


The Influence Of Marketing Mix On Decisions To Purchase Chips At Kreasi Nailah Stores

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Article Info	ABSTRACT
Keywords: Marketing Mix Buying Decision MSMEs	The purpose of this research is to find out whether there is an influence of the Marketing Mix on the decision to purchase chips at the Kreasi Nailah store. This research uses a quantitative approach using a questionnaire for data collection. Respondents in this study totaled 80 people. Hypothesis testing and data analysis were carried out using SPSS version 25 software. This research revealed several significant relationships: First, the product has a partially significant influence on purchasing decisions. Second, price has a partially significant influence on purchasing decisions. Third, place has a partially significant influence on purchasing decisions. Fourth, promotions have a partially significant influence on purchasing decisions.
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INTRODUCTION

The Indonesian Chamber of Commerce and Industry (KADIN INDONESIA) estimates that by 2023, there will be almost 66 million MSME business actors, which shows the importance of the growth of creative industries to the country's GDP. Around IDR 9,580 trillion or 61% of Indonesia's GDP was contributed by MSMEs. Simalungun's research (2023) also highlights this, stating that MSMEs are very important in creating jobs throughout Indonesia and bridging the gap between large and small businesses so that economic equality can permeate all levels of society. MSMEs employ around 117 million people, accounting for 97% of the entire workforce. According to We Are Social research, in 2021, there will be 202.6 million Indonesians, or 73.7% of the total population, with 98.5% of them watching videos online.

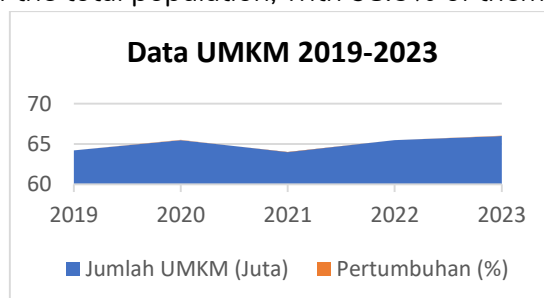


Figure 1. MSMEs Growth Data in Indonesia 2019-2023

Source: www.kadin.id, 2023

From the data above, it can be seen that the number of MSMEs in Indonesia has increased over the last 5 years. A number of previous studies have examined the factors that influence marketing strategy. For example, research by Timbuleng et al. in 2021 and research by Jantive Mandasari et al. in 2019, both showed the importance of marketing mix strategy in product marketing. Magenda Batik MSMEs in Tamanan, Bondowoso Regency, are known to have implemented marketing strategies to increase sales volume. Therefore, developing a marketing plan is very important for running a company. Effective management is very important so that a company can develop and compete successfully with its competitors. Marketing mix means that a key component comes from marketing tactics (Cristanto, 2021).

In achieving marketing goals which will ultimately result in effective product sales is the use of the marketing mix. Therefore, marketers must understand the variables that might influence consumer decisions in purchasing products. The findings of Angraini and Ayu's (2023) study show that marketers need to be aware of four main aspects in the marketing mix. It cannot be denied that marketing has a big role in a company's sales turnover. Peyek peanuts, banana chips, cork cakes, tempeh chips, flower pans, peanut pancakes, and kecepe shrimp shellfish are among the items sold by Toko Kreasi Nailah, an MSME. Compared to other similar companies, this MSME has a wide distribution network and a large customer base. Therefore, researchers are interested in examining MSMEs to understand the extent to which the marketing mix influences the growth of these companies. By paying attention to the context previously mentioned, the researcher conducted research entitled "The Influence of the Marketing Mix on Decisions to Purchase Chips at Kreasi Nailah Stores".

METHODS

Data Types and Sources

The main information used in this research is the statement submitted by the Kreasi Nailah store regarding the marketing mix for selling chips, as well as information that the author collected directly from the results of the questionnaire.

