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The Influence of Marketing Mix on Aice Ice Cream Purchase Decision in Balikpapan

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ABSTRACT
As the number of companies managing ice cream businesses increases, new companies must be more careful in paying attention to consumer needs or desires and be better prepared to face the market. Every company tries to offer advantages from the products it sells. To prevent the emergence of new competitors, everything that consumers need in terms of product quality, price, promotion, location and so on must be well organized, the company's viability is maintained and cannot be replaced by new companies that emerge. The background of this research is based on the stagnant sales data of PT. Shunli Aneka Food. This study aims to determine the effect of the marketing mix on consumer buying decisions on Aice Ice Cream. This research is a quantitative research, using statistical-descriptive and verificative methods of analysis, which describe and define the influence of the independent variable (X), namely the marketing mix (product, price, promotion, location) on the dependent variable (Y), namely consumer buying decisions. This study employs the multiple linear regression analysis In which the data processed by Spss Vertion 25 program. Respondents of this study were 385 Outlets Aice consumers, selected through non-probability sampling technique. The results of this study show that the marketing mix, which has a significant effect on Outlets Aice Ice Cream's consumer purchasing decisions, are product, price, promotion and location. The conclusion of this research is that the variables of product, price, promotion and location have a significant influence on consumer purchasing decisions. For further research, it is recommended to dig deeper into product variables, price, promotion and location.

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INTRODUCTION

Balikpapan is one of the cities where the Aice ice cream distributor is located, with mostly summer weather being very suitable for selling ice cream. aice appeared amidst the high price of ice cream at that time. Aice comes at an affordable price and has many flavor variants that are liked by many people. Since Aice has competed in the market, many new competitors have emerged with similar businesses competing for the lower middle class market. aice must review its marketing strategy, namely the marketing mix.

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The ice cream market is increasingly enthusiastic with the entry of several new players. Just mention the new brands being sold in many retailers such as Aice, Joyday, Glico and Indo Eskrim. However, the entry of these new competitors means demand will grow and the market is likely to expand. This industry is developing rapidly. Because many competitors will create a variety of ice cream choices among consumers, and this is considered to stimulate demand for this product [1]. Ice cream is a highly favored product among people of all ages, from children to adults. With its sweet taste, smooth texture, and refreshing quality, it comes in numerous flavor variations. The delightful taste of ice cream indeed makes many people addicted, and it's no wonder that ice cream is sought after by the community. Nowadays, people can easily find ice cream in supermarkets, shopping centers, dining establishments, and even small convenience stores along the roadside. This has contributed significantly to the substantial domestic sales of ice cream Therefore, it is not surprising that there are new ice cream companies emerging, producing and offering a wide variety of ice cream types and brands [2].

Unilever is said to be losing market share because consumers are looking for cheaper alternatives due to large price increases for some of the best-selling labels in the world. Neil Denman, fund manager at Sarasin & Partners, said ice cream was at the forefront of competitive threats to Unilever's business and was one of its more volatile elements. Unilever, which has discontinued some low-profitability home-made ice creams in Europe, is trying to increase its portfolio and expand into emerging markets [3]. Running an ice cream business is a promising business opportunity, where ice cream is much sought after by consumers, this encourages new ice cream companies to compete with similar companies that already exist or are old players. New companies are required to be more creative and provide new innovations for the company, Ice cream is a product that is in great demand by people from children to adults. It has a sweet taste, soft and refreshing texture with many flavor variants. The delicious taste of ice cream makes many people addicted, it's no wonder so many people are looking for ice cream. Now people can easily find ice cream in supermarkets, shopping centers, eating places and grocery stores on the side of the road. This drives quite large sales of ice cream in Indonesia [4].

