

## Application Of Marketing Mix To Improve Consumer Purchasing Decision Culinary Pasar Lama In Tangerang

Sugandha<sup>1)</sup>

[suganda.suganda@ubd.ac.id](mailto:suganda.suganda@ubd.ac.id)

Fidellis Wato Tholok<sup>2)</sup>

[fidellis.wato@ubd.ac.id](mailto:fidellis.wato@ubd.ac.id)

Suhendar Janamarta<sup>3)</sup>

[suhendar.janamarta@ubd.ac.id](mailto:suhendar.janamarta@ubd.ac.id)

<sup>1) 2) 3)</sup> Universitas Buddhi Dharma

### ABSTRACT

*This process of fulfilling human needs and wants is the marketing concept. Starting from product fulfillment (product), pricing (price), delivery of goods (place), and promoting goods (promotion). while the research method using Simple Random Sampling.. The data collection method used is by distributing questionnaires directly to the Tangerang Old Market Culinary Consumers. multiple regression analysis F test and t test positive and significant (product t value is 6369. > t table 1.985 and .0000 <0.05 on (Consumer Buying Interest) in Tangerang Old Market Variable Price (X2) partially positive and significant effect (the value of t calculated price is 3559. > ttable 1.985 and Tangerang , Promotional Variable (X4) has a positive and partially significant effect (t value of Promotion is 4.648. > ttable 1.985 and .0000 <0.05 on (Consumer Buying Interest) in the Market Old Tangerang, and for the F test results obtained for the calculated F value of 178.855 with a significance value of 0.000 so that the calculated F value > F table or 178.855 > 2.70 or the significance level (sig) 0.000 <0.05, it can be concluded that there is an effect Simultaneous (together) between product, price, place, promotion of consumer buying interest in Pasar Lama Tangerang and adjust R2 value of 0.883% and the remaining 11.7% comes from other variables outside of product, place, price and promotion.*

**Keywords:** *Buying Decision, Product, Price, Place, Promotion*

## Introduction

Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing objectives of a company. In other words, marketing strategy is a set of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level and their references and allocations, especially as the company's response to the environment and circumstances. ever-changing competition

There are many opinions about marketing, both narrowly and broadly. Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating and interacting with each other. exchange products and value for one another.

The purpose of every company established in general is to make a profit so that it can continue to operate or in other words to survive. The problem of profit is always related to an amount of the sales volume of the products produced by the company in accordance with the targets that have been set. The way to make a profit is by selling products that suit the tastes of the market

One measure of the company's success in this increasingly fierce competition is by obtaining profits through achieving targets and increasing sales volume. Achieving targets and increasing sales volume of a company needs to be supported by marketing programs involving marketing mix activities. According to Kotler, there are 4 marketing mix variables commonly called 4P6, namely: a) Product, b) Price, c) Promotion, d) Place.

Food is one of the most important basic human needs besides clothing and shelter. In order to survive, humans must meet their basic needs. With that, food is a human need that cannot be separated from human life. The need for food will continue to increase in line with population growth, especially in urban areas that are crowded with residents, of course the need for food and beverages is increasing. The increase in population also makes opportunities in the food business promising.

Along with the development of the business era in the food sector, there is a tendency to continue to increase, both in terms of quantity and in terms of quality. This can create a business opportunity to do business in the culinary field. Humans need food and drink as basic needs, with the presence of food and drink humans can carry out their daily activities.

Many strategies can be used to increase sales and attract consumers to buy products offered by manufacturers. One strategy that is widely used by companies is the marketing mix strategy. According to Philip Kotler (Kotler, 2012) mix more or less means is a number of marketing tools used by the company to convince the marketing object or target market. From Philip Kotler's explanation of the marketing mix, it can be concluded that in the marketing mix there are marketing tools that can be used by companies to convince consumers to buy the products offered. In addition, the application of the marketing tools contained in the marketing mix itself is not too difficult.

