Marketing Mix Analysis In Improving Decisions To Purchase Yamaha Brand Motorcycles In Kotabumi Tangerang

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Abstract

This research has the aim of finding out how product, promotion, price and place can influence purchasing decisions. In conducting this research, data collection techniques were used and in distributing it in the form of a questionnaire, in this research the calculated product t value was 2.953 which is greater than the t table of 1.661 and the probability of 0.004 is smaller < 0.05, the calculated t value of promotion 2.489 is greater than the t table of 1.661 and the probability of 0.015 is smaller < 0.05, the t calculated price value of 5.763 is greater than the t table of 1.661 and the probability of 0.000 is smaller < 0.05 , the t calculated place value of 6.683 is greater than the t table of 1.661 and the probability of 0.000 is smaller < 0.05. The multiple determination value R2 is 92.2% of purchasing decisions.

Keywords: Product, Promotion, Price, Place, Purchase Decision

Introduction

Today a business actor in maintaining the continuity of his business is by carrying out marketing which makes it a main activity that must be carried out, to get interest in buying from buyers, the goods presented must match the offers given, competitive prices, product quality and services provided must be can provide satisfaction to buyers with good promotions which are expected to attract buyers to use the proposed product.

The aim of marketing carried out by an institution is to influence them so that they want to buy according to their needs. Before this begins, they are required to study consumer behavior in purchasing.

Marketing mix is a marketing strategy that includes product, promotion, price and distribution with products that have quality, competitive prices and appropriate distribution. This event must be carried out by institutions to increase sales. The automotive industry has recently experienced an extraordinary significant increase, especially for motorbikes, especially in the Kotabumi area of Tangerang. Two-wheeled vehicles are vehicles that are still in demand by the public when compared to other transportation such as cars, where using two-wheeled vehicles can travel. faster and more practically than using a car,

The purchase of a motorcycle issomething special because choices and behavior towards subjects are not the same in determining choices so needs and desires will be different too. Consumers can also be from various segments. Seeing this, Yamaha motorbikes offer various advantages such as fuel economy, speed, ease of service and getting spare parts.

LITERATURE REVIEW
Product

According to(Kotler.P and Amastrong, 2018) A product is an affiliate of goods and services that a company can offer to its target market.

ProDuk is the most basic marketing mix. The product describes something that can be delivered to the market to gain interest from users, so that consumers want to use or consume it to fulfill their needs and desires.

According to(Danang Sunyoto, 2019)In adjusting to growing consumer tastes, attention must be paid to a product, namely quality, shape, size, attractiveness, labeling, packaging. With the existence of a product, it can increase competitiveness in the market and what needs to be considered from a product is quality and visuals. Apart from that, product quality must also receive attention because consumers will feel that buying a quality product is not just interested.

Promotion

according(Kotler. P, 2019)Promotion is an attempt to persuade a customer to purchase a product that is offered and an effort to convey the benefits of the product.

If consumers do not know or are aware of the existence of a product, they have never heard of it or the benefits they receive from itproducts offered, consumers will not make a purchase.

Promotion according to(Buchari, 2018)is an illustration of marketing communication that seeks to influence, disseminate information and notify a company product so that consumers want to make purchases and are loyal to the products they buy and provide consumer satisfaction.

According to(Hurryati, 2018)Promotional objectives are as follows:
1. Introduce
   Introducing the public about the existence of a new product

2. Persuade target consumers
   To divert buyers' attention to the products being offered so that consumers are willing to buy a product
3. Remind
   Remind people who will buy and places that offer a company product and keep the memory to always buy company products when you first make a purchase

Price

Price isan element of the marketing mix that can be obtained through sales, therefore the price of a company's product must be determined as well as possible and precisely so that it will become a special attraction and consumers are willing to buy the products offered by the company so that the company benefits. Apart from that, price can also be used as a benchmark for comparison.

According to(Tjiptono, 2017)price is the amount of currency that can be used by buyers to exchange some products provided by the seller.

Place

A strategic location will greatly benefit the company, because it will make marketing costs cheaper and can attract consumers to visit.

According to(Limakrisna, N and Purba, 2019)Location is an important decision which will involve when, where and how buyers can access the offer.

According to(Aditya, 2017)is a mixture of place and decisions about distribution channels, this is closely related to how it is presented to consumers and where the place is which is very important.

Population and Sample

According to(Sugiyonoi, 2018) Population is an area that generally has a quality consisting of objects or subjects and then a conclusion will be drawn.

Followingis a formula used to determine the sample size for an unknown population(Sugiyono, 2019) as follows:

$$n = \frac{(Za - \acute{\alpha})2}{e}$$

N = Number of samples
Za = Degree Coefficient 1.96
$\acute{\alpha}$ = Standard Deviation 0.25
e= Standard Error 5% = 0.05

sample formula as follows:

$$n = \frac{(Za-\acute{a})2}{e}$$
$$n = \frac{(1.96).(0.25)2}{0.05}$$
$$n = 96.04$$

In distributing this questionnaire several statements were used and each statement was given a weight for each statement

Table Likert scale

Scales	Alternative Answers	score
5	strongly agree	5
4	Agree	4
3	Disagree	3
2	do not agree	2
1	strongly disagree	1

No	Variable	Indicator
1	Product (X1)	1. Memorable product 2. Products are easy to identify 3. Product differentiation 4. Provides a variety of product types 5. Ease of service
2	Promotion (X2)	1. Advertisement delivery is easy to understand 2. The message conveyed is easy to understand 3. Memorable ads 4. Ads are very attractive 5. Advertising always builds a good corporate image
3	Prices (X3)	1. Affordable prices 2. Provides pricing options for product types 3. Prices are able to compete with competitors 4. Prices are in accordance with the income earned 5. Products can be resold at a high selling price
4	Place	1. Has many distributors 2. Location is easy to access 3. The location is close to residential areas 4. Long delivery time 5. Product availability
5	Buying decision	1. Buy products according to your needs and desires 2. Buying products based on other people's experiences 3. After seeing other people, they are interested in buying 4. Buy products because of quality