President Director of Campina, Samudera Prawirawidjaja, said that the emergence of new entrants in the domestic ice cream market had triggered a "bloody war" in the lower segment. These new players are aggressively winning the hearts of consumers, especially at the lower level, by slashing the prices of their products. He admitted that their presence affected Campina's performance, where sales throughout 2018 were depressed and decreased by 2.8 percent compared to the same period last year [5]. Marketing strategy is an effort to market a product, be it goods or services, using certain plans and tactics so that the number of sales becomes higher [6]. A marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve a company's marketing goals [7]. Marketing management is the activity of analyzing, planning, implementing and controlling various programs prepared in the formation, development and maintenance of profits resulting

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from exchanges or transactions through target markets with the hope of achieving organizational (company) goals in the long term [8].

Based on all existing observations and competition, Aice has a different way of marketing strategy. That Aice distributes its products mostly to home-based shops. In this way, Aice helps lower middle class people to improve their standard of living by providing promising business opportunities. That's why it's easier to find Aice ice cream in grocery stores (home stalls). and Aice also opens up business opportunities by joining to become an Aice partner. There are various choices of partners, starting from Reseller shops/retailers, agents and distributors. By becoming a partner, you will get various benefits, apart from the brand which is widely known, you will also get business equipment.

Puchase Decisions

Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes [9]. there are several factors that influence purchasing decisions, Cultural factors, Social factors, Personal factors and Psychological factors [10].

Product

Product is anything that is expected to meet human or organizational needs. A company often sells or markets not just one product but a variety of products that it markets. Because by marketing many kinds of products, the company will obtain higher yield stability [11]. With various and newest flavor variants, many people in Balikpapan want to try Aice ice cream products. The response from the people of Balikpapan is very good, namely lots of requests for ice cream and many people want to open outlets in several areas. This is the Aice company strategy in marketing its products. With the opening of the new outlet, Aice products will be better known in several areas, especially Balikpapan. Based on the author's observations, Aice products are quite complete, have various types of variants with various flavors, with various product designs and sizes that are relatively attractive, so that the products sold by Aice are able to compete in the market.

Price

The price set by the company will also affect the success of selling a product, where this results in a different level of demand for products. Price is a determining factor in consumer decision making to make a purchase [12]. Based on the author's observations, the prices set by Aice are quite good. Aice has a strategy in setting prices determined by the head office, one of which is by frequently providing attractive discounts so that prices are affordable for consumers, where the prices given by Aice are in accordance with the quality of the products sold and Price matches taste, and the price is able to compete with other similar products.

Promotion

Promotion is an activity aimed at influencing consumers so that they become familiar with the products offered by the company to them and then they become happy and buy the product [13]. Aice uses various promotional methods to encourage consumers to shop

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at its locations, whether through websites, social media, print media and electronic media. Aice also sponsors various activities such as the 2018 Asian Games which took place in Jakarta and Palembang, also officially sponsoring the 2022 Qatar World Cup, using celebrity services, and endorsing Aice products on social media.

Location

the location of the Aice outlet is very strategic and easy to reach. Easily accessible by other public transportation and consumers can also order products online so they don't need to go to the store to get the product. The ease of getting the products offered by Aice outlets creates satisfaction for consumers and can expand the reach of consumers from various regions. various locations or places, namely location or place as for consumer goods, location or place as for industrial goods and location or place as for services [14].

Based on the description above, it can be built research framework as follows:

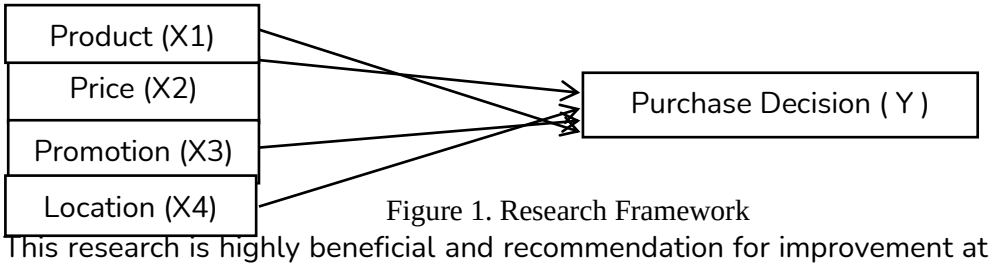

Figure 1. Research Framework

This research is highly beneficial and recommendation for improvement at PT. Shunli Aneka Food knows the Marketing Mix and considerations in future product development, provide prices that suit the market, hold wider promotions, and explore new areas so that Aice can be more easily reached in every corner of Balikpapan city without being constrained by location. This research provides useful experience to find out how to run a business in accordance with research objectives and overcome existing problems And hoped that the results of this research can be used as a reference for other researchers who wish to conduct research in the future regarding the Marketing Mix on product purchasing decisions.

