ANALYSIS OF THE MARKETING MIX STRATEGY ON PURCHASE INTENTIONS AT MINIMARKET ALFA M LEBO SIDOARJO

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ARTICLE INFO	ABSTRACT
	This research was conducted to analyze the influence of the marketing mix strategy on consumer repurchase intention. This research is based on the widespread presence of shopping centers, especially in the retail section. This requires business people to know more about the right marketing mix used to influence consumer purchase intentions in order to maintain the smooth running of their business. Thus, the purpose of this research is to examine how the marketing mix strategy at Alfa M Lebo Sidoarjo affects shoppers' propensity to make a purchase. This study employs a quantitative approach, and it is a descriptive, causal study. Non-probability sampling with incidental sampling was utilized for this investigation, and its total sample size was 100. SPSS 22.0 for Windows is utilized for both descriptive and simple linear regression analysis of the data. Findings indicated that Alfa M Lebo Sidoarjo's marketing mix strategy significantly influenced shoppers' intent to make a purchase. Where the marketing variable received a good response with a score of 82.54 percent and the purchase intention variable was also in the good category, namely 77.86 percent. Overall, the marketing mix variable has enough influence on purchase intention, which is equal to 46.0 percent.
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INTRODUCTION

In this era of globalization, there has been a change in people's lifestyle from a traditional lifestyle to a more modern lifestyle, including the preference for people who previously shopped at traditional markets to increasingly prefer shopping at modern markets, causing the growth of minimarkets in big cities in Indonesia. , including metropolitan Surabaya and its surroundings are becoming increasingly out of control (Utami, 2016). One of the factors that influence this is that nowadays humans who act as consumers want the process of buying daily necessities to be easier and more comfortable, both in terms of infrastructure, an easy and fast shopping process to good service (Hariyadi, 2016).

Urban communities are now spoiled by the presence of various shopping centers. Even the location is sometimes in one area. This condition is very profitable because people only have to choose which outlets they will enter (Soliha, 2008). The modern retail industry takes advantage of people's spending habits, particularly those of the upper middle class who do not want to jostle in traditional marketplaces that are typically muddy or disorganized (Utami, 2010).

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Business and retail market is a business and a place that sells retail goods, especially selling goods directly to consumers directly without reselling to others (Sundari & Syaikhudin, 2021). Consumers in the retail industry are the final consumers who enjoy the benefits of an item, while goods are sold in the form of small parts (retail) and not wholesale (Ekawati & Sha, 2019).

The current retail industry is essentially a type of business that has a profit margin that is not overly large, falling between 7 and 15% of turnover (Pandin, 2009). In comparison to its suppliers, the modern retail market is typically in a reasonably strong bargaining position. This is true of other modern retail establishments as well. This is due to the fact that most modern merchants are corporations that operate on a pretty large scale and have an extensive network of distribution channels. As a result, they are able to make purchases of items from their suppliers in huge numbers. The modern retail industry can benefit in a variety of ways from having a powerful bargaining position (Martinus, 2011). With such a powerful negotiating position, not only will it be simpler to secure price reductions, but it will also be possible to obtain more convenient payment terms in terms of the length of time needed to pay off the items (Karwur, 2016).

Minimarkets are shops that fill people's needs for modern format stalls that are close to residential areas so that they can outperform shops or stalls (Fitrio, 2018). Commodities sold are in the form of staple goods such as food, beverages, household goods and others. The rapid development of minimarkets in the community has created high investor interest in investing in this business (Fauziah, 2021). Seeing this intense competition, a minimarket must be able to compete with other minimarkets, such as in terms of attractive products, competitive prices, intense promotions, strategic locations, professional people/HR, physical evidence, to good processes to attract consumer interest. to buy at the minimarket (Paulus & Murdapa, 2018).

In the marketing strategy of modern retail stores, it is an interesting research to study because there are many unique and very interesting characteristics of the existence of modern retail stores or minimarkets such as Alfa M which make it interesting and the selection of the theme of this 7P analysis marketing strategy must be applied in medium-sized industrial companies. down is not just a theory.

The product, the pricing structure, the promotional activities, and the distribution system are the four components that make up what Swastha and Handoko (2002) refer to as the "marketing mix." The marketing mix is a combination of these four variables or activities that serve as the foundation of the marketing system. 7P analysis of the marketing mix, which has a significant impact on the development of a company but there are some business owners who either do not comprehend or do not pay a lot of attention to the marketing strategy but in reality they have carried out several strategies but have not fully implemented them (Nurhabibah & Murniati, 2016).

The marketing mix is a collection of marketing techniques that a firm employs in order to continually achieve its marketing objectives in the market that they are focusing on (Kharisma & Nurkomalasari, 2021). In most cases, marketers make use of this marketing mix as a tool in order to either generate sales of items offered by the company or elicit the kind of response that is sought by the company's market for the products offered by the company (Silvia et al, 2020).

