significant positive effect between places on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan.
- The results of the F test also state that the value of F_{table} (2.15) and significant $\alpha = 5\%$ (0.05), namely F_{count} (28.577) and sig.a (0.000a). This indicates that the results of the study accept H_a and reject H_0 . Comparison between F_{count} and F_{table} can prove that simultaneously product, price, promotion and place have a positive and significant effect on consumer purchase decision at PT. Alfa Scorpii Setia Budi Medan.
- The value of the R Square coefficient of determination is 0.571. This shows that the variable ability of product, price, promotion and place explains the effect on purchase decision at PT. Alfa Scorpii Setia Budi Medan by 57,1%. While the remaining 43,9% is the influence of other independent variables not examined in this study such as service quality, product quality, store image, product completeness, customer satisfaction, consumer loyalty, consumer behavior, distribution channels and other factors.

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