Research Hypothesis

Based on the results of the problem formulation and framework above, the research hypothesis is created as follows:

1. Product influence on purchasing decisions for Aice Ice Cream in Balikpapan.
2. Price influence on purchasing decisions for Aice Ice Cream in Balikpapan.
3. Promotion influence on purchasing decisions for Aice Ice Cream in Balikpapan.
4. Location influence on purchasing decisions for Aice Ice Cream in Balikpapan.

METHOD

The research method used in this research is quantitative research.Quantitative research is based on the philosophy of positivism and is used to investigate specific populations or samples. Operational Definition of Variable means a brief explanation of the variable. The research in this final assignment is entitled The Influence of the Marketing Mix on Purchasing Decisions for Aice in Balikpapan. Raising four independent variables and one

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dependent variable, the independent variables are Product (X1), Price (X2), Promotion (X3), Location (X4), and the dependent variable is Purchase Decision (Y). Data collection uses research instruments, and data analysis is quantitative/statistical. The aim is to test a predetermined hypothesis [15].

This research uses a non-probability sampling technique because the size of the population is not known. The sample determination technique uses purposive sampling with the criteria of up to 16 years old and having purchased at least 1 Aice product. Because the population is unknown, the researcher uses the Cochran formula so that a sample size of 385 respondents is obtained. The data collection method in this research was carried out by distributing questionnaires to 385 research respondents to collect responses using a Likert scale.

The research instrument in the form of a questionnaire is tested first so that the data obtained is truly valid or reliable. So that the results of the questionnaire distributed are proven to be true. The research instrument test was used with an initial sample of 30 respondents to test validity and reliability with valid and reliable results. after all data is valid and reliable then a classical assumption test was carried out which included normality, multicollinearity, heteroscedasticity and autocorrelation tests.

After the data passes the a classical assumption test, hypothesis testing is carried out through a simultaneous test (F test) to determine the overall effect and a partial test (t test) to determine the effect of each independent variable on the dependent variable. The formula used is multiple linear regression analysis, and the Coefficient of determination (R-Square) used in this research is the SPSS 25.0 software application.

RESULT AND DISCUSSION

Result

1. Classical Assumption Test:

To test the feasibility of using multiple linear regression analysis, you must first test violations of classical assumptions, namely normality test, multicollinearity test, heteroscedasticity test and autocorrelation test. The classical assumption test is the initial stage used before linear regression analysis, Based on the results of the analysis using SPSS Version 25.0, the results of the analysis of testing violations of classical assumptions were obtained, namely testing for normality, multicollinearity, heteroscedasticity and autocorrelation.

a. Normality Test

The normality test aims to examine whether, in a regression model, the disturbance or residual variable follows a normal distribution. As it is known, the F and t-tests assume that the residual values follow a normal distribution. If this assumption is violated, the statistical tests become invalid, especially for small sample sizes. If the sample size is greater than 50, the Kolmogorov-Smirnov normality test is used. If the Asymp.sig. (2-tailed) value is greater than or equal to 0.05, then the residual data of the research is considered to be normally distributed. If the Asymp.sig. (2-tailed) value is less than 0.05,

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then the residual data of the research is considered not to be normally distributed. The following are the results of the normality test on the data:

Tabel 1: Normality Test

		Test
N		385
Normal Parameters	Mean	0,0000000
	Std	1,69457096
Deviation		0,085
Most Extreme Differences	Absolute	0,046
	Positive	-0,085
	Negative	0,085
Test Statistic		0,070
Asymp. Sig. (2-tailed)		

