

**UPSHOT OF MARKETING MIX ON CONSUMER PURCHASE DECISIONS AT TRADING COMPANY "UD. ABC" IN SURABAYA**Achmad Daengs GS<sup>1</sup>, Enny Istanti<sup>2</sup><sup>1</sup>University of 45 Surabaya<sup>2</sup>Universitas Bhayangkara Surabaya**Info Article***History Article:*

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*Keywords:**Marketing Mix, Purchase**Decision, Product, Price,**Place, Promotion***Abstract**

Companies that implement quality management systems are oriented toward organization, customers, and the market by combining fact-finding and problem-solving approaches. Companies should not merely focus on selling their products, but must also understand consumer needs and wants. Knowledge of consumer behavior is essential for effective marketing practices. Customer satisfaction in marketing should begin with an analysis of consumer behavior based on the evolving situation. This, at the very least, should encourage company managers to determine what marketing activities should be proposed, planned, and executed. Therefore, companies must have marketing tools, commonly referred to as the marketing mix, which includes product, price, place, and promotion. This research uses primary data obtained directly from respondents through questionnaires, and secondary data sourced from the company being studied. The analytical method used in this research is multiple linear regression analysis, with statistical testing using F-test and t-test. The research findings using SPSS software through multiple linear regression analysis show that the F-test result indicates a significant influence between independent variables and the dependent variable, with an F-count value of 22.573 > F-table value of 2.50. For the t-test, it is found that:

- The product variable (X1) significantly influences consumer purchase decisions (Y) with a t-count of 3.728 > t-table of 1.9944.
- The price variable (X2) significantly influences consumer purchase decisions (Y) with a t-count of 4.072 > t-table of 1.9944.
- The place variable (X3) significantly influences consumer purchase decisions (Y) with a t-count of 3.080 > t-table of 1.9944.
- The promotion variable (X4) significantly influences consumer purchase decisions (Y) with a t-count of 3.230 > t-table of 1.9944.

## INTRODUCTION

The increase in global competition in the industrial sector, along with rapid technological advancements and product variety, has driven the industrial world toward strategic and technological management changes. To respond to these changes, industry practitioners emphasize the importance of strategic management and quality management in gaining a competitive advantage.

Achieving quality must be based on well-defined strategies, where the quality strategy itself is everything that can meet customer wants or needs. Companies that implement quality management systems are organization-, customer-, and market-oriented, by combining fact-finding with problem-solving approaches. Companies should not merely focus on selling their products but must understand consumer needs and desires. Consumer behavior knowledge is essential for successful marketing practices. Customer satisfaction in marketing should begin with analyzing consumer behavior in line with the evolving market situation. This encourages company management to determine what marketing activities should be proposed, planned, and executed.

To address intense competition and anticipate market opportunities, companies must develop appropriate marketing strategies. This allows companies to gain a competitive advantage. Therefore, companies need marketing tools, generally known as the marketing mix. The marketing mix is a tool for marketers consisting of various elements in a marketing program that must be considered to ensure the

successful implementation of marketing strategy and positioning. A successful marketing strategy includes several marketing mix variables, namely product, price, place, and promotion. For the service sector, additional variables such as people, customer service, and process are also required.

Another important factor is product availability and smooth supply, which are key strengths that enable companies to outperform competitors. Product availability does not mean having everything, but at least providing commonly needed products. It is important to maintain continuous availability of goods so that consumers do not leave empty-handed. Additionally, selecting a strategic location and effective promotion are also vital to business success. The chosen location should consider proximity to consumers, ease of access, and distance from suppliers which affects delivery continuity. Promotions should also be well-targeted to encourage word-of-mouth among consumers.

This issue can be addressed according to theory, provided the marketing mix is implemented effectively, ensuring that consumers are satisfied with their purchase decisions at UD. ABC. Based on the above explanation, this study aims to provide information on "The Influence of Marketing Mix on Consumer Purchase Decisions at Trading Company UD. ABC in Surabaya."

## LITERATURE REVIEW

### Theoretical Foundation

#### Definition of Marketing Mix

As previously mentioned, the marketing mix is a tool for marketers, consisting of several elements in a marketing program that must be considered to ensure the successful implementation of marketing strategy and positioning. The marketing mix for tangible products differs from the marketing mix for services, due to the different characteristics between goods and services.

