

THE EFFECT OF MARKETING MIX ON THE PURCHASE DECISION OF LIGHTING PRODUCTS AT PT. KINGLED INDONESIA

Heppy Yusus Hulu¹, *Januardin², Dustin Alvin³, Wati Lase⁴, Vinora⁵

^{1,2,3,4,5} Fakultas Ekonomi, Universitas Prima Indonesia, Medan

ARTICLE INFO

Keywords:

Product Quality,
Promotion,
Price,
Distribution Channels,
Purchasing Decisions.

E-mail:

januardin.manullang@gmail.com

ABSTRACT

The results show that the adjusted R Square value is 0.513 which means that 51.3% of Purchasing Decisions demand is jointly influenced by the variables described in the model. while the rest is influenced by factors outside the model. Partially, Product Quality variable has a positive and significant effect, Promotion variable has a positive and significant effect, Price variable has a positive and significant effect, Distribution Channels variable has a positive and significant effect. Simultaneous, Product Quality, Promotion, Price and Distribution Channels, have a positive and significant effect.

Copyright © 2023 Economic Journal. All rights reserved.

is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Seeing the tight competition, PT. Kingled Indonesia realizes that it cannot only rely on attractive design, good lighting quality as competitiveness because other energy-saving lighting industries also have more or less the same design and quality. Therefore, PT. Kingled Indonesia is committed to continuing research and development for energy consumption efficiency without neglecting the quality of lighting and prioritizing life performance and life span of products in order to meet the primary needs of customer.

The Marketing mix is a collection of variables that can be used by companies to influence consumer responses. Therefore, it can be said that, "Marketing Mix is a device that will determine the level of marketing success and all of it is aimed at providing satisfaction to the selected market share or consumer. The marketing mix is concerned with Product Quality, Promotion, Pricing and distribution channels. Kingled LED product quality is still less competitive with Hanocho and phillips. This is due to the quality of products that many complaints from customers. For KINGLED LED promotion system is also less intensively done and promotional packages are designed less attractive to customers so that many customers buy more LED Hanocho. In addition, the price of Kingled LED is more expensive than its competitors, resulting in a lack of repeat purchases. Product distribution is also less effective because of the lack of labor resulting in the distribution of products that are not on time. this marketing mix phenomenon is a suspected factor in triggering a decrease in purchasing decisions for Kingled LED lights.

Quality Product means the ability of the product to carry out its functions. This includes durability, reliability, accuracy, ease of Use and repair as well as other valuable attributes [1]. Quality is one of the most important indicators of management in organizations, as it has become one of the most important concerns of the organization, as product quality has become an important guide and an argument for selling like price. Its concept is broad, sometimes vague, and difficult to define precisely. The concept of "quality" which means from the nature of a person or thing, and in ancient times it meant accuracy and proficiency. The concept of quality has changed with the development of management science, the emergence of large companies and increased competition, where quality has new and complex dimensions [2].

Promotion is a form of marketing communication. What is meant by Marketing Communications is a marketing activity that seeks to disseminate information, influence or persuade and or remind the target market of the company and its products to be willing to accept buying and loyal to the products offered by the company in question [3]. Promotion is considered the set of marketing techniques or practices, marketing action, form of communication, aiming at overcoming a sales level by capturing the attention and by attracting potential buyers, through points of sale, information, belief, training and maintaining a customer interested in the product and the manufacturing company [4]. As a form of communication used to inform, convince or remind the public about the goods, services, image, and

community involvement of a person or organization, promotion often has a decisive role in achieving the set goals. Traditionally, the promotion was aimed at attracting new customers [5]. Nowadays, it is equally important, if not even more important, to remind customers of the benefits of the sold products as compared to those of the competitors and to convince them of this. Therefore, modern promotion will stimulate, develop and direct the needs of customer.

Price is the basic gauge of an economic system because it affects the allocation of factors of production. In its role as a determinant of the allocation of scarce resources, price determines what is produced (supply) and who will obtain how many goods or services are produced (demand) [6]. Pricing, on the other hand, is not primarily concerned with creating value. [7] Rather, it could be said to be the marketing activity involved with capturing, or harvesting, the value created by the other types of marketing activities [8] In the words of Philip Kotler, Price is the marketing-mix element that produces revenue; the others produce costs. Because it is a marketing activity fundamentally different than the others, it is important that the implications of pricing's uniqueness be fully understood.