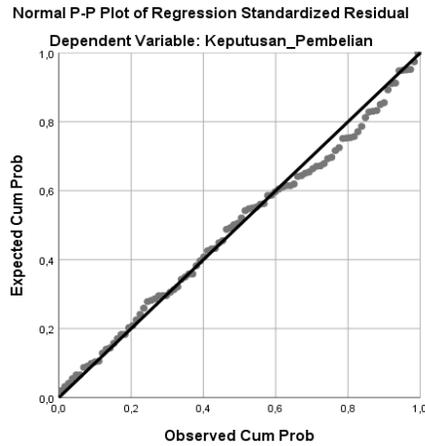|		5.	Products sold follow market trends

RESULTS AND DISCUSSION
Normality test

Figure 1. Normality Test Results

Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	,699	1,430
	Promotions	,389	2,570
	Price	, 183	5,455
	Place	,212	4,719

a. Dependent Variable: Purchase Satisfaction

The table above proves that the Product, Promotion, Price and Place variables have a tolerance value of >0.1

Autocorrelation Test

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	R Square Change	Durbin-Watson
1	,922a	,850	,843	2,399	,850	2,081

a. Predictors: Product, Promotion, Price, Place
b. Dependnt Variable: Purchase Decision
The table above obtained a value of 2,081 using Durbin Watson
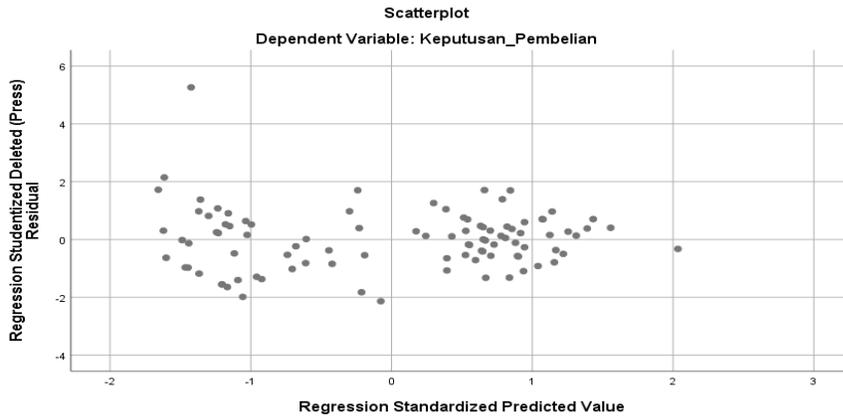
Heteroscedasticity Test

Figure 2. Scatterplot Graph

T test

	Unstandardized Coefficients				Collinearity Statistics	
Model	B	std. Error	t	Sig.	Tolerance	VIF
1 (Constant)	,608	1,821	,334	,739		
Product	-,115	.039	2,953	,004	,699	1,430
Promotions	-,192	,077	2,489	,015	,389	2,570
Price	,548	.095	5,763	,000	, 183	5,455
Place	,622	,093	6,683	,000	,212	4,719

Dependent Variable: Purchase decision
   a. **Product Variables**(X1) has an influence (product t-value 2.953. > ttable 1.661 and .004 < 0.05 on (purchasing decisions)**at Yamaha Motor Kotabumi**
   b. **Promotion Variable (X2**) has an influence (price t value 2.489 > t table 1.661 and 0.015 < 0.05 on purchasing decisions)**at Yamaha Motor Kotabumi**
   c. **Price variable (X3**) has an influence (t value 5.763 > t table 1.661 and 0.00 < 0.05 on (purchasing decisions) at Yamaha Motor Kotabumi.
   d. The Price variable (X4) has an influence (t value 6.683 > t table 1.661 and 0.00 < 0.05 on (purchasing decisions) at Yamaha Motor Kotabumi.

F test

		ANOVAa				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	2964,092	4	741,023	128,722	,000b
	Residual	523,866	91	5,757		
	Total	3487,958	95			

a. Dependent Variable: Purchase_Decision
b. Predictors: (Constant), Place, Product, Promotion, Price

Based on the measurement results, the F test results were 128,722 and the confidence value was 0.000

Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,922a	,850	,843	2,399

a. (Constant), Product, Promotion, Price, Place
b. Dependent Variable: purchase decision

based on the results of the table above shows the adjusted R Square value of 0.922, which means the independent variable is able to explain 92.2% of the dependent variable

CONCLUSION
1. Several independent variables have an influence on the dependent variable on purchasing decisions, where the t-count product is 2.953 greater than t-table 1.966, the t-count promotion value is 2.489 greater than t-table 1.966, the t-count price value is 5.763 greater than table 1.966 and the value The calculated T place of 6.683 is greater than the table of 1.966
2. F count = 128.722 probability value = 0.000 then F count > F table 128.722 is greater 3.09 probability value 0.000 is smaller 0.05
3. The R2 multiple determination value is 92.2% of Lazada Online Store customer satisfaction and the remaining 100% -92.2% = 7.8% excluding independent variable factors.

SUGGESTION
1. We must continue to increase customer satisfaction, because satisfied customers will be a measure of success.
2. Continue to improve innovative products so that they can compete with competitors
3. Do the promotion right. Because by carrying out the right promotions you can increase sales
4. It would be better if Yamaha Kotabumi Motorbikes can continue to provide special prices for their customers

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