Journal of Management Science (JMAS)
Volume 8, No. 2, April 2025, pp 479-485 ISSN 2684-9747 (Online)
www.exsys.iocspublisher.org/index.php/JMAS Published by: Institute of Computer Science (IOCScience)

The effect of marketing mix on purchase decisions at MSME in Medan

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ARTICLE INFO

Article history:

Received Jul 18, 2024
Revised Aug 10, 2024
Accepted Feb 6, 2025

Keywords:

Marketing Mix;
MSME;
Purchase Decision.

ABSTRACT

This study was conducted with the aim of analyzing the effect of arketing mix on purchase decisions at MSME Medan city. The research objective is to determine the effect of marketing mix on purchasing decisions both partially and simultaneously. The method of analysis in this study uses descriptive data analysis and quantitative approach. Data processing in this study using SPSS version 24.00 software program. The results showed that product and promotion had a significant effect on purchase decision. Meanwhile, the place and price variable partially have no significant effect on the purchasing decision variable.

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1. Introduction

The growth of the business sector especially MSME has rapidly progressed due to progress in the economic field. This encourages producers to consider the changes that occur in the social, cultural, political and economic fields more critically, artistically, and innovatively. As a result, in order to meet corporate targets, every company must be involved in a competitive business strategy to successfully attract and maintain the customers. Therefore, the company will do various methods to influence their potential customers to make purchases. One of the marketing strategies that companies can use to increase consumer purchasing decisions is the marketing mix (Widyaswari, F. A., Winarno, S. T., & Roidah, 2024).

Marketing is one of the economic activities that helps in creating economic value. Economic value itself determines the prices of goods and services. Important factors in creating value are production, marketing and consumption. The relationship between consumption and production activities is marketing. (Rizkaputra et al., 2024)

The marketing mix approach (price, product, promotion and place) has a significant effect on customer purchasing decisions. According to (Kotler, Philip and Armstrong, 2012), the marketing mix is a collection of controllable active marketing tools (price, product, promotion and place) that a company combines to produce the response it wants in the target market. The marketing mix consists of everything a company can do to affect the level of demand for its products.

A marketing mix is a combination of several variables that a company uses to influence consumer reactions to the products it offers. There are four main variables in the marketing mix that companies need to pay attention to, namely product, price, place and promotion. By paying attention to these 4 variables, the company can increase the competitiveness of home appliance products in the market and remain relevant

amidst intense competition. The level of success of implementing the marketing mix also influences consumer purchase intention towards a product (Sari, D. P., & Belgiawan, P. F. 2024).

Purchasing decisions are the reason consumersbuy products based on their needs, wants and expectations. This can lead to satisfaction or dissatisfaction with the product. Purchasing decisions are influenced by many factors including family, price, experience, quality and product. Purchasing decisions are an important part of consumer. Based on this description, the researcher wants to conduct this study to determine the effect of marketing mix on purchase decision at MSME.

2. Research Method

The type of research used in this research is quantitative, namely collecting, compiling processing and analyzing data in the form of numbers which in practice are given certain treatments that are studied. Data collected by quetionare that shared to consumer of MSME in Medan City.

Research sites

The research location was carried out at the Khawila store. This location was chosen because it is one of the MSMEs in the women's fashion sector. Women's fashion is one of the business sectors that has the highest sales so it can be researched regarding purchasing decisions.

Data analysis

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analytical tool used to determine the effect of the independent variables on the dependent variable, namely product (X1), price (X2), place (X3) and promotion (X4) and Purchase decision (Y). The multiple regression model is formulated in the following form:

$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e$

Information:

Y = Purchase decision
a = Constant
X1 = Product
X2 = Price
X3 = Place
X4 = Promotion

3. Result and Discussion

Multiple Linear Regression

The results of processing using SPSS data on multiple regression analysis about product and price on Purchase decision can be seen in the following table:

Tabel 1. Multiple value regresion

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.416	1.473		.961	.339
	Product	.443	.131	.361	3.393	.001
	Price	.481	.131	.373	3.672	.000
	Place	.180	.133	.152	.1358	.176
	Promotion	.029	.110	.025	.260	.796

Based on the data from the coefficients table above in the Unstandardized Coefficients column, it can be seen that the multiple regression equations for variables are: Purchase Decision = 1.416 + 0.443 Product + 0.481Price + 0.180Place + 0.029Promotion

Classic assumption test

Normality

The purpose of testing the normality of the data is to see whether in the regression model the dependent and independent variables have a normal or abnormal distribution. Test conditions, if the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets

the assumption of normality. Below are the results of the normality test to test all research variable data with a minimum ordinal scale using the conditions of the colmograph-smirnof test using the SPSS program.