The distribution channel is the channel or route chosen by the company to deliver the product from the company to the final consumer or industrial user [9]. The importance of distribution channels is analyzed both for individual economic operators, i.e. groups and for the aggregate national economy. These types of analyses start with the share of big firms and groups, both on national and international levels. This is the case of relationships between different economic operators within value creation chains [10]. This is why earlier concepts of the role and importance of commerce in national economy are losing their importance.

2. METHOD

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are set by the researcher to be studied and then drawn conclusions [11]. The population in this study amounted to 136 Customers stores in Medan. The sample is part of as many characteristics shared by the population used for the study [12]. Sampling technique used is random sampling, the number of samples in this study is as much as 101 samples. The type of data used is primary and secondary data, namely the type of data obtained through the processing of the second party from the results of field research and through library research, namely research through the library [13]. Primary Data obtained by interview and provide a list of questions (questionnaire) [14].

Data analysis using multiple linear regression. In regression analysis, the dependent variable is often influenced not only by quantitative variables according to the scale.

3. RESULT AND DISCUSSION

Multiple Linear Regression Analysis

The regression Model used is as follows :

Table 1. Multiple Linear Regression Analysis

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.282	2.122		2.960	.004
	Product Quality	.230	.092	.217	2.507	.014
	Promotion	.240	.101	.202	2.383	.019
	Price	.290	.103	.244	2.813	.006
	Distribution Channels	.283	.082	.287	3.445	.001

Purchase Decision = 6.282 + 0.230 Product Quality + 0.240 Promotion + 0.290 Price + 0.283 Distribution Channels

The constant of 6,282 states that if the variables of Product Quality, Promotion, price and distribution channels are constant, the purchase decision variable is 6,282 units. Product quality variable regression coefficient of 0.230, it states that if every increase in product quality variable 1 unit will increase the purchase decision variable by 0.230 units with the assumption that other variables remain. The regression coefficient of the promotion variable is 0.240, it states that if every increase in the promotion variable 1 unit will increase the purchase decision variable by 0.240 units with the assumption

that other variables remain. The regression coefficient of the price variable is 0.290, it states that if every increase in the price variable of 1 unit will increase the purchase decision variable by 0.290 units with the assumption that other variables remain. The regression coefficient of the distribution channel variable is 0.283, it states that if each increase in the distribution channel variable 1 unit will increase the purchase decision variable by 0.283 units with the assumption that other variables remain.

Coefficient of Determination

The coefficient of determination is a measurement used to explain how much the variability of one factor is caused by its relationship to another factor. This correlation is represented as a value between 0.0 and 1.0 (0% to 100%) [15]. The coefficient of determination coefficient is :

Table 2. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.513	4.937

The coefficient of determination test results that can be seen from the value of Adjusted R Square of 51.3% (0.513 X100) shows the variation of variables of Product Quality, Promotion, price and distribution channels to the purchase decision while the remaining 48.7% (100% - 51.3%) is explained by other variables not studied in this study, such as program service quality, corporate image.

Simultaneous Hypothesis Testing (F-Test)

The F-test is:

Table 3. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2666.753	4	666.688	27.354	.000 ^b
	Residual	2339.782	96	24.373		
	Total	5006.535	100			

From the table above it can be explained that the value of F count (27.354) > F table (2.47) and the probability of significance of 0.000 < 0.05, means that H5 is accepted that simultaneously product quality, promotion, price and distribution channels have a positive and significant effect on lamp purchasing decisions at PT. Kingled Indonesia..

Partial Hypothesis Testing (t-Test)

The t-test is used to determine whether there is a relationship or significant influence between the partially independent variable and the dependent variable. The t test is

Table 4. t Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	6.282	2.122		2.960	.004
	Product Quality	.230	.092	.217	2.507	.014
	Promotion	.240	.101	.202	2.383	.019
	Price	.290	.103	.244	2.813	.006
	Distribution Channels	.283	.082	.287	3.445	.001

The results of the calculation of the hypothesis partially obtained tcount value > ttable or 2.507 > 1.985 and significant 0.014 < 0.05, means that H1 is partially accepted that the quality of the product has a positive and significant effect on the decision to purchase lamps at PT. Kingled Indonesia.

