

THE INFLUENCE OF MARKETING MIX ON PURCHASING DECISIONS AT THE KADOZ WATER DRINKING WATER DEPOT, GUNUNGSITOLI CITY BRANCH

By

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ABSTRACT

This research was conducted at the Kadoz Water drinking water depot, Gunungsitoli City branch. Researchers found that in its marketing activities there are still various shortcomings in each aspect of the marketing mix that have the potential to influence consumer perceptions of the product. The purpose of this study is to determine whether or not there is an influence of the marketing mix on purchasing decisions and how much influence these variables have by using quantitative research methods and distributing questionnaires to 30 consumers of Kadoz Water, Gunungsitoli City branch. The results of this study indicate that there is an influence of the marketing mix (X) on purchasing decisions (Y) as indicated by the results of the t-test, obtained a significance value of $0.005 < 0.05$, and the calculated t-value $(3.054) > t\text{-table} (1.701)$. In the determinant test, it was obtained that the influence of variable X on variable Y was 25% so that in this study that H_a was accepted and H_o was rejected.

Keywords: *Marketing Mix, Purchasing Decision.*

PENGARUH MARKETING MIX TERHADAP KEPUTUSAN PEMBELIAN PADA DEPOT AIR MINUM KADOZ WATER CABANG KOTA GUNUNGSITOLI

ABSTRAK

Penelitian ini dilaksanakan pada depot air minum Kadoz Water cabang Kota Gunungsitoli. Peneliti menemukan bahwa dalam aktivitas pemasarannya masih terdapat berbagai kekurangan pada masing masing aspek dalam marketing mix yang berpotensi memengaruhi persepsi konsumen terhadap produk. Tujuan penelitian ini yaitu untuk mengetahui ada atau tidaknya pengaruh marketing mix terhadap keputusan pembelian serta seberapa besar pengaruh variabel tersebut dengan menggunakan metode penelitian kuantitatif serta penyebaran angket kepada 30 konsumen Kadoz Water cabang Kota Gunungsitoli. Hasil penelitian ini menunjukkan bahwa adanya pengaruh marketing mix (X) terhadap keputusan pembelian (Y) yang ditunjukkan dari hasil uji t, didapat nilai signifikansi sebesar $0,005 < 0,05$, serta nilai t-hitung $(3,054) > t\text{-tabel} (1,701)$. Pada uji determinan, diperoleh bahwa pengaruh variabel X terhadap variabel Y sebesar 25% sehingga dalam penelitian ini bahwa H_a diterima dan H_o ditolak.

Kata Kunci : *Markerting Mix, Keputusan Pembelian.*

INTRODUCTION

Consumer purchasing decisions are a key construct in marketing management studies because they reflect a company's success in effectively managing its marketing strategy. Purchasing

decisions do not emerge spontaneously, but rather through a cognitive and evaluative process influenced by various factors, both internal and external to the consumer. Kotler and Armstrong, as cited in Rahayu and Afrillina (2021), emphasize that purchasing decisions are the stage where consumers actually make a purchase after going through the process of need recognition, information search, and evaluation of alternatives. Therefore, understanding the factors influencing purchasing decisions is crucial for companies to maintain and enhance their competitiveness. One of the most widely used strategic frameworks to explain the influence of marketing strategy on purchasing decisions is the marketing mix. The marketing mix is understood as a set of marketing variables that a company can control to influence the response of the target market, including product, price, place, and promotion (Stanton in Ritonga, 2015). Kotler (2002) emphasized that the marketing mix is the primary tool used by companies to achieve their marketing objectives sustainably. A well-designed combination of marketing mix elements can create a positive perception of value in the minds of consumers, thereby increasing their propensity to make a purchase.

