



THE EFFECT OF MARKETING MIXED STRATEGY (PRODUCT, PLACE, PROMOTION, AND PRICE) ON PURCHASE DECISIONS IN PT. BEST STAMP INDONESIA

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Abstract

The development of the business world today is very competitive in all types of existing businesses and coupled with the COVID-19 pandemic, the business world is increasingly challenging to develop. Companies are required to determine the right marketing strategy to survive and win the competition so that the company's goals can be achieved. Every company must work hard to create new strategic policies in marketing their goods and services to consumers. The marketing strategy generally has four elements: product, price, promotion, place, which is always developing along with technological developments and company movements and changes in consumer behavior towards purchasing decisions. This study aimed to determine how the influence of the 4P marketing mix on purchasing decisions. The method used in this research is descriptive verification using 376 samples as respondents. The results showed that the 4P marketing mix affected purchasing decisions and the variable with the most significant influence was Place with 42, 12%.

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

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INTRODUCTION

At this time, the development of the business world today is very competitive in all types of existing businesses, and coupled with the COVID-19 pandemic, the business world is increasingly challenging to develop. Of course, business competition cannot be avoided if you have decided to start a business in the business sector. Business competition usually arises because several people have the same type of business. Business competition is not only caused by someone running a business in the same field, but it can also be caused by the inability of business actors to create products or services that better meet consumer needs. The more competition, the more choices for customers to choose products that match what they expect. Therefore, customers will be more thoughtful and more careful in dealing with the emergence of new products.

The emergence of the covid19 pandemic that has hit almost every corner of the world has crippled the joints of life such as education and the economy, leading to the closure of schools, many businesses downsizing their production, production and even many businesses are made redundant. The economy is in shock for individuals, households, macro, and micro-companies and even the economies of countries in the world (Rosmadi, 2021; Taufik & Ayuningtyas, 2020). Companies are required to determine the right marketing strategy to survive and win the competition so that the company's goals can be achieved. Every company must work hard to create new strategic policies in marketing their goods and services to consumers.

The marketing strategy generally has four elements: product, price, promotion, place, which are constantly developing along with technological developments and company movements, and changes in consumer behavior. Consumer behavior has a significant role in the formulation of marketing strategies. Therefore, companies are required to conduct studies or research to obtain information about the factors that influence consumers in making purchasing decisions for a product (Fandy, 2015; Fandy, Chandra, & Adriana, 2012).

Marketing is an activity to market goods or services in general to the public and specifically to potential consumers. One of the tools that can be a concern for companies in marketing their products or services is the marketing mix. The marketing mix is a tool that will determine the level of a company's marketing success; in the marketing mix, there are essential elements in determining customer satisfaction. To get consumer satisfaction, companies must manage these elements properly. In essence, the marketing mix is managing elements of the marketing mix to influence consumer purchasing decisions to be able to sell products or services that can provide satisfaction to customers and consumers.

The first factor in the marketing mix is the product. A product is an organizational form of service that proposes to achieve organizational goals by satisfying customer needs and wants (Tjiptono, 2008). The second element in the marketing mix is price. Pricing plays a strategic role in marketing. If the price is too high, it will be difficult for the product in question to reach the specific target markets. Price is part of a flexible marketing mix, which means it can change quickly (Takim, Harris, & Nawawi, 2013; Tjiptono, 2008). Then the third factor in the marketing mix is the place to reach the target market. Place is concerned with all decisions in bringing the "right" product to the target market area. Products can reach customers through distribution channels. (Kotler & Armstrong, 2008). The fourth factor in the marketing mix is promotion. According to (Kotler, 2012), promotion is an essential part of business and integral to the overall marketing process. For example, one of the most effective promotions in the food business is positive word of mouth. When consumers have tasted good food, there is a possibility that these consumers will recommend other consumers to eat at that place.

Many companies adopt this marketing mix system as their marketing strategy. One company that adapts this marketing mix system is PT. Best Stamp Indonesia, a company engaged in stamp production and printing, is located in Bandung. Various agencies have trusted this sample brand to produce satisfying products for consumers; this brand is also available in all Gramedia outlets throughout Indonesia. However, even so, the company has problems increasing the number of consumers every year. Judging from the data we have received, the increase in consumers every year is fluctuating.

