

Contribution of Marketing Mix and its Impact on Purchasing Decisions of Siantano Furniture Products

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ARTICLE INFO	ABSTRACT
Keywords: Marketing Mix; Purchasing Decision Received: 13 Nov 2023 Accepted: 18 Dec 2023 Published: 30 Dec 2023	<p>This study aims to determine the effect and contribution of the marketing mix on purchasing decisions for Siantano Furniture Products that exist and are sold at PT Mega Indah Saru Timor (Misi Depo Bangunan) in Makassar City. The sample in this study were 96 Siantano furniture consumers who were coincidentally met by researchers and deemed suitable as respondents so that the Accidental Sampling method was used. Data collection was carried out using questionnaire, interview and documentation methods. The data analysis technique used is multiple linear regression analysis using Statistical Product and Service Solution (SPSS) Version 25 and hypothesis testing using the F test and t test. The results of the study prove that part of the independent variables of the Marketing Mix, namely Product, Price, Place and Promotion have a positive and significant influence on the dependent variable, namely the Decision to Purchase Siantano Furniture Products at the Building Depot Mission in Makassar City. Products are the most dominant variable and have a significant effect on Purchasing Decisions for Siantano Furniture Products at the Building Depot Mission in Makassar City and are proven to be acceptable. Product is one of the variables that become the image of Siantano furniture which attracts consumers to buy these products.</p>

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1. INTRODUCTION

In the face of increasingly fierce business competition, companies in Indonesia do not only focus on marketing and product innovation. The role of information technology and digitalization is key in optimizing business operations. Many companies are adopting the latest systems to improve efficiency, speed and accuracy in various aspects of the business. These steps are important strategies to stay competitive in a dynamic market.

In addition, globalization also plays an important role in business transformation in Indonesia. Many local companies are venturing into international markets or establishing partnerships with foreign companies (Fathun, 2016). This not only opens up wider opportunities for expansion, but also presents new challenges in terms of global market penetration, quality standards, and adaptation to international trends. The success of a company is no longer only measured by its dominance in the local market, but also its ability to compete and adapt at the global level.

The trend towards sustainable development is also a key factor in modern business. Companies with high social and environmental responsibility are gaining more appreciation from consumers. Business strategies that focus on sustainability and social responsibility not only create a positive impact on the company's image, but also become a differentiation factor in the eyes of consumers who are



increasingly aware of environmental impacts. As a result, companies that integrate sustainability principles have a competitive advantage in running their business operations.

The importance of marketing in the business world is not only related to direct sales, but also building image and brand awareness (Mulitawati & Retnasary, 2020; Isma et al., 2020). An effective marketing strategy can create positive perceptions in the eyes of consumers, shape brand identity, and increase customer loyalty. In today's digital era, companies not only rely on traditional marketing methods, but also utilize online platforms to reach a wider audience. Digital marketing, such as through social media and online advertising, is an important step in reaching consumers who are increasingly digitally connected.

The modern marketing concept does not only rely on the products or services sold, but also emphasizes the importance of providing added value to consumers. Customers want to feel valued and get more benefits from their purchases. Therefore, companies that successfully create positive experiences and provide added value through customer service, promotions, and product innovation will have a stronger competitive edge in the market. A deep understanding of consumer needs and preferences is key in designing effective marketing strategies.

Careful market analysis is also integral to marketing success. Companies need to understand market trends, consumer behavior, and competitive dynamics. Accurate market data and information help companies to customize their products or services to suit consumer needs and compete effectively. In addition, marketing also involves good interaction and communication with consumers. Positive responses to consumer feedback, participation in promotional campaigns, and active communication through various channels are elements that strengthen a company's relationship with its consumers.

The importance of marketing causes companies to try to succeed in this field by taking various strategic steps in marketing which are often called marketing strategies. According to Rozi (2021), every company, both those producing goods and services, is always faced with various problems, namely what strategies are effective for marketing a good or service. With the policy of determining the marketing strategy, the company has standard guidelines in marketing its products. Therefore, a marketing strategy for a company is very important in order to increase revenue.