Method of Collection Data

There are various ways to collect information regarding Kreasi Nailah store marketing strategies:

1. Field research: field research questionnaires are used to obtain data to ask questions to respondents according to previously prepared instructions.
2. Library research: in library research, the author looks for bibliographic references from various sources such as e-books, books, journals, literature and other relevant references according to the current research topic or previous research related to the subject.

Population and Sample

Sugiyono (2019:126) explains population as a general area consisting of certain goods or subjects with the quantity and quality determined for researchers to study, with the aim of drawing conclusions. The population in the study consisted of 390 customers who bought chips from the Kreasi Nailah store for three months, from January to March 2024. Suharsimi Arikunto (2010:112) indicated that the sampling technique considered population size to

determine the sample size when the subjects were less than 100. However , if the number is more than 100, a sample of around 10 to 15% or 20 to 25% or even more can be drawn, taking into account the participation of all participants.

Sugiyono (2019:127) emphasized that the sample reflects the size and composition of the population. In research, a sample is understood as representing a portion of the size and composition of a population. Based on the information gathered, as many as 390 people called Kreasi Nailah's business house for three months between January and March 2024. When using the Slovin formula, the sample for research was selected from the population as explained by Sugiyono (2019: 126), where the population is general categories constructed of items/individuals selected for study with the aim of achieving findings that meet certain quantity and quality requirements. The population of this study was 390 consumers who bought chips from the Kreasi Nailah shop for three months, from January to March 2024. If there are less than 100 participants, Suharsimi Arikunto (2010:112) said the sampling technique uses population size to determine the sample size. 10 to 15% or 20 to 25% or more can be taken when the subject area is larger or has more than 100 participants. Each participant must register.

$$n = \frac{N}{1+Ne^2}$$

Information:

n = Number of samples

N = Number of population

e = Error limit value (10%)

From this formula, the following numbers are obtained:

$$n = \frac{390}{1 + 390 (0,1)^2}$$

$$n = \frac{390}{1 + 390 (0,01)}$$

$$n = \frac{390}{1+3,9}$$

$$n = \frac{390}{1+3,9}$$

n = 79,59 (if rounded to 80 people)

The results of this calculation caused the final number of research samples to be rounded up to 80 customers.

Operational Definition

Table 1. Operational Definitions

No	Variable	Defenition Variable	Indicator	Scale
1	Product	Michael R. Solomon (2020) describes a product as something that is available to society and has the potential to fulfill a need or desire.	1. Product diversity 2. Product quality 3. Brand 4. Packaging (Kotler and Armstrong, 2019)	Likert
2	Price	Price, according to Michael R. Solomon (2020), represents the	1. Affordability	Likert

		money paid and the value of the product seen by customers. Solomon also highlighted how price can influence consumer choices and serve as a key indicator of a product's reputation and quality.	2. Price match with product quality 3. Price competitiveness 4. Price matches the benefits (Tonce and Yoseph, 2022)	
3	Place	Michael R. Solomon (2020) defines place as the process of placing goods in front of customers in an appropriate atmosphere.	1. Channels 2. Stock up 3. Market coverage (Kotler and Armstrong, 2019)	Likert
4	Promotion	Michael R. Solomon (2020) defines promotion as a communication strategy intended to influence consumer decisions in purchasing products.	1. Advertising 2. Sales promotion 3. Public relations (Kotler and Armstrong, 2019)	Likert
5	Purchase Decisions	Michael R. Solomon (2020) includes psychological elements (motivation, perception, learning, and beliefs), personal (age, profession, lifestyle, and other personalities), to social factors, such as the influence of references, friends, circles, Parents, siblings, also have an impact on purchasing decisions.	1. Psychological factors 2. Personal factors 3. Social factors (Michael R. Solomon, 2020)	Likert

Source: Michael R. Solomon (2020), Kotler & Armstrong (2019), Tonce & Yoseph (2022)

Data Analysis Method

The research uses quantitative analysis with a multiple linear regression model as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Where:

Y = Purchase decision

a = Constant

$b_{1,2,3,4}$ = Regression coefficient for variable X

X_1 = Product

X_2 = Price

X_3 = Place

X_4 = Promotion

e = Error of term (variable not studied)