According to Lupiyoadi (2001:58), the product marketing mix includes the 4Ps: Product, Price, Place, and Promotion. These elements influence each other; therefore, poor organization of one element can negatively affect the entire marketing strategy.

Lupiyoadi (2001:58) states that the elements of the marketing mix include:

- Product
- Price
- Place
- Promotion

#### Product

According to Lupiyoadi (2001:58), a product is the entire concept of an object or process that provides a set of value and benefits to consumers. Consumers do not only purchase the physical aspect of the product but also the benefits and value it offers, referred to as "the offer." Especially for services, there is no transfer of ownership from the service provider to the consumer. The concept of product here includes:

- a. The Core or Generic Product.
- b. The Expected Product.

- c. The Potential Product.

According to Kotler and Armstrong (1996:429), a product is defined as: "A set of tangible and intangible attributes that a seller offers to a market for attention, acquisition, use, or consumption that might satisfy a want or need."

According to Stanton (1997:168-169), a product is defined as: "A tangible and intangible attribute, including form, color, price, quality, and seller's reputation and service expectations. A product can be a good, a service, a place, or an idea."

#### Price (Pricing)

According to Alma (2000:63), "the price of a good is what the seller feels the buyer is willing to pay. This price can be fixed or reached through bargaining." Therefore, the definition of price is essentially a value agreed upon between the seller and the buyer regarding a product or service.

According to Stanton (1997:221), "The price of a product or service is the primary determinant of market demand. Price affects competitive positioning and market share of the company. Naturally, price has a significant influence on company revenue and net profit."

From a marketing perspective, price is a monetary unit or other measure (including other goods and services) exchanged to obtain ownership or use of a product or service. The set price level affects the quantity sold. Thus, pricing decisions affect total revenue and total costs, making pricing strategy a critical aspect in every company.

Price in the marketing mix represents income on one hand and cost on the other. Pricing must be carefully considered because it not only influences the profit received by the company but also, in the long term, significantly affects product or service sales in the market, ultimately impacting the company's overall sustainability. If the set price is too low, it may result in a negative consumer perception of the product or service.

### **Place (Location)**

The situation and infrastructure conditions of a selected location are among the key factors to consider before determining the desired location. Road conditions, bridges, facilities, transportation, power sources, telephone communication networks, fax or telex, and others will be critical—not only influencing investment plans but also the success of establishing a company.

According to Kotler and Armstrong (1996:258), location is defined as: "The place where a business activity is conducted or a place where potential buyers can easily obtain goods or services."

In services, place refers to both location and distribution channel decisions—how products are delivered to consumers and where strategic locations are selected. Location means where the company is based and operates.

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

1. Consumers visit the producer or company.
2. The provider delivers the product to consumers.
3. The provider and consumer do not meet directly.

Both the selection of location and distribution channels heavily depend on market criteria and the nature of the service. For example, in the case of a courier service, if the market demands fast and timely delivery for perishable goods, then the selected location must be strategic and the preferred channel should be direct sales to ensure control.

### **Promotion**

Tjiptono (2002:219) states that promotion is one of the key success factors of a marketing program. It refers to marketing activities that aim to disseminate information, influence/persuade, and/or remind the target market about the company and its products so they are willing to accept, purchase, and remain loyal to the offered products.

Meanwhile, Sitaningrum (2002:98) defines promotion as a company's effort or activity to influence both current and potential consumers so that they are willing to purchase the offered product—either now or in the future.

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

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Public Relation
5. Word of Mout
6. Direct Marketing

**Purchase Decision**

The purchase decision made by the buyer is actually a combination of several decisions. Each purchasing decision has a structured set of components. These components, in relation to purchasing a product such as a radio (Swastha and Handoko, 2000:102), include:

1. Decision regarding the type of product
2. Decision regarding the product form
3. Decision regarding the brand
4. Decision regarding the seller
5. Decision regarding the quantity
6. Decision regarding the timing of purchase
7. Decision regarding the payment method

**Consumer Decision-Making Process**

The consumer purchase decision-making process must be understood by company marketers to design the right

strategies. The decision-making process for buying products varies—for example, buying toothpaste involves a different process than buying soap or shampoo.