The strategy in question is the marketing mix, it aims to influence consumer decisions in buying and using the products offered by the company. The marketing mix is one of the important strategies in determining the success or failure of a company. The marketing mix is a sales or promotion strategy and pricing that is unique and designed to produce mutually beneficial exchanges for the intended market (Lestari & Aslami, 2022). The marketing mix is related to the 4P activities consisting of Product, Price, Place, and Promotion. The four elements of the marketing mix are interconnected and influence each other, so that efforts must be made to produce a marketing policy that leads to effective service and customer satisfaction. So in the marketing mix there are variables that support one another, which the company then combines to obtain the desired responses in the target market.

The importance of the marketing mix is seen in how companies execute an integrated marketing strategy. In the face of competition, smart pricing can be the key to excellence. So can effective promotions, which not only build commitment but also provide impetus to purchase decisions. The success of a product depends not only on its quality but also on how the company presents and markets it to the market.

In the face of a market full of options, the marketing mix strategy is not just a concept, but a strategic foundation. According to Dayat (2019) Companies must understand market dynamics, consumer needs, and competitors' measures to structure an effective marketing mix. Product distribution, which is part of the place element, also plays an important role in ensuring the availability of products in the hands of



consumers in the most efficient and effective way. The marketing mix becomes both an art and a science in managing the complexities of modern business. By understanding and executing these four elements in a balanced manner, a company can achieve a strong position in its market, differentiate itself from competitors, and gain consumer trust. Thus, the marketing mix is the key to success in the face of ever-evolving business dynamics. In addition, in today's sharp competition, especially in the buyer's market, the role of pricing and sales promotion is very important, especially to build consumer commitment and purchasing decisions.

Consumer purchase decision making includes a complex process and involves several stages that need to be explored. One view of purchasing decision making refers to the selection between two or more alternative choices, as expressed by Rahmatullah et al. (2022). This process requires careful analysis and consideration of needs, preferences, and available information before the consumer makes his final decision.

According to Mutholiah & Widiyanto (2021), the purchase decision stage is the moment when consumers actually make a purchase. This is a critical point in the series of decision-making processes, where consumers turn abstract decisions into concrete actions. This stage reflects the end of a series of considerations and evaluations made by previous consumers. At this point, consumers already have enough understanding to make a considered buying decision.

The importance of purchase decision-making lies in the consumer's ability to choose one option from a range of available alternatives. Choice evaluation is an important step in this process, where consumers assess various aspects of the product or service to ensure that the decision made matches their needs and expectations. Therefore, understanding and respecting this stage of purchase decision-making is key for companies in designing effective marketing strategies and building positive relationships with consumers.

Based on their purchasing behavior, companies can design appropriate products, not only to satisfy consumer needs, but also to make it easier for consumers to obtain these products. The purpose of this design is to achieve company goals and maximize profits. The thing that must be considered by the company in marketing its products is the level of consumer satisfaction. If consumers are satisfied with the product, then they are likely to make repeat purchases, they are also likely to recommend the product to people around them. However, if consumers are dissatisfied, they may look for products from other companies.

Along with the increasingly selective consumers choosing the type of product needed, causing business owners also increasingly compete in this competition. As is the case with businesses engaged in the property sector, which from year to year shows significant development. This is due to the community's need for a place to live making the property business business opportunity as one of the very good business opportunities. The rise of housing construction, interior needs and building materials has resulted in the property business competition now getting tighter, making the property business a promising business. The property business does not only focus on building houses and selling them, but there are many property business business opportunities that can be tried, one of the businesses that support property needs is the furniture sales business. Furniture itself is a household furniture tool that includes all items such as chairs, tables, sofas and others. Furniture has benefits for the comfort and neatness of a house or residence. In addition, furniture also carries social meanings that emphasize social status. The development of the property business, especially furniture sales, is in line with the increasing human need for comfortable housing. So that changes occur starting from lifestyle to affect the consumer purchasing decision process for a product of goods and services.

