



MARKETING MIX OF 4P'S FOR CUSTOMER PURCHASING DECISIONS

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Abstract: The aim of this study was to analyze the impact of product, price, location and advertising on consumer purchasing decisions using the Go Food app in 2022. The survey technique used. a quantitative. technique .the use of. cross-sectional records and number one records from the questionnaire. Mechanical sampling makes use of a centered sampling technique. The records evaluation strategies used are multiple regression to check validity, reliability check, normality check, classical recognition check (multicollinearity check, heterogeneous dispersibility check), and 5% importance level. Hypothesis check records. and records to examine. the effect. The outcomes of this take a look at display that the subvariables Product, Price, Price, and Promotion have a high-quality and huge effect on consumers' shopping selections while the use of the GoFood utility. One of the maximum dominant variables is the product. On the opposite hand, product, price, location, and marketing and marketing unbiased variables have essential in addition to based variables in purchaser shopping selections the use of the GoFood utility. The coefficient of dedication for this take a look at indicates 58%. This indicates that fluctuations withinside the unbiased variables Product, Price, Place, and Promotion can give an explanation for a 58% boom or lower withinside the fluctuations withinside the based variable withinside the purchaser's shopping choice the use of the Go-Food utility, whilst the rest. 58% are tormented by different unbiased variables.

Keywords: Product, Price, Place, Promotion, Purchasing Decisions

INTRODUCTION

These days, where innovation and the web are so best in class, promoting exercises obviously need to exploit innovation and the web which are substantially more productive. This is on the grounds that nearly everybody on the planet, particularly in Indonesia, invests more energy with contraptions, the most recent innovation, which are all associated with the web. To have the option to carry out advanced advertising, all advancements will be

coordinated to the utilization of virtual entertainment, sites, internet business stages, applications, etc.

The role of the marketing strategy can not be separated from the marketing mix Use companies because the marketing mix is a tool set Marketing to achieve business goals. How one In order for companies to influence their consumers, is a very important thing Requires careful planning and monitoring and must be Real and programmed actions. By implementing a mix strategy Optimal service marketing for applications for food delivery service Available, namely on Gofood and Grabfood, z. B. postage prices Lower prices offering various discounted promopists and loyalty points What can be exchanged for attractive prices will create consumers Consider the service because it feels more Attractive and use more benefits Use the delivery service of food from the restaurant. For this purpose, the company can take action that consist of seven elements of the service marketing mix, namely: Regarding: Product ,Price ,Promotion , Place. With the quick advancement of development in 2010, Gojek Indonesia was conceived. Gojek began its excursion in 2010 with our first assistance, in particular requesting bike taxis through a call-focus. In 2015, Gojek grew quickly subsequent to sending off an application with three administrations, to be specific: Go-Ride, Go-Send, and Go-Mart (Gojek Indonesia , 2020).

Go-food is a food conveyance administration highlight like conveyance request at a café. By utilizing a cell phone and open the Go-food include in the Gojek application, customers can arrange food from cafés that have teamed up with Gojek. Food will be requested and conveyed straight by the Gojek driver for comfort shoppers purchase food items accessible in a hurry food include. To put it plainly, this assistance is equivalent to the conveyance request administration from an eatery. Go-food was made in Indonesia in March 2015, in 2019 now has 400 thousand vendors in different urban areas Indonesia, including the city of Bandar Lampung. Of the 400 thousand vendors, 80% Among the spots that are most arranged are establishments SMEs food. Go-food is a bus requesting administration online food from the Gojek application. Go-food administration made for make it more straightforward for customers to satisfy their requirements to arrange food without investing energy and future time straightforwardly to the ideal food merchant. As a gofood accomplice, obviously, Gojek records and controls any individual who can register the café to coordinate with the gojek application with fill in and send the culmination of the vender's café information, specifically filling in culmination of the menu on food, the area of go-food accomplices is on gps, information self, outlet and installment. As per Gojek guidelines, Gojek has the privilege to force sanctions as suspension for Go-food drivers or dealers who not consent to the laid out rules. Go-food has a rating highlight cafés and driver benefits that can help Go-food accomplices draw in or on the other hand figure out client protests without any problem. Rating can give component of trust for clients about the nature of administration and furthermore item quality that clients need to purchase. Since 80% of traders in Go-food is a MSME, so this rating highlight is totally fundamental for increment Go-food accomplice exchanges, star-formed evaluations will shows up after a client gives worth to the eatery proprietor.