The results of the calculation of the hypothesis partially obtained tcount value $> t_{table}$ or $2.383 > 1.985$ and significant $0.019 < 0.05$, means that H2 is partially accepted that the promotion of a positive and significant effect on the decision to purchase lamps at PT. Kingled Indonesia.

The results of the calculation of the hypothesis partially obtained thitung value $> t_{table}$ or $2.813 > 1.985$ and significant $0.006 < 0.05$, means that H3 is partially accepted the price of a positive and significant effect on the purchase decision lights at PT. Kingled Indonesia.

The results of the calculation of the hypothesis partially obtained tcount value $> t_{table}$ or $3.445 > 1.985$ and significant $0.001 < 0.05$, means that H4 is partially accepted distribution channels have a positive and significant effect on the decision to purchase lamps at PT. Kingled Indonesia.

4. CONCLUSION

Based on the results of the research and discussion that have been described previously, it is concluded that partially the quality of the product has a positive and significant effect on the purchase decision, partially the promotion has a positive and significant effect on the purchase decision, partially the price has a positive and significant effect on the purchase decision, partially the distribution channel has a positive and significant effect on the purchase decision of the lamp at PT. Kingled Indonesia and simultaneously product quality, promotion, price and distribution channels have a positive and significant effect on the purchase decision of the lamp at PT. Kingled Indonesia.

REFERENCES

- [1] N. H. Abdurrahman, Manajemen Strategi Pemasaran, Bandung: CV Pustaka Setia, 2019.
- [2] B. Berman and J. R. Evans, Retail management: a strategic approach" (9th ed), Ed. Upper Saddle River, London: Prentice Hall, 2019.
- [3] S. Assauri, Manajemen Pemasaran, Jakarta: Rajawali Press, 2015.
- [4] M. T. Rustam, "engaruh Kualitas Produk, Citra Merek dan Promosi terhadap Keputusan Pembelian Spare part pada Bengkel Aneka Motor Kabupaten Padang Pariaman," *Owner Riset & Jurnal Akuntansi*, 2019.
- [5] Sudaryono, Manajemen Pemasaran Teori dan Implementasi, Yogyakarta: Andi Offset, 2016.
- [6] V. S. Yuniarti, Perilaku Konsumen, Bandung: Pustaka Setia, 2018.
- [7] M. A. Khairusy, "Pengaruh Harga Terhadap Kepuasan Konsumen Dengan Kualitas Pelayanan Sebagai Variabel Moderating (Survey pada Konsumen PT. Astra Internasional Daihatsu Sales Operation Cabang Pondok Pinang)," *Journal of Indonesian Public Administration and Governance Studies (JIPAGS)*, pp. 866-877, 2020.
- [8] R. S. D. Saputri, "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Pelanggan Grab Semarang," *Journal of Strategic Communication*, vol. 1, no. E-ISSN 2686-199, pp. 46-53, 2019.
- [9] F. Tjiptono and G. Chandra, Pemasaran Strategik., Jogjakarta: Andi Offset, 2018.
- [10] M. Adam, Manajemen Pemasaran Jasa, Bandung: Alfabeta, 2017.
- [11] Sugiyono, Metode Penelitian Kualitatif, Kuantitatif, R&D, Bandung: Alfabeta, 2017.
- [12] Sukimin, "Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Mobil Merek Toyota Di Kota Balikpapan," *Jurnal Geoekonom*, 2021.
- [13] W. V. Sujarweni, Metodologi Penelitian Bisnis dan Ekonomi. Pendekatan Kuantitatif., Yogyakarta: Pustaka Baru, 2016.
- [14] Iman Ghozali, Aplikasi Analisis MULTivariate dengan Program SPSS, Semarang: Universitas Diponegoro, 2018.
- [15] Angelyn and D. S. Kodrat, "The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table," *International Journal of Review Management Business*, pp. 16-24, 2021.