Source: Data Processed by Spss Version 25 (2023)

Based on Table 1 of the Normality Test, it shows that the Asymp.sig. (2-tailed) significance value is 0.070, which is greater than 0.05. Therefore, the residual data of the research is considered to be normally distributed.

b. Multicollinierity Test

The multicollinearity test aims to examine whether there is a correlation between independent variables in a regression model. If independent variables are correlated with each other, these variables are not orthogonal. The way to find out whether multicollinearity occurs or not is by looking at the tolerance value and Variance Inflation Factor (VIF). Multicollinearity does not occur if the tolerance value is > 0.100 and the VIF value is < 10. These two measures show which independent variable is explained by the other independent variables. Tolerance measures the variability of a selected independent variable that is not explained by other independent variables. So a low tolerance value is the same as a high VIF value (because VIF = 1/tolerance). If there are symptoms of multicollinearity then the test cannot be continued for the next test. Below are the results of the multicollinearity test:

Tabel 2: Multicollinearity Test

Independent Variabel	*Collinearity Statistic*		*Tolerance* Standard	VIF Standard	Description
	Tolerance	VIF			
Product (X1)	0,417	2,891	0,1	10	No multicollinearity is detected
Price (X2)	0,490	2,009	0,1	10	
Promotion (X3)	0,516	1,551	0,1	10	
Place (X4)	0,683	1,431	0,1	10	

Source: Data Processed by Spss Version 25 (2023)

Based on Table 2 of the multicollinearity test, each independent variable has a Tolerance value > 0.1 and VIF < 10. Specifically, for the variable "product" (X1), the Tolerance value is 0.417, and the VIF is 2.891. For the variable "price" (X2), the Tolerance value is 0.490, and the VIF is 2.009. The variable "promotion" (X3) has a Tolerance value of

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0.516 and a VIF of 1.551. Lastly, the variable "location" (X4) has a Tolerance value of 0.683 and a VIF of 1.431. Therefore, it can be concluded that there is no multicollinearity among the variables in the regression model.

c. Heteroskedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance from the residuals of one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one where heteroscedacity does not occur.

The method used to determine whether heteroscedacity exists or not in this research is the Glejser test. Namely regressing the absolute residual value on the independent variable. If the probability value (sig) is > 0.05, then heteroscedasticity does not occur.The method to detect the possibility of such occurrences can be known if β turns out to be statistically significant. This indicates the presence of heteroskedasticity. To assess heteroskedasticity, compare the beta coefficient (β). If the beta coefficient (β) is greater than the significance level (0.05), the results in the obtained data are presented in the following table:

Tabel 3: Heteroskedasticity Test

Independent Variable	Sig.	Standard	Description
Product (X1)	0,165	0,05	No heteroskedasticity detected
Price (X2)	0,119		
Promotion (X3)	0,149		
Place (X4)	0,260		

Source: Data Processed by Spss Version 25 (2023)

Based on Table 3 of the heteroskedasticity test, each independent variable, as indicated by the β coefficient, has values of 0.165 for the "product" variable (X1), 0.119 for the "price" variable (X2), 0.149 for the "promotion" variable (X3), and 0.260 for the "location" variable (X4). A variable can be considered to have no heteroskedasticity if the significance value is greater than 0.05. Therefore, based on the explanation above, it can be confirmed that none of the four independent variables exhibit heteroskedasticity.

d. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period t-1 (previously). A good regression model is a regression that is free from autocorrelation. A good regression model is one that is free from autocorrelation. The measuring instrument used to detect autocorrelation in this study uses the Durbin-Watson (DW) test.A good regression equation does not have autocorrelation problems. If autocorrelation occurs, the equation is not valid and is not suitable for prediction. A new problem arises when there is a linear correlation between the interference error in period t (current) and the interference error in period t-1 (previous). Below are the results of the autocorrelation test:

Tabel 4: Autocorrelation Test

Model	R	R Square	Adjusted R	Std Error of	Durbin

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			Square	the Estimate	Watson
1	.701[a]	.497	.489	1,674	1,964