## LITERATURE REVIEW

Product (product) according to Kotler (Kotler.P and Gary Armstrong, 2012) "A product is anything that can be offered to the market to get attention, be purchased, used or consumed, and can satisfy a want or need". Every producer always has a goal that the products they produce are in accordance with the wishes and needs of consumers so that purchases occur. With the marketing mix, it can be analyzed what kind of products are now desired by consumers, so that in the manufacture of products later it can lead to purchasing decisions by consumers to buy these products.

Product innovation departs from understanding customer desires and the results of identifying customer needs dynamically and continuously. The more freely competitors enter and leave the market or industry, the more intense the competition will be. Companies must be able to offer products that have specific advantages and better quality compared to competing products. In connection with this, the company must always make improvements to the products produced. To support this concept, companies must be able to put together an imaginative integrated design team so that discover changing customer wants and needs

There are four measures that characterize price determination, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

The four pricing measures are as follows:

### 1. Price affordability

Consumers can reach prices that have been set by the product company, usually there are several types in one brand, the price also differs from the cheapest to the most expensive with the price set by many consumers who buy the product.

### 2. Price match with product quality

Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. If the price is high people tend to think that the quality is also better.

### 3. Price competitiveness

Consumers often compare the price of a product with other products. In this case, the low cost of a product is highly considered by consumers when buying the product.

### 4. Price match with benefits

Consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases.

Price is the amount of money that consumers have to pay to get a product. Price is the only element of the marketing mix that generates sales revenue, while the other elements are only costs. This is in accordance with Kotler's opinion which states that "Price is the only element of the marketing mix that generates revenue, other

elements cause costs". Therefore the determination of the selling price is very influential on entrepreneurs, because to finance the running of the company comes from the sale of products. According to (Buchari Alma, 2015) "Price is the value of a product to be exchanged for other products. This value can be seen in a barter situation, namely the exchange of goods for goods. Currently, our economy is not bartering anymore, but using money as a measure called price

Price is an important element in marketing strategy. Price is a component that has a direct effect on profits in the company. Price has a major role in purchasing decisions, namely the role of allocation and information. The role of price allocation is the price function of buyers to decide how to obtain the highest expected benefit or utility based on their purchasing power. Thus, the price will help buyers to decide what types of goods and services they will buy. The role of price information is to provide information about a product such as quality. Competitive price factors prevent consumers from switching to competing products. This is especially useful in situations where buyers have difficulty assessing product or service factors. benefits objectively. The common perception is that high prices reflect high quality.

Price has a very important role in the decision-making process, namely the role of price allocation is to help buyers to decide how to get the expected benefits based on their purchasing power (Hermanto, K., & Cahyadi, 2015)

Place is often interpreted as an environment that plays an important role in the orientation of a product, therefore it can be understood that the place is a location where the company must be headquartered to carry out operations.<sup>17</sup> The success of a marketing program is also determined by the accuracy in choosing a potential area or location for marketing. . If based on market research, it is known potential areas as marketing places

products produced by the company, the most important thing is to determine strategic areas to distribute goods to consumers.

Place is a very important factor in the retail marketing mix, in the right location, a store outlet will be more successful than other outlets that are less strategically located, even though they both sell the same products, salespeople who are equally numerous and skilled, and both have a good setting or ambience.

Promotion (promotion) according to Basu Swastha (Basu Swastha, 2012) "Promotion is all types of activities aimed at encouraging demand". Promotion is also a one-way flow of information or persuasion made to direct a person or organization to an action that creates an exchange or transaction in marketing. The main purpose of promotion is to inform the product and persuade consumers to want to buy the product. All variables from the marketing mix are used to attract consumers to make purchasing decisions. Promotion is an activity carried out marketers to convey information about their products and persuade consumers to buy them (Peter dan Olson, 2014)

Promotion is a variety of activities carried out by companies to be able to highlight the features of their products and persuade target consumers to buy them. Promotion is one of the variables in marketing that will support defense

in marketing a product. In another explanation explained that promotion reflects activities that communicate the advantages of the product and persuade consumers to buy it. The marketing mix applies the company's tactical means to build a strong position in the target market.