Validity and Reliability Test

1. Validity test

According to Sugiyono (2017:125), the level of data accuracy is obtained by experts and the actual data visible on the object can be seen through the validity process. In the context of using a questionnaire as a measurement instrument, validity testing also considers whether the data collected in the research is valid or not. Validity tests were carried out on 80 respondents. The following criteria were used using the SPSS 25 program to carry out this validity test:

- A statement is considered valid if $r_{\text{count}} > r_{\text{table}}$.
- Conversely, a statement is considered invalid if $r_{\text{count}} < r_{\text{table}}$.
- The calculated r value is displayed in the total correlation column of the related items.

2. Reliability test

Reliability testing according to Sugiyono (2017: 130) is the extent to which measurements made on similar objects will provide consistent findings. Eighty respondents were used in this reliability test, and their reliability was assessed using statements that were proven to be true in the validity test. The SPSS 25 program was used to test variable reliability. Variables meet the following requirements to be considered reliable:

- A statement is said to be reliable if r_{alpha} is positive $> r_{\text{table}}$.
- On the other hand, a statement is said to be unreliable if the negative $r_{\text{alpha}} < r_{\text{table}}$.
 - If Cronbach Alpha (α) > 0.6 is considered reliable.
 - On the other hand, if Cronbach Alpha (α) < 0.6 is considered unreliable.

According to Priatno (2013), if Cronbach Alpha (α) is > 0.6 , it is considered good.

Framework of Thinking

A thinking framework is a conceptual method that combines theory with various aspects that are considered important for research. Researchers use this method to explain interactions between research variables. The development of a conceptual framework is necessary in order to facilitate the analysis process in accordance with the problem formulation and theoretical framework described previously. This conceptual framework will be outlined in the next section.

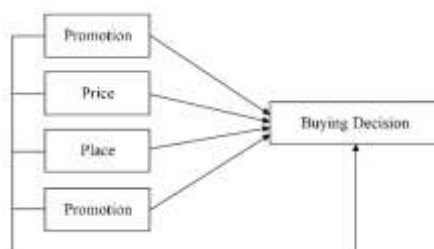


Figure 2. Frame of Thinking

The marketing mix involves elements such as product, price, place and promotion. The purpose of this research is to evaluate the impact of these two variables on consumer purchasing decisions at Kreasi Nailah outlets. The multiple linear regression test will be used to conduct a t test to measure this effect.

Hypothesis

Hypothesis, according to Sugiyono (2018), is a short-term solution to a problem; therefore, it must be validated by collecting empirical evidence. The following is a proposed hypothesis formulation:

- H1 : At the Kreasi Nailah outlet, the product has a partial impact on purchasing decisions at the Kreasi Nailah outlet.
- H2 : Prices at Kreasi Nailah outlets also have a partial impact on purchasing decisions at Kreasi Nailah outlets.
- H3 : Apart from that, location also has a partial impact on purchasing decisions at Kreasi Nailah outlets.
- H4 : Promotions at Kreasi Nailah outlets also have a partial impact on purchasing decisions at Kreasi Nailah outlets.
- H5 : Apart from that, the marketing mix at Kreasi Nailah outlets has a large simultaneous impact on purchasing decisions.

Hypothesis Test

1. Partial Test (t test)

With the following criteria, this test aims to determine the partial impact of the marketing mix on chips sales:

- a. If $t_{count} > t_{table}$, then H_o is rejected and H_a is accepted. This indicates that partially, research has an influence.
- b. If $t_{count} < t_{table}$, then H_o is accepted and H_a is rejected. This indicates that partially, the research has no effect.

2. Simultaneous Test (F test)

This test is examined to determine whether the regression line can be used as an indicator or decision-making criterion:

- a. If $F_{count} > F_{table}$ with a confidence level of 95% or $\alpha = 0.05$ then H_o is accepted or H_a is rejected.
- b. On the other hand, if $F_{count} < F_{table}$ with a confidence level of 95% or $\alpha = 0.05$ then H_o is rejected or H_a is accepted.