Table 2. One-sample kolmogorov-smirnov test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.25193716048057
Most Extreme Differences	Absolute	.038
	Positive	.135
	Negative	-.057
Test Statistic		.566
Asymp. Sig. (2-tailed)		.906[c]

The results of data processing in table 2 obtained the value of Kolmogrof Smirnof is 0.566 and significant at 0.906, which means a significant value greater than 0.05 then the residual data is normally distributed. For more details, it can be seen in the histogram and normal PP of regression standardized residual images below:

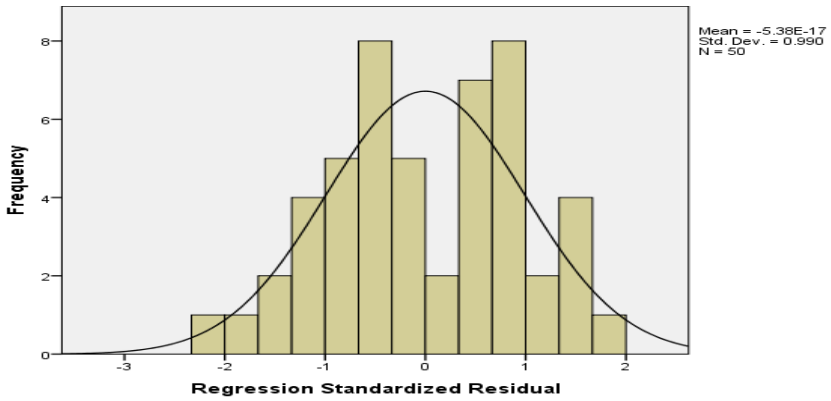

Figure 1. Histogram graph

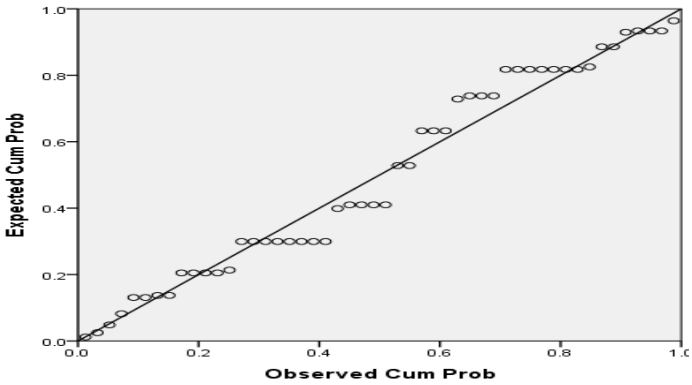

Figure 2. Standardized p-plot normality test

The histogram graph test image is shaped like a bell and the standardized PP plot tends to follow the diagonal line in identifying that the normality test of the regression model in this study has met the assumptions previously stated, so that the data in this regression model is normally distributed.

Multicolonierity

Testing the multicollinearity of the research variables through independent test calculations between independent variables can be seen and the results of statistical collinearty analysis. Multicollinearity has a purpose, namely to see whether the variable does not have a high correlation, it is necessary to do a hypothesis, namely that H0 is accepted if VIF <10 and the tolerance number is close to 1, and H0 is rejected if the VIF value is> 10 and the tolerance value is close to 0. The results of the interdependence test between the variables in this research can be seen in the following table:

Table 3. Multicolonierity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.324	3.090
	Price	.354	2.822
	Place	.292	3.430
	Promotion	.382	2.620

The multicollinearity test table data above can be understood that the two independent variables namely product, price, place, and promotion have a statistical collinearity value. The Tolerance value can be interpreted within a predetermined tolerance limit where all variables are close to 1 and the VIF value is less than 10, so thus it can be concluded that there is no multicollinearity in the independent variables of this study.

