

## THE AFTERMATH OF MARKETING MIX ON DECISIONS CONSUMER PURCHASES FROM TRADING COMPANIES (Case Study at “UD. MAJU” in Surabaya)

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### Abstract

Companies that implement a quality management system within their company are organization, customer and market oriented, by combining the search for existing facts and problem solving. Companies should not only sell their products, but must know consumers' needs and desires. Knowledge of consumer behavior is essential to good marketing practices. Satisfaction in marketing should start by carrying out an analysis of consumer behavior in the right situation. This will at least encourage company managers to carry out what marketing activities should be proposed, planned and carried out. Therefore, companies must have tools in their marketing which are more commonly referred to as marketing mix which includes product, price, location and promotion. This research uses primary data, namely data obtained directly from respondents' answers by distributing questionnaires and secondary data, namely data obtained from the company that is used as the object of research. The analysis technique used in this research is multiple linear regression analysis. Meanwhile, the statistical test uses the F test and t test. The research results obtained using the SPSS program with the results of multiple linear regression analysis obtained by the F test show that there is a significant influence between the independent variable and the dependent variable with the calculated F value (22.573) > F table (2 .50). For the t test, it can be seen that the product variable (X1) has a significant influence on consumer purchasing decisions (Y) with a calculated t value (3.728) > t table (1.9944), the price variable (X2) has a significant influence on purchasing decisions consumer (Y) with a calculated t value (4.072) > t table (1.9944), the location variable (X3) has a significant influence on consumer purchasing decisions (Y) with a calculated t value (3.080) > t table (1.9944), while the promotion variable (X4) has a significant influence on consumer purchasing decisions (Y) with a calculated t value (3.230) > t table (1.9944).

## INTRODUCTION

### Background of the problem

With increasing global competition in the industrial sector which is associated with increasingly rapid technological progress and the variety of products produced, this has pushed the industrial world towards competition by making changes in the fields of strategic management and technology. In order to respond to these changes, practitioners working in the industrial sector emphasize the importance of strategic management in operations and quality management in order to gain benefits from competition.

It is admittedly difficult for marketers to know consumers' desires for goods and services, because what they want is so complex. The aim of marketing itself is to influence potential buyers to choose and buy the goods or services offered. To get consumers or customers, the company is expected to be able to use marketing mix tools well to attract consumers to make purchasing decisions. Companies must be aware of this, so they must try to implement a marketing mix in their marketing strategy. Meanwhile, consumer purchasing decisions form a consumer behavior model which is the actions directly involved in obtaining, consuming and producing products, including the purchasing decision process that precedes and follows these actions.

Another phenomenon that can be taken is that completeness of goods and smooth

supply are two things that are their strengths to outperform their competitors. Completeness of goods does not mean that they are completely available, but at least they provide products that people usually need. We strive to ensure that the completeness of goods and products is uninterrupted, we ensure that consumers do not go home empty-handed because what they are looking for is not there. Apart from that, choosing a strategic location and promotion are also factors that increase business success. The location chosen must take into account proximity to consumers, ease of reach, distance to suppliers which affect the continuity of delivery of goods sold. As well as implementing promotions, efforts are also made to be more accessible to consumers so that they can share opinions between one consumer and another.

This problem can work according to theory, as long as the marketing mix goes well so that consumers' decisions to buy from the UD Maju trading company are satisfied. Based on the description above, the research carried out was to provide information regarding "The Influence of Marketing Mix on Consumer Purchasing Decisions at the UD Maju Trading Company in Surabaya".

## LITERATURE REVIEW

### Theoretical basis

#### Understanding Marketing Mix (Marketing Mix)

As previously mentioned, the marketing mix is a tool for marketers which consists of

various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning that has been determined can run successfully. The marketing mix for

goods products that we know so far is different from the marketing mix for service products. This is related to the differences in the characteristics of services and goods. In Lupiyoadi (2001: 58), product marketing mix includes 4Ps: Product, Price, Place and Promotion. As a mix, these elements influence each other so that if one is not properly organized it will affect the overall marketing strategy.

For this reason, Lupiyoadi (2001: 58) states that the marketing mix elements consist of four things, namely:

1. Products
2. Price
3. Location
4. Promotion

### **Products**

In Lupiyoadi (2001: 58), says that a product is a whole concept of an object or process that provides a number of beneficial values to consumers. What needs to be considered in products is that consumers do not only buy the physical product but also buy the benefits and value of the product which is called "the offer". Especially for service products that we know do not result in a transfer of ownership from the service provider to the consumer. What is meant in the product discussion here is the total product consisting of:

- a) Core or generic product (The Core or Generic Product)
- b) The expected product (The Expected Product)
- c) Additional Products (The Augmented Product).
- d) Potential product (The Potential Product).