3. Coefficient of Determination Test (R^2)

Basically, this test indicates how much level of variability the independent variable can define by the model. In other words, the greater the influence of the dependent variable ($X_{1,2,3,4}$) on the dependent variable (Y), the higher the value of the coefficient of determination.

RESULTS AND DISCUSSION

Brief History of Research

A Brief History of Research Objects Kreasi Nailah was founded in 2012 on Jl. Sei Bahorok, Gg. Mangun, Kel. Babura, District. New Field. The owner of the UMKM Kreasi Nailah shop is Mrs. Sugiarti. Initially, the idea for this business emerged when a friend asked him to help make several types of chips. With his abilities, he also made chips his friend ordered. After

her friend tried Mrs. Sugiarti's processed chips, she felt addicted to it and recommended her processed chips to her other friends. More and more people are interested in Mrs. Sugiarti's processed chips.

The increasing sales made Mrs. Sugiarti think hard about how to accommodate all consumer orders so that they can be served well. Mrs. Sugiarti also recruited several of her siblings to produce her business. As time went by, Mrs. Sugiarti's processed chips became known to the public, and her processed chips have even entered several bakery outlets, supermarkets and shops in the city of Medan.

What he does to increase sales of his products is to maintain and improve the quality of his products to be even better, this can be seen from how he innovates the taste, type and shape of his product packaging. He also really maintains the quality of his products by taking care of several business permits such as halal certification, business permits, and so on. In this way, Mrs. Sugiarti's chip products can be bought and sold very easily.

Respondent Characteristics

The results of the questionnaire distributed to 80 people identified the characteristics of respondents in terms of gender, age range and occupation, which can be described as follows:

Table 2. Characteristics Based on Gender

No	Gender	Number
1	Man	17
2	Women	63
	Total	80

Source: Research Results, 2024

Based on the table above, there are 63 female respondents out of a total of 80 respondents. There were 17 men who answered. These findings indicate that women dominate in this research.

Table 3. Characteristics Based on Age

No	Age	Number
1	< 20 years old	2
2	21-25 years old	28
3	26-30 years old	21
4	> 30 years old	29
	Total	80

Source: Research Results, 2024

From the data in the table, out of a total of 80 respondents, there were 2 individuals who were in the age group less than 20 years old, 28 respondents aged between 21 and 25 years old, 21 people aged around 26 to 30 years old, and 29 people aged more than 30 years. From these findings, it can be seen that there are more people aged over 30 years in this research sample.

Table 4. Characteristics Based by Job

No	Job	Number
1	Student	12
2	Civil Servants	15
3	Entrepreneur	16
4	Others	37
	Total	80

Source: Research Results, 2024

Based on the table above, of the 80 respondents, 12 people are still at school, 15 people work as government employees, 16 people are self-employed, and 37 other people are not working. These findings indicate that respondents who work as someone else are the dominant group in this study. Housewives and other private sector workers are among the various occupations being considered.

Recapitulation of Respondents Answers

Table 5. Recapitulation of Product Variables (X_1)

No	Statement	SS		S		N		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	UMKM Kreasi Nailah sells several types of snack products (peanut shellfish, banana chips, cork cakes, tempeh chips, flower pans, peanut shellfish, and small shrimp shellfish)	58	72,5%	19	23,8%	3	3,8%	0	0%	0	0%	80
2	UMKM Kreasi Nailah sells various types of sizes to suit consumer needs	48	60%	27	33,8%	5	6,3%	0	0%	0	0%	80
3	UMKM Kreasi Nailah really maintains the quality of its products	48	60%	27	33,8%	5	6,3%	0	0%	0	0%	80
4	UMKM Kreasi Nailah really maintains the cleanliness of the outside and inside of its product packaging	52	65%	23	28,7%	5	6,3%	0	0%	0	0%	80
5	UMKM Kreasi Nailah is already known to the public	53	66,3%	24	30%	3	3,8%	0	0%	0	0%	80
6	UMKM Kreasi Nailah always sticks to my mind when I want to buy snacks/chips	48	60%	19	23,8%	13	16,3%	0	0%	0	0%	80
7	The form of packaging created by UMKM Kreasi Nailah is very innovative	50	62,5%	27	33,8%	3	3,8%	0	0%	0	0%	80