According to Picaully (2018), the stage of the respondent's desire to act before the purchase decision is actually implemented is known as Purchase Intention. The purpose of this study is to delve more into the marketing mix approach that is utilized by business owners, and it will do so by referring to some of the aforementioned elements. A consumer's purchase intention is an

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attitude that develops in reaction to stimuli that point to the consumer's interest or want to acquire a particular product. This attitude is triggered when the consumer encounters such stimuli (Binalay et al, 2016). A market that offers customers a selection of product alternatives in addition to a wide range of brand options gives them more freedom in their product selection. If the product is able to satisfy the requirements and preferences of customers, then those customers will undoubtedly purchase the products that are being offered (Bimantari, 2018).

Alfa M is one of the leading retail business companies in Indonesia. By providing various daily household needs ranging from food products, beverages, beauty products, stationery, electronic pulses to simple household appliances. The prices set are also very easy to reach, as the main target market is consumers from low to middle economic class. Friendly service, quality products, low prices, and easy-to-visit shops because it has branches in many places are the advantages of Alfa M (Arbainah, 2010).

The size of Alfa M's market has strengthened its wings in this business. Alfa M tries to get closer to consumers through potential places from a business feasibility standpoint. Alfa M Lebo Sidoarjo is the first and only minimarket in Lebo which is located on Jalan Raya Lebo Sidoarjo. Alfa M Lebo provides services in terms of payment via credit card and also online. Likewise with the marketing mix system that is implemented, it has been prepared as well as possible so that buyers can feel satisfied with what is provided by Alfa M Lebo. However, with so intense competition in a business venture, Alfa M Lebo must also maintain the quality of the services they provide.

METHODS

In this study, a quantitative methodology is employed. The purpose of this study is to determine the link between the independent variable (Marketing Mix) and the dependent variable (buy intention) at Alfa M Lebo. Population is a collection or total number of units of analysis with certain features used to solve research questions (Reid & Bojanic, 2001). This study's population consists of consumers who visit Alfa M Lebo Sidoarjo City throughout the year until October 2022. This population is categorized as infinite because the number of analysis units cannot be tallied, there are too numerous, or they are not defined. To avoid making mistakes when administering the questionnaire, 100 respondents were sampled. Non Probability Sampling is the sampling method utilized in this investigation. The sampling method selected for this investigation is incidental sampling.

This study utilizes primary data collected from a questionnaire distributed to clients of Alfa M Lebo Sidoarjo. Using a Likert scale with a range from 1 to 5 to determine whether or not respondents agree with questionnaire statements, questionnaire measurement is supported by a Likert scale. According to Sugiyono (2014), the Likert scale is used to measure a person's or group's attitudes, opinions, and perceptions on social phenomena. The research data were analyzed using a basic linear regression equation and the SPSS 22.0 for Windows application as an analytical tool.

RESULTS AND DISCUSSION

1) Validity test

A questionnaire's credibility can be evaluated with the help of a validity test. Whether or not a measuring device accurately provides readings of the target variable is a measure of its validity. A question on the survey is considered legitimate if the r_{count} is greater than the r_{table} (Ghozali, 2009).

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The 44 statement items consisting of 35 statement items to measure variable x (Marketing Mix) and 9 statement items to measure variable y (Consumer Purchase Interest), have a correlation value above 0.361, namely $r_{count} > r_{table}$ so that all statement items for variable x and variable y are declared valid and acceptable to respondents .

2) Reliability Test

The reliability test is used to determine the validity of a questionnaire that serves as an indicator of the variable. A questionnaire is deemed reliable if the responses of a sample to assertions are consistent or steady over time, provided that the variables tested are deemed reliable if Cronbach's alpha is greater than 0.60 (Ghozali, 2013). In this study, the results or value of Cronbach's Alpha was 0.955, hence it can be concluded that all statement items are dependable because the value of Cronbach's Alpha is larger than 0.60.

3) Descriptive Analysis

Is an analytical method used to obtain an objective image of the object of study and to determine the proportion of respondents who agreed with a particular statement. With a total score of 14,447 and a response rate of 82.54 percent, 22 of the 35 statement items pertaining to the Marketing Mix were categorized as Good. Leno Sidoarjo listed in the Good category the nine statement items pertaining to Consumer Purchase Interest at Alfa M that were mentioned in his report. The overall average percentage value of 77.86 percent with a total score of 3,503 demonstrates this.

