

The Effect Of Marketing Mix On Consumer Decisions In Buying Chicken

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Abstract

Marketing is part of the main activities of traders to maintain the profitability of their business. The success and failure of business goals in marketing is influenced by other fields such as manufacturing, finance, and other fields. Mak Lut's shop, which is located in the Lenteng market, sells chicken meat from the morning until 5 pm every day. Mak Lut in carrying out its operations pays attention to several factors, namely in terms of maintaining the quality of chicken meat and prices. The population in this study were consumers at Kedai Mak Lut and the sample in this study was 75 samples using the accidental sampling. The analytical method used in this research is multiple linear analysis. The results of this study obtained (X1) Significant effect, (X2) price has a significant effect, (X3) location has a significant effect, (X4) promotion is not significant.

Keywords: Marketing Mix, Chicken Meat, Consumer Decisions

1. INTRODUCTION

In the era of globalization, business development and competition is getting tougher than before. In this market competition, corporate organizations must be able to take appropriate steps to adapt to changes in a very dynamic business environment (Nugroho & Astuti, 2021). Companies can be successful in trying to stay competitive with their customers. To achieve this goal, all businesses must be able to produce and deliver the products and services they want, based on their needs and wants (Ekasari & Putri, 2021). Sellers need to understand not only producers whose job it is to create products and services, but also the willingness of consumers to fulfill their product and service needs to satisfy them (Dwinanda & Nur, 2020).

For a company, the existence of the right and right strategy will make the company more advanced and successful. Companies with the right marketing strategy provide the right direction and purpose for consumers to make more and more purchasing decisions that they need to buy. Companies must be able to take advantage of the elements of the marketing mix (Lupiyoadi, 2016). The marketing mix is a combination consisting of four variables or activities (product, price structure, promotional activities, and distribution system) that form the core of a company's marketing system (Firatmadi, 2017).

The marketing mix is the spearhead for the company's success. When used, the cutting edge is considered to infiltrate the target market. Therefore, the marketing mix is a marketing strategy to form a competitive advantage, with plans to generate profits, increase return on investment, increase sales profits, and attract and retain customers to dominate the market (Hurriyati, 2015). Therefore, entrepreneurs can rely on the company's marketing mix strategy to attract consumers, increase sales profits, and stay competitive.

The Mak Lut chicken meat shop was founded by Lut in 2003 and is located in the Lenteng market. The Mak Lut shop starts its activities from morning to evening by selling chicken pieces. Mak Lut's shop in daily life always prioritizes the quality of chicken meat. because product quality is very influential on customer interest. The chicken meat at Mak Lut's shop is cheaper than other chicken meat traders. The increase in chicken sales in modern and traditional markets has led to intense competition for market share. To increase market share and sales volume, a good marketing strategy is needed. To achieve the goal of meeting consumer needs, companies need to analyze consumer behavior as a marketing strategy.

2. LITERATURE REVIEW

2.1 Consumer Purchase Decisions

According to (Utami & Firdaus, 2018), decisions are the result of solving problems they face firmly. Decisions must be able to answer questions in relation to planning and define purchasing decisions as a strong self-confidence in consumers or customers who believe that the purchase decision for a product taken is correct.

Meanwhile, according to (ST.MT & Izzah, 2021), decision making is the selection of certain behavioral alternatives from two or more existing alternatives. Decision occurs when a person is faced with several alternative choices to meet their needs. (Mahendrayasa et al., 2014) states that the purchasing decision indicator is buy or not buy, which means it is related to confidence in buying and would not expect any problem, which means the hope not to get into trouble or risk.

Based on the explanation above, it can be concluded that the purchase decision is the best choice chosen by consumers to make a decision to purchase goods/services and the indicators used in this study are the decision to buy and the decision not to buy.

2.2 Marketing Strategy

(Sudriamunawar et al., 2020), strategy is defined as a process of determining the plans of top leaders that focus on the long-term goals organization, accompanied by the preparation of a method or effort on how to achieve these goals. According to (Kurdi & Firmansyah, 2020a), strategy is a form or plan that integrates the main goals, policies and courses of action within an organization into a unified whole.

The definition of marketing according to terminology, transactions occur place where buying and selling. Due to the dynamics of society and economic pressure, the term "marketing" is known, which means carrying out a selling and buying activity of a product or service, based on an interest or desire to buy and sell (Kotler and Keller, 2017).