and creative according to consumer needs					
Average	61%	30%	6,6%	0%	0%

Source: Research Results, 2024

The table above proves that 61% of respondents said they strongly agreed, while 30% said they agreed. These results indicate that the product broadly meets customer needs. These goods can compete with goods at other retailers. Consumer awareness of Kreasi Nailah store products is shown by the average percentage of respondents who gave neutral responses (6.6%), and no one said they disagreed.

Table 6. Recapitulation of Price Variables (X₂)

No	Statement	SS		S		N		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	The prices of Kreasi Nailah MSME products are affordable for consumers	48	60%	32	40%	0	0%	0	0%	0	0%	80
2	The prices of Kreasi Nailah MSME products are in line with consumer expectations	40	50%	36	45%	4	5%	0	0%	0	0%	80
3	UMKM Kreasi Nailah is cheaper than other brands	52	65%	22	27,5%	6	7,5%	0	0%	0	0%	80
4	The prices of Kreasi Nailah MSME products are in line with the quality that consumers expect	56	70%	20	25%	4	5%	0	0%	0	0%	80
Average		61%		37%		3%		0%		0%		

Source: Research Results, 2024

The table above proves that 61% of respondents chose to strongly agree, while 37% said they agreed. This shows that prices reflect customer needs. There is price competition with other stores. Product pricing at the Nailah Kreasi Shop is considered quite reasonable, as reflected in the average percentage of people who choose neutral, which is 3%, and no one disagrees.

Table 7. Recapitulation of Place Variables (X₃)

No	Statement	SS		S		N		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	Information about Kreasi Nailah MSMEs is in accordance with consumer needs	23	28,7%	49	61,3%	8	10%	0	0%	0	0%	80
2	UMKM Kreasi Nailah provides clear information about location, location and product availability to customers	28	35%	48	60%	4	5%	0	0%	0	0%	80

3	Kreasi Nailah MSME products are available in several supermarkets in the city of Medan can be found in several bakery outlets in the city of Medan	29	36,3%	44	55%	7	8,8%	0	0%	0	0%	80
4	Kreasi Nailah MSME products can be found in several bakery outlets in the city of Medan	37	46,3%	33	41,3%	10	12,5%	0	0%	0	0%	80
5	Kreasi Nailah MSME products are available in several supermarkets in the city of Medan	30	37,5%	42	52,5%	8	10%	0	0%	0	0%	80
Average		35%		58%		8%		0%		0%		

Source: Research Results, 2024

From the data in the table, it can be seen that 35% of people chose to strongly agree, while 58% said they agreed. This shows that the location meets customer needs. Toko Kreasi Nailah is accessible to customers, as shown by the average percentage of people who chose a neutral response of 8%, as well as no one who disagreed.

Table 8. Recapitulation of Place Variables (X_4)

No	Statement	SS		S		N		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	UMKM Kreasi Nailah places advertisements on several social and print media	33	41,3%	39	48,8%	8	10%	0	0%	0	0%	80
2	UMKM Kreasi Nailah places advertisements on several social and print media	34	42,5%	42	52,5%	4	42,5%	0	0%	0	0%	80
3	Personal sales make it easier for me to get Kreasi Nailah MSME products that suit my needs	36	45%	38	47,5%	6	7,5%	0	0%	0	0%	80
4	Personal sales convinced me to buy Kreasi Nailah MSME products that suited my needs	39	48,8%	34	42,5%	7	8,8%	0	0%	0	0%	80
5	Kreasi Nailah MSME sales promotions are also available for resellers	43	53,8%	29	36,3%	8	10%	0	0%	0	0%	80
Average		45%		45,5%		10%		0%		0%		

Source: Research Results, 2024

The table above proves that on average, 45% of people chose strongly agree, while 45.5% chose agree. This indicates that the promotion meets the needs of the target audience and is able to compete with promotions from other retailers. Meanwhile, the average percentage of respondents who gave neutral responses was 10%, and no one said they disagreed. This data reflects the level of effectiveness of promotions carried out by Kreasi Nailah stores.

