

The Influence Of The Marketing Mix On Consumer Purchase Decisions At Ud Various Gypsum Gowa District

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Abstrak

This study aims to determine the effect of the marketing mix on consumer purchasing decisions at Aneka Gypsum UD, Gowa Regency. The variables used in this research are product, price, promotion, and place as the independent variables while the purchase decision is the dependent variable. This research is a quantitative research. The data source in this study used primary data where data collection used the questionnaire method and the sample determination method used was the slovin formula so that a sample of 314 respondents was obtained. The results show that the T test (partial) on the product, price, and place variables has a positive and significant effect on purchasing decisions while promotion does not have a positive and significant effect on purchasing decisions. by F test (simultaneous) on product, price, promotion and place variables have a significant effect on purchasing decisions.

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

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INTRODUCTION

The building materials industry that continues to grow in Indonesia is very rapid, this is heavily influenced by changes in the latest business with the release of goods or services that offer a lot of advantages and uniqueness from each of these goods or services. One of the evidences that the development of the building materials industry is the emergence of many building materials shops.

As a result, this increase can also have an impact on competition in the business world with advances in technology and information so that consumers can have complete information about products, both goods and services. The more intense the competition in the market, the more sellers are guided to meet the needs and desires of consumers so they can make purchasing decisions. Purchasing decision is a decision-making process carried out to decide the need for goods and services that need to be purchased and identify, analyze and determine among various brands. Purchasing decisions occur when consumers are faced with using various choices to meet demand (Kotler and Armstrong, 2008: 233).

Marketing strategy is also a determining factor that can influence and control a consumer purchasing decision, namely product, price, promotion and place/distribution which are considered to use the marketing mix. Marketing mix means the word used to describe the combination of four inputs which is the core of an organization's marketing system. The combined structure of the marketing mix will depend on the marketing targets to be achieved

by the company, as well as consumer needs. The marketing mix has a very crucial role in achieving marketing objectives in the target market which includes the product as goods or services offered to consumers, price being the value of goods or services paid by consumers to be able to have these goods or services,

Marketing is one activity that is very important in the global business. In today's business conditions, marketing is a driving force to increase sales so that company goals can be achieved. Competition in the building materials industry is also experienced by UD Aneka Gypsum stores, which are a trading business that sells building material goods such as iron, gypsum board and several other products that are widely needed by the community to meet their needs and needs, be it a residence or an office. The UD Aneka Gypsum store is also a distributor for materials and provides installation of both ceilings and gypsum trim.

Table 1. UD Sales Data. Various Gypsum

No	Year	Gypsum Sales (units)	Sale Channels (units)	Hollow Sales (units)
1.	2019	68,400	72,000	120,000
2.	2020	22,800	18,000	54,000
3.	2021	45,600	42,000	96,000
4.	2022	57,000	60,000	108,000

Source: 2023 UD Assorted Gypsum Sales Data

From the table above it can be seen that sales at UD Aneka Gypsum change every year. Sales in 2020 have decreased and from 2021 to 2022 have increased. Therefore, the right and efficient marketing strategy can maintain or maintain sales.

Based on the background above, the researcher is interested in taking the title "**The Influence Of The Marketing Mix On Consumer Purchase Decisions At Ud. Various Gypsum**".

METHOD, DATA, AND ANALYSIS

This studi was carried out at UD Assorted Gypsum Jln Karaeng Makkawari, Samata, Kec. Somba Opu, Kab. Gowa, South Sulawesi, with timeless researchimore than twoimonth. Data types consist ofiquallitative dataaiis dataishapediwords, sentences, andipicture. This research is a quantitative research where quantitative data is data obtained in the form of numbers. This study uses numerical data from questionnaires or questionnaires to describe a variable with symptoms of the circumstances under study. The type of data in this study is quantitative data obtained from the results of the questionnaire. The data source in this research is by using primary data as data originating from research objects that are collected directly by researchers. As for the population in this study, namely the consumers of UD Aneka Gypsum, a total of 1,460 customers.

RESULT AND DISCUSSION

Result

UD Assorted Gypsum Store is a shop engaged in the sale of building materials such as iron, gypsum, ceramics, paint, roof tiles and other building materials. The initial establishment of the UD Aneka Gypsum store was to become an applicator of all types of building materials in 2000 and was inaugurated in 2016 which is located in the province of South Sulawesi, Gowa district, Somba Opu District, jl. Karaeng makkawari.