Source: Data Processed by Spss Version 25 (2023)

From this data, we can see that there are no autocorrelation detected in the data since the DW value is greater than the dU value and less than the 4dU value.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis is used by researchers, if the researcher predicts how the condition of the dependent variable (criterium) will rise and fall, if two or more independent variables as predictor factors increase and decrease in value (manipulated). Multiple regression analysis will be carried out if the number of independent variables is at least 2. The analysis of this research data employs multiple linear regression analysis. Referring to the results of testing the classical assumption violations, where there is no multicollinearity, no heteroscedasticity, and no autocorrelation, multiple linear regression analysis can be used as the analytical tool for hypothesis testing in the research, calculating multiple linear regression using SPSS Version 25.0 software on the predetermined research data. Hypothesis testing is conducted using multiple linear regression analysis, and the results of multiple linear regression analysis for variables such as product (X1), price (X2), promotion (X3), and location (X4) on purchasing decisions (Y) are partially presented in the following table:

Tabel 5: Multiple Linear Regression Analysis

Variabel	*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
	B	*Std. Error*	Beta		
Konstanta	4.457	0,993		4,400	0,000
Product (X1)	0,096	0,056	0,100	2,849	0,011
Price (X2)	0,191	0,070	0,164	2,670	0,018
Promotion (X3)	0,134	0,050	0,144	2,500	0,021
Place (X4)	0,309	0,051	0,317	6,189	0,000

Source: Data Processed by Spss Version 25 (2023)

Based on the results of the SPSS data analysis, the equation for multiple linear regression is as follows:

Y = 4,457 + 0,096 X1 + 0,191X2 + 0,134 X3 + 0,309 X4

The results of the analysis can be interpreted as follows

The constant coefficient is 4.457, indicating that when all independent variables, namely product variable (X1), price (X2), promotion (X3), and location (X4), remain constant or have the same fixed values, the influence of the dependent variable, namely the purchasing decision (Y) for Aice ice cream in Balikpapan, will increase by 4.457.

1) The influence of the product variable (X1) on the purchasing decision variable (Y) for Aice ice cream in Balikpapan is positive, with a regression coefficient of 0.096. This means that if the product variable (X1) increases by one unit, the purchasing decision

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variable (Y) for Aice ice cream in Balikpapan will increase by 0.096, assuming that the variables price (X2), promotion (X3), and location (X4) remain constant or fixed.

2) The influence of the price variable (X2) on the purchasing decision variable (Y) for Aice ice cream in Balikpapan is positive, with a regression coefficient of 0.191. This implies that if the price variable (X2) increases by one unit, the purchasing decision variable (Y) for Aice ice cream in Balikpapan will increase by 0.191, assuming that the variables product (X1), promotion (X3), and location (X4) remain constant or fixed.
3) The influence of the promotion variable (X3) on the purchasing decision variable (Y) for Aice ice cream in Balikpapan is positive, with a regression coefficient of 0.134. This means that if the promotion variable (X3) increases by one unit, the purchasing decision variable (Y) for Aice ice cream in Balikpapan will increase by 0.134, assuming that the variables product (X1), price (X2), and location (X4) remain constant or fixed.
4) The influence of the location variable (X4) on the purchasing decision variable (Y) for Aice ice cream in Balikpapan is positive, with a regression coefficient of 0.309. This implies that if the location variable (X4) increases by one unit, the purchasing decision variable (Y) for Aice ice cream in Balikpapan will increase by 0.309, assuming that the variables product (X1), price (X2), and promotion (X3) remain constant or fixed.

The coefficient of multiple determination (R2) essentially measures how far a model is able to explain variations in the dependent variable. The coefficient of determination value is between zero and one. A small R2 value means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variable provides almost all the information needed to predict variations in the dependent variable.