Table 9. Recapitulation of Purchasing Decision Variables (Y)

No	Statement	SS		S		N		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	I bought Kreasi Nailah UMKM products because I knew what suited my needs	39	48,8%	37	46,3%	4	5%	0	0%	0	0%	80
2	I first select the type and size needed before making a purchase from UMKM Kreasi Nailah	37	46,3%	35	43,8%	8	10%	0	0%	0	0%	80
3	I looked for information first before deciding to buy Kreasi Nailah MSME products	40	50%	34	42,5%	6	7,5%	0	0%	0	0%	80
4	I am sure I made the right decision when purchasing Kreasi Nailah MSME products	46	57,5%	27	33,8%	7	8,8%	0	0%	0	0%	80
5	I bought Kreasi Nailah UMKM products because I followed the people around me who consumed them	38	47,5%	35	43,8%	7	8,8%	0	0%	0	0%	80
6	I will recommend UMKM Kreasi Nailah products to my family, friends and relatives	50	62,5%	24	30%	6	7,5%	0	0%	0	0%	80
Average		50%		30%		8%		0%		0%		

Source: Research Results, 2024

From the table data, it can be seen that in general, 50% of respondents strongly agree, while 30% of respondents agree. This shows a high level of satisfaction in choosing the Kreasi Nailah store. Additionally, it can be seen that the majority of customers gave strong support to the store, with only a small portion giving a neutral response at 8%, and none expressing disapproval. This reflects a high level of trust in the Kreasi Nailah store.

Validity Test

Table 10. Validity Test of Product Variables (X₁)

Variable	r _{hitung}	r _{tabel}	Sig	Information
X11	0,720	0,219	0,000	Valid
X12	0,751	0,219	0,000	Valid
X13	0,819	0,219	0,000	Valid
X14	0,839	0,219	0,000	Valid
X15	0,792	0,219	0,000	Valid

X16	0,777	0,219	0,000	Valid
X17	0,775	0,219	0,000	Valid

Source: Research Results, 2024

Table 11. Validity Test of Price Variables (X_2)

Variable	r_{hitung}	r_{tabel}	Sig	Information
X21	0,857	0,219	0,000	Valid
X22	0,932	0,219	0,000	Valid
X23	0,907	0,219	0,000	Valid
X24	0,892	0,219	0,000	Valid

Source: Research Results, 2024

Table 12. Validity Test of Place Variables (X_3)

Variable	r_{hitung}	r_{tabel}	Sig	Information
X31	0,745	0,219	0,000	Valid
X32	0,738	0,219	0,000	Valid
X33	0,708	0,219	0,000	Valid
X34	0,639	0,219	0,000	Valid
X35	0,639	0,219	0,000	Valid

Source: Research Results, 2024

Table 13. Validity Test of Promotion Variables (X_4)

Variable	r_{hitung}	r_{tabel}	Sig	Information
X41	0,720	0,219	0,000	Valid
X42	0,788	0,219	0,000	Valid
X43	0,744	0,219	0,000	Valid
X44	0,666	0,219	0,000	Valid
X45	0,661	0,219	0,000	Valid

Source: Research Results, 2024

Table 14. Validity Test of Purchasing Decision Variables (Y)

Variable	r_{hitung}	r_{tabel}	Sig	Information
Y1	0,597	0,219	0,000	Valid
Y2	0,558	0,219	0,000	Valid
Y3	0,794	0,219	0,000	Valid
Y4	0,560	0,219	0,000	Valid
Y5	0,507	0,219	0,000	Valid
Y6	0,509	0,219	0,000	Valid

Source: Research Results, 2024

Each statement in the item has a validity coefficient that exceeds the r_{tabel} value of 0.219, as seen in the validity test results in the previous five tables. Therefore, these variables are considered suitable for use as measurement instruments in this research.