Purchase decision is a condition where consumers decide to choose a product to use. Purchase decisions by consumers can be seen from the behavior of these consumers. Consumer behavior is part of human activities so when talking about consumer behavior means talking about human activities. Consumer behavior in the opinion of Swastha and Handoko (Basu Swastha, 2013) is "The actions of individuals who are directly involved in the effort to obtain and use economic goods and services including the decision-making process in the preparation and determination of these activities". After knowing how the behavior of the target consumers, the company will determine the sales strategy that will be applied. In the buying process that will be made by consumers, there are five stages that will be passed, namely: need recognition, information search, evaluation of alternatives, purchase decisions, post-purchase behavior. This process determines which products will be used by consumers. In addition, this process will also lead to an evaluation of the product, whether the product creates satisfaction for consumers who use it, and whether the product will be used again or not.

The purchase decision is a series of processes that begin with of consumers recognize the problem, seek information about the product or particular brand and evaluate how well the product or brand is each of these alternatives can solve the problem, which Then a series of processes lead to a purchase decision (Tjiootono, 2014)

Consumer purchasing decisions always consider the aspects contained in the marketing marketing system (marketing mix). Based on this fact, the company must be able to adjust the marketing mix (marketing mix) with the needs and desires of consumers. By providing more satisfaction to consumers based on product (product), price (price), place (place / location / distribution channel), promotion (promotion) effectively and optimally, the company can attract more potential customers and even retain its customers/customers

## **RESEARCH METHODS**

In conducting this research, the author uses descriptive research methods, namely by presenting based on the data and information obtained which are then analyzed and can be concluded based on the data through a fairly relevant theory. This data is obtained by using primary data and secondary data directly taken from the object of research and existing data from other parties

**POPULATION AND SAMPLE**

According to (Sujarweni.Wiratna, 2015) said that:  
 "Population is the total number consisting of objects or subjects that have certain characteristics and qualities that are determined by researchers to be studied and then conclusions are drawn."

The following is the formula used in determining the sample size using the formula for unknown populations Sugiyono (Sugiyono, 2017) 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 = Standatd Error 5% = 0.05

With the above formula the sample size can be determined as follows:

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

$$n = \frac{(1.96).(0.25)^2}{0.05}$$

$$n = 96.04$$

The calculation above the number of samples to be studied is 96.04 respondents. In order for this research to get good results, the sample taken is 100 respondents.

This questionnaire contains a statement that must be answered by the respondent where each statement contains 5 alternative answers that must be chosen and for this score has a weight on each alternative answer, so that from each of these weights will produce a score for each respondent who answers it.

**Table Likert scale**

scale	Alternative Answer	Score
5	strongly agree	5
4	Agree	4
3	Disagree	3
2	do not agree	2
1	strongly disagree	1

No	Variable	Parameter
1	Product (X1)	Product taste product scent texture product color
2	Price (X2)	match between price and product benefits as a final consideration
3	Place (X3)	ease of obtaining products seller service where the consumer buys the product
4	Promotion (X4)	product advertising product sales promotion

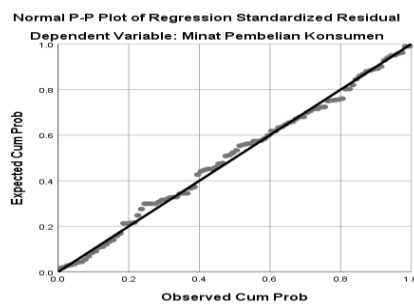
## RESULTS AND DISCUSSION

In this study, the authors took several people or respondents to be used as samples in answering the statements submitted by the author regarding the application of marketing mix to improve consumer purchasing decisions on culinary in the old market in the form of several statements or questionnaires submitted to 100 people or respondents.

### REGRESSION ASSUMPTION TEST

#### Normality Test

This study uses a normal probability plot to test for normality if the data spread (points) around the diagonal axis and follows the direction of the diagonal line, then the regression model meets the assumption of normality.



Source: Data processed

Figure 1.  
 Normality Test Results Using P.Plot Graph

Figure 1 shows that the data spreads around the diagonal line and follows the direction of hediagonal line or histogram graph so that it can be concluded that the data shows a normal distribution pattern. By Karen it satisfies the assumption of normality.