Assael (1995:14) developed a typology of consumer decision-making based on two dimensions:

1. The level of decision-making
2. The level of involvement in the purchase

There are four types of consumer purchasing processes: complex decision-making, limited decision-making, brand loyalty, and inertia. Purchases with low involvement lead to limited decision-making behavior. Consumers sometimes make decisions even with low involvement in the product. In such cases, the consumer’s understanding of the product category, information search, and evaluation are more limited compared to complex decision-making processes.

***Illustration of the Consumer Decision-Making Process***

	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, snake 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 and Marketing Action, Fourth Edition, PWS-KENT Publishing Company, Boston, Massachusetts, 1995, p. 14.

The explanations for the four types of purchase decisions are as follows:

1. Complex Decision Making

2. Brand Loyalty
3. Limited Decision Making
4. The fourth type is Inertia

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

Marketers have an obligation to understand consumers, identify their needs and preferences, and know how they make decisions. This enables marketers to produce goods or services that align with consumer needs. A deep understanding of consumers allows marketers to influence consumer decisions so that they are willing to purchase what is being offered. The intense competition between products has strengthened consumers' bargaining power (Sumarwan, 2003:32).

Consumer purchase decisions are influenced or supported by the formation of the marketing mix. A well-structured marketing mix enables consumers to make purchasing decisions more easily. The marketing mix process for products bought through decision-making can create high involvement (Mowen, 2002:8).

For example, in Promotion, selling products through skilled sales personnel who use strong arguments to deliver messages is essential. Similarly, for Pricing, it is important to consider setting premium prices, avoiding frequent discounts, and having flexible pricing policies when negotiating with customers. In the Purchase Decision process, consumers determine the product they prefer based on quality and then choose the nearest location to consume or purchase it (Mowen, 2002:8).

### **Hypotheses**

Based on the background, problem formulation, and research objectives, the following hypotheses are proposed in this study:

- a. There is an influence of the variables product, price, place, and promotion on consumer purchase decisions at the

trading company UD ABC in Surabaya.

- b. The price variable has a dominant influence on consumer purchase decisions at the trading company UD ABC in Surabaya.

Companies that have competence in the fields of marketing, manufacturing and innovation can make it 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 al, 2022 : 29).

Financial statement analysis has long been recognized as a fundamental tool in evaluating the performance and sustainability of a business entity. According to Harahap (2016), financial statement analysis is a process of reviewing financial data to obtain information that can be used as a basis for decision-making. Similarly, Kasmir (2015) emphasizes that financial statement analysis is not merely a means of evaluating historical performance, but also a tool to project future prospects.

The common size method is a specific analytical technique that provides a standardized framework for evaluating financial data. By expressing individual components of financial statements as percentages of a base figure (such as total assets or total sales), the method allows for comparability across different periods or between different companies, regardless of size (Wild, Subramanyam, & Halsey, 2014). This approach is particularly useful in identifying structural changes in asset allocation, liability composition, and revenue distribution.

Several prior studies have demonstrated the relevance of common size analysis in the banking industry. For example, Sari (2019) found that common size analysis helps identify the sources of growth in a bank's balance sheet, particularly in assessing whether increases in assets are driven by loans, investments, or other components. Similarly, Prasetyo (2020) highlighted that the method is instrumental in evaluating efficiency and profitability, as it allows a deeper understanding of expense structures relative to revenues.

In the context of regional development banks in Indonesia, research by Hutapea (2021) underlined

the importance of common size analysis as a complement to ratio analysis in monitoring financial stability. Given the unique role of regional banks in supporting local economies, analyzing structural shifts in their financial statements provides valuable insights into their operational and strategic directions.

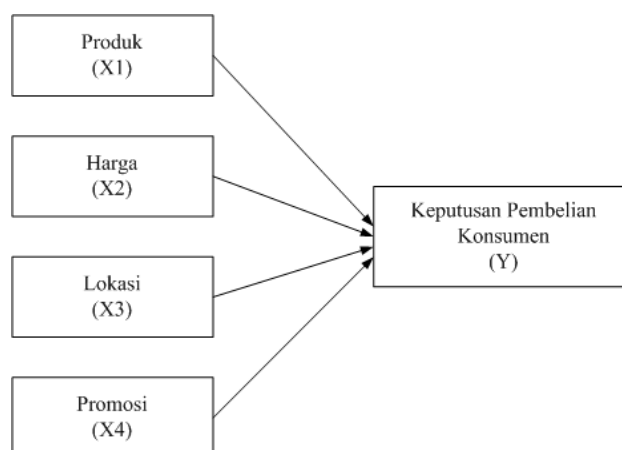
Thus, the application of common size analysis in this study is expected to enrich the understanding of PT. Bank Jatim's financial performance by highlighting patterns of growth and changes in financial composition over the 2023-2024 period.