This shop provides a wide range of building material needs and provides installation of gypsum profiles, installation of light steel and private house designs or projects. The diversity of respondents based on gender can be seen in the following table:

Table 2. Gender of Respondents

Gender	Number of Respondents	Percentage
Man	238	75.8%
Woman	76	24.2%
Total	314	100%

Source: Primary Data Processed in 2023

Based on the gender characteristics of the respondents in the table, it shows that there were 238 male respondents and 76 female respondents. Most of the respondents who were mostly male were 238 people. The diversity of respondents based on age can be seen in the following table:

Table 3. Age of Respondents

Age	Number of Respondents	Percentage
17-24 Years	16	5.1%
25-30 Years	48	15.3%
31-40 Years	119	37.9%
41-50 Years	102	32.5%
51-60 Years	26	8.3%
60 and above	3	1.0%
Total	314	100%

Source: Primary Data Processed in 2023

Based on the age characteristics of the respondents in the table, it can be seen that 16 people aged 17-24 years, 48 people aged 25-30 years, 119 people aged 31-40 years, 102 people aged 41-50 years, 51- 60 years as many as 26 people and 60 years and over as many as 3 people. The use based on the highest age interval is at the age of 31-40 years.

To find out or measure the feasibility of a questionnaire. The validity test can use a correlation coefficient with a significant value of 5% or 0.05 which indicates that the statements are stated to be feasible or valid. In this study there were 314 respondents who filled out or answered the questionnaire, based on the number of respondents it was known that the r-table value was 0.111. Following are the results of the validity test with each statement:

Table 4. Validity Testing Results

Variable	Indicator	Calculated r value	Value r table	information
Product X 1	X1.1	0.832	0.111	valid
	X1.2	0.901	0.111	valid
	X1.3	0.884	0.111	valid
	X1.4	0.886	0.111	valid
X2 price	X2.1	0.837	0.111	valid
	X2.2	0.859	0.111	valid
	X2.3	0.859	0.111	valid

	X2.4	0.863	0.111	valid
X3 Promotion	X3.1	0.805	0.111	valid
	X3.2	0.745	0.111	valid
	X3.3	0.735	0.111	valid
	X3.4	0.844	0.111	valid
X4 place	X4.1	0.776	0.111	valid
	X4.2	0.832	0.111	valid
	X4.3	0.866	0.111	valid
	X4.4	0.808	0.111	valid
Y Purchase Decision	Y1	0.882	0.111	valid
	Y2	0.892	0.111	valid
	Y3	0.887	0.111	valid
	Y4	0.885	0.111	valid

Source: Primary Data Processed in 2023

Based on table above, shows that all statement items for each variable in this study have a value of $r_{count} > r_{table}$ so that it can be interpreted that all statement items are declared valid.

The reliability test is used to measure a questionnaire which is an indicator of the variable. A questionnaire is said to be a statement that is consistent or stable from time to time. The reliable level of a variable or research construct can be seen from the results of the Cronbach Alpha statistical test (a). Nunnally (1960) in Ghazali (2011), a variable or construct is said to be reliable if the Cronbach Alpha value is > 0.60 . The Alpha value is closer to one, the more reliable the reliability value is.

Table 5. Reliability Test Results

Variable	Cronbach value	alpha information
Product X1	0.898	Reliable
X2 price	0.876	Reliable
X3 Promotion	0.782	Reliable
X4 place	0.831	Reliable
Y Purchase Decision	0.909	Reliable

Based on the table, it shows the results of the reliability test that each variable statement gets a Cronbach alpha value above 0.6, so it can be declared reliable

The t test is used to test how each independent variable affects the dependent variable which is considered constant:

Table 6. T test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,267	.662		1914	.057
	Product	.221	.059	.212	3,748	.000
	Price	.341	.070	.327	4,841	.000
	Promotion	.116	.062	.115	1888	.060
	Place	.254	.057	.250	4,490	.000

a. Dependent Variable: Purchase Decision

Based on the table above the results obtained are as follows:

1. The product variable (X1) has a significant value of $0.000 < 0.05$ with $\alpha = 0.05$, $df = n-2$ or $df = 314-2 = 312$ and a Ttable value of 1.968 is obtained. So that $T_{count} > T_{table}$ is $3.748 > 1.968$ which is obtained in the product variable (X1) so that it can be concluded that this variable has a positive and significant effect on purchasing decisions (Y).
2. The price variable (X2) has a significant value of $0.000 < 0.05$ with $\alpha = 0.05$, $df = n-2$ or $df = 314-2 = 312$ and a Ttable value of 1.968 is obtained. So that $T_{count} > T_{table}$ is $4.841 > 1.968$ which is obtained for the price variable (X2) so that it can be concluded that this variable has a positive and significant effect on purchasing decisions (Y).
3. The promotion variable (X3) has a significant value of $0.000 < 0.05$ with $\alpha = 0.05$, $df = n-2$ or $df = 314-2 = 312$ and a Ttable value of 1.968 is obtained. So that $T_{count} > T_{table}$ is $1.888 > 1.968$ which is obtained on the promotion variable (X3) so that it can be concluded that this variable has no positive and significant effect on purchasing decisions (Y).
4. The place variable (X4) has a significant value of $0.000 < 0.05$ with $\alpha = 0.05$, $df = n-2$ or $314-2 = 312$ and a Ttable value of 1.968 is obtained. So that $T_{count} > T_{table}$ is $4.490 > 1.968$ which is obtained at place variable X4 so that it can be concluded that this variable has a positive and significant effect on purchasing decisions (Y).

Discussion

After conducting research and distributing questionnaires to consumers or buyers at UD Aneka Gypsum, then the data that has been collected is then processed using SPSS. Based on the results of data processing, the following discussion can be obtained.

Effect of Products on Purchasing Decisions

Based on the test results, the T test shows: that the product has a positive and significant effect on consumer purchasing decisions at UD Aneka Gypsum. So it can be interpreted that the first hypothesis is accepted. Meaning: if the product increases, the purchase decision will also increase (increase). The better the quality of the product being sold, the more attractive the buyer is to buy the product.

Based on the results of this study, it is in line with previous research conducted by: (Reppi et.al, 2022) which shows that: product variables partially have a significant positive effect on purchasing decisions at Hendra Motor Workshop Langowan.

Effect of Price on Purchasing Decisions

Based on the test results from the T test: it shows that, price has a positive and significant effect on consumer purchasing decisions at UD Aneka Gypsum. So it can be interpreted that the second hypothesis is accepted. Meaning: the price affects the purchase decision that is offered according to the consumer or buyer. The better the price will have an impact on the higher the purchase decision.

Based on the results of this study, it is in line with previous research conducted by (Siswoyo, 2022) which shows that the price test results have a significance value of 0.000 and is smaller than 0.05 and $t_{count} (5.119) > t_{table} (1.6630)$ which means that the price hypothesis has an influence on purchasing decisions is accepted.

The Effect of Promotion on Purchasing Decisions

Results: testing from the T test shows that promotion has no positive and significant effect on consumer purchasing decisions at UD Aneka Gypsum. So it can be interpreted that the third hypothesis is not accepted. This happens because consumers shop for what is needed, even though there is no promotion going on, consumers still buy at UD Aneka Gypsum.

Based on the results of this study, it is in line with previous research conducted by (Kanter, 2022) which shows that promotion has a significant negative effect on purchasing decisions

The Effect of Place on Purchasing Decisions

Results: testing from the T test shows that: place has a positive, and significant effect on consumer purchasing decisions at UD Aneka Gypsum. It means that the fourth hypothesis is accepted. This shows that the location of UD Aneka Gypsum is very strategic so that it can influence purchasing decisions.

Based on the results of this study: in line with previous research conducted by (Murtini et.al, 2019) Location variables have a positive and significant influence on consumer purchasing decisions in TB. PARTNER AGUNG Pangkalpinang. Evidenced by a t_{count} of: -1.680 and a t_{table} value of: 1.98498 with a significance of 0.096, due to finding a product, so that they get satisfaction with the services provided, they will make a repeat purchase.

CONCLUSION

Based on the formulation of the problem proposed, as well as the data analysis and discussion that was carried out in the previous chapter, it can be concluded in this chapter that:

1. Based on the results of testing the variables separately or partially (T test), it can be concluded that the variables Product (X1), Price (X2), Place (X4) have a positive and significant effect on purchasing decisions (Y) while Promotion (X3) has no effect positive and significant to the purchase decision (Y).
2. Based on the results of testing the variables simultaneously or simultaneously (F test), it can be concluded that the variable variables Product (X1), Price (X2), Promotion (X3) Place (X4) affect the purchasing decision (Y)

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