This is when a company aggressively searches for new ways to satisfy customers or differentiate the company's products from competitors.

The product is an element that must be paid attention to by business entities, because the product is the basis for an exchange process and creates satisfaction for customers.

The definition of a product according to Kotler and Armstrong (1996: 429) is as follows: "A collection of real and intangible attributes that can be offered to the market to get attention, to be purchased, used, or consumed that can fulfill a want or need." Meanwhile, the definition of product according to Stanton (1997: 168-169) is as follows: "in the form of real and intangible attributes, be it shape, color, price, quality and estimates of service and reputation for the seller. Products are good goods, services, places and ideas."

According to Kotler (1997: 52) says that a product is anything that can be offered to the market to satisfy wants and needs. Products can be goods, services, places, people or ideas. This means that for products that are sold or marketed, both products and services must have attributes that support the product to attract consumers' interest in making purchases, apart from that, the products offered must be able to meet and satisfy the needs and desires of consumers.

The definition above provides an explanation that a product can satisfy customers not only from the product itself, but is more emphasized or felt from the benefits of the product.

### **Price (Pricing)**

According to Alma (2000: 63) that "the price of an item is what the seller feels the buyer is able to pay. Then some of these prices are fixed, and some are reached by bargaining." So the true definition of price is the value achieved by the seller and buyer regarding a good or service.

Meanwhile, the definition of price according to Stanton (1997: 221), is "The price of a product or service is the main determining factor of market demand. Price affects the competitive position and share or market share in the company. It is natural that prices have no small influence on a company's revenue and net profit."

### **Location**

According to Kotler and Armstrong (1996: 258) define location as follows: "A place where a form of business carries out its activities or a place where potential buyers can easily obtain goods or services".

Place in service is a combination of location and decisions regarding distribution channels, in this case related to how to deliver products to consumers and where the strategic location is. Location means relating to where the company must be headquartered and carry out operations.

According to Lupiyoadi (2001: 80), location is a decision made by a company regarding where its operations and staff will be placed. In Lupiyoadi (2001: 61) there are three types of interactions that influence location, namely:

1. Consumers who visit producers or companies, if the situation is like this then location becomes very important. Companies should choose places close to consumers so they are easy to reach, in other words they must be strategic.

2. The product giver goes to the consumer, in this case the location is not too important, but what must be taken into account is that the product given must remain of high quality.
3. Product providers and consumers do not meet directly

### **Promotion (Promotion)**

Tjiptono (2002: 219) explains his opinion that promotion is one of the determining factors for the success of a marketing program, meaning marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the product offered by the company concerned.

Meanwhile, according to Sitaningrum (2002: 98), the meaning of promotion is a company's efforts or activities to influence actual and potential consumers so that they want to purchase the products offered, now or in the future.

Furthermore, Lupiyoadi (2001: 62) states that the promotion mix consists of:

1. Advertising is a form of impersonal communication used by companies for goods or services.
2. Personal selling, is an intermediary for personal interaction between service providers and consumers.
3. Sales promotion, is an activity intended to increase the flow of goods or services from producers to final sales.
4. Public relations, is another important marketing tip, where the company does not have to deal only with customers, suppliers and distributors, but it also has to deal with a larger group of public interests.

5. Word of Mouth, is communication between customers and other customers who are experienced in receiving the service
6. Direct Marketing, is a tool or means used in promotion.

### Buying Decision

The decision to purchase taken by the buyer is actually a collection of a number of decisions. Every buying decision has as much structure as component goals. These components will be discussed below in relation to purchasing a product, for example an electronic product in the form of a radio (Swastha and Handoko; 2000: 102):

1. Decision about product type
2. Decisions About Product Shape
3. Brand decisions
4. Decision about the seller
5. Decision on product quantities
6. Decision about timing of purchase
7. Decision on payment method

### Consumer Decision Making Process

The process of consumers making purchasing decisions must be understood by company marketers with the aim of creating the right strategy. The process of

making consumer decisions in purchasing products cannot be considered the same, for example purchasing toothpaste has a different process from purchasing bath soap or shampoo. Assael (1995: 14) developed a typology of consumer decision-making processes based on two dimensions, namely:

1. Level of decision making
2. Level of involvement in purchasing

There are four types of consumer purchasing processes, namely: complex decision making, limited decision making, brand loyalty, and inertia. Low-involvement purchases result in limited decision-making behavior. Consumers sometimes make decisions, even though they have low involvement with the product. Consumers lack understanding of product categories, information searches and evaluations are more limited compared to complex processes. Examples of products are various snacks, cereals, and so on. Limited decision making also occurs when consumers look for variety. If engagement is low, consumers will easily change brands due to boredom and try other brands. Variety-seeking behavior occurs when the risk is small and there is little or no commitment to a brand.