**Multicollinearity Test**

The multicollinearity test in this study uses the tolerance value and the Variance Inflation Factor (VIF), where a low tolerance value is the same as a high VIF value. This study uses a cutoff tolerance value > 0.10 or the same as the VIF value > 1. The results of the multicorrelation test of the regression model of this study are as follows:

Table 1.  
Multicollinearity Test Results

Variabel	Tolerance	VIF
Product (X <sub>1</sub> )	.159	6.299
Price (X <sub>2</sub> )	.062	16.036
Place (X <sub>3</sub> )	.122	8.182
Promotion (X <sub>4</sub> )	.201	4.975

Source: Data processed

Table 1 explains that the calculation results of the VIF (Variance Inflation Factor) value of each independent variable in this model are below 10 and the torerance value is above 10% (0.10), it can be said that this model is free from multicollinearity problems.

**Autocorrelation Test**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Sig. F Change	Durbin Watson
1	,844 <sup>a</sup>	,712	,700	2,826	,000	2,037

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

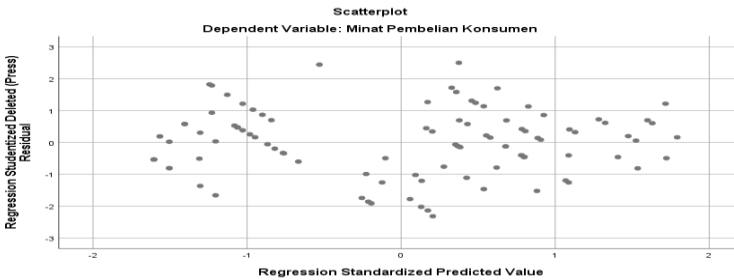
b. Dependent Variable: Purchasing dicision

In the Summary Model Section, the D.W (Durbin-Watson) autocorrelation test section is 2,037, it can be concluded that the regression model above does not have an autocorrelation problem.



## Heteroscedasticity Test

Conducted to test whether in a regression model, there is an inequality of variance from the residuals from one observation to another observation. Detection of the presence or absence of heteroscedasticity is done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED



Source: Data processed

Figure 2. Scatterplot Graph

Figure 2 shows that the resulting points spread randomly and do not form a certain pattern or trend line. This means that the data is spread above and below the number 0 so that this model is free from heteroscedasticity problems.

## Multiple Linear Analysis

To determine whether there is a relationship between variable X1 (Product), variable X2 (Price), variable X3 (Place) and variable X4 (Promotion) to Y (Consumer Purchase Interest), and to measure whether or not the relationship is strong, multiple regression analysis is used with SPSS (Statistical Package Service Softition) calculation, Version 25.0,

Multiple Regression Calculation Results

Variabel	Koefisien Regresi	T hitung	Sig
Konstanta	.552	.838	.404
Product(X <sub>1</sub> )	.531	6.369	.000
Price (X <sub>2</sub> )	.548	3.559	.001
Place (X <sub>3</sub> )	.613	5.904	.000
Promotion (X <sub>4</sub> )	.329	4.648	.000
F hitung : 178.855			
Sig : 0.000			
Adjusted R <sup>2</sup> : 0.883			
R : .940 <sup>a</sup>			

Sumber : Data diolah

Based on the table above, multiple regression equations can be formed:

$$Y = 0.552 + 0,531 X_1 + 0,548 X_2 + 0,613 X_3 + 0,329 X_4 + \dots \beta$$

The equation has the following meaning:

1. A constant of 0.552 indicates that if Product (X1), Price (X2), Place (X3) and Promotion (X4) are considered constant, but are influenced by variables outside the model, it is estimated that Consumer Purchase Interest (Y) will increase by 0.552
2. Product regression coefficient (X1) is 0.531, meaning that product increases by one unit, so Consumer Purchase Interest has increased by 0.531 with the assumption that other variables have a fixed value.
3. Price regression coefficient (X2) is 0.548, meaning that the price increases by one unit, so Consumer Purchase Interest will increase by 0.548 assuming other variables are fixed
4. Place regression coefficient (X3) is 0.613, meaning that place increases by one unit, so Consumer Purchase Interest will increase by 0.613 assuming other variables are fixed
5. Promotion regression coefficient (X4) is 0.329, meaning that promotion increases by one unit, so Consumer Purchase Interest will increase by 0.329 assuming other variables are fixed