According to (Kurdi, 2019) marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others.

Based on this understanding, it means that marketing contains social aspects, both individually and in groups to meet their needs and desires, due to these wants and needs, an interaction is created which is called an exchange transaction of goods and services. The goal is how to meet the wants and needs of customers both for individuals and groups. Marketing theory is the result of work performance of business activities related to the flow of goods and services from producers to customers. This theory is widely used in making marketing decisions, such as before making decisions about the product to be made (Assauri, 2017).

2.3 Definition of Marketing Mix

According to (Lupiyoadi, 2016), the marketing mix is a tool/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 the determination of the established position can run successfully.

According to (Syahril et al., 2020) that the marketing mix is to inform that to increase the high competitive value of a company, mastery of marketing strategy is the main target. The marketing mix consists of products, price, distribution and promotion. Where this link is examined specifically, the principles of marketing strategy cannot be separated from each other. The consequence of implementing the marketing mix is to

increase the number of quantities, the number of services, and the number of customers from the implementation of the marketing strategy.

According to (Kotler, 2012), the stages that buyers go through to reach a buying decision pass through five stages, namely: problem recognition, information search, evaluation of alternatives, buying decisions, and post-purchase behavior. In achieving these targets, consumers need a separate strategy and there are several factors that also influence, namely external and internal factors. External factors are factors that are beyond the reach of the company, such as: technology, economic conditions, government regulations, and the socio-cultural environment. While the internal factors consist of 7Ps, namely product, price, promotion, location, service, physical environment, and process.

In the marketing mix to increase the amount of quality and quantity of a service, it is necessary to implement a marketing strategy. application of the marketing mix in the form of products, price, promotion, location, people, physical evidence, and processes that will influence consumer purchasing decisions.

Based on these questions, it can be concluded that the marketing mix is a set of tactical marketing tools used by producers to achieve goals and influence consumer purchasing decisions which include the 7Ps, namely product, price, promotion, location, people, physical environment, and process.

2.4 Consumer Behavior Consumer

Behavior is the process of making decisions and activities of each individual that is carried out in the context of evaluating, obtaining, using or managing goods and services. (Sonia, 2020) conducted a study on consumer behavior, namely the activity of exchanging the value of a product or service that satisfies their needs. Furthermore, this understanding has developed into a study of how consumers respond in making decisions based on product, price, promotion and distribution.

Consumer behavior in purchasing according to (Kotler and Keller, 2017), is influenced by external factors and internal factors. External factors include marketing stimuli commonly referred to as the marketing mix (product, price, promotion, distribution) and other stimuli as the macro environment. Meanwhile, the internal factor is the consumer's character which includes cultural, social, personality and psychological factors.

2.5 Purchasing Decision

According to (Kotler and Armstrong, 2013), purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations

choose, buy, use and how goods and and desires. Needs-The above stages have been carried out, then the next stage is decision making. If the consumer makes a decision, then he will have a series of decisions regarding the type of product, brand, quality, model, time, price, method of payment, and so on. Sometimes in making this decision, there are other parties who have the final influence, which must be reconsidered, so that they can immediately change the original decision.

3. RESEARCH METHOD

Quantitative method is the method used in this research Researchers use quantitative because they want to know the influence of the marketing mix 4p/ marketing mix on consumer decisions in buying chicken meat at Mak Lut Shop Lenteng Market. This research was conducted at the Mak Lut Shop which is located at the Lenteng Timur market, Lenteng District, Sumenep Regency.

The population used in this study is the entire consumer who buys chicken meat at Mak Lut Shop Lenteng Market. The number of population is not known with certainty, so the authors use the formula of: Roscoe, which is where the number of samples is at least 10 x the number of variables studied (independent variable + dependent variable). So because the study consists of 5 variables, in this study the number of samples is determined by 15 x the number of variables, namely using 5 variables (4 independent variables + 1 dependent variable). Then the number of sample numbers is (15 x 5 = 75 samples. By using the sampling method , namely using accidental sampling.

The type of data used in this study is subject data (consumers who have made transactions to purchase chicken meat at Mak Lut Shop Lenteng Market. Meanwhile, the data sources used are primary and secondary data (Sugiyono, 2016).