### Image of Consumer Decision Making

	High Involvement Purchase Decision	Low Involvement Purchase Decision
Decision Making (information search consideration of brand alternatif)	Complex Decision Making (autos electronic, photography)	Variety Seeking (adult cereal, snack foods)
Habit (Little or no information search consideration of only one brand)	Brand Loyalty (athletic shoes, adult cereal)	Inertia (canned vegetables, paper towels)

Source: Henry Assael, Consumer Behavior or and Marketing Action, Fourth Edition, PWS-KENT Publishing Company, Boston, Massachusetts, 1995, p. 14

**The explanation of the four purchasing decisions is as follows:**

1. Complex Decision Making
2. Brand Loyalty
3. Limited decisions (Limited Decision Making)
4. The fourth selection process is inertia

**The Influence of Marketing Mix on Consumer Purchasing Decisions**

Marketers are obliged to understand consumers, know what they need, what their tastes are and how they make decisions. So that marketers can produce goods or services that suit consumer needs. A deep understanding of consumers will enable marketers to influence consumer decisions, so that consumers want to buy what the marketer offers. Intense competition between products means that consumers have an increasingly strong position in bargaining (Sumarwan, 2003: 32).

Consumer purchasing decisions are influenced or supported by the formation of the marketing mix, because if the marketing mix is well formed then consumers can easily make purchasing decisions. The marketing mix process for products purchased through the decision process can form high involvement (Mowen, 2002: 8). For example, promotion is selling products through skilled salespeople who can use strong arguments in conveying messages. Likewise, in terms of pricing, you must be able to consider charging a premium price, avoid using frequent sales and consider a price bargaining policy with customers. Likewise, when making purchasing decisions, consumers determine the product they will choose. They see the good

quality of the product after they will choose the nearest location to consume it. (Mowen, 2002: 8).

**Hypothesis**

Based on the background of the problem, problem formulation, and research objectives, the following hypothesis is proposed in the research:

- a) There is an influence of product, price, location and promotion variables on consumer purchasing decisions at the UD Maju trading company in Surabaya.
- b) The price variable has a dominant influence on consumer purchasing decisions at the UD Maju trading company in Surabaya.

Companies that have competence in the fields of marketing, manufacturing and innovation can make its as a source to achieve competitive advantage (Daengs GS, et al. 2020:1419). The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5). Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560). Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14). Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa data mentah. Metode survei adalah metode pengumpulan data primer dengan menggunakan pertanyaan tertulis( Kumala Dewi, Indri et all, 2022 : 29). The Research model or framework is intended to further clarify the essence of the discussion of previous research result and the theoretical basis in the research, including the

relationship between influential variables.  
(Enny Istanti, et al. 2024 : 150).

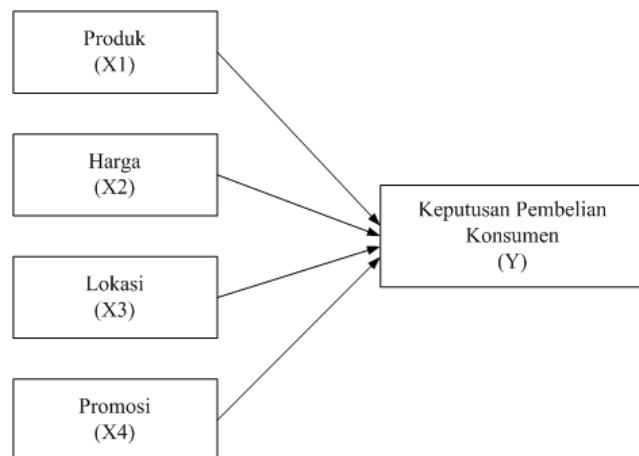
### Research Approach

This research uses a quantitative approach by formulating a hypothesis and then conducting statistics to accept or reject the hypothesis. In this research, causal relationship analysis is used, namely to determine the influence that the

## RESEARCH METHODS

independent variable has on the dependent variable. In this research, the study is formal, namely research that is structured and aims to test hypotheses or answer research questions that have been asked. To see the research picture, a conceptual framework can be formed as follows:

### Conceptual Framework Drawing



### Population and Sample

#### Population

The population used in this research is all consumers who have purchased various types of paper at UD Maju in Surabaya at least twice.

#### Sample

The sample in this study used Non Probability Sampling, namely a sampling technique that does not provide an equal chance for each element or member of the population to be selected as a sample. (Sugiyono, 2004:77).