The current phenomenon is that the rapid development carried out in various places opens up business opportunities for entrepreneurs in the property sector to easily market their products, this is also the case in various big cities in Indonesia, one of which is in Makassar City, including one of the



companies engaged in retail in Makassar City, namely Misi Depo Bangunan. Misi Depo Bangunan is a supermarket engaged in the sale of building materials, furniture goods and electronic devices. One of the furniture brands sold by Misi Depo Bangunan is Siantano. Siantano itself is a furniture manufacturer that produces sofas, cabinets, dining tables, beds and so on.

Based on sales data, Siantano brand furniture products continue to fluctuate from year to year. This fluctuating sales phenomenon occurs due to several factors, apart from the higher level of competition, it is sometimes caused by inadequate stock, goods experiencing an increase in purchases, delays from suppliers and the Building Depot Mission being late in bringing goods to the store.

In looking at the phenomenon of sales fluctuations of Siantano brand furniture products, it should be noted that several factors may have had a significant impact on this variability. Increased competition in the furniture market is one of the main factors that can affect sales performance. Companies must continuously adapt to market dynamics, respond to consumer trends, and strengthen marketing strategies to stay competitive amidst fierce competition. Therefore, understanding the factors that cause these fluctuations is key in designing responsive strategic measures.

Not only that, issues such as delays from suppliers and delayed delivery of goods by Building Depot Mission also contribute to sales fluctuations. Inconsistent stock fulfillment can hamper the smooth sales process and affect customer satisfaction. Therefore, there is a need for closer cooperation between manufacturers, suppliers, and distributors to overcome these logistical challenges and ensure adequate product availability in the market. Based on the explanation above, this study will further analyze the effect of the marketing mix of Siantano products on purchasing decisions.

2. METHOD

2.1 Population and Sample

The sample in this study were 96 Siantano furniture consumers who were coincidentally met by researchers and deemed suitable as respondents so that the Accidental Sampling method was used.

2.2 Data Collection Technique

In conducting this research, the authors carried out data collection techniques in the following ways: 1) Documentation, namely, research conducted by collecting documents at PT Mega Indah Saru Timor (Misi Depo Bangunan). 2) Interviews, which are research conducted by asking questions to sources with in-depth knowledge of the variables and research locations. This activity is carried out directly through face-to-face meetings with the sources.

2.3 Analysis Method

The data collected will be analyzed using induction statistical analysis in the following form:

Validity Test

Validity test is a measure that shows the level of validity of an instrument. The instrument is said to be valid if it shows that the measuring instrument used to obtain data is valid or can be used to measure what should be measured.

Reliability Test

Reliability test is an index that shows the extent to which a measuring device can be trusted / relied upon. The reliability test relates to the consistency, accuracy or forecasting accuracy of the research results. A construct or variable is said to be reliable if it provides a Cronbach alpha number > 0.06.

Classical Assumption Test

1) Normality Test

Normality test aims to test whether in a regression model, the dependent variable, independent variable, or both have a normal distribution or not. A good regression model is normally distributed or close to normal.

2) Heteroscedasticity Test

The heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from one observation residual to another. If the variance of the residuals of one observation to another observation is constant, it is called homoscedasticity and if the variance is different, it is called heteroscedasticity.

3) Multicollinearity Test

The multicollinearity test aims to determine whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, the variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between fellow independent variables is equal to zero.

Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to see the extent of the influence of marketing mix variables on purchasing decisions for Siantano furniture products at the Building Depot Mission in Makassar City. Multiple regression analysis uses the equation formula as quoted in.

Coefficient of Determination Analysis (R^2)

The coefficient of determination (R^2) is intended to determine the best level of accuracy in regression analysis, which is indicated by the magnitude of the coefficient of determination (R^2) between 0 (zero) and 1 (one).

Hypothesis Test

1) T-test (Partial)

The t test is used to test individually the significant relationship between the independent variable (variable X) and the dependent variable (variable Y), with a confidence level of 95% ($\alpha = 0.05$).

2) Uji F (Test (Simultaneously))

Uji F digunakan untuk mengetahui pengaruh secara bersama-sama variabel independen terhadap variabel dependen.