Reliability Test

Table 15. Reliability Test of Product Variables (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.891	7

Source: Research Results, 2024

It is known that Cronbach alpha is $0.891 > 0.50$ based on the table provided. Thus, it can be concluded that the reliability of the instrument is the same as the r test which is the basis for decision making.

Table 16. Reliability Test of Price Variables (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	4

Source: Research Results, 2024

It is known that Cronbach alpha is $0.918 > 0.50$ based on the table above. Thus, it can be concluded that the reliability of the instrument is the same as the r test which is the basis for decision making.

Table 17. Reliability Test of Place Variables (X_3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.724	5

Source: Research Results, 2024

It is known that Cronbach's alpha is $0.724 > 0.50$ based on the table provided. Thus, it can be concluded that the reliability of the instrument is the same as the r test which is the basis for decision making.

Table 18. Reliability Test of Promotion Variables (X_4)

Reliability Statistics	
Cronbach's Alpha	N of Items
.758	5

Source: Research Results, 2024

It is known that Cronbach alpha is $0.758 > 0.50$ based on the table provided. Thus, it can be concluded that the reliability of the instrument is the same as the r test which is the basis for decision making.

Table 19. Reliability Test of Purchasing Decision Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.845	6

Source: Research Results, 2024

It is known that Cronbach alpha is $0.845 > 0.50$ based on the table provided. Thus, it can be concluded that the reliability of the instrument is the same as the r test which is the basis for decision making.

Multiple Linear Regression Test

This test aims to understand the impact of the marketing mix, which includes product, price, place and promotion on consumer purchasing decisions to buy chips at the Kreasi Nailah Medan store. The results of several linear regression tests for each variable are presented in the table:

Table 20. Multiple Linear Regression Test Table

Model		Coefficients ^a				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	25.221	.514			49.058	.000
	Produk	-.108	.010	-.519		-10.524	.000
	Harga	.049	.018	.146		2.700	.009
	Tempat	.274	.016	.846		17.374	.000
	Promosi	-.086	.016	-.279		-5.242	.000

a. Dependent Variable: Keputusan_Pembelian

Source: Research Results, 2024

With the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

$$Y = 25,221 - 0,108 X_1 + 0,049 X_2 + 0,274 X_3 - 0,86 X_4 + e$$

Where:

Y = Purchase decision

a = Constant

b_{1,2,3,4} = Regression coefficient for variable X

X₁ = Product

X₂ = Price

X₃ = Place

X₄ = Promotion

e = Error of term (variable not studied)

Information:

1. a = 25.221. This means that if the marketing mix is 0, then the purchasing decision is 25.221. This result is significant at a standard error of 5%.
2. b₁ = -0.108. This means that assuming the product has a fixed value (does not change), then for every 1 unit increase in price, place and promotion there will be a decrease in purchasing decisions by -0.108. This result is significant at a standard error of 5% of the t test results.
3. b₂ = 0.049. This means that assuming the price is fixed (does not change), then for every increase in product, place and promotion by 1 unit there will be an increase in purchasing decisions by 0.049. This result is significant at alpha 5% of the t test results.
4. b₃ = 0.274. This means that assuming the value of the place is fixed (does not change), then every increase in product, price and promotion by 1 unit will result in an increase in purchasing decisions by 0.274. This result is significant at alpha 5% of the t test results.
5. b₄ = -0.086. This means that assuming the promotion has a fixed value (does not change), then for every increase in product, price and place by 1 unit there will be a decrease in purchasing decisions by -0.086. This result is significant at alpha 5% of the t test results.