Meanwhile, the method used is purposive sampling where sample members are determined based on certain characteristics which are considered to have a close

relationship with the characteristics of the population. (Sugiyono, 2004:78). Based on time considerations in accordance with the research objectives, the number of samples taken was 75 consumers who had purchased various types of paper at UD Maju in Surabaya.

### Research Variables and Operational Definitions

#### Research Variables

In order to determine the variables that will be used in this research, they are:

1. The dependent variable is consumer purchasing decisions (Y)
2. Independent variables, namely product (X<sub>1</sub>), price (X<sub>2</sub>), location (X<sub>3</sub>) and promotion (X<sub>4</sub>).

### **Operational Definition**

The operational definition of the variables used in this research is:

1. Consumer purchasing decisions (Y) are direct actions in obtaining, consuming and producing products or services for consumers. This variable is measured with the following indicators:

- a) Always buy various paper needs at UD Maju Surabaya.
- b) Providing the best brand of a product to consumers.
- c) Providing a variety of good quality products.
- d) The purchasing time for consumers is not too long.

2. Product (X1) is the entire concept of an object or process that provides a number of beneficial values to consumers. This variable is measured with the following indicators:

- a) The products available are complete and high quality.
- b) Grouping and placing goods in an orderly manner.
- c) The place for payment is clean and comfortable.
- d) Making payments is very thorough and fast so that consumers' time in purchasing is efficient.

3. Price (X2), namely the monetary unit or other measure that is exchanged to obtain the right to own or use a good or service. This variable is measured with the following indicators:

- a) The level of sales price competition with other competitors.
- b) The price of goods is adjusted to the quality of the product provided.
- c) Ease of requesting products and prices for consumers.
- d) Prices have achieved target goals and maintained the company's survival.

4. Location (X3), namely the decision made by the company regarding where its operations and staff will be located. This variable is measured with the following indicators:

- a) Determining the strategic location of UD Maju Surabaya.
- b) UD Maju Surabaya is within reach of consumers who want to buy.
- c) It is very easy and safe to enter the parking location at UD Maju Surabaya.
- d) Communication between UD Maju Surabaya and consumers.

5. Promotion (X4), namely various activities carried out by the company to introduce its products, convince and remind the benefits of the product and show the features of the product. This variable is measured with the following indicators:

- a) Implementation of promotions carried out.
- b) Intermediary at UD Maju Surabaya in carrying out its duties.
- c) Promotions carried out by UD Maju Surabaya marketing to increase the flow of consumer demand.
- d) Promotions carried out between one customer and another customer.

The measurement scale uses a Likert scale, while the measurement is by giving a score to the answer chosen by the respondent. The alternative answers are: 1 = Strongly disagree; 2 = Disagree; 3 = Neutral or Normal; 4 = Agree; 5 = Strongly Agree

### **Research Limitations and Assumptions**

#### **Research Limitations**

The limitation of the research is that it only examines consumer purchasing decision variables (Y), product (X1), price (X2), location (X3) and promotion (X4).

### Research Assumptions

The research assumption used in this research is to use a significance level of 5%.

### Data Types and Sources

#### Data Type

In discussing this research, accurate data is needed, so the type of data used in this research is:

1. Qualitative data is data that is in the form of information based on a theoretical approach and logical thinking.
2. Quantitative data is data in the form of numbers and presented in table form based on mathematical and statistical calculations.

#### Data source

The data source is the origin of data collection, where the data sources in this research are:

##### A. Primary data

This is data and information obtained directly from the object under study, either individuals or staff from the company under study, namely using a questionnaire technique, with a programmed and structured list of questions addressed to the company concerned which is included in the research object.

##### B. Secondary data

Namely, existing data compiled by the company, existing organizational structures and others, generally provides an overview of the company's condition.

### Models and Analysis Techniques

In accordance with the formulation and objectives of the proposed research, namely wanting to know the influence of product variables ( $X_1$ ), price ( $X_2$ ), location ( $X_3$ ) and promotion ( $X_4$ ) on consumer purchasing decisions ( $Y$ ). The analysis that will be used in this research is a multiple

linear regression model with the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 \dots \dots \dots \text{(Sugiyono, 2004:211)}$$

Where :

$$Y = \text{Consumer Purchase Decision}$$

$$X_1 = \text{Product}$$

$$X_2 = \text{Price}$$

$$X_3 = \text{Location}$$

$$X_4 = \text{Promotion}$$

$$\beta_1 \dots \beta_4 = \text{Regression Coefficient}$$

$$\alpha = \text{Constant}$$

### Hypothesis Testing

#### 1. F Test

To determine the relationship simultaneously or jointly between the independent variable and the dependent variable. Simultaneous hypothesis testing is carried out using the F test (F test). With the following equation:

$$F_{\text{hitung}} =$$

$$\frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

$$\dots \dots \dots \text{(Sudjana, 1997:108)}$$

Information :

$R$  = Coefficient of multiple determination.

