

The Influence of Marketing Mix Strategies on Purchase Decisions For Bambo Charcoal Products (Study on Management Department Students, Feb Unismuh Makassar).

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Abstract

This study aims to determine and analyze the effect of Marketing Mix Strategy on Purchasing Decisions for Bambo Charcoal Products (Study on Students of the Management Department of FEB Unismuh Makassar). The type of research used in this research is descriptive quantitative. The population in this study were students majoring in management at Unismuh Makassar. The sample used in this study were 76 respondents. Data collection techniques using questionnaire techniques. The data analysis technique used to test the hypothesis is multiple linear regression and t test (partial test) which is processed using statistical calculations through the Statistical Package for the Social Science (SPSS) version 26. The results showed that the description of Product, Price, Location and Promotion had a positive and significant effect on the decision to purchase Bambo Charcoal products.

Keywords: *Product description, price, location, promotion, purchase satisfaction*

INTRODUCTION

Marketing strategy consists of integrated marketing elements marketing mix or marketing mix, namely product, price, place channel and promotion which always develops in line with the company and changes in its marketing environment and changes in consumer behavior. The consumer behavior referred to here is of course consumer behavior which will later bring in revenue for the company. According to (Assauri 2013), marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as a company's response in the face of an ever-changing environment and competitive conditions and changing purchasing behavior.

Purchasing behavior describes how consumers make purchasing decisions and how they use and manage purchases of goods or services. This consumer behavior is dynamic, always changing and moving all the time, the implication is that generalizations of consumer behavior are usually limited to a certain period of time. Consumer behavior is defined as the actions directly involved in obtaining, consuming, and spending products and services, including the decision processes that precede and follow these actions. Purchasing behavior is influenced by many factors including product, price, place and shopping promotions. So that Bambo Charcoal products become one of the purchasing decisions.

Bambo Charcoal is one of the products engaged in beauty. The amount of competition in similar businesses forces companies to try hard to market their products. For this reason, Bambo Charcoal must continue to make improvements in its marketing activities. In addition, the success of the company's marketing will be determined by the number of purchases from

consumers. So the company carries out a marketing mix strategy to avoid competition from similar products in Indonesia. To respond to existing competition, Bambo Charcoal products create a strategy, namely an effective marketing mix. Strategies that can be carried out in the form of product quality that is comfortable to use and safe to use by consumers who can meet the needs and desires of consumers, price is one of the determining factors in choosing the type and product of face wash according to their needs, a strategic location that is easy to reach is highly desired by consumers and promotions that are carried out greatly influence consumers in making decisions to buy a product.

The marketing mix as a tool to find out what consumers want from the goods offered and is expected to help the Bambo Charcoal business which is currently popular among young people in Makassar, especially among students. Bambo Charcoal is a product that can clean the face, its main market prey is young people, with very many benefits so that many young people use this product, contemporary in its marketing aspects. Bambo Charcoal began to be marketed in 2014, which is 9 years old, by launching social media accounts such as Facebook, and Instagram as a consumer reference in choosing products. In addition to its products that are indeed attached to the soul of young people, Bambo Charcoal offers prices that tend to be cheaper, which attracts students who have or have not become followers in their social media accounts. The quality of the goods is okay and makes Bambo Charcoal products many who use and subscribe to Makassar city students.

RESEARCH METHODS

The type of research used in this study is quantitative survey research (taking samples from a population). The definition of quantitative survey research is a quantitative study by asking structured or systematic questions to many people with the same questions, and then all the answers obtained by researchers are recorded, processed, and analyzed. According to (Sugiyono, 2018) defines quantitative research methods as research methods based on positivist philosophy, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of describing and testing hypotheses that have been stated.

The research location was conducted at the University of Muhammadiyah Makassar with the object of research, namely students of the Management Department class of 2020, Faculty of Economics and Business, Muhammadiyah University of Makassar who have made purchases on Bambo Charcoal products. The population in this study were students of the management study program of the Faculty of Economics and Business, Muhammadiyah University of Makassar class of 2020, while the population in this study was 311.