It can be seen in the table above that the number of consumers tends to decrease drastically. Thus, our intention in conducting this research is to find out how much influence the marketing mix

has on purchasing decisions at PT Best Stamp Indonesia and also to explore what elements need to be improved in order to increase sales of PT Best Stamp Indonesia every year.

Table 1
Consumer data of PT. Best Stamp of 2016 - 2020

Year	Consumer
2016	27.389
2017	20.916
2018	11.422
2019	11.507
2020	6.089

LITERATURE REVIEW

Product

According to (Kotler & Keller, 2009) products are goods or services that can be traded in the market to be utilized to meet the needs and desires of sellers and buyers. While according to (Tjiptono, 2008) the product is something that the manufacturer offers to be noticed, in demand, purchased, and consumed by the market as a fulfillment of the needs and desires of the market concerned.

Products are an essential element in a marketing mix that has a wide variety of meanings and meanings. However, in general, the product is everything that can be offered to the market to be noticed, bought, used, and consumed. The term product includes a physical object, service, personality, place, organization, or idea. Decisions regarding the product include quality, specialty, brand type, packaging, development, and availability (stock).

Price

According to (Kotler & Keller, 2009), Price is some exchange rates in the form of money attached to goods or services for the benefits of having funds or using them. While according to (Wandini & Lubis, 2021) Price becomes the main factor that can affect the choice of a buyer, price is entirely instrumental in determining consumer purchases, that before setting a price, the company should see some price references of a product that is considered relatively high in sales. Then the price, according to Tjiptono, is a monetary unit or other measure that is exchanged to obtain the right to ownership or use of a good or service. Price is the only element of the marketing mix that provides income or revenue for the company.

Price is the only element in the various elements of the retail marketing mix that will bring in profits for retailers. Proper pricing will significantly support the achievement of the company's goals.

Place

Intermediaries here are essential because, in all respects, they are directly related to consumers. Location selection is also no less critical, location selection is the most expensive investment value because the location can be said to determine the number of visitors, especially the culinary business. Business locations on the roadside or strategically simply suck visitors just to stop by and taste the dishes. Location plays an essential role in buying and selling between buyers and sellers, where money flows and where negotiations occur. The location itself is the place. The company carries out the strategy, planning, and marketing of its products or services to get profits (profits). (Kotler, 2001) says that a distribution channel is a series of interdependent organizations involved in the process for which a product or service is ready for use or consumption. Meanwhile, according to (Hurriyati, 2015), place is a place of service related to where the company must be headquartered and carry out its operations or activities.

Promotion

Promotional activities in modern marketing as it is today needed to get special attention, which

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manufacturers rely heavily on on, giving high hopes of increased sales with promotions as the spearhead. According to (Lodh, Stevens, & Kerans, 2011) a loyal customer is a customer who has specific characteristics as follows: (1) making repeated purchases to the same business entity; (2) purchase products and/or services offered by the same business entity; (3) inform others of the satisfaction obtained from the business entity and show immunity to offers from competitors for the same product or service. While to be able to get loyal customers the company must do a marketing strategy as (Tjiptono, 2008)), states that promotion is all activities intended to convey or communicate a product to the target market, to inform about its privileges, uses and most importantly its existence, to change attitudes or to encourage people to act. Some examples of other promotional activities, (1) the existence of promo price policies, (2) using advertising media (brochures, TV, Endorse, etc.) (3) offer a more economical bundle package at PT. Best Stamp Indonesia.

Purchase Decision

According to (Kotler & Armstrong, 2008) purchasing decisions are consumer decisions regarding preferences over brands in the selection pool. In buying, motives are divided into rational motives and affective motives. Rational motivation is a purchase based on the facts presented by the product to the consumer and is a functional and objective attribute of the product in circumstances such as product quality, product price, product availability, effectiveness, or utility are acceptable. While emotional motivation to buy is related to feeling, a pleasure can be captured by the five senses, for example, by having a particular product that can improve social status, the role of the brand causes the buyer to express his economic status and is generally subjective and symbolic. According to (Kotler, 2001; Taufik & Ayuningtyas, 2020), consumers in making purchases there are five stages, namely:

- 1) Problem recognition,
- 2) The search for information,
- 3) Alternative evaluation,
- 4) Purchasing decisions,
- 5) Post-purchase behavior.