## METHODS

### Research Approach

This study uses a quantitative approach by formulating hypotheses that are tested statistically to either accept or reject them. A causal relationship analysis is employed to determine the influence of independent variables on the dependent variable. This study is formal in nature, meaning it is structured and aims to test hypotheses or answer predefined research questions. The conceptual framework of the study is illustrated as follows:

### *Conceptual Framework Diagram*



**Research Variables and Operational Definitions**

**Research Variables**

To determine the variables used in this study, the following are identified:

1. Dependent Variable (Y):  
Consumer Purchase Decision
2. Independent Variables:
  - Product (X1)
  - Price (X2)
  - Place (X3)
  - Promotion (X4)

**Operational Definitions**

The operational definitions of the variables used in this research are:

- Consumer Purchase Decision (Y)
- Product (X1)
- Price (X2)
- Place (X3)
- Promotion (X4)

The measurement scale used is the Likert scale, where responses are scored as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

**Research Limitations and Assumptions**

**Research Limitations**

This study is limited to examining only the variables of consumer purchase decision (Y), product (X1), price (X2), place (X3), and promotion (X4).

**Research Assumptions**

The research assumes a significance level of 5%.

**Model and Analytical Technique**

In accordance with the research problem and objectives—to determine the influence of product (X1), price (X2),

place (X3), and promotion (X4) on consumer purchase decisions (Y)—the analytical model used in this study is multiple linear regression, with the following equation:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 \dots\dots\dots(Sugiyono, 2004:211)$$

Where :

- Y = Consumer Purchase Decision
- X1 = Product
- X2 = Price
- X3 = Place
- X4 = Promotion
- $\beta_1 \dots \beta_4$  = Regression Coefficients
- $\alpha$  = Constant

**Hypothesis Testing**

**1. F-Test**

The F-test is used to determine the simultaneous or collective relationship between the independent variables and the dependent variable. The simultaneous hypothesis testing is conducted using the F-test with the following formula:

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

Explanation:

- R = Multiple coefficient of determination
- k = Number of independent variables
- n = Number of observations

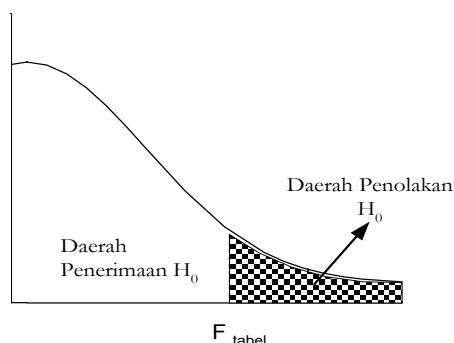
The proposed form of the hypothesis for this test is as follows: (the specific hypotheses are not listed in your message—*please provide them if you want them translated too*)

**Decision Rules:**

- a. If  $F \text{ calculated} > F \text{ table}$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning that simultaneously the independent variables

- significantly influence the dependent variable.
- b. If  $F_{\text{calculated}} \leq F_{\text{table}}$ , then  $H_0$  is accepted and  $H_1$  is rejected, meaning that simultaneously the independent variables do not significantly influence the dependent variable.
  - c. This study uses a significance level of 0.05 with degrees of freedom  $(n - k - 1)$ , where  $n$  is the number of observations and  $k$  is the number of independent variables.

Figure: Distribution Curve of Hypothesis Acceptance or Rejection (Simultaneous Test)



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

## 2. t-Test

Partial regression testing is used to determine the individual (partial) influence of each independent variable and to identify which variable has a dominant and significant effect, using the t-test (t-calculated). The formula is as follows:

$$t_{\text{calculated}} = \frac{b_i}{Se(b_i)} \quad \text{..... (Sudjana, 1997:111)}$$

Explanation:

$b_i$  = Regression coefficient  
 $Se(b_i)$  = Standard error

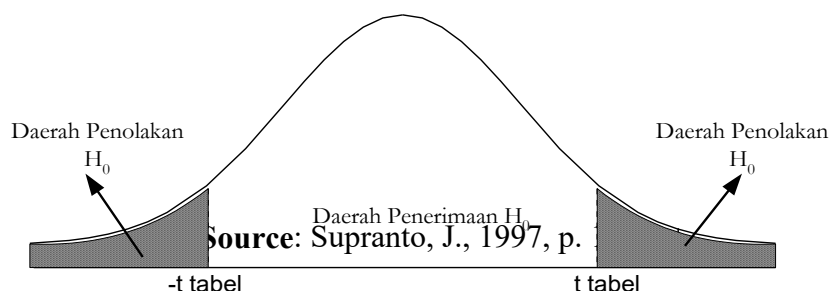
The hypotheses for this test are formulated as follows:

1.  $H_0: \beta_1 \dots \beta_4 = 0$  (The independent variables do not have a partial effect on the dependent variable)
2.  $H_1: \beta_1 \dots \beta_4 \neq 0$  (The independent variables have a partial effect on the dependent variable)

### Decision Rules:

1. If  $t_{\text{calculated}} > t_{\text{table}}$  or  $-t_{\text{calculated}} < -t_{\text{table}}$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning there is a significant influence of the independent variable on the dependent variable.
2. If  $-t_{\text{table}} \leq t_{\text{calculated}} \leq t_{\text{table}}$ , then  $H_0$  is accepted and  $H_1$  is rejected, meaning there is no significant influence of the independent variable on the dependent variable.
3. This study uses a significance level of 0.05, with degrees of freedom  $(n - k - 1)$ , where  $n$  = number of observations and  $k$  = number of independent variables.

Figure: Distribution Curve for Partial Hypothesis Acceptance or Rejection



**RESULTS AND DISCUSSION**  
**Data Analysis and Hypothesis Testing**  
**Multiple Linear Regression Analysis**

The results were obtained using a computer and the SPSS application (Statistical Program for Social Science) running under Windows.

Table: Regression Analysis Between Product, Price, Place, and Promotion Variables on Consumer Purchase Decision

No.	Variable	Koefisien Regresi	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 <sup>2</sup> = 0,563			

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

From the above equation, the interpretation is as follows:

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

- The constant (a) is 1.579, indicating the baseline effect of the relationship between product, price, place, and promotion on consumer purchase decisions. This means that if all independent variables remain constant, the consumer purchase decision (Y) is predicted to increase by 1.579.
- The regression coefficient for product (X<sub>1</sub>) is 0.334, which means that if the product variable increases by one unit, the consumer purchase decision

(Y) will increase by 0.334, assuming price, place, and promotion remain constant.

- The regression coefficient for price (X<sub>2</sub>) is 0.422, indicating that if price increases by one unit, the consumer purchase decision (Y) will increase by 0.422, assuming product, place, and promotion remain unchanged.
- The regression coefficient for place (X<sub>3</sub>) is 0.306, meaning that a one-unit increase in place will result in an increase of 0.306 in consumer purchase decisions, assuming product, price, and promotion are constant.
- The regression coefficient for promotion (X<sub>4</sub>) is 0.313, meaning that if promotion

increases by one unit, the consumer purchase decision (Y) will increase by 0.313, assuming product, price, and place are constant.

Based on Table , the coefficient of determination (R Square) is 0.563, which indicates that approximately 56.3% of consumer purchase decisions can be explained by the variables product, price, place, and promotion. The remaining 43.7% is influenced by other variables outside the regression model.

The correlation coefficient (R) is another metric used to assess the

strength of the relationship between one variable and another. The correlation coefficient value is 0.751, indicating a strong relationship between consumer purchase decisions and the variables product, price, place, and promotion. This is considered strong because the value is above 0.5 (Santoso, 2000:167).

**Hypothesis Testing**

**1) F-Test**

The F-test is used to determine the simultaneous or overall effect of the independent variables on the dependent variable. Table presents the analysis of variance for the overall (simultaneous) relationship.

