

## ANALYSIS OF THE INFLUENCE OF MARKETING MIX 7P ON PURCHASING DECISIONS AT PT BATIK PIRUKUN MAKMUR

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### ABSTRACT

*The main challenge is faced by PT. Batik Pirukun is the lack of clarity and lack of marketing strategy information about accurate consumer behavior. therefore researchers are interested in knowing consumers reasons decided to make a purchasing decision at PT Batik Pirukun Makmur. With the right marketing strategy, it is hoped that PT Batik Pirukun will become prosperous able to have loyal consumers and consumers get good products desired. This research aims to examine more deeply the implementation of marketing mix strategies. From the analysis carried out by researchers, the following results were obtained: The variables product, price, promotion, place, people, process, physical evidence have a positive and significant effect on purchasing decisions at PT Batik Pirukun Makmur. PT Batik Pirukun Makmur should further improve product quality because this can influence customers in making purchasing decisions and can increase customer satisfaction.*

### KEYWORDS

Marketing Mix Strategies



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## INTRODUCTION

Currently, there is increasingly competition in the batik industry business emerging from offline stores and online stores, an industry that exists not far away with marketing locations starting to appear, this has become a the problem for PT Batik Pirukun Makmur is because there is a lot of competition business so that consumers will think twice about it Determine where to buy the batik clothes you want. PT Batik Pirukun Makmur will continue to strive hard to remain competitive and formulate a more mature marketing strategy to attract consumer interest to visit stores and retain customers. The main challenge is faced is a lack of clarity in marketing strategy and a lack of information about accurate consumer behavior. Therefore, it is necessary to understand more deeply about consumer behavior and needs and search a way to attract new customers and retain existing ones.

Marketing mix (7P) is a refinement of the mix concept traditional marketing, where the traditional marketing mix concept is only contains 4 factors, namely product, price,

promotion and place. As it develops nowadays, the marketing mix has developed into 7 factors of which 3 factors additionally in the form of people, physical evidence and processes. With it is hoped that businesses can develop the marketing mix to improve the marketing mix useful strategies (Nurhayaty, 2022)

Based on this fact, researchers are interested in knowing consumers' reasons decided to make a purchasing decision at PT Batik Pirukun Makmur. Therefore, the researcher chose the title "Marketing Mix Influence Analysis Marketing Mix 7P on Purchasing Decisions at PT Batik Pirukun Makmur." With the right marketing strategy, it is hoped that PT Batik Pirukun will be Makmur able to shave loyal consumers and consumers get good products desired. Therefore, customer response is very necessary for find out how much influence the marketing strategy implemented by PT Pirukun Makmur Batik. Based on the description above, PT Batik Pirukun Makmur have a strategy to market their products. This research aims to, examine more deeply the implementation of marketing mix strategies (Marketing Mix) 7Ps implemented as well as consumer responses regarding the mix strategy 7P marketing (marketing mix) implemented at PT Batik Pirukun Makmur.

## RESEARCH METHOD

This research was conducted at PT. Batik Pirukun Makmur which is located at Dusun Mranggen, RT1/RW5, Sangiran, Mranggen, Kec. Polokarto, Regency Sukoharjo. with the 7P marketing mix methodology. The data collection in this research uses a population, namely customers of PT Batik Pirukun Makmur which has placed orders during the period April 2023 to March 2024.

## RESULT AND DISCUSSION

### 1. Multiple linear regression analysis

Multiple linear regression on the research that the author conducted was to observe how much the influence of the marketing mix and product quality on decisions purchase. The following are the results of multiple linear regression analysis as seen from table below.

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardize Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constants)	.405	.998		.405	.687
Product	.101	.123	.095	.815	.419
Price	.082	.137	.081	.597	.553
Promotion	-.105	.145	-.104	-.724	.473
Place	.104	.121	.096	.855	.397
People	.168	.135	.182	1.241	.221
Process	.304	.103	.373	2.943	.005
Physical_Evidence	.310	.106	.303	2.918	.005

Source: Output SPSS 25, 2024

Discussion:

- a) The constant value is 0.405, which means that if the marketing mix variables and product quality are considered constant (0), the purchasing decision will be 0.405

- b) The regression coefficient value for the product variable has a value of 0.101, which means that the product variable shows a positive direction, so the higher the value, the better the influence on purchasing decisions at PT Batik Pirukun Makmur.
- c) The regression coefficient value for the price variable has a value of 0.082, which means that the price variable shows a positive direction, so that if the value is high, the better the influence on purchasing decisions at PT Batik Pirukun Makmur.
- d) The regression coefficient value for the promotion variable has a value of -0.105, which means that the promotion variable shows a negative direction, so the higher the value, the worse the influence on purchasing decisions at PT Batik Pirukun Makmur.
- e) The regression coefficient value of the place variable has a value of 0.104, which means that the place variable shows a positive direction, so that if the value is high, the better the influence on purchasing decisions at PT Batik Pirukun Makmur.
- f) The regression coefficient value for the people variable is 0.168. This means that the people variable shows a positive direction, so the higher the value, the better the influence on purchasing decisions at PT Batik Pirukun Makmur.
- g) The regression coefficient value for the process variable has a value of 0.304, which means that the process variable shows a positive direction, so that if the value is high, the better the influence on purchasing decisions at PT Batik Pirukun Makmur.
- h) The regression coefficient value for the physical evidence variable has a value of 0.310, which means that the physical evidence variable shows a positive direction, so the higher the value, the better the influence on purchasing decisions at PT Batik Pirukun Makmur.