Heteroscedasticity

Heteroscedasticity test in this study aims to see whether the variables have the same variance or not. Heteroscedasticity has one observation that is different from another. One of the methods used to test whether or not heteroscedasticity will result in the estimation of the regression coefficient to be inefficient. The result of the assessment will be less than it should be. The basis for the analysis of heteroscedasticity data in this study is as follows: (a) If there is a certain pattern such as the dots that form a certain regular pattern (wavy, widen and then narrowed) then heteroscedasticity has occurred. (b) If there is no clear pattern, and the points spread above and below the number 0 on the Y-axis, there is no heteroscedasticity.

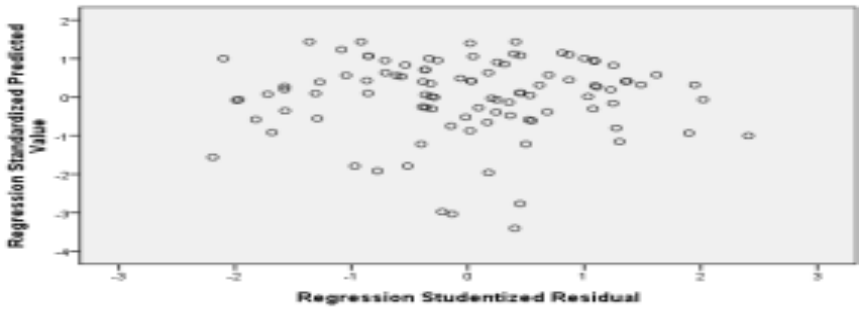

Figure 3. Scatterplot

Based on Figure 3 scatterplot, it can be seen that the variables in this study based on heteroscedasticity test data can be interpreted that there is no heteroscedasticity in the research variables used. Because there is no clear pattern and the dots spread above and below the number 0 on the Y axis, so it can be said that the heteroscedasticity test on this research variable can be fulfilled. The variable data used in this study can be used for further testing.

Research Hypothesis Test

t test

Hypothesis testing in the t-test statistical test basically aims to show how far the level of relationship and influence of one independent variable individually in explaining the dependent variable in this study. Testing the hypothesis using the Statistical for Social Sciences Program (SPSS) can be seen in the following table:

Tabel 4. T test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.416	1.473		.961	.339
	Product	.443	.131	.361	3.393	.001
	Price	.481	.131	.373	3.672	.000
	Place	.180	.133	.152	.1358	.176
	Promotion	.029	.110	.025	.260	.796

Based on the results of testing the effect of product variables on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 3.393 with the meaning that tcount> ttable with a significant value of 0.001 <0.05. These results can be concluded that H0 is rejected. This shows that there is a positive and significant influence between product variables on Purchase decision.

Based on the results of testing the effect of the price variable on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 3.672 with the meaning that tcount> ttable with a significant value of 0.001 <0.05. These results can be concluded that H0 is rejected. This shows that there is a positive and significant influence between the price variable on Purchase decision.

Based on the results of testing the effect of the place variable on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 1.368 with the meaning that tcount < ttable with a significant value of 0.176> 0.05. These results can be concluded that H0 is accepted. This shows that there is no significant effect between the place variable on Purchase decision.

Based on the results of testing the effect of promotion on Purchase decision, it was obtained ttable of 1.98 and btained the value of tcount = 0.260 with the meaning that tcount < ttable with a significant value of 0.796> 0.05. These results can be concluded that H0 is rejected. This shows that there is a positive and significant influence between the promotion variables on Purchase decision.

F test

The F test statistic test (simultaneous) was conducted to determine whether the independent variables together had a significant effect or not on the dependent variable. Then the hypothesis is converted into statistics as follows:
H0: 0 (There is an effect of marketing mix (X1) on Purchase decision (Y)
Hypothesis Criteria:
HO is rejected if Fcount > Ftable with a significance level of 0.000
HO is accepted if Fcount Ftable significance of 0.000

Tabel 5. F test

ANOVA b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	942.699	4	235,675	44,595	.000a
	Residual	501.051	95	5.285		
	Total	1444,750	99			

Based on the data from the F test table table 5 with the above criteria, the Fcount value is 44,596 > the Ftable value is 3,089 or significant0.000<0.05 so it can be understood that there is a significant effect between the independent variable (X) on the dependent variable (Y).
Hypothesis Research Criteria:
Fcount Ftable = H0 rejected significant level of 0.05 (sig.2-tailed 0.05)
Fcount < Ftable =H0 is accepted with a significant level of 0.05 (sig.2-tailed 0.05)

Based on the data of the F test table in Figure 5 with the above criteria, the Fcount value is 44,596 > the Ftable value is 3,089 with a significant level of 0.000. Based on the value of the curve, it can be understood that there is a simultaneous significant effect between product, price, place, and promotion variables simultaneously on Purchase decision (Y).