Table: Results of Simultaneous Influence Analysis

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,376	4	7,094	22,573	,000 <sup>a</sup>
	Residual	21,999	70	,314		
	Total	50,375	74			

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

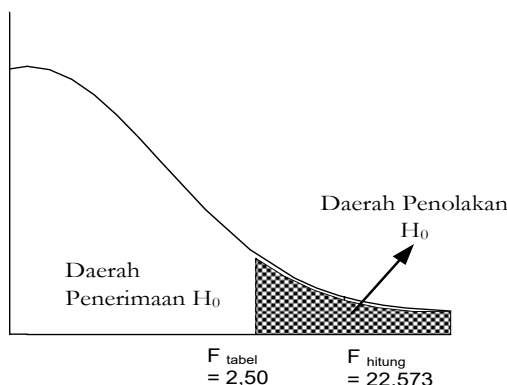
b. Dependent Variable: Keputusan Pembelian Konsumen (Y)

Source : Appendix 3

Based on the calculation, the value of F calculated is 22.573 > F table 2.50, which means that product, price,

place, and promotion simultaneously have a significant effect on consumer purchase decisions.

Figure: Distribution Curve of Hypothesis Acceptance/Rejection Criteria for Simultaneous or Overall Testing



**2) t-Test**

The t-test is used to determine the partial or individual influence of each independent variable on the dependent variable.

Table: Results of Partial Influence Analysis

Variabel	t hitung	t tabel	Sig	Korelasi Parsial	
				r	r <sup>2</sup>
Produk (X <sub>1</sub> )	3,728	1,9944	0,000	0,407	0,166
Harga (X <sub>2</sub> )	4,072	1,9944	0,000	0,438	0,192
Lokasi (X <sub>3</sub> )	3,080	1,9944	0,003	0,346	0,120
Promosi (X <sub>4</sub> )	3,230	1,9944	0,002	0,360	0,130

Source: Appendix 3

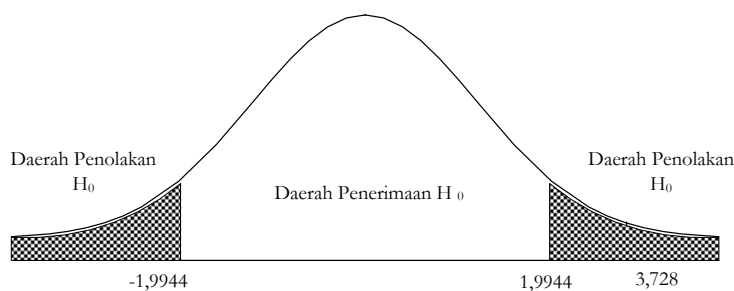
Based on the table above, the explanation is as follows:

- a. Partial Effect of the Product Variable (X<sub>1</sub>) on Consumer Purchase Decision (Y)

Based on the table, the t-calculated value for the product variable (X<sub>1</sub>) is 3.728. Since t-calculated is greater than t-table (1.9944), this means that the product variable (X<sub>1</sub>) has a significant

partial effect on consumer purchase decision. The partial r<sup>2</sup> value for the product variable (X<sub>1</sub>) is 0.166, which means that product can explain 16.6% of the variation in consumer purchase decisions. The remaining 83.4% is influenced by other variables outside the regression model.

Figure: Acceptance/Rejection Area of the Product Hypothesis on Consumer Purchase Decision

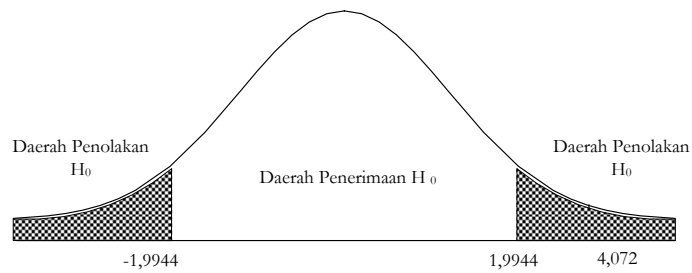


- b. Partial Effect of the Price Variable (X<sub>2</sub>) on Consumer Purchase Decision (Y)

Based on the table, the t-calculated value for the price variable (X<sub>2</sub>) is 4.072. Since t-calculated is greater than t-table (1.9944), this means that price (X<sub>2</sub>) has a significant partial effect on

consumer purchase decision. The partial r<sup>2</sup> value for price (X<sub>2</sub>) is 0.192, meaning that the price variable can explain 19.2% of the variation in consumer purchase decisions. The remaining 80.8% is influenced by other variables outside the regression model.