The coefficient of simultaneous determination is useful for knowing the extent to which the model explains independent variations. The coefficient of determination value is between zero or one. A small R2 value means that the ability of the independent variable to explain variations in the independent variable is very limited. Next, the test uses a significant F test at the 95% level, a = 0.05 with degree of freedom (df) n-k-1=. The test steps are Ho: β1=β2= β3=β4=0 meaning that the product, price, promotion and location variables together influence the purchasing decision for Aice ice cream.

1) The value of R is 0.701, indicating a strong relationship between Product (X1), Price (X2), Promotion (X3), and Location (X4) with the Purchasing Decision (Y).
2) The value of R square is 0.497, indicating that the combined influence of Product (X1), Price (X2), Promotion (X3), and Location (X4) on Purchasing Decision (Y) is 49.7%. The remaining 50.3% is influenced by other variables not included in this study.

3. Research Hypothesis Testing

a. Simultaneous Testing (f-Test)

The Simultaneous test is carried out by looking at the simultaneous correlation coefficient (R) and simultaneous determination coefficient (R2). The multiple determination coefficient (R2) essentially measures how far a model is able to explain variations in the dependent variable. The coefficient of determination value is between zero and oneTesting

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simultaneously (F-test) is a test to determine whether independent variables, namely product (X1), price (X2), promotion (X3), and location (X4), as a whole, significantly influence the dependent variable, which is purchasing decision (Y). Based on Table 4.15, the obtained F_{-test} value is 49.675, where the F_{-test} value > F_{-table} (2.39), indicating that the independent variables comprising product (X1), price (X2), promotion (X3), and location (X4) together have a significant positive impact on the purchasing decision (Y) for Aice ice cream in Balikpapan.

Test criteria To determine the significance or joint influence of the independent variables on the dependent variable, a probability of 5% (α = 0.05) is used.

> 0.05 = then H0 is accepted and H1 is rejected (not significant)

< 0.05 = then H0 is rejected and H1 is accepted (significant)

In the F_{-test}, determining the F_{-table}, there is:

F = k : n -k
= 4 : 385 – 4
= 4 : 385 – 4
= 4 : 381 = 2,39

Based on the calculated results and the distribution table, the obtained F_{-table} value is 2.39. The correlation coefficient (R) has a value of 0.701, indicating a strong relationship between the variables product (X1), price (X2), promotion (X3), and location (X4) with the purchasing decision (Y) for Aice ice cream in Balikpapan. The coefficient of determination (Adjusted R Square) is 0.489, meaning that the variables product (X1), price (X2), promotion (X3), and location (X4) together have an influence on the purchasing decision (Y) for Aice ice cream in Balikpapan by 48.9%, while the remaining 51.1% is influenced by other variables or factors outside of this study. Therefore, it can be concluded that there is a simultaneous influence of X1, X2, X3, and X4 on Y.

b. Partial Testing (t-test)

The t statistical test basically shows how far the influence of one independent variable influences the variation of the dependent variable. This partial regression test is used to test hypotheses that are stated partially. This partial test uses a tail test model (two-sided) at the 95% level, a = 0.05 with degree of freedom (df) n-k-1. The test step is Ho: β1=0, i = (X_1), (X_2), (X_3), (X_4) means product (X_1), price (X_2), promotion (X_3), place (X_4) partially (individually) has no significant effect on the purchasing decision variable (Y). Ha: β1 ≠0, i = purchase (Y). If tcount > ttable then the independent variables individually influence the dependent variable, conversely if tcount < ttable then the independent variables individually do not influence the dependent variable.

- tcount > ttable means H0 is rejected.
- tcount < ttable means H0 is accepted.

The t test can also be seen at the level of significance:

- If the significance level is <0.05 = then H0 is rejected.
- If the significance level is > 0.05 = then H0 is accepted.