3. RESULTS AND DISCUSSION**3.1 Results****Gender Characteristics of Respondents****Table 1.** Gender Characteristics of Respondents

Gender	Total Respondents	Percentage
Male	12	12,5
Female	84	87,5
Total	96	100%

Source: Data Processed, 2023

Age Characteristics of Respondents**Table 2.** Age Characteristics of Respondents

Age	Total Respondents	Percentage
20 years	30	31,25%
30 years	12	12,5%
>30 years	54	56,25%
Total	96	100%

*Source: Data Processed, 2023***Occupational Characteristics of Respondents****Table 3.** Occupational Characteristics of Respondents

Occupation	Total Respondents	Percentage
Private Employee	12	12,5%
Public Servant	18	18,75%
Entrepreneur	24	25%
Others (Housewives, Students, and Farmers)	42	43,75%
Total	96	100%

*Source: Data Processed, 2023***Validity Test****Table 4.** Validity Test of Product Variable Questionnaire Instrument (X1)

Statement Item	Validity Value (r hitung)
Item 1	0,808
Item 2	0,792
Item 3	0,742
Item 4	0,710

Table 5. Validity Test of Price Variable Questionnaire Instrument (X2)

Statement Item	Validity Value (r hitung)
Item 1	0,792
Item 2	0,667
Item 3	0,808
Item 4	0,782

Table 6. Validity Test of Place Variable Questionnaire Instrument (X3)

Statement Item	Validity Value (r hitung)
Item 1	0,753
Item 2	0,798
Item 3	0,753
Item 4	0,796

Table 7. Validity Test of Promotion Variable Questionnaire Instrument (X4)

Statement Item	Validity Value (r hitung)
Item 1	0,825
Item 2	0,794
Item 3	0,869
Item 4	0,990
Item 5	0,703

Table 8. Validity Test of the Purchasing Decision Variable Questionnaire Instrument (Y)

Statement Item	Validity Value (r hitung)
Item 1	0,830
Item 2	0,777
Item 3	0,611
Item 4	0,831
Item 5	0,789

Based on the table above shows that, all rcount values for questionnaire question items on the research variables used produce rcount values greater than the rtable value. Where the rtable value for the number of samples ($n = 96$) is 0.200 so that all question items on each questionnaire can be declared valid.

Reliability Test**Table 9.** Reliability Test Results

Variable	Cronbach's Alpha	Description
Product	0,761	<i>Reliabel</i>
Price	0,738	<i>Reliabel</i>
Place	0,761	<i>Reliabel</i>
Promotion	0,832	<i>Reliabel</i>
Purchase Decision	0,827	<i>Reliabel</i>

Source: Data Processed, 2023

The reliability test results in the table above show that all variables in this study have a Cronbach's Alpha (α) coefficient greater than 0.600 so that it can be said that all measurement concepts of each variable from the questionnaire are reliable.

Classical Assumption Test

Normality Test

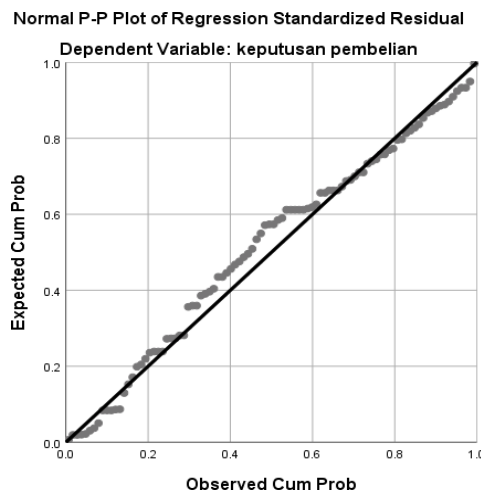


Figure 1. P-P Plot Normality Graph

Based on the p-plot graph in the picture above, it shows the distribution (points) around the regression line (diagonal) and the distribution of data points in the direction following the diagonal line, it can be concluded that the regression model is suitable for use because it fulfills the assumption of normality.

