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Marketing Mix To Online-Based Consumer Purchase Decisions (Study of Palopo City Grab Transportation Service Users)

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ABSTRACT

The purpose of this study is to analyze the effect of product, price, place and promotion variables on consumer purchasing decisions for users of online transportation-based Grab in Palopo city. The data used in this research is primary data and the technique of using the data in this research is using a questionnaire. The number of samples from the population in this study was 81 samples. The data analysis technique in this study is multiple linear regression and data processing using the SPSS 21 application. The findings in the research that has been conducted reveal that the variables in this study, namely product, price, place and promotion variables have a significant and positive influence both partially and simultaneously on consumer purchasing decisions using online transportation service users Grab in Palopo City.

1. Introduction

Transportation is one of the supports for community activities. In addition to supporting community activities, transportation can also have an impact on the economy, this is reflected in the smooth flow of goods from one place to another. The development of technology and knowledge has contributed to the world of transportation, with the emergence of online transportation. Various online transportations that have sprung up in the midst of Indonesian society include Grab, Gojek, Anterin, Boncengin, Maxim and FastGO.

The development of online transportation continues to encourage economic growth, especially the internet economy, based on the results of research conducted by Google and tamasek internet economics, the internet economy in the Southeast Asia region shows an increasing trend, in 2015 the internet economy from online transportation reached US$ 3 billion and in 2018 The internet economy from online transportation has increased by US$ 8 billion and it is estimated that the internet economy from online transportation will continue to increase until 2025 to US$ 29 billion.

The large number of online-based transportation, of course, will provide many choices for the community and foster competition among online service providers in attracting consumer interest. Based on the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII), one of the most popular online transportation service providers in the community is Grab with 21.3% of people using it often and in second place, 19.1% often using Gojek. The high competition in the field of online transportation services, of course, the dominance of Grab as a provider of online transportation services that are most in demand by the public will be displaced by other online transportation service providers. In order for Grab to exist and remain competitive, it is necessary to pay attention to consumer behavior in determining their decision to make a purchase.

According to [1] there is a need for consideration of products to be marketed in a company, the absence of products and marketing management procedures in progress or completion, the application of the latest methods that support all trade processes starting from determining products, prices, promissory methods to determining the right location. will have an impact on the opportunity to obtain greater profits.

According to Kotler (2008) in [2] reveals that there are at least several stages that a buyer considers before reaching a purchase decision. The stages according to Kotler (2008) in [2] are the process of

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identifying the problem, the process of reviewing information, the evaluation process, making a decision to buy and treatment after buying. In general, every consumer in deciding to reach a purchasing decision has their own strategy. According to Ratih (2005) , the strategy is product, price, promotion, people, physical evidence, and process.

According to [4] marketing as part of community activities both individually and in groups to offer goods and services freely. The marketing mix is a combination that is used by the company in creating opportunities to achieve profit [5].

2. Method

2.1. Literature Review

a. Buying decision

Decision making is a choice of behavioral alternatives to two or even more existing alternatives. Consumer purchasing decisions are faced with several alternative choices in meeting needs [6] . Kotler (2005) consumers' choice decisions are determined by consumers towards several brands from the many brands that exist in the market. Measuring purchasing decisions in research can be done with several indicators, namely belief in a product, repeated product purchases, dexterity in buying products, no risk in purchasing [8] .

b. Marketing

The marketing mix contains a set of marketing variables that are managed by the company with the aim of making a profit [9] . Rizki et al. (2018) The marketing mix is a marketing concept with a strategy that can be controlled by the company with the aim of attracting the attention of consumers in the target market.

c. Price

Price is the amount of money exchanged by consumers for the benefit of using the goods and services they have. Price in the market structure is the main part that is considered by consumers before making purchasing decisions. In addition, price is an instrument in the market that can increase income [11] . According to [4] the price is part of the marketing stimulus that initially affects the characteristics of consumers, but in the end can influence consumer purchasing decisions

d. Product

According to [4] a product is everything that is complex in terms of touch, price, color and including packaging. The achievements of retailers and companies that buyers accept to satisfy needs and wants. Product boundaries are related to the satisfaction of needs and wants. According to Schiffman & Kanuk (2008) in (Sari, 2018.)