The method used in data collection is a very important step in conducting research. In this study the method used was observation and questionnaires. Observations were made on the object research at the Mak Lut chicken meat shop, Lenteng Market. The questionnaire is a data collection tool that is carried out by distributing questionnaires related to the research variables and the number of distributions is adjusted to the number of samples that have been determined by a writer. The questionnaire was distributed to consumers at Mak Lut Shop Lenteng Market

4. RESULT

Mak lut shop is one of the chicken meat shops in the Lenteng market. Initially Mak Lut was a broiler breeder located in the village of Bungor Lenteng, east of Sumenep Regency. Lots of broiler collectors who subscribe to Mak Lut to be resold in the market.

Test Data validity test is used to measure the questionnaire data used by researchers are valid or invalid by using the SPSS application. In the validity test, it is seen where r count and r table are compared using correlation so that the data becomes valid. r table.

In this study using 75 respondents. To determine the r table using the formula $df = N-2$ with a significant level of 0.05. This study uses 75 respondents which means $df = 75-2 = 73$. It can be seen that the r table is located at a value of 73 with a probability of 0.05 is 0.227

Linear regression analysis is used to determine whether the independent variables jointly affect the variables dependent. This test is used to see whether the independent variables have an effect or not on the dependent variable. The results of the multiple linear regression equation using SPSS are as follows:

Table 1. Multiple Linear Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,134	3,295		2,772	0,007
	Product	0,120	0,054	0,232	2,198	0,031
	Price	0,433	0,130	0,357	3,331	0,001
	Location	0,372	0,161	0,245	2,308	0,024
	Promotion	-0,278	0,126	-0,235	-2,212	0,030

a. Dependent Variable: Buying Decision

Source: Primary Data SPSS Output Results in 2021

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

$$Y = 9,134 + 0.120X1 + 0.433X2 + 0.372X3 + -0.278X4 + e$$

Description :

Y : Consumer Decision

X1: Product

X2: Price

X3: Location

X4: Promotion

e : Standard Error

Based on this table above shows that the constant value is 9.134 .It can be interpreted that Product, Price, Location, Promotion and Consumer Decisions are worth 0 (zero), consumer decisions are still worth 9.134. In other words, although not doing research on Products, Prices, Locations, Promotions, and Consumer Decisions, they still have an influential value of 9.134.

The product variable regression coefficient is 0.120 which indicates that the product has a positive influence on consumer decisions. It can be interpreted that if Production increases by 1 scale it will increase Consumer Decisions by 0.120.

The regression coefficient of the price variable is 0.433 which indicates that the price has a positive influence on consumer decisions. it can be interpreted that if the price increases by 1 scale, it will increase consumer decisions by 0.433.

The regression coefficient for the location variable is 0.372 which indicates that service quality has a positive influence on consumer decisions. It can be interpreted that if the location increases by 1 scale it will increase the Consumer Decision by 0.372.

The regression coefficient of the Promotion variable is -0.278 which indicates that Promotion has a negative influence on Consumer Decisions. It can be interpreted that if the Promotion increases by 1 scale it will increase the Consumer Decision by - 0.278.

Test) T test is used to see whether the independent variable has an effect or not on the dependent variable. In this study, we will see that promotion strategy, price, service quality and interest in visiting have a partial or no influence on the decision to visit interest. Interest in visiting was taken when the significant value was < 0.05.

Table 2. T test results (partial test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,134	3,295		2,772	0,007
	Product	0,120	0,054	0,232	2,198	0,031
	Price	0,433	0,130	0,357	3,331	0,001
	Location	0,372	0,161	0,245	2,308	0,024
	Promotion	-0,278	0,126	-0,235	-2,212	0,030

a. Dependent Variable: Buying Decision

Source: Primary Data SPSS Output Results in 2021

Based on the table above, it can be seen that the partial test results show the following:

Product Factor Variables have a significant influence on Consumer Decisions, which means partially Product Factors affect Consumer Decisions. It can be seen that the significant value of the Product Factor is $0.007 > 0.05$ so that the hypothesis H_0 is rejected and H_1 accepted.

The price factor variable has a significant influence on consumer decisions, which means that price factors partially affect consumer decisions. It can be seen that the significant value of the Price Factor is $0.031 > 0.05$ so that the hypothesis H_0 is rejected and H_1 accepted.

The Location Factor Variable has a significant influence on Consumer Decisions, which means that it partially affects Consumer Decisions. It can be seen that the significant value of the Location Factor is $0.024 < 0.05$ so that the hypothesis H_0 is rejected and H_1 accepted.