Marketing Mix 4P

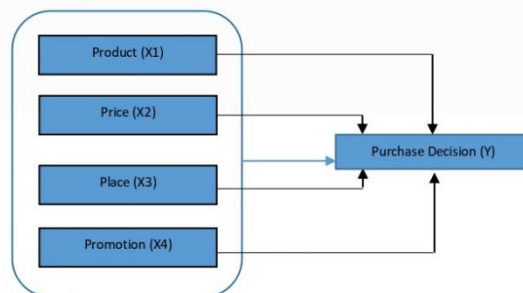


Image 1. Research Paradigm

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

- H1 : Products have a positive effect on purchasing decisions
- H2 : Price has a positive effect on Purchase Decisions
- H3 : Place has a positive effect on Purchase Decisions
- H4 : Promotion has a positive effect on Purchase Decisions

H5 : Product, Price, Place, and Promotion have a positive effect on Purchase Decision.

RESEARCH METHODS

The method used in this research is descriptive analysis and verification, where the results will be processed and then drawn conclusions and hypothesis testing using Multiple Linear Regression test equipment. Samples were taken as many as 376 based on the Slovin formula.

RESULTS AND DISCUSSION

Recapitulation of the Product variable questionnaire can be seen as the product of PT. Best Stamp can be said to be good. The highest rating is found in the statement "Best Stamp offers products that have good quality" at 82.82%. While the lowest rating is in the statement "Best Stamp offers products that have various variations," with a percentage of 76.11%.

Price variable questionnaire recapitulation can be seen as the price offered by PT. Best Stamp can be said to be appropriate. The highest rating is found in the statement "Best Stamp offers products at prices that match the quality" of 80.21%. While the lowest rating is in the statement "Best Stamp offers products at an affordable price" of 68.35%.

Recapitulation of the Place variable questionnaire can be seen as the location of PT. Best Stamp strategic. The highest rating was found in "Best Stamp has a strategic location" of 82.39%. While the lowest rating is in the statement "Best Stamp Sales can be done directly (offline)" at 81.81%.

The recapitulation of the Promotion variable questionnaire can be seen that the promotions carried out by PT Best Stamp are pretty visible to consumers. The highest rating is in the statement "Best Stamp using the right promotional media" at 68.99%. While the lowest assessment was found in the statement "The advertisements made by Best Stamp are very attractive" at 63.83%.

Recapitulation of the Purchasing Decision variable questionnaire shows that consumers' purchasing decisions are in a good category. The highest rating is in the statement "I bought the Best Stamp product because the product supports my work activities" at 80.90%. While the lowest rating is in the statement "I am trying to find information about the Best Stamp product that I need" at 73.72%.

Correlation Coefficient Analysis

The results of the calculation of the correlation between the independent variable and the dependent variable can be seen in the table below:

Table 2
Correlation Coefficient Test Results

		Correlations				
		PRODUCT	PRICE	PLACE	PROMOTION	PURCHASE DECISION
PRODUCT	Pearson Correlation	1	.593**	.575**	.375**	.579**
	Sig. (1-tailed)		.000	.000	.000	.000
	N	376	376	376	376	376
PRICE	Pearson Correlation	.593**	1	.476**	.542**	.606**
	Sig. (1-tailed)	.000		.000	.000	.000
	N	376	376	376	376	376
PLACE	Pearson Correlation	.575**	.476**	1	.309**	.649**
	Sig. (1-tailed)	.000	.000		.000	.000
	N	376	376	376	376	376
PROMOTION	Pearson Correlation	.375**	.542**	.309**	1	.607**
	Sig. (1-tailed)	.000	.000	.000		.000
	N	376	376	376	376	376
KEPUTUSAN PEMBELIAN	Pearson Correlation	.579**	.606**	.649**	.607**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	376	376	376	376	376

** . Correlation is significant at the 0.01 level (1-tailed).

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Based on the results of the correlation coefficient calculation in table 1, the results of the product correlation coefficient (X1) on purchasing decisions (Y) on PT. Best Stamp is 0.579, while the price correlation coefficient (X2) on purchasing decisions (Y) on PT. Best Stamp is 0.606. Then for the place correlation coefficient (X3) on purchasing decisions (Y) on PT. Best Stamp is 0.649. Furthermore, the promotion correlation coefficient (X4) on purchasing decisions (Y) on PT. Best Stamp is 0.607.