$k$  = Number of independent variables.

$n$  = Number of observations.

The form of hypothesis proposed for testing is:

(1)  $H_0 : \beta_1 \dots \beta_4 = 0$  (The independent variable does not have a simultaneous effect on the dependent variable)

(2)  $H_1 : \beta_1 \dots \beta_4 \neq 0$  (The independent variable has a simultaneous effect on the dependent variable)

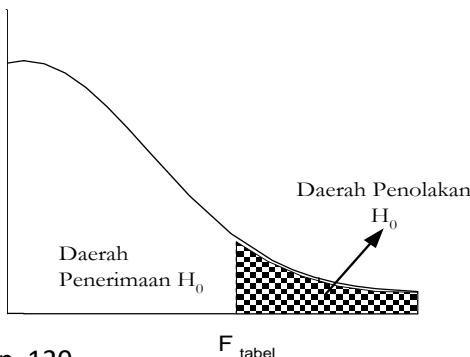
The testing rules are as follows:

a) If  $F_{count} > F_{table}$  then  $H_0$  is rejected and  $H_1$  is accepted, meaning that the independent variable simultaneously influences the dependent variable.

b) If  $F_{count} \leq F_{table}$  then  $H_0$  is accepted and  $H_1$  is rejected, meaning that simultaneously the independent variable has no effect on the dependent variable.

c) In this study, a significance level of 0.05 was used with degrees of freedom ( $n - k - 1$ ), where  $n$  = number of observations and  $k$  = number of independent variables.

Image of Distribution Curve for Simultaneous Acceptance or Rejection of Hypotheses



Source: Supranto, J., 1997, p. 120.

## 2. T test

The partial regression test is to determine the influence of independent variables partially or individually and to determine which variables have a dominant and significant influence using the t test (calculated t). With the following equation:

$$t_{count} = \frac{b_i}{S_e(b_i)}$$

(Sudjana, 1997:111)

Information :

$b_i$  = Regression coefficient

$S_e(b_i)$  = Standard error

The form of hypothesis intended for testing is as follows:

1)  $H_0 : \beta_1 \dots \beta_4 = 0$  (The independent variable has no partial effect on the dependent variable)

2)  $H_0 : \beta_1 \dots \beta_4 \neq 0$  (The independent variable has a partial effect on the dependent variable)

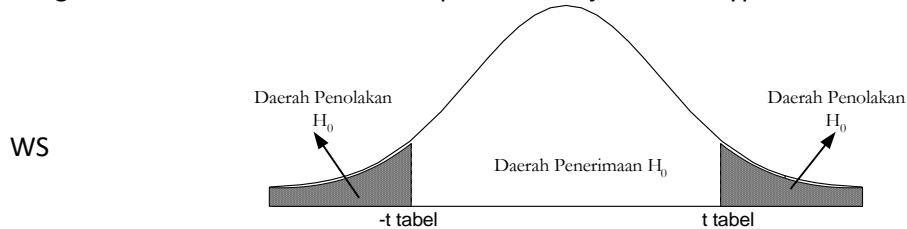
The test rules are as follows:

a. If  $t_{count} > t_{table}$  or  $-t_{count} < -t_{table}$  then  $H_0$  is rejected and  $H_1$  is accepted, which means there is an influence between the independent variable and the dependent variable.

b. If  $-t_{table} \leq t_{count} \leq t_{table}$  then  $H_0$  is accepted and  $H_1$  is rejected, which means there is no influence between the independent variable and the dependent variable.

c. In this study, a significance level of 0.05 was used with degrees of freedom ( $n - k - 1$ ), where  $n$  = number of observations and  $k$  = number of independent variables.

**Image of Distribution of Partial Acceptance or Rejection of Hypothesis**



Source: Supranto, J., 1997, p. 122.

**RESULTS AND DISCUSSION**

**Description of Research Results**

**Data Analysis and Hypothesis Testing**

**Multiple Regression Analysis**

Where from the results of calculations using a computer with the SPSS (Statistical Program for Social Science) program application under Windows operation.