Heteroscedasticity Test

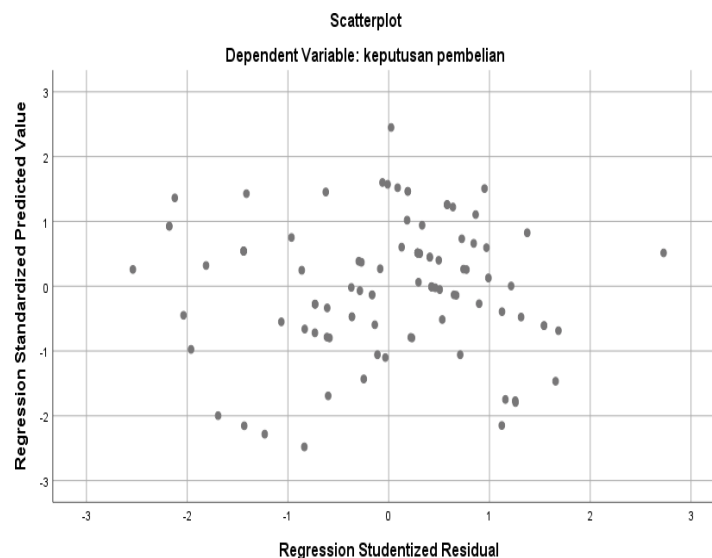


Figure 2. Scatterplot

From the picture above, it can be seen that there is no heteroscedastistas because there is no wavy pattern, widening then narrowing and the points spread above and below the number 0 on the Y axis so that it can be said that the heteroscedastistas test is fulfilled.

Multicollinearity Test**Table 10.** Coeffisients

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product	.429	2.334
Price	.515	1.941
Place	.407	2.458
Promotion	.405	2.470

Source: Data Processed, 2023.

The table shows that the VIF value of all independent variables in this study is smaller than 10 while the tolerance value of all independent variables is more than 10%, which means that there is no correlation between the independent variables whose value is more than 90%, thus it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

Multiple Linear Regression Analysis**Table 11.** Multiple Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-2.164	1.258		- 1.721	.089		
Product	.582	.098	.453	5.926	.000	.429	2.334
Price	.147	.092	.111	1.599	.113	.515	1.941
Place	.254	.119	.167	2.135	.035	.407	2.458
Promotion	.305	.088	.271	3.451	.001	.405	2.470

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2023.

The multiple linear regression equation is as follows:

$$Y = -2.164 + 0,582X_1 + 0,147X_2 + 0,254X_3 + 0,305X_4$$

Correlation Analysis**Table 12.** Correlation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879 ^a	.772	.762	1.240

Source: Data processed, 2023.

Uji F (Uji Simultan)**Table 13.** Simultaneous Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	474.152	4	118.538	77.133	.000 ^b
	Residual	139.848	91	1.537		
	Total	614.000	95			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), promotion, price, product, place

Uji t (Uji Parsial)**Table 14.** Simultaneous Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	-2.164	1.258		-1.721	.089		
	Product	.582	.098	.453	5.926	.000	.429	2.334
	Price	.147	.092	.111	1.599	.113	.515	1.941
	Place	.254	.119	.167	2.135	.035	.407	2.458
	Promotion	.305	.088	.271	3.451	.001	.405	2.470

a. Dependent Variable: purchase decision

3.2. Discussion

Based on the results of the analysis previously described, it explains that simultaneously all X variables (product, price, place, promotion) have a significant influence on variable Y (Purchase Decision) with a value of $F_{hitung} (77.133) > F_{tabel} (2.47)$ with a significance level of $0.000 < 0.05$. Then the partial test results explain that the t_{count} for variable X1 is $(5.926) > t_{table} (1.986)$ with a significance level of $0.000 < 0.05$. So H_0 is rejected and the accepted hypothesis is H_2 , which means that the product variable partially has a significant effect on variable Y (purchase decision).

Thus, the results of this analysis provide a more comprehensive view of the factors that influence purchasing decisions. While the product and price variables show a significant effect partially, it is also necessary to consider other variables such as place (distribution) and promotion in optimizing marketing strategies. Integration between these four variables can create a solid and effective marketing strategy to increase product attractiveness and drive consumer purchasing decisions.