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Partial testing (t-test) is a test to determine whether individual independent variables, namely product (X1), price (X2), promotion (X3), and location (X4), have a significant impact on the dependent variable, which is the purchasing decision.

a) First Hypothesis

The first hypothesis states that the influence of the product variable (X1) on the purchasing decision (Y) for Aice ice cream in Balikpapan has a calculated t-value of 2.849, which is greater than the tabulated t-value of 1.966 with a significance value of 0.011 < 0.05. This means that the research hypothesis stating that the product variable has a positive and significant impact on the purchasing decision for Aice ice cream in Balikpapan is accepted. It implies that the higher the quality level of the product offered by the company, the higher the purchasing decision. Conversely, the lower the quality level of a product offered by the company, the lower the purchasing decision, Therefore, Aice must always maintain the quality of its products

Additionally, among all independent variables, including product (X1), price (X2), promotion (X3), and location (X4), it is indicated that the product variable (X1) has the least influence on the purchasing decision (Y) for Aice ice cream in Balikpapan. This is evident from the tabulated $t_{\text{-value}}$ of the product variable, which is smaller than the calculated $t_{\text{-value}}$ for other variables. Thus, the proposed hypothesis is accepted.

b) Second Hypothesis

The second hypothesis states that the influence of the price variable (X2) on the purchasing decision (Y) for Aice ice cream in Balikpapan has a calculated t-value of 2.670, which is greater than the tabulated $t_{\text{-value}}$ of 1.966, with a significance value of 0.011 < 0.05. This means that the research hypothesis stating that the price variable has a positive and significant impact on the purchasing decision for Aice ice cream in Balikpapan is accepted. This indicates that a better price will increase the purchasing decision, while a lower level of price suitability will decrease the purchasing decision. with affordable prices, it is certain that Aice can make more sales in the lower middle class market. Thus, the proposed hypothesis is accepted**.**

c) Third Hypothesis

The third hypothesis states that the influence of the promotion variable (X3) on the purchasing decision (Y) for Aice ice cream in Balikpapan has a calculated $t_{\text{-value}}$ of 2.500, which is greater than the tabulated $t_{\text{-value}}$ of 1.966, with a significance value of 0.021 < 0.05. This means that the research hypothesis stating that the promotion variable has a positive and significant impact on the purchasing decision for Aice ice cream in Balikpapan is accepted. It indicates that the higher the level of promotion conducted by the company, the higher the purchasing decision. Conversely, the lower the level of promotion conducted, the lower the purchasing decision. It is hoped that Aice will provide more attractive promotions to attract more customers Thus, the proposed hypothesis is accepted**.**

d) Fourth Hypothesis

The fourth hypothesis states that the influence of the location variable (X4) on the purchasing decision (Y) for Budi Frozen store in Balikpapan has a calculated $t_{\text{-value}}$ of 6.189,

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which is greater than the tabulated t_{value} of 1.966, with a significance value of 0.000 < 0.05. This means that the research hypothesis stating that the location variable has a positive and significant impact on the purchasing decision for Aice ice cream in Balikpapan is accepted. It implies that the higher the strategic level of the Aice outlet location, the higher the purchasing decision. Conversely, the lower the strategic level of the Aice outlet location, the lower the purchasing decision. Aice can increase regional expansion so that there are more outlet locations and this will have an impact on increasing sales. Thus, the proposed hypothesis is accepted.

Discussion

Marketing is the effort to provide and deliver the right goods and services to the right people at the right place and time, and at the right price, with appropriate promotion and communication. Marketing is the activity that companies engage in to plan, set prices, promote, and distribute goods and services. Various marketing strategies are employed by companies to ensure that their products or services remain in the market and are favored by consumers.

The mix marketing is a method used by companies or manufacturers continuously to fulfill a company's mission in its target market. The marketing mix is divided into 4 components: product, price, place, and promotion. Product refers to something offered to consumers, whether it be goods or services, and it needs to be determined when starting a business. Price is a crucial aspect that needs attention, and determining the price should be considered from various perspectives.

The results of this study indicate that the influence of the product variable on the purchasing decision for Aice ice cream in Balikpapan has a calculated t_{value} of 2.849, which is greater than the tabulated t_{value} of 1.966, with a significance value of 0.011 < 0.05. This means that the research hypothesis stating that the product variable has a positive and significant impact on the purchasing decision for Aice ice cream in Balikpapan is accepted. Therefore, it can be said that the purchasing decision for Aice ice cream by consumers in Balikpapan is determined by the type of Aice product offered.