This research uses Non-probability sampling technique. Non-probability sampling is a sampling technique in which the researcher does not provide equal opportunities for each member of the population to be selected as a sample. With purposive sampling method, namely samples taken from population members with predetermined criteria. The criteria in this study in determining the sample are:

a. Students of Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar class of 2020.

b. Have used Bambo Charcoal products The technique for collecting data and information needed for this research is a quiz, a quiz is a data collection technique where respondents fill out questions or statements.

RESULTS AND DISCUSSION

Validity and Reliability Test

a. Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are valid reveals something that can be measured by the questionnaire. This test is carried out by comparing the calculated r-value with the r-table for degree of freedom ($df = N - k$), namely $df = 76 - 2 = 74$, thus producing an r-table of 0.225. For complete results of the validity test, see the following table:

Table 4.6
Validity Testing Results

Variable	Statement	r-Count	r-Table	Information
Strategy Mix Marketing (X)	X1.1	0.736	0.225	Valid
	X1.2	0.703	0.225	Valid
	X1.3	0.530	0.225	Valid
	X2.1	0.765	0.225	Valid
	X2.2	0.755	0.225	Valid
	X2.3	0.729	0.225	Valid
	X3.1	0.546	0.225	Valid
	X3.2	0.637	0.225	Valid
	X3.3	0.643	0.225	Valid
	X4.1	0.538	0.225	Valid
	X4.2	0.664	0.225	Valid
	X4.3	0.622	0.225	Valid
Buying decision (Y)	Y1.1	0.592	0.225	Valid
	Y1.2	0.718	0.225	Valid
	Y1.3	0.490	0.225	Valid
	Y2.1	0.542	0.225	Valid
	Y2.2	0.559	0.225	Valid
	Y2.3	0.504	0.225	Valid
	Y3.1	0.464	0.225	Valid
	Y3.2	0.681	0.225	Valid
	Y3.3	0.624	0.225	Valid

	Y4.1	0.702	0.225	Valid
	Y4.2	0.407	0.225	Valid
	Y4.3	0.604	0.225	Valid

source: SPSS data processing results 2024

Based on the data in the table above, it shows that all the r values are calculated for the variables (X) and variables (Y) is greater than r table, namely 0.225, which means all question items are declared valid.

b. Reliability Test

Reliability tests are used to measure the stability or consistency of respondents in answering the statements in the indicators. Reliability is something construct variable in the way that in getting to be known if you have the value of Cronbach's Alpha $\geq 0,60$. The results of the reliability test can be seen in the following table.

Table 4. 7
Reliability Testing Results

Variable	Cronbach Alpha	N of Items	Information
Marketing Mix Strategy (X)	0.880	12	Reliable
Purchase Decision (Y)	0.816	12	Reliable

Source: SPSS 26 Process, 2024

Based on the table above, it can be seen that the mix strategy variable marketing (product, price, place, promotion) and purchasing decisions turn out obtained a Cronbach Alpha value ≥ 0.60 . Thus, the test results the reliability of all variables is reliable.

1. Classic assumption test

a. Normality test

The normality test is the point of testing the requirements of the classical assumption test, which means that before carrying out statistical analysis to test hypotheses or in other words, regression analysis, it can be said that this research is tested for normality. The methods for testing normality are:

- i. If the value is significant (asym sig 2-tailed) > 0.05 then the distribution is normal.
- ii. If the significant value (asym sig 2-tailed) < 0.05 then the data distribution is not normal.