Various empirical studies have shown that the marketing mix is closely related to purchasing decisions, although the degree of influence of each element can vary depending on the industry context and consumer characteristics. Research by Tulong et al. (2022) demonstrated that the marketing mix has a positive and significant effect on purchasing decisions, while Wagiu et al. (2022) found that the marketing mix contributes significantly to variations in consumer purchasing decisions. However, other studies have shown inconsistent results, with not all marketing mix elements having an equally strong influence on purchasing decisions (Kholifah et al., 2023). These differing findings indicate that the influence of the marketing mix is contextual and needs to be tested across different business sectors and regions. In the context of the refillable drinking water depot industry, consumer purchasing decisions are becoming increasingly complex because the products offered tend to be homogeneous, making consumers more sensitive to aspects of price, ease of access, and perceived quality. Kadoz Water Drinking Water Depot, Gunungsitoli City Branch, is one of the businesses facing these dynamics. Despite its relatively good product quality, there are still price differences compared to competitors, location limitations, and suboptimal promotional activities. These conditions have the potential to influence consumer perceptions and their purchasing decisions, as explained by Buchari Alma in Wulandari and Muliyanto (2024) that purchasing decisions are influenced by various marketing

factors, including product, price, location, and promotion.

Based on the theoretical description and empirical findings, this study aims to analyze the influence of the marketing mix on consumer purchasing decisions at the Kadoz Water Drinking Water Depot, Gunungsitoli City Branch. This study is expected to strengthen empirical evidence regarding the role of the marketing mix in influencing purchasing decisions in the basic needs service sector, as well as provide practical contributions for business actors in formulating more effective and contextual marketing strategies.

LITERATURE REVIEW

Marketing Mix

The marketing mix is a fundamental concept in marketing management used to explain a set of company strategies to influence the target market. Stanton in Ritonga (2015) defines the marketing mix as a combination of marketing variables that a company can control, including product, price, promotion, and distribution, to influence consumer response. In line with this view, Kotler (2002) states that the marketing mix is a set of marketing tools used by a company to achieve its marketing objectives in the target market in a sustainable manner. In the context of this research, the marketing mix focuses on four main elements (4Ps): product, price, place, and promotion. A product is understood as anything offered to consumers to satisfy their needs or desires, where quality and perceived benefits are the primary factors in shaping consumer perceptions (Hamid et al., 2023). Price acts as an indicator of value that must be balanced with product benefits and is a highly sensitive element in influencing purchasing decisions (Kotler in Neisia et al., 2018). Distribution or place relates to the ease of consumer access to the product, which includes the location and effectiveness of distribution channels (Keegan in Safitri, 2018). Meanwhile, promotion functions as a means of corporate communication to convey information, persuade, and build consumer awareness of the products offered (Firmansyah, 2019).

Buying decision

Purchasing decisions are the mental and behavioral processes consumers undergo in determining their choice of a product or service. Kotler and Armstrong, as cited in Rahayu and Afrillina (2021), explain that purchasing decisions are the stage in the decision-making process where consumers actually make a purchase after going through the stages of need recognition, information search, and alternative evaluation. Tjiptono (2020) adds that purchasing decisions

are a form of active consumer behavior influenced by attitudes, perceptions, and previous experiences. Purchasing decisions are influenced by various internal and external consumer factors. Internal factors include motivation, perception, attitudes, and lifestyle, while external factors include culture, reference groups, economic conditions, and company marketing strategies (Kotler in Anwar & Mujito, 2021). In a marketing context, purchasing decisions are often measured through indicators such as product selection, brand selection, distribution location selection, purchase time, purchase amount, and payment method (Kotler & Keller in Geo Vani MT et al., 2022).

Relationship between Marketing Mix and Purchasing Decisions

The marketing mix is closely related to purchasing decisions because each element contributes to shaping consumer perceptions and preferences. A quality product, a price that matches perceived value, an easily accessible location, and effective promotion will increase the likelihood of a consumer making a purchase. Buchari Alma, as cited in Wulandari and Muliyanto (2024), emphasized that consumer purchasing decisions are influenced by various marketing factors, including product, price, location, and promotion. Empirical findings support this relationship. Research by Tulong et al. (2022) showed that the marketing mix has a positive and significant effect on purchasing decisions. Wagiu et al. (2022) also found that the marketing mix contributes significantly to variations in consumer purchasing decisions. However, research by Kholifah et al. (2023) shows that not all elements of the marketing mix always have a significant effect, indicating that the influence of the marketing mix is contextual and influenced by industry and consumer characteristics. Therefore, empirical testing of the relationship between the marketing mix and purchasing decisions in the context of refillable drinking water depots is relevant to enrich marketing studies.