Coefficient of Determination

Determination test is carried out to determine the magnitude of the coefficient value which shows the magnitude of the variation in the dependent variable which can be explained by the independent variable. The coefficient of determination is used to measure how far the independent variables used in this study explain the dependent variable. The value of the coefficient of determination is determined by the value of R square as can be seen in the table below:

Tabel 6. Coefficient of determination

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808a	.652	.638	2.299

a. Predictors: (Constant), Place, Promotion, Product, Price
b. Dependent Variable: Purchase Decision

Based on the results of the test in Table 6, the regression coefficient of determination of the summary model in the table above can be seen that the coefficient of determination (R square) obtained in this study is 0.652, this means that 65.2% of the variables are. The remaining 27.8% can be explained by other variables that were not included in this study.

Discussion

The Effect Product against Purchase decision

Based on the results of testing the effect of product variables on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 3.393 with the meaning that tcount> ttable with a significant value of 0.001 <0.05. These results can be concluded that H0 is rejected. This shows that there is a positive and significant influence between product variables on Purchase decision

The results of this study are also supported by the theory put forward by (Fortuna Makmur et al., 2024) with title The Effect of Marketing Mix and Digital Marketing on Snackfood Purchasing Decisions at PT. Indofood Fortuna Makmur. The test results show that Product have a significant effect partially and simultaneously on Purchasing Decisions.

The Effect Price against Purchase decision

Based on the results of testing the effect of the price variable on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 3.672 with the meaning that tcount> ttable with a significant value of 0.001 <0.05. These results can be concluded that H0 is rejected. This shows that there is a positive and significant influence between the price variable on Purchase decision.

The results of this study are also supported by the theory put forward by(Nainggolan & Suryajaya, 2020). The results of product and price research have a significant effect on Purchasing Decisions through online marketing.

The Effect Place against Purchase decision

Based on the results of testing the effect of the place variable on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 1.368 with the meaning that tcount < ttable with a significant value of 0.176> 0.05. These results can be concluded that H0 is accepted. This shows that there is no significant effect between the place variable on Purchase decision.

The results of this study are also supported by the theory put forward by (Nirawati, 2021) which showed that the place/location had a positive and significant effect on purchasing decisions. In this study, respondents rated that the place/location of a minimarket with a campus brand in the Banyumas Regency was strategic, close to the highway, close to the campus, so that it was easily visible and accessible. The highest average respondents in this study set purchase decisions with consideration because the minimarket occupied a strategic location and was easily accessible.

The Effect Promotion against Purchase decision

Based on the results of testing the effect of promotion on Purchase decision, it was obtained ttable of 1.98 and obtained the value of tcount = 0.260 with the meaning that tcount < ttable with a significant value of 0.796> 0.05. These results can be concluded that H0 is rejected. This shows that there is a positive and significant influence between the promotion variables on Purchase decision.

The results of this study are also supported by the theory put forward by (Sari & Belgiawan, 2024) with the research title The Effect of Marketing Mix on Purchase Intention in the Home Appliance Industry in West Java. The result are the product variable, promotion variable and service variable partially have no significant effect on the purchasing decision variable.

4. Conclusion

In addition to practical advice for MSMEs, consider providing recommendations for future research. For example, is it necessary to test other variables that were not covered in this study but may be relevant? Based on the results of the discussion, it can be concluded. There is a positive and significant influence between product variables on Purchase decisions. There is a positive and significant influence between the promotion variables on Purchase decisions.

While price and place have no significant effect on increasing Purchase decisions. The suggestion that the author can convey in connection with the results of the above discussion is that MSME should pay attention to the two independent variables studied, namely product and promotion. The store can make a discount every month and launch a new style original fashion product. For further research, it is recommended to dig deeper into physical evidence digital marketing variables are considered quite capable of influencing purchasing decisions.

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