e. Promotion

Katrin et al. (2016) Promotion is a form of marketing activity whose purpose is to disseminate information, influence, and convince consumers of the product. Kotler & Keller (2009) consumer purchasing decisions are influenced by marketing stimuli as well as other stimuli, buyer characteristics and purchase decisions. Meanwhile, according to (Sumarwan, 2003) promotion as a marketing strategy that has an influence on purchasing decisions.

f. The place

According to Swastha (2008) in (Khairat, 2020) Location is the place where a business activity is carried out. Determination of the location or place in the business is something important to consider. Research conducted by [16] shows that place has a positive and significant effect on purchasing decisions and the results of the same study conducted by [17] show that place has a positive influence on purchasing decisions.

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2.2. conceptual framework

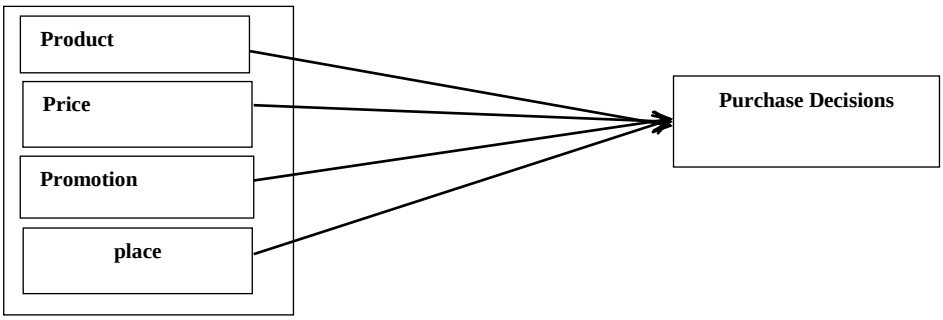

Fig.1 Conceptual Framework

Hypothesis:

a. it is suspected that the product has a positive and significant effect on consumer purchasing decisions based on online transportation users.
b. it is suspected that price has a positive and significant effect on consumer purchasing decisions based on online transportation users.
c. it is suspected that promotion has a positive and significant effect on consumer purchasing decisions based on online transportation users.
d. It is suspected that the place has a positive and significant effect on the purchasing decisions of consumers who use online-based transportation

This type of research is research is quantitative research. According to [18] quantitative research is research to analyze statistical data with the aim of testing predetermined hypotheses and interpreting the results of the analysis in order to obtain conclusions. This study uses a quantitative approach with primary data. Where the quantitative approach can be calculated using numbers. The sample in this study amounted to 81 respondents who were selected randomly. To produce correct data and describe the actual situation and draw the correct conclusions, validity and reliability tests are needed. According to [18] A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured on the questionnaire . Reliability test to test the level of accuracy of measurements that can produce the same data Sugiyono (2013) . Another instrument used in this research is the classical assumption test. Data analysis in this study was carried out with multiple linear regression.

The multiple linear regression equation model in this study is as follows:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

Where:
Y = Purchase Decision
X1 = product
X2 = Price
X3 = place
X4 = promotion
$\beta_1 - \beta_4$= regression coefficient
e= error rate

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3. Result and Discussion

3.1 Instrument Test

a. Validity test

TABLE 1
Validity Test Results

Variable	No. Question Items	r Table	r Count	Description
Product	1	0.219	0.494	Valid
	2	0.219	0.530	Valid
	3	0.219	0.778	Valid
Price	1	0.219	0.343	Valid
	2	0.219	0.692	Valid
	3	0.219	0.530	Valid
	4	0.219	0.558	Valid
The place	1	0.219	0.259	Valid
	2	0.219	0.505	Valid
	3	0.219	0.290	Valid
	4	0.219	0.438	Valid
	5	0.219	0.234	Valid
	6	0.219	0.405	Valid
	7	0.219	0.384	Valid
	8	0.219	0.359	Valid
Promotion	1	0.219	0.324	Valid
	2	0.219	0.424	Valid
	3	0.219	0.331	Valid
	4	0.219	0.361	Valid
	5	0.219	0.648	Valid
Purchase Decisions	1	0.219	0.447	Valid
	2	0.219	0.372	Valid
	3	0.219	0.328	Valid
	4	0.219	0.456	Valid
	5	0.219	0.245	Valid
	6	0.219	0.327	Valid