RESEARCH METHODS

This study uses a quantitative approach with an explanatory design to analyze the influence of the marketing mix on consumer purchasing decisions. The study was conducted at the Kadoz Water Drinking Water Depot, Gunungsitoli City Branch, with the research object being consumers who purchased refilled drinking water. The study population was 120 consumers, with a sample of 30 respondents determined using a proportional sampling technique based on Arikunto's provisions. The research data was obtained through a questionnaire as the primary

data source, which was compiled based on marketing mix indicators including product, price, place, and promotion, as well as purchasing decision indicators. All statement items were measured using a five-point Likert scale. Data analysis was conducted using IBM SPSS version 26 through stages of validity testing, reliability testing, and simple linear regression analysis. Hypothesis testing was conducted using a t-test at a significance level of 5% to determine the effect of the marketing mix on consumer purchasing decisions.

RESULTS AND DISCUSSION

The results of the study indicate that the marketing mix influences consumer purchasing decisions at the Kadoz Water Drinking Water Depot in Gunungsitoli City. This finding indicates that the marketing strategy implemented by the company plays a significant role in shaping consumer decisions to purchase refilled drinking water. Consumers not only consider the basic need for drinking water but also evaluate the marketing attributes inherent in the products and services offered. The influence of the marketing mix on purchasing decisions reflects the fact that the elements of product, price, place, and promotion collectively shape the perception of value in the minds of consumers. Products with good quality and guaranteed cleanliness are fundamental factors in attracting consumer interest. However, product quality alone is insufficient if it is not balanced with a perceived reasonable price, an easily accessible location, and promotions that effectively convey the product's advantages. This aligns with Kotler's (2002) view that marketing success is largely determined by the appropriateness of the marketing mix combination in meeting consumer expectations.

The findings of this study reinforce previous research that stated that the marketing mix has a significant influence on purchasing decisions. Research by Tulong et al. (2022) and Wagiu et al. (2022) found that implementing the right marketing mix can increase consumers' likelihood of making purchasing decisions. These findings also support Buchari Alma's opinion in Wulandari and Muliyanto (2024), which asserts that purchasing decisions are influenced by various marketing factors, including product, price, location, and promotion. Therefore, this study positions the marketing mix as a relevant strategic variable in the context of the refillable drinking water depot industry. However, the results of this study also indicate that the influence of the marketing mix is contextual. In the context of the Kadoz Water Drinking Water Depot, consumer sensitivity to price and ease of access are relatively dominant factors, considering that refillable

drinking water products tend to have homogeneous characteristics. This finding aligns with research by Kholifah et al. (2023), which states that not all marketing mix elements always have an equally strong influence on purchasing decisions, but rather depend on market characteristics and consumer behavior in each region.

Overall, the results of this study indicate that optimizing the marketing mix is a crucial strategy for improving consumer purchasing decisions. Companies need to manage each element of the marketing mix in an integrated manner, oriented towards consumer needs and perceptions, to be able to compete sustainably amidst increasing competition in the refillable drinking water depot business.

CONCLUSION

This study concludes that the marketing mix influences consumer purchasing decisions at the Kadoz Water Drinking Water Depot in Gunungsitoli City. These findings indicate that marketing strategies, including product, price, place, and promotion, play a significant role in shaping consumer perceptions and purchasing behavior, particularly in the refill drinking water depot industry, which has relatively homogeneous product characteristics. The results of this study confirm that marketing success is determined not only by product quality, but also by appropriate pricing, easy location access, and the effectiveness of integrated promotions. Therefore, optimizing the marketing mix is a key strategy for businesses to increase consumer purchasing decisions and maintain competitiveness amidst increasingly fierce business competition.

Academically, this study strengthens empirical evidence regarding the relevance of the marketing mix in influencing purchasing decisions in the basic services sector. However, limitations related to sample size and location coverage suggest the need for further research with additional variables or a broader approach to gain a more comprehensive understanding of consumer behavior.

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