Partial Test (t Test)

Table 21. Partial Test Table (t Test)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	25.221	.514		49.058	.000
	Product	-.108	.010	-.519	-10.524	.000
	Price	.049	.018	.146	2.700	.009
	Place	.274	.016	.846	17.374	.000
	Promotion	-.086	.016	-.279	-5.242	.000

a. Dependent Variable: Purchase_Decision

Source: Research Results, 2024

The following are the calculated regression values using the t test, which can be seen from the calculations carried out using SPSS 25:

1. With a sig value of 0.000, the t_{count} value of -10.524 for the product exceeds the t_{table} -1.991 (-10.524 < -1.991). Therefore, because the significance value exceeds the 5% threshold using a limit of 0.05, H_0 is accepted and H_a is rejected. This indicates that the initial research hypothesis regarding the influence of product (X_1) on consumer choice (Y) is not proven, indicating that variable X_1 has a small impact on variable Y.
2. With a significance level of 0.000, the price of X_2 has a t_{count} value of 2.700, exceeding the t_{table} value of 1.991 (2.700 > 1.991). Therefore, because the sig value is at the 5% level using a limit of 0.05, H_0 is rejected and H_a is accepted. As a result, the second hypothesis regarding the influence of price has quite a large impact on variable Y.
3. With a sig value of 0.000, the t_{count} value of 17.374 for place X_3 exceeds the t_{table} value of 1.991 (17.374 > 1.991). Therefore, because the sig value is less than the 5% level using the limit of 0.05, H_0 is rejected and H_a is accepted. As a result, the third hypothesis regarding the strong influence of geography (X_3) on purchasing decisions (Y) is accepted.
4. With a sig value of 0.000, the t_{count} value of -5.242 for the X_4 promotion exceeds the t_{table} -1.991 (-5.242 < -1.991). Therefore, because the sig value is less than the 5% level using the limit of 0.05, H_0 is accepted and H_a is rejected. This indicates that the fourth study regarding promotion did not have a real impact on variable Y.

Simultaneous Test (F Test)

Table 22. Simultaneous Test Table (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.810	4	7.953	96.450	.000 ^b
	Residual	6.184	75	.082		
	Total	37.994	79			

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

Source: Research Results, 2024

In calculations using SPSS 25 as explained above, F_{count} is 96.450. Then, this value is compared in the F_{table} with a significance level of 5%. Thus, $F_{count} > F_{table}$ ($96.450 > 2.49$) indicates that H_0 is rejected and H_a is accepted. This shows that there is a significant impact between the marketing mix and variable Y.

Determination Coefficient Test (R^2 Test)

Table 23. Coefficient of Determination Test (R^2 Test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.837	.829	.287

a. Predictors: (Constant), Promotion, Place, Price, Product

Source: Research Results, 2024

The F_{count} figure, which is obtained from computational results using SPSS 25 as explained above, will be contrasted with F_{table} at the sig level of 5%. With a value of $F_{count} > F_{table}$ ($96.450 > 2.49$), then H_0 is rejected and H_a is accepted. This indicates that $X_{1,2,3,4}$ have a big influence on variable Y.

CONCLUSION

From the collected results and test results using the multiple linear regression method, conclusions can be drawn: Based on the test results above, there is a partially significant influence from variable $0.000 < \alpha < 0.05$. Hypothesis testing findings show that price (X_2) has a fairly large positive impact on variable Y, at least partially. It can be seen from the t test value which proves that H_0 is rejected and H_a is accepted ($t_{count} 17.374 > t_{table} 1.991$ and sig. $0.000 < \alpha < 0.05$). Hypothesis testing shows that variable X_3 has a significant and quite large impact on variable Y, at least partially. And it can be proven that the t test value proves that H_0 is rejected and H_a is accepted ($t_{count} 17.374 > t_{table} 1.991$ and sig. $0.000 < \alpha < 0.05$). Hypothesis testing shows that promotion (X_4) has a significant but minimal impact on variable Y. And it can be strengthened by the t test value which shows rejection of H_a and acceptance of H_0 , with $t_{count} -5.242 < t_{table} -1.991$ and a significance value of $0.000 < \alpha < 0.05$.

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