Table Regression Analysis Between Product, Price, Location and Promotion Variables on Consumer Purchasing Decisions

No.	Variable	Regression Coefficients	Std. Error
1.	Constant	1,579	0,553
2.	Product (X <sub>1</sub> )	0,334	0,089
3.	Price (X <sub>2</sub> )	0,422	0,104
4.	Location (X <sub>3</sub> )	0,306	0,099
5.	Promotion (X <sub>4</sub> )	0,313	0,097
$R = 0,751$			
$R^2 = 0,563$			

Source: attachment 3

Based on the table, the multiple linear regression equation is obtained as follows:

$$Y = 1,579 + 0,334 X_1 + 0,422 X_2 + 0,306 X_3 + 0,313 X_4$$

From the equation above it can be explained as follows:

The constant (a) of 1.579 shows the magnitude of the influence of the relationship between product, price, location and promotion on consumer purchasing decisions, meaning that if the independent variable is equal to constant, it

is predicted that consumer purchasing decisions (Y) will increase by 1.579.

The regression coefficient for product (X<sub>1</sub>) is 0.334. This means that if the product form (X<sub>1</sub>) increases one unit, then consumer purchasing decisions (Y) will increase by 0.334. Assuming price, location and promotions are fixed.

The regression coefficient for price (X<sub>2</sub>) is 0.422. This means that if the price (X<sub>2</sub>) increases one unit, then consumer purchasing decisions (Y) will increase by

0.422. Assuming the product, location and promotion are fixed.

The regression coefficient for location (X3) is 0.306. This means that if location (X3) increases by one unit, then consumer purchasing decisions (Y) will increase by 0.306. Assuming the product, price and promotion are fixed.

The regression coefficient for promotion (X4) is 0.313. This means that if promotions (X4) increase by one unit, then consumer purchasing decisions (Y) will increase by 0.313. Assuming the product, price and location are fixed.

Based on the table, it is known that the coefficient of determination (R Square) is 0.563, this shows that around 56.3% of consumer purchasing decisions can be explained by product, price, location and promotion. Meanwhile, the remaining

43.7% is influenced by other variables outside the equation (regression model).

The correlation coefficient (R) is the second measure that can be used to find out how closely a variable is related to other variables. The correlation coefficient (R) value is 0.751, meaning that the close relationship between consumer purchasing decisions and products, prices, locations and promotions is strong. The definition is strong because the number is above 0.5 (Santoso, 2000:167).

### Hypothesis Testing

#### 1. F Test

To determine the effect of the independent variables simultaneously or as a whole on the dependent variable, the F test is used. In the table, a variance analysis of the relationship simultaneously or as a whole is presented.

**Table of Simultaneous Influence Analysis Results**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,376	4	7,094	22,573	
	Residual	21,999	70	,314		
	Total	50,375	74			

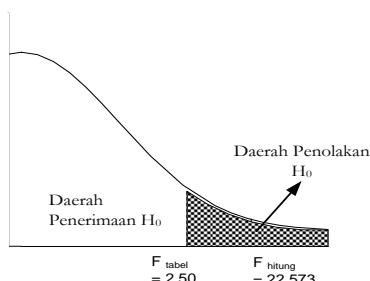
a. Predictors: (Constant), Promosi (X4), Produk (X1), Lokasi (X3), Harga (X2)

b. Dependent Variable: Keputusan Pembelian Konsumen (Y)

Source: attachment 3

From the calculations, the calculated F value is  $22.573 > F$  table 2.50, which means that product, price, location and promotion simultaneously influence consumer purchasing decisions.

Image of Distribution of Hypothesis Acceptance/Rejection Criteria Simultaneous or Overall



## 2. t test

To determine the influence of each independent variable partially or individually on the dependent variable, t test analysis is used.

**Table of Partial Influence Analysis Results**

Variable	t counting	t table	Sig	Partial Correlation	
				r	$r^2$
Product ( $X_1$ )	3,728	1,9944	0,000	0,407	0,166
Price ( $X_2$ )	4,072	1,9944	0,000	0,438	0,192
Location ( $X_3$ )	3,080	1,9944	0,003	0,346	0,120
Promotion ( $X_4$ )	3,230	1,9944	0,002	0,360	0,130

Source: attachment 3

Based on the table above it can be explained as follows:

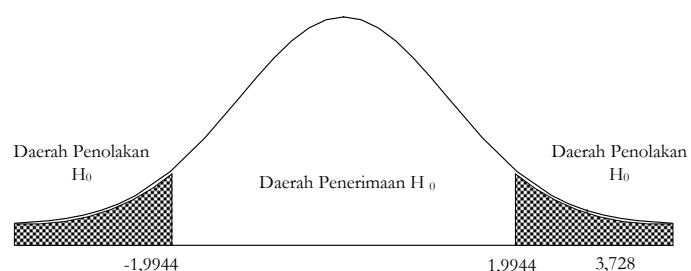
a. Partial influence between product variables ( $X_1$ ) on consumer purchasing decisions (Y).