Furthermore, the research results on the price variable reveal that the influence of the price variable on the purchasing decision for Aice ice cream in Balikpapan has a calculated t_{value} of 2.670, which is greater than the tabulated t_{value} of 1.966, with a significance value of 0.011 < 0.05. This indicates a positive and significant impact of the price variable on the purchasing decision. This is attributed to the pricing strategy employed by Aice. Based on observations at Aice outlets, the prices range from Rp. 2,000 to Rp. 10,000, making them relatively affordable for consumers from various backgrounds when compared to the prices of other ice cream brands.

Next, the research results on the promotion variable show that the influence of the promotion variable on the purchasing decision for Aice ice cream in Balikpapan has a calculated t_{value} of 2.500, which is greater than the tabulated t_{value} of 1.966, with a significance value of 0.021 < 0.05. This means that the research hypothesis stating that the promotion variable has a positive and significant impact on the purchasing decision for Aice

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ice cream in Balikpapan is accepted. Aice's promotional strategy is considered effective, as evident from its role as the official sponsor of the Asian Games 2018 and the Qatar 2022 World Cup. Additionally, Aice has enlisted international footballers Lionel Messi and Kylian Mbappe as brand ambassadors.

The research of location variable results, indicate that the influence of the location variable on the purchasing decision in Balikpapan has a calculated t-value of 6.189, which is greater than the tabulated t-value of 1.966, with a significance value of 0.000 < 0.05. This means that the research hypothesis stating that the location variable has a positive and significant impact on the purchasing decision for Aice ice cream in Balikpapan is accepted. Aice ice cream employs effective marketing strategies, including strengthening its distribution network and targeting small to traditional markets. Thanks to its strategy, even consumers residing outside urban areas can purchase Aice ice cream. This is evident when visiting small stores, where it's not uncommon to find Aice ice cream being sold, often with the stores equipped with refrigerators.

The results of this research align with the study conducted by Sundoro (2022), which indicates the influence of the product on purchasing decisions [16]. Furthermore, this research also supports the findings reported by Anisya (2020), showing the significant impact of the price variable on purchasing decisions [17]. In parallel, this study is in line with the research conducted by Tiurma and Rubiyanti (2021), affirming that promotion has a positive and significant influence on purchasing decisions [18]. Moreover, these findings are consistent with the research by Manik and Bunga (2019), proving that location has a positive and significant influence on purchasing decisions [19]. Thus, the consistency between the findings of this study and previous research provides additional strength to the results and reinforces the implication that product, price, promotion, and location play a crucial role in shaping consumer purchasing decisions for Aice ice cream in Balikpapan.

CONCLUSION

Based on the research findings regarding the variables of product (X1), price (X2), promotion (X3), and location (X4) on the purchasing decision variable (Y) for Aice ice cream in Balikpapan, it can be concluded that each variable has a significant and positive influence on the purchasing decision. The product, with its quality and variety, significantly affects the purchasing decision for Aice ice cream in Balikpapan. The price, with an affordable pricing strategy, also significantly and positively influences the purchasing decision. Promotional activities, including sponsorship of major events and partnerships with international figures such as Lionel Messi and Kylian Mbappe, also have a significant and positive impact on purchasing decisions. The strategic location of Aice outlets and a strong distribution network play a significant and positive role in influencing consumer purchasing decisions. These conclusions indicate that the product development, pricing, promotion, and outlet location strategies have effectively contributed to consumer choices in favor of Aice ice cream in Balikpapan. Specifically, location has a big influence on purchasing decisions. The recommendation suggested from this research is to develop a business network so

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that it spreads further and covers areas or locations that are still not yet reached so that Aice becomes better known to the people of Balikpapan. The findings of this research can help develop existing business strategies so that they develop further and are not left behind by competitors. The influence between these variables can be used as a reference for future business development.

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