### T-Test

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>		Collinearity Statistics		
		B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.552	.658		.838	.404		
	Product	.531	.083	.561	6.369	.000	.159	6.299
	Price	.548	.154	.501	3.559	.001	.062	16.036
	Place	.613	.104	.593	5.904	.000	.122	8.182
	Promotion	.329	.071	.364	4.648	.000	.201	4.975

Dependent Variable: Consumer Purchase Decision

- a. **Product variable (X1)** partially has a positive and significant effect (t-count value of product 6369. > ttable 1.985 and .0000 < 0.05 on (Consumer Purchase Interest) **at Old Market Tangerang**
- b. **Price variable (X2)** partially has a positive and significant effect (t value calculated price is 3559. > ttable 1.985 and .0000 < 0.05 on (Consumer Purchase Interest) **at Tangerang Old Market**
- c. **The place variable (X3)** partially has a positive and significant effect (the t-count value is 5.904 > ttable 1.985 and .0000 < 0.05 on (Consumer Purchase Interest) **at Tangerang Old Market**
- d. **Promotion variable (X4)** partially has a positive and significant effect (t value of Promotion 4.648. > ttable 1.985 and .0000 < 0.05 on (Consumer Purchase Interest) **at Tangerang Old Market**

#### F Test

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1069.360	4	267.340	178.855	.000 <sup>b</sup>
	Residual	142.000	95	1.495		
	Total	1211.360	99			

a. Dependent Variable: Consumer Purchase Decision

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

From the results of the F test, the results for the calculated F value of 178,855 with a significance value of 0.000 so that the calculated F value > F table or 178,855 > 2.70 or the significance level (sig) 0.000 < 0.05, it can be concluded that it has a simultaneous effect (together). ) between Products, Prices, Places, Promotions on Consumer Purchase Decisions at Tangerang Old Market

**Coefficient of Determination Test (R<sup>2</sup>)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940 <sup>a</sup>	.883	.878	1.223

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

b. Dependent Variable: Consumer Purchase Decision

Based on the results of calculations using SPSS for the window, the adjusted R<sup>2</sup> value in this study means that the variance in consumer buying interest can be explained by Promotion, Place, Product, Price through the model of .883% and the remaining 11.7% comes from other variables outside the promotion variable, place, product and price. Or in other words, the amount of contribution / contribution of .883 to Consumer Purchase Interest is 88.3%, the remaining 11.7% comes from other variables outside the variables of Product, Price, Place, Promotion.

**BIBLIOGRAPHY**

- Basu Swastha. (2012). *Manajemen Penjualan* (Edisi 3. Y).Liberty.Yogyakarta
- Basu Swastha, I. (2013). *Manajemen Pemasaran Modern*.(Edisi 6). Liberty.Yogyakarta
- Buchari Alma. (2015). *Manajemen Pemasaran dan Pemasaran Jasa* (Edisi 6). Alfabeta, Bandung.
- Hermanto, K., & Cahyadi, I. (2015). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Fast Food Ayam Goreng Tepung Di Kalangan Mahasiswa Universitas Kristen Petra Surabaya. *Jurnal Hospitaly Dan Manajemen Jasa*, 3, 361–387, 3.
- Kotler.P and Gary Armstrong. (2012). *Prinsip-Prinsip Pemasaran* (Edisi 3). Erlangga. Jakarta.
- Kotler, P. and G. A. (2012). *Prinsip-Prinsip Pemasaran* (Edisi 13j). Erlangga. Jakarta
- Peter dan Olson. (2014). *Perilaku Konsumen dan Strategi Pemasaran* (Edisi 9). salemba empat. Jakarta
- Sugiyono. (2017). *Metode Penelitian Kuantitatif,Kualitatif dan R&D*. CV. Alfabeta Bandung.
- Sujarweni.Wiratna. (2015). *SPSS untuk Penelitian*. Pustaka Baru Press.Yogyakarta
- Tjiotono, F. (2014). *Pemasaran Jasa* (Edisi 1). Banyumedia. Bandung