Based on table the calculated t value for the product variable ( $X_1$ ) is 3.728, because the calculated t is greater than the t table of 1.9944, so that partially the product

variable ( $X_1$ ) has a real influence on consumer purchasing decisions.

The partial  $r^2$  value for the product variable ( $X_1$ ) is 0.166, meaning that the product variable ( $X_1$ ) is able to explain the consumer purchasing decision variable by 16.6%. Meanwhile, the remaining 83.4% is influenced by other variables outside the equation (regression model).

**Image of Regional Distribution of Acceptance/Rejection of the Product Hypothesis Consumer Purchase Decisions**



b. Partial influence between the price variable ( $X_2$ ) on consumer purchasing decisions (Y).

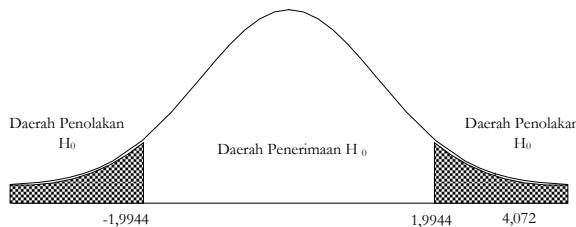
Based on table the calculated t value for the price variable ( $X_2$ ) is 4.072, because the calculated t is greater than the t table of 1.9944, so that partially the price variable

( $X_2$ ) has a real influence on consumer purchasing decisions.

The partial  $r^2$  value for the price variable ( $X_2$ ) is 0.192, meaning that the price variable ( $X_2$ ) is able to explain the consumer purchasing decision variable by 19.2%. Meanwhile, the remaining 80.8% is

influenced by other variables outside the equation (regression model).

**Image of regional distribution of acceptance/rejection of the price hypothesis  
Consumer Purchase Decisions**

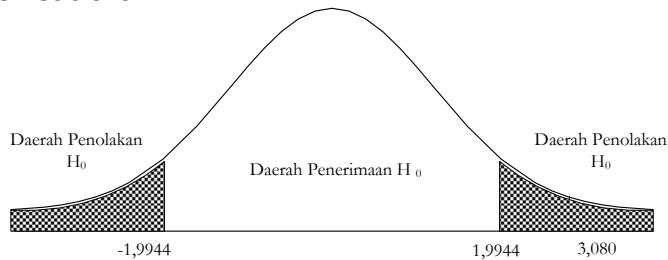


c. Partial influence between location variables (X3) on consumer purchasing decisions (Y).

Based on table, the calculated t value for the location variable (X3) is 3.080, because the calculated t is greater than the t table of 1.9944, so that partially the location variable (X3) has a real influence on consumer purchasing decisions.

The partial  $r^2$  value for the location variable (X3) is 0.120, meaning that the location variable (X3) is able to explain the consumer purchasing decision variable by 12.0%. Meanwhile, the remaining 88.0% is influenced by other variables outside the equation (regression model).

**Image of Regional Distribution of Acceptance/Rejection of Location Hypothesis  
Consumer Purchase Decisions**

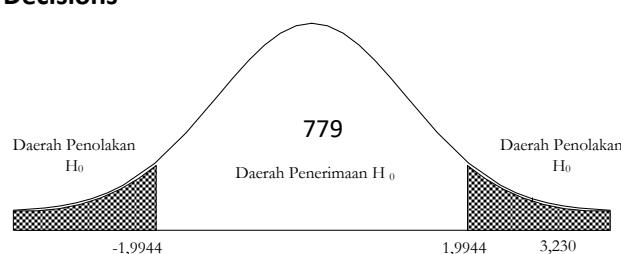


d. Partial influence of promotional variables (X4) on consumer purchasing decisions (Y).

Based on table, the calculated t value for the promotion variable (X4) is 3.230, because the calculated t is greater than the t table of 1.9944, so that partially the promotion variable (X4) has a real influence on consumer purchasing decisions.

The partial  $r^2$  value for the promotion variable (X4) is 0.130, meaning that the promotion variable (X4) is able to explain the consumer purchasing decision variable by 13.0%. Meanwhile, the remaining 87.0% is influenced by other variables outside the equation (regression model).

**Image of regional distribution of acceptance/rejection of the promotion hypothesis  
Consumer Purchase Decisions**



## DISCUSSION

From the results of the regression analysis and hypothesis verification, it can be concluded that product, price, location and promotion influence consumer purchasing decisions. This means that consumer purchasing decisions are formed by a marketing mix consisting of product, price, location and promotion. These results are in accordance with the opinion of Mowen (2002: 8) who states that consumer purchasing decisions are influenced or supported by the formation of the marketing mix, because if the marketing mix is well formed then consumers can easily make purchasing decisions. The marketing mix process for products purchased through the decision process can form high involvement.