Figure: Acceptance/Rejection Area of the Price Hypothesis on Consumer Purchase Decision

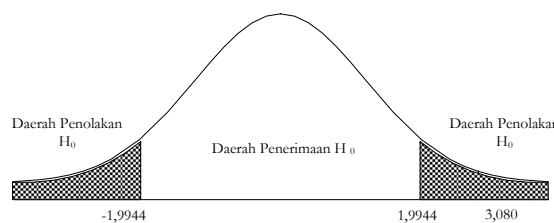


c. Partial Effect of the Place Variable (X3) on Consumer Purchase Decision (Y)

Based on the table, the t-calculated value for place (X3) is 3.080. Since t-calculated is greater than t-table (1.9944), this indicates that the place variable has a significant partial effect on consumer purchase decision.

The partial  $r^2$  value for place (X3) is 0.120, meaning that place can explain 12.0% of the variation in consumer purchase decisions. The remaining 88.0% is influenced by other variables outside the regression model.

Figure: Acceptance/Rejection Area of the Place Hypothesis on Consumer Purchase Decision

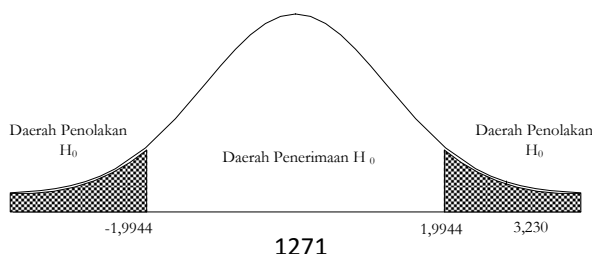


d. Partial Effect of the Promotion Variable (X4) on Consumer Purchase Decision (Y)

Based on Table 4.8, the t-calculated value for promotion (X4) is 3.230. Since t-calculated is greater than t-table (1.9944), this shows that promotion has a significant partial effect on consumer purchase decision.

The partial  $r^2$  value for promotion (X4) is 0.130, meaning that the promotion variable can explain 13.0% of consumer purchase decisions. The remaining 87.0% is influenced by other variables outside the regression model.

Figure: Acceptance/Rejection Area of the Promotion Hypothesis on Consumer Purchase Decision



## DISCUSSION

Based on the results of the regression analysis and hypothesis testing, it can be concluded that product, price, place, and promotion all significantly influence consumer purchase decisions. This indicates that consumer purchase decisions are shaped by the marketing mix, which consists of those four elements. These findings align with the view of Mowen (2002:8), who stated that consumer purchasing decisions are influenced or supported by a well-structured marketing mix. When the marketing mix is well-developed, it facilitates easier decision-making for the consumer, especially in high-involvement purchases.

The findings also show that the product has a significant effect on consumer purchase decisions, suggesting that a company should not only focus on selling its product but must also understand consumer needs and wants. This aligns with Kotler (1997:52), who defines a product as anything that can be offered to a market to satisfy a need or want—this includes goods, services, places, people, or ideas. Therefore, marketed products (both goods and services) must have attributes that appeal to consumers and fulfill their needs and desires.

The research also found that price significantly influences purchase decisions. This means that the set price level affects the quantity sold. Since pricing decisions influence both total revenue and total costs, they play a critical role in business strategy. In the marketing mix, price represents both revenue and cost, so it must be carefully calculated. Pricing not only affects company profit but also impacts long-

term product sales and, ultimately, the company's survival. If the price is set too low, it may create a negative perception of the product or service. According to Stanton (1997:221), price is a key determinant of market demand, competitive positioning, and market share—and therefore greatly influences a company's revenue and net profit.

Finally, the findings confirm that place (location) also significantly affects consumer purchase decisions. A strategic location helps facilitate consumer access and supports the decision to buy. Aside from location, comfort, accessibility, parking availability, and traffic conditions also influence the consumer's decision to visit a store or service point. Location choices must match market criteria and the nature of the service. For instance, in package delivery services, if the market demands speed and timeliness, and the goods are perishable, the location must be strategic and distribution should ideally be direct to maintain control. As stated by Kotler and Armstrong (1996:258), place refers to the location where business activities occur or where potential buyers can easily access goods or services. 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) 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

1. The variables product, price, place, and promotion have a simultaneous influence on consumer purchase decisions at the trading company UD ABC in Surabaya.
2. The variables product, price, place, and promotion have a partial influence on consumer purchase decisions at UD ABC in Surabaya.
3. Among the variables, price has the most dominant influence on consumer purchase decisions at UD ABC in Surabaya.

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