Coefficient of Determination Analysis

To calculate how much each independent variable gives influence (contribution) on the dependent variable, you can use the coefficient of determination analysis, and it can be concluded: The coefficient of determination (Kd) product (X1) on purchasing decisions (Y) on PT. Best Stamp is 33.52%; The coefficient of price determination (X2) on purchasing decisions (Y) on PT. Best Stamp is 36.72%; The place coefficient (X3) on purchasing decisions (Y) on PT. Best Stamp is 42.12%; The coefficient of promotion (X4) on purchasing decisions (Y) on PT. Best Stamp is 36.84% Simultaneously, the influence of product (X1), price (X2), place (X3), and promotion (X4) on purchasing decisions (Y) on PT. Best Stamp together is 63.8%.

Multiple Linear Regression Analysis

Multiple linear regression analysis predicts the dependent variable when the independent variable is increased or decreased. From the data processing that has been done, the following results are obtained:

Table 3
Multiple Linear Regression Equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.548	1.175		2.168	.031
PRODUCT	.357	.116	.132	3.087	.002
PRICE	.365	.108	.148	3.392	.001
PLACE	1.041	.103	.393	10.067	.000
PROMOTION	.727	.076	.356	9.550	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the table above, the following equation is obtained:

$$Y = 2,548 + 0,357X_1 + 0,365X_2 + 1,041X_3 + 0,727X_4$$

If all independent variables are considered zero, then the Purchase Decision has a value of 2,548 times. The purchase decision can be increased if the independent variable of the marketing mix increases.

Hypothesis Testing

By using SPSS 20, the following partial hypothesis test results were obtained:

Tabel 4
Hypothesis Test Results in Partially Variable Product, Price, Place, Promotion, on Purchase Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.548	1.175		2.168	.031
PRODUCT	.357	.116	.132	3.087	.002
PRICE	.365	.108	.148	3.392	.001
PLACE	1.041	.103	.393	10.067	.000

PROMOTION	.727	.076	.356	9.550	.000
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a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the table above, the t table is stated at 1.6489. Therefore:

Ha : Product (X1) has a positive effect on Purchase Decision (Y) on PT. Best Stamps.

Ha : Price (X2) has a positive effect on Purchase Decision (Y) on PT. Best Stamps.

Ha : Place (X3) has a positive effect on Purchase Decision (Y) on PT. Best Stamp

Ha: Promotion (X4) has a positive effect on Purchase Decisions (Y) on PT. Best Stamp

Tabel 5

Hypothesis Test Results Simultaneously Product, Price, Place, Promotion Variables on Purchase Decisions

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,746.865	4	1,686.716	163.351	.000 ^b
	Residual	3,830.838	371	10.326		
	Total	10,577.702	375			

a. Dependent Variable: KEPUTUSAN PEMBELIAN
b. Predictors: (Constant), PROMOTION, PLACE, PRODUCT, PRICE

This shows that there is an effect of Product (X1), Price (X2), Place (X3), Promotion (X4) has a positive effect on Purchase Decision (Y) on PT. Best Stamps.

CONCLUSIONS AND SUGGESTIONS

In general, based on the discussion and result above can be concluded that:

1. Based on descriptive analysis of the Product, Price, Place, Promotion, and Purchase Decision variables are in a good category.
2. Products have an effect on purchasing decisions. Affect positively and amounted to 33.52% of the effect.
3. Price has an effect on purchasing decisions. Positively influential and 36.72% of the effect.
4. Place has an effect on purchasing decisions. Positive influence and 42.12% influence.
5. Promotion has an effect on purchasing decisions. Positively influential and 36.84% of the effect.
6. For simultaneous testing of the four variables, namely Product, Price, Place, and Promotion, the positive effect on the Purchase Decision variable is 63.8%. In contrast, 36.2% is influenced by other factors that are not included in the variables tested.

Suggestions for further research on measuring purchasing decisions can be made qualitatively, such as in-depth interviews and lost customer analysis. Furthermore, to increase purchases by consumers, companies can create product differentiation, offer more varied prices, maintain offline store locations, and are also active in social media promotions and sales through e-commerce platforms.

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