Based on the results of the data instrument test through SPSS, it can be seen that the value of each of the questions in the variable shows the value of r arithmetic is greater than r table 0.219, thus all questions in this research variable can be concluded to be valid.

b. Reliability Test

TABLE 2
Reliability Test Results

Variable	Cronchbach Alpha	Description
Product	0.674	Reliable
Price	0.851	Reliable
The place	0.803	Reliable
Promotion	0.741	Reliable
Purchase Decision	0.641	Reliable

From table 2, the reliability test shows that the variables of product, price, place, promotion and purchasing decisions have a Cronchbach alpha value above 0.6, this indicates that all variables are reliable. This is in accordance with the criteria for making decisions on reliable instruments, namely if the value of the Cronchbach alpha statistical test is above 0.6, it can be concluded that it is reliable.

3.2 Classic assumption test

a. Normality test

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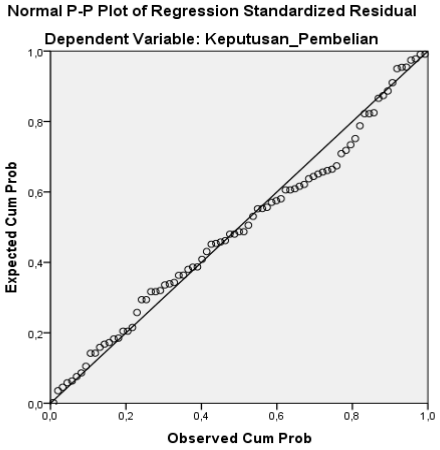

Figure 2. Normality Test

From the results of the normality test with the PP Plot graph above, it shows that the items spread close to the diagonal line, this means that the data has a normal distribution.

b. Multicollinearity Test

TABLE 3
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Product	0.989	1.011
Price	0.753	1.328
The place	0.745	1.342
Promotion	0.969	1.032

Table 3 above shows that the variable X1 (product) has a VIF value of 1.011 with a tolerance value of 0.989, variable X2 (price) has a VIF value of 1.328 with a tolerance of 0.753, the variable X3 places with a VIF value of 1.342 with a tolerance value of 0.745 and the X4 Promotion variable has VIF value is 1.032 with a tolerance value of 0.969. each of the variables in this study has a tolerance value above 0.1 and a VIF value below 10. Thus, the data in this study is free from multicollinearity symptoms.

c. Heteroscedasticity Test

TABLE 4
Heteroscedasticity Test Results

			Product	Price	The place	Promotion	Unstandardized Residual
Spearman's rho	Product	Correlation Coefficient	1,000	,027	,088	0.013	0.040
		Sig. (2-tailed)	.	,810	,433	,910	,724
		N	81	81	81	81	81
	Price	Correlation Coefficient	,027	1,000	,521	,089	,022
		Sig. (2-tailed)	,810	.	,000	,427	,848
		N	81	81	81	81	81
	The place	Correlation Coefficient	,088	,521	1,000	,089	0.052
		Sig. (2-tailed)	,433	,000	.	,432	,647
		N	81	81	81	81	81
	Promotion	Correlation Coefficient	0.013	,089	,089	1,000	,068
		Sig. (2-tailed)	,910	,427	,432	.	,549
		N	81	81	81	81	81
	Unstandardized Residual	Correlation Coefficient	0.040	,022	0.052	,068	1,000
		Sig. (2-tailed)	,724	,848	,647	,549	.
		N	81	81	81	81	81

The results of the heteroscedasticity test are shown in table 4, based on the table, it can be seen that the significance value or (2-tailed) in each variable is greater than 0.05. Where the significance value or (2-tailed) of each variable are; the product variable is 0.724, the price variable is 0.848, the place variable is

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0.647 and the promotion variable is 0.549, from the results of the heteroscedasticity test, it can be concluded that there is no heteroscedasticity.