## 2. Hypothesis testing

### a. Partial T Test

The results of the t test can be seen by looking at the coefficient table listed in the significance column which is considered to have an influence between the independent variable and the dependent variable partially when the probability of the t number or Sig value. less than 0.05. Likewise, if the probability of the t value is more than 0.05, it is said to be has a significant effect (Sari et al., 2020). Below are the results of the partial t test.

Table 2. Partial T Test Results

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Physical_Evidence	.310	.106	.303	2.918	.005

Source: Output SPSS 25, 2024

Discussion:

- 1) The product variable has a calculated t value = 0.815 < t table = 2.0141 at a significance level of 0.419 > 0.05, so H0 is accepted and H1 is rejected, which means the results of the hypothesis test prove that there is a significant influence between the product variable on the purchasing decision variable.
- 2) The price variable has a calculated t value = 0.597 < t table = 2.0141 at a significance level of 0.553 > 0.05, so H0 is accepted and H1 is rejected, which means that the results of the hypothesis test prove that there is a significant influence between the price variable and the purchasing decision variable.
- 3) The promotion variable has a calculated t value = -0.724 < t table = 2.0141 at a significance level of 0.473 > 0.05, so H0 is accepted and H1 is rejected, which means that the results of the hypothesis test prove that there is a significant influence between the promotion variable on the purchasing decision variable.
- 4) The place variable has a calculated t value = 0.855 < t table = 2.0141 at a significance level of 0.397 > 0.05, so H0 is accepted and H1 is rejected, which means that the results of the hypothesis test prove that there is a significant influence between the place variable on the purchasing decision variable.
- 5) The people variable has a calculated t value = 1.241 < t table = 2.0141 at a significance level of 0.221 > 0.05, so H0 is accepted and H1 is rejected, which means the results of the hypothesis test prove that there is a significant influence between the people variable on the purchasing decision variable.
- 6) The process variable has a value of t = 2.943 > t table = 2.0141 at a significance level of 0.005 < 0.05, so H0 is rejected and H1 is accepted, which means the results hypothesis testing proves that there is a significant influence between process variables on purchasing decision variables.
- 7) The physical evidence variable has a value of t = 2.918 > t table = 2.0141 at a significance level of 0.005 < 0.05, so H0 is rejected and H1 is accepted, which means that the results of the hypothesis test prove that there is a significant influence between the physical evidence variable on the purchasing decision variable. .

**b. F Test (Simultaneous Test)**

This test is used to see how the independent variables all have a significant influence on the dependent variable. The criteria in this test are seen from the F value if it is higher than number 4 then H0 is rejected and Ha is accepted and level significance is 0.05 or 5% and if the calculated F number is more than F table, then H0 is rejected and Ha is accepted (Sari et al., 2020). Based on results the simultaneous significance test can be understood in the table below.

Table 3. F Test Simultaneous Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.777	7	8.825	18.565	.000 <sup>b</sup>
	Residual	21.392	45	.475		
	Total	83.170	52			

Source: Output SPSS 25, 2024

Discussion:

The F table value can be seen in the F table in 45th order and 2nd place, with a value of 3.17 according to the F test above. It is known that the calculated F value is 18.565 and the F table is 3.17 (value from the F table from df1 (regression 2 and df2 (residual) sample  $53 - 2 - 1 = 45$ ). So the calculated F is higher than number 4, namely  $18.565 > 4$ , and the significance level is  $0.000 < 0.05$ , meaning the independent variables (product, price, promotion, place, people, process and physical evidence) has a simultaneous influence on the dependent variable (purchasing decision).

### **CONCLUSION**

The aim of this research is to determine the influence of the marketing mix and product quality on purchasing decisions at PT Batik Pirukun Makmur. From the analysis that the researchers have carried out, they have obtained the results below: The variables product, price, promotion, place, people, process, physical evidence have a positive and significant effect on purchasing decisions at PT Batik Pirukun Makmur. PT Batik Pirukun Makmur should further improve product quality because this can influence customers to make purchasing decisions and can increase customer satisfaction. Apart from product quality, PT Batik Pirukun Makmur should also pay attention to people, namely human resources, by improving the abilities of its employees through communication with customers and the performance provided in order to attract the interest of customers who then make purchases.

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