Table 4.8
Normality Test Results

	Unstandardized Residuals
N	76
Asymp. Sig. (2-tailed)	0.074

Source: SPSS 26 Process, 2024

Based on table 4.8, the results of the normality test calculation have a significant value of 0.074, which means the value is greater than 0.05, so it can be concluded that the results of the data tested are normally distributed.

b. Multicollinearity Test

Multicollinearity testing aims to see whether there is a high correlation between the independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, then the relationship between the dependent variables is disrupted in decision making: There are no symptoms of multicollinearity if the tolerance value is > 0.10 and $VIF < 10.00$

Table 4.9
Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Marketing Mix Strategy	1,000	1,000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Process, 2024

Based on table 4.9 above, it can be seen that the **tolerance value** for the work motivation variable is $1,000 > 0.10$ and the VIF value is $1,000 < 10.00$. This means that there are no symptoms of multicollinearity.

2. Simple Linear Regression Analysis

Table 4.10
Simple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	sig
		B	Std. Error	Beta		
1	(Constant)	27,893	3,062		9,110	,000
	Marketing Mix Strategy	506	,057	,718	8,876	,000
a. Dependent Variable: Purchase Decision						

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Process, 2024

Based on table 4.10, a simple linear regression equation is obtained as follows:

$$Y = 27.411 + 0.506 + e$$

Where :

a. Based on the results of the linear equation test above, a value is obtained constanta is 27,893, meaning that if X (Marketing Mix Strategy) does not change or has a value of zero (0), then variable Y (Purchasing Decision) remains at 27,893.

- b. The Marketing Mix Strategy regression coefficient value is 0.506 (positive) indicating that the Purchase Decision. This value also shows that every time there is an effort to add one unit to the Marketing Mix Strategy, Purchasing Decisions will increase by 0.506.

3. Hypothesis testing

a) Partial Test (t Test)

The t test (partial) is used to determine whether the independent variable partially has a significant effect on the dependent variable, whether $t_{count} > t_{table}$ can be said to be significant, that is, there is an influence between the independent variable studied and the dependent variable.

**Table 4.11
Partial Test Results**

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	27,893	3,062		9,110
	Marketing Mix Strategy	,506	,057	,718	8,876

a. Dependent Variable: Purchasing Decision

Source: SPSS 26 Process, 2024

Based on table 4.11 above, it can be seen that the **calculated t value** = 27,893 > **t table** 0.225 and the significant value for the Purchasing Decision variable is smaller than the standard value of 0.05 with SPSS results being $0.000 < 0.05$. So it can be concluded that there is a positive and significant influence between marketing mix strategies on purchasing decisions so that the proposed hypothesis can be accepted or proven.

b) Coefficient of Determination Test (R^2)

The coefficient of determination test (R^2) aims to determine how much the independent variable can explain the dependent variable. **The R Square** value is said to be good if it is above 0.5 because **the R Square** is between zero and one.

Table 4.12
Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	R Square Adjuster	Std. Error of the Estimate
1	.718 ^a	.516	.509	2.36823
a. Predictors: (Constant), Marketing Mix Strategy				

Source: SPSS 26 Process, 2024

Based on the results from table 4.12 above, it can be said that R^2 has a value of 0.509, meaning that the Marketing Mix Strategy variable has a capacity level of 51.6% and the remaining 48.4% is influenced by other factors that cannot be researched.

Analysis and interpretation (Discussion)

Strategy Mix Marketing on Purchasing Decisions

Based on results study Which has explained on part previous obtained results that in a way statistics , Strategy gi Mix Marketing product , price, location and promotion. Influential in a way significant to Decision Purchase Product Bambo Charcoal Pada Student Major FEB Force Management 2 020 Unismuh Makassar. This is because the sig value.

CONCLUSION

Based on the results of research conducted by researchers regarding the influence of Marketing Mix Strategy (Product, Price, Place and Promotion) on Purchasing Decisions among Management Department Students FEB Muhammadiyah University of Makassar, it can be concluded that the Product, Price, Location and Promotion Marketing Mix Strategy in this research partially and simultaneously have a significant effect on purchasing decisions for Bambo Charcoal products among students majoring in management, Batch 20, Muhammadiyah University of Makassar.

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