Promotional Factor Variables have a significant influence on Consumer Decisions, which means that Promotional Factors partially affect Consumer Decisions. It can be seen that the significant value of the Promotion Factor is $0.030 > 0.05$ so that the hypothesis H_0 is rejected and H_1 accepted.

Simultaneous test is used to see whether all independent variables simultaneously affect the dependent variable. In this study, we will see whether the variables of Product, Price, Location, Promotion, HR, Physical Evidence and Process factors or not simultaneously on Consumer Decisions.

Table 3. F-Test Results (simultaneous test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,953	4	11,488	5,237	.001 ^b
	Residual	153,567	70	2,194		
	Total	199,520	74			

a. Dependent Variable: Buying Decision

b. Predictors : (Constant), Product, Price, Location, Promotion

Source: Primary Data SPSS Output Results in 2021

5. DISCUSSION

5.1 Relation of Product Factors to Consumer Decisions.

Based on research using the SPSS version 25 application and distributing questionnaires to consumers at Mak Lut's shop, it resulted that the product factor had a significant influence on purchasing decisions, this means that the product factor is an important factor for consumers in making purchasing decisions at Mak's shop. Due to the quality of the products made by the Mak Lut shop, consumers are confident in the products they choose so they are interested in buying again at the Mak Lut shop.

The results of the research on Product Factors above can be concluded that Product Factors have an influence on consumer decisions, because the products sold by Kedai Mak Lut are of high quality so that consumers feel happy with the products they buy.

5.2 The Relationship between Price Factors and Consumer Decisions

Based on research using the SPSS version 25 application and distributing questionnaires to consumers at Mak Lut's shop, it is found that the price factor has a significant influence on consumer decisions. This means that price is an important factor in consumer decisions. The price factor at Mak Lut's shop is not paired with others, even though it is not competitive, mak lut has its own way to increase consumer interest, namely by giving discounts for consumers who buy a lot and always give affixes. specifically for subscriber consumers.

The results of the research on the Price Factor above can be concluded that the Price Factor has an influence on consumer decisions, because prices do not compete with other shops, with the meaning that even though prices are not competitive, the mother always gives discounts and affixes so that consumers are interested in wanting to buy again at the shop. lut.

5.3 The Relationship of Location Factors to Consumer Decisions

Based on research using the SPSS version 25 application and distributing questionnaires to Mak Lut consumers, it is found that the location factor has a significant influence on consumer decisions. This means that the location factor is an important factor in consumer decisions, because the Mak Lut shop has a location that is easily accessible by anyone.

The results of the research on the location factor above can be concluded that the location factor has a significant influence on consumer decisions, because the location occupied by Mak Lut is very adequate, affordable and easy to access for consumers. Where is the location located in a market and where the sellers of chicken meat are attached to make it easier for consumers to find out the location.

5.4 The Relationship of Promotional Factors to Consumer Decisions

Based on research using the SPSS version 25 application and distributing questionnaires to Mak Lut consumers, it resulted that the promotion factor had an insignificant influence on consumer decisions, this means that promotion is an unimportant factor in consumer decisions.

The results of the research on Promotional Factors above can be concluded that Promotional Factors have no influence on consumer decisions, because Promotions carried out by Mak lut shops are only by word of mouth so many people do not know if there is such a promotion.

5.5 The Relationship of Production Factors, Value, Location, Promotion To Consumer Decisions

Based on research that has been done, namely product factors, price, location, promotion, simultaneously affect consumer decisions. It can be concluded that consumers make consumer decisions because they see product, price, location, promotion factors, which are obtained at Kedai Mak Lut.

5.6 Determination of the More Dominant Variable

Based on the research that has been done, it has been found that the value of the product, price and location variable is higher than the promotion. So it can be concluded that consumer decisions are heavily influenced by product, price and location. Quality products and always give discounts and rewards and easily affordable locations so that consumers are fast and confident in making purchasing decisions.

6. Conclusion

The results of this study indicate that product, price and location have a significant influence on consumer decisions, while the promotion factor has no significant effect on consumer decisions. It can be concluded that what is provided by Kedai Mak Lut has quality products, provides price discounts and rewards and locations that are easily accessible, so that consumers are responsive in making purchasing decisions. the same for consumer decisions. It can be concluded that the product, price, location and promotion, have a joint effect on consumer decisions, the better the higher the consumer's decision to buy. The results of this study indicate that the most dominant variables are product, price and location.

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