4) Classic assumption test
a) Normality test

In this particular investigation, a test for the normality of the data was carried out to determine whether or not the residuals, confounding variables, or regression model have a normal distribution. It is known that the significance value of 0.932 is more than 0.05, and as a result, it is possible to draw the conclusion that the data that was examined followed a normal distribution.

b) Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine if there is a difference in the variance of the residuals between the observations in the regression model. Homoscedasticity occurs when there is no difference in the residual variances of two observations, while heteroscedasticity occurs when there is (Ghozali, 2013). Results from SPSS 22 indicate that the data points are distributed at random, with some lying above 0 on the Y axis while others fall below it. Since the regression model does not suffer from the effects of heteroscedasticity, it may be safely used to make predictions about consumers' future purchases based on the results of experiments using the marketing mix that do not cost anything.

5) Simple Regression Analysis

The following is a table of simple linear regression test results that can also show the regression equation between the marketing mix and consumer purchase intention.

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Table 1 Simple Regression Effect Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	b	std. error	Betas		
1. Constant	6,176	2,697		2,287	0.002
Marketing Mix (X1)	0.230	0.023	0.678	9.176	0.000

a. Dependent Variable: Purchase Intention

Table 1 shows the results of the simple linear regression analysis that has been done, the equations are obtained:

$$y = 6.176 + 0.230x$$

Wherever in the equation formula there is a positive constant value, such as 6.176, this demonstrates that there is a relationship that only flows in one direction. Whereas, assuming that all other factors remain unchanged, a one-unit increase in the marketing mix variable will result in a 6.176 percentage point rise in consumer intent to make a purchase. In spite of the fact that the regression coefficient of the marketing mix dimension is positive 0.230, which indicates that there is a positive relationship between the dimensions of the marketing mix and consumer purchase intention at Alfa M Lebo Sidoarjo, if the dimension is increased, it will also have an increasingly influential effect when consumers have the intention to buy products from Alfa M Lebo Sidoarjo.

6) Determination Coefficient Test (R^2)

Table 2 shows the coefficient of determination quantifies the extent to which the model can explain the variation in the dependent variable. The coefficient of determination has a value between zero (0) and one (1).

Table 2 The coefficient of determination (R^2)

Summary Model [b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	0.678 [a]	0.460	0.453	4.6653

A value of 46.0 percent was obtained through the study of the findings of the coefficient of determination (R^2). It is possible to draw the conclusion from this figure that the marketing mix is responsible for 46.0 percent of the influence that it has on customer purchase intention, while the remaining 54.0 percent is caused by the influence of other variables that were not investigated in this study.

7) t test

Table 3, shows a significant value of 0.000 < 0.05 was obtained from SPSS version 22, and a t_{count} value of 9.176 was greater than t_{table} 1.9877. Therefore, it is possible to draw the conclusion that H_o (null hypothesis) is accepted, which indicates that marketing mix (x) has a positive and significant effect on purchase intention (y).

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Table 3 Test Results t

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	b	std. error	Betas		
2. Constant	6,176	2,697		2,287	0.002
Marketing Mix (X1)	0.230	0.023	0.678	9.176	0.000

b. Dependent Variable: Purchase Intention

Discussion

Based on the results of hypothesis testing and regression analysis, this study shows that the marketing mix variable can be used as a variable that can influence or predict the purchase intention variable, especially consumers who come to shop at Alfa M Lebo Sidoarjo. The implication of this research is that Alfa M Lebo Sidoarjo can use this research model to predict and increase consumer purchase intentions based on dimensions related to the marketing mix.

According to consumer responses, the marketing mix of Alfa M Lebo Sidoarjo is in the good category, namely at a percentage score of 82.54 percent. This shows that the products sold are in accordance with what consumers want, it is easy to get them through partners, promotions carried out by Alfa M Lebo Sidoarjo can attract consumers' attention, the service process with delivery, facilities or facilities (such as clean toilets, parking lots safe, the atmosphere of the store looks clean), the packaging used is safe so that the product quality is maintained, and the payment process is easy for consumers to make every transaction.

Consumer Purchase intention in Alfa M Lebo Sidoarjo as a whole is included in the good category, namely at a percentage score of 77.86 percent. This shows that consumers are interested in buying products sold at Alfa M Lebo Sidoarjo, consumers will repurchase Alfa M Lebo Sidoarjo products when they want to visit the minimarket, will recommend to friends and family, consumers are more interested in shopping at Alfa M Lebo compared to other places.

CONCLUSION

On the basis of the research findings and discussion using simple regression analysis, it can be inferred that the marketing mix variables have a substantial impact on the intention to purchase in Alfa M Lebo Sidoarjo. Alfa M Lebo must maintain a high level of service quality and even enhance its existing marketing strategies. This is accomplished by focusing more on the quality of Alfa M's items, affordable prices, employee concern for consumers, comprehension of consumer demands, and prompt resolution of client complaints. Alfa M must pay attention to these factors in order to generate consumer buy intent.

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