Based on the research results, it can be seen that products influence consumer purchasing decisions, this means that companies should not only sell their products but must know consumers' needs and desires. This result is in accordance with the opinion of Kotler (1997: 52) who says that a product is anything that can be offered to the market to satisfy wants and needs. Products can be goods, services, places, people or ideas. This means that for products that are sold or marketed, both products and services must have attributes that support the product to attract consumers' interest in making purchases, apart from that, the products offered must

be able to meet and satisfy the needs and desires of consumers.

Based on the research results, it can be seen that price influences consumer purchasing decisions, this means that the price level set influences the quantity sold. Pricing affects total revenue and total costs, so pricing decisions and strategies play an important role in every company. Prices in the marketing mix, on the one hand, show income and on the other hand show the costs of setting prices which must be taken into account carefully because price setting not only affects the profits received by the company, but in the long term greatly affects the sales of products or services in the market which ultimately will have an impact on the survival of the company as a whole. If the price is set too low, it will result in consumer perceptions of the product or service being bad. Because the price of a product or service is the main determining factor in market demand. Price affects the competitive position and share or market share in the company. It is natural that prices have no small influence on a company's revenue and net profit (Stanton, 1997: 221).

Based on the research results, it can be seen that location influences consumer purchasing decisions, this means that strategic location is one of the factors that supports consumers in deciding to buy products offered at that location. Apart from the strategic location, comfort, easy

access, adequate parking facilities and not prone to traffic jams also influence consumers' decisions to visit that location. Location really depends on market criteria and the nature of the service itself. For example, in goods delivery services, if the market wants fast and timely delivery and the nature of the goods is not durable, then the location chosen must be strategic and the channel chosen should be direct sales so that it can be controlled. Because location is a place where a form of business carries out its activities or a place where prospective buyers can easily obtain goods or services (Kotler and Armstrong, 1996: 258).

Based on the research results, it can be seen that promotions influence consumer purchasing decisions, this means that promotions are one of the determining factors for the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it and are not sure that the product will be useful for them, then they will never buy it. These results are in accordance with the opinion of Tjiptono (2002: 219) who explains that promotion is one of the determining factors for the success of a marketing program, meaning marketing activities that seek to disseminate information, influence/persuade, and/or

remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question. This research will be conducted in three phases: measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi, et al., 2023 ; 970) Melalui proses tersebut, karyawan diberikan pelatihan dan pengembangan yang relevan dengan kinerja pekerjaannya, sehingga diharapkan dapat menjalankan tanggung jawab pekerjaannya dengan sebaik - baiknya. (Abdul Aziz Sholeh et.al. 2024 :82) Memilih merupakan bagian dari suatu upaya pemecahan sekaligus sebagai bagian dari proses pengambilan keputusan. Oleh karena itu dibutuhkan keputusan pembelian yang tepat (Kristiawati Indriana et.al. 2019 : 28) Kerja sama antara pemerintah, industri, lembaga penelitian dan masyarakat sipil dalam merancang menerapkan, Komitmen dan kerja sama yang kuat dari seluruh pemangku kepentingan menjadi kunci keberhasilan upaya - upaya tersebut. (Gazali Salim et al. 2024 : 63) The SERVQUAL model includes calculating the difference between the values given by customers for each pair of statements related to expectations and perceptions (Diana Zuhro et al. 2024 : 98)

## CONCLUSION

Based on the results of the research analysis, a conclusion can be drawn in accordance with the problem formulation and objectives that have been set. The conclusions that can be put forward are:

1. Product, price, location, and promotion variables simultaneously influence consumer purchasing

decisions at the UD Maju trading company in Surabaya.

2. Product, price, location, and promotion variables partially influence consumer purchasing decisions at the UD Maju trading company in Surabaya.
3. The price variable has the most dominant influence on consumer purchasing decisions at the UD Maju trading company in Surabaya.

## SUGGESTION

Based on research and observations, it shows that product, price, location and promotion significantly influence consumer purchasing decisions and have been proven to be true. So what the company needs to do is as follows:

- 1) UD Maju Surabaya must maintain product quality and quality well, for example by providing the best products for consumers according to consumer needs and desires.
- 2) UD Maju Surabaya should set prices well, by adjusting the price of goods to the benefits of the product used.
- 3) It would be best for UD Maju Surabaya to maintain the company's location in a strategic and busy place that is frequently passed by many people, and is easy to reach by public transportation.
- 4) UD Maju Surabaya should continue to improve promotions by paying attention to promotional techniques that are more relevant or aimed at consumers, for example by providing discounts or discounts so that they attract consumers' interest in buying at UD Maju Surabaya.

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