3.3 Multiple Regression Analysis

a. Test the coefficient of determination

TABLE 5
The Results Of The Coefficient Of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,500 [a]	,250	,210	1.035

Table 5 above shows the R square value of 0.252 or 25.2%. The results of R square in the table above illustrate that the variation of the purchase decision variable can be explained by the variation of the independent variable by 25.2%, while the remaining 74.5% is explained by other variables that are not included in the line mode.

b. Multiple regression test

TABLE 6
Multiple Regression Test Results

Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	19,817	4,609	4,300	,000
	Product	,321	,156	2.063	.042
	Price	,311	,132	2,347	,022
	The place	,246	0.079	3.106	,003
	Promotion	,369	,133	2,766	,007

c. Partial hypothesis test (t test)

1. product variable has a significant value of 0.042 < 0.05 . This shows that the product variable has a positive and significant relationship to the purchasing decision variable .
2. variable has n values significant probability 0.022 < 0.05 , these results can be explained that the price variable has a positive and significant effect on purchasing decisions .
3. place variable has a value significant on probability 0.003 < 0 , 05 , this result can be interpreted that the place variable has a positive and significant effect on the purchasing decision variable.
4. Promotion variable has value significant 0.0192 < 0.05 , this result can be interpreted as the promotion variable has a positive and significant effect on purchasing decisions .

d. Simultaneous Hypothesis Testing (F Test)

TABLE 7
HYPOTHESIS TEST RESULTS F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.099	4	6,775	6,328	,000 [b]
	Residual	81,370	76	1.071		
	Total	108,469	80			

The probability value of F statistic in table 7 shows 0.000 and is significant at the 0.05 level, this illustrates that the independent variables have a joint effect on the dependent variable.

3.4 Discussion of Research Results

a. The Effect of Products on Consumer Purchase Decisions for Online-Based Transportation Users

The initial hypothesis in this study states that there is a relationship between positive between product variables and consumer purchasing decisions of online-based transportation users. The results of this study indicate that the relationship between product variables on purchasing decisions is positive and significant, this means that the results of this study are in accordance with the proposed hypothesis. The results of this study are also in accordance with research conducted by [20] and research conducted by [21] .

b. The Influence of Price on Consumer Purchase Decisions for Online-Based Transportation Users

The initial hypothesis of this study states that the price has a positive influence on purchasing decisions The results of multiple linear regression estimates show that price has a significant and positive influence on purchasing decisions, Thus the results of this study accept the initial hypothesis. The results of this study

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confirm the research conducted by [21] the results of his research show that the price has a positive and significant effect on purchasing decisions and research conducted by [22]

c. The Influence of Place on Consumer Purchase Decisions for Online-Based Transportation Users

Iinitial hypothesis in this study shows that the place has a positive effect on purchasing decisions. The results of this study with multiple linear regression showed that the place has a significant and positive influence on purchasing decisions. This study is in line with the results given by Chotimah et al. (2021) ; Larosa et al. (2011) . The results of his research show that the place has a significant influence with the regression coefficient on purchasing decisions.

d. The Effect of Promotion on Consumer Purchase Decisions of Online-Based Transportation Users

The estimation results of this study show that the promotion variable has a positive and significant effect on purchasing decisions. The results of this study are in accordance with the initial hypothesis of this study. In addition, the results of this study also confirm the research conducted by [26].

4. Conclusion

The results of the study have been explained in the results and discussion chapters in this study. The conclusions of this study can be explained in the following points Together, the product, price, place and promotion variables affect the purchasing decision variables of consumers using online transportation based Grab in Palopo City. The product variable has a positive and significant effect on the purchasing decisions of consumers using online transportation based Grab in Palopo City. The price variable has a positive and significant effect on purchasing decisions for consumers using online transportation based Grab in Palopo City. Place variable has a positive and significant effect on purchasing decisions among consumers using online transportation Grab in Palop City Promotional variables have a positive and significant effect on purchasing decisions among consumers using online transportation Grab in Palopo City

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