The coefficient of determination test results, which reached a figure of 76.2%, imply that the regression model developed is quite capable of explaining variations in consumer purchasing decisions. In other words, about 76.2% of changes in purchasing decisions can be attributed to the variables that have been included in this model, namely product, price, place, and promotion. This high percentage shows the validity and strength of the model in predicting consumer purchasing decisions by considering these factors.

However, 23.8% of the variation in consumer purchasing decisions cannot be explained by the variables that have been included in this model. This suggests that there are other factors outside the research framework that influence consumer purchase decisions. Therefore, further studies are needed

to identify and understand these additional factors in order to detail the complexities that may be involved in the purchase decision-making process.

Furthermore, it is important to view these results as a foundation for future improvement and development of the research model. Identifying additional factors that can influence consumer purchasing decisions can provide deeper insights for business practitioners in designing more holistic and targeted marketing strategies. Thus, this research can make a positive contribution in the marketing context and open the door for further research that is more in-depth.

Based on the research and discussion presented, it is evident that the marketing mix variables (product, price, place, and promotion) have a significant simultaneous and partial influence on the purchasing decision of Mebel Siantano products at Misi Depo Bangunan in Makassar. Notably, the product variable exerts the highest and most significant impact on purchasing decisions (Rukmayanti & Fitriana, 2022).

This finding is supported by previous research by Yang & Lee (2016), which indicated that promotion has a positive influence on product purchasing decisions. Additionally, a study on the purchasing decision of Kue Bay Tat Chanaya in Bengkulu emphasized the significance of product quality, price, and promotion in enhancing purchasing decisions (Belvia et al., 2022). Furthermore, research on the influence of brand image and product quality on purchasing decisions highlighted the significant simultaneous impact of these variables on purchasing decisions (Kurnianti et al., 2022).

Moreover, previous studies have shown that promotion significantly and positively influences purchasing decisions (Saptaria, 2022). Additionally, the influence of product quality and price on purchasing decisions has been consistently demonstrated in previous research (Hariadi et al., 2021). Furthermore, the diversity of products has been found to influence online purchasing decisions (Putri & Tuti, 2022).

The influence of product quality and brand image on purchasing decisions has been a subject of research, with brand image significantly influencing purchasing decisions (Mavilinda & Susanti, 2022). Additionally, Islamic branding and product quality have been found to significantly influence purchasing decisions among Muslim consumers (Aisyah et al., 2022).

Overall, the synthesis of these previous studies supports the notion that various elements of the marketing mix, including product quality, price, promotion, and brand image, play significant roles in influencing purchasing decisions across different product categories and consumer segments. These findings underscore the importance of understanding and effectively managing the marketing mix to optimize purchasing decisions and consumer behavior.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, it proves that part of the independent variables of the Marketing Mix, namely Product, Price, Place and Promotion, has a positive and significant influence on the dependent variable, namely the Decision to Purchase Siantano Furniture Products at the Building Depo Mission in Makassar City. Products are the most dominant variable and have a significant effect on Purchasing Decisions for Siantano Furniture Products at the Building Depo Mission in Makassar City and are proven to be acceptable. Product is one of the variables that become the image of Siantano furniture which attracts consumers to buy these products.

Companies are expected to improve or improve services in providing products that are in accordance with consumer desires. Companies can evaluate and understand what is needed by consumers. For example, in terms of determining prices, consumers will choose products at prices that are in accordance with the benefits they get so that companies are expected to provide prices that are in accordance with the benefits that consumers will receive, so it is hoped that the marketing mix

implemented by the company must run well by synergizing the marketing mix indicator factors that have been applied so that it can further improve customer purchasing decisions.

The company is expected to improve services in terms of stock provision. This aims to keep customers loyal to the products offered by Siantano. The company is expected to accelerate promotion through the media so that the products offered by Siantano are more easily recognized by the wider community. As a reference for the following researchers who are interested in researching the marketing mix on Purchasing Decisions on other research objects.

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