In light of the definition of the issue over, the goals of this study are as per the following:

1. How does the product influence consumer purchasing decisions in the GoFood application?
2. How does pricing affect consumer purchasing decisions when using the GoFood application?
3. How does location influence consumers' purchasing decisions when using the GoFood application?
4. How do ads influence consumers' purchasing decisions using the GoFood application?

LITERATURE REVIEW

Marketing Management

Kotler and Keller (2010: 5), it became clear that the essence of advertising (staging) is to recognize and meet human and social needs. The wonderfully short meaning of presenting is to "meet your needs in a profitable way." The presentation of the board is made when something like one party to a potential transaction is considering how to get the response that the other party needs. We see executive advertising as an objective business choice and customer acquisition, retention, development, general customer respect creation, communication, and communication craftsmanship and research.

Marketing Mix

Kartajaya and Darwin (2010: 116) book, the marketing mix itself is one of nine legacy-style presentation components, consisting of three key parts (splitting, focusing, positioning) and three strategic elements. It shows that it is only one. Parts (separation, ad mix, sales) and 3 valuable parts (brand, management, interaction).

Consumer Decision

In their book Kotler and Keller (2016: 192), the purchase decision makes sense: "At the evaluation stage, buyers can also build trends between decision brands and set the goal of buying the most popular brands." This means that during the evaluation phase, buyers can configure decisions between priority brands and set goals to buy the most popular brands.

Product

In their book, Mullins and Walker (2013: 252), characterizes an item as follows: "An item can be characterized as anything that fulfills a want or need through use, utilization or obtaining". And that implies that an item can be characterized as anything that fulfills a need or need through use, utilization or procurement.

Price

Meaning of Price as indicated by Kotler and Armstrong (2014:312) which is moved as expressed by Bob Sobran, "Cost is the sum a client needs to tolerate acquire labor and products or the amount of the qualities that shoppers trade for benefits in light of the fact that own or utilize the item or administration". As per Daryanto (2013:62) characterizes cost as how much cash charged for an item or how much worth traded shoppers for the advantages of purchasing or utilizing the item.

Place

Place is also commonly referred to as the dealer. That role can be very similar to the role of a distributor, or the role of a combination of distributor and retailer. In this way, people called wholesalers can buy goods from manufacturers and at the same time offer them to their customers (Kartajaya and Darwin, 2010: 150).

Promotion

Kotler and Armstrong (2015 : 77), this process is described as follows: By definition, progress is the action of communicating the benefits of an item and persuading the customer to buy it. As indicated by Fandy Tjipto (2002) that: Promotion is a type of correspondence showcasing, what is implied by promoting correspondences are advertising exercises who try to scatter data, impact or convince, as well as increment the objective market for the organization and its items to acknowledge, purchase and be faithful to the items presented by the organization concerned.

RESEARCH METHOD

Yusuf (2014 : 24), which makes sense of that exploration is a method for tackling an issue or observe replies to issues confronted logically, utilizing intelligent reasoning, logical reasoning with techniques that are as per the targets and nature of the examination. . Logical exploration utilizes methodical and controlled advances, is cautious and consistent, unbiased and observational and guided at the objective to be tackled. The examination did ought to have the option to answer existing issues, express accurately or foresee correctly. Where the kind of exploration utilized in this study is a sort of quantitative exploration (quantitative exploration).

Yusuf (2014 : 145), it is made sense of that inside the structure of examination, particularly quantitative exploration (quantitative examination), populace is one of the fundamental things and requirements cautious consideration if scientists have any desire to close a solid and suitable outcome for the area (region).) or the object of exploration. The objective populace utilized by the creator in aggregating this exploration is a restricted populace, in particular a populace that can give data to the creator so it can give an outline of the ends in this review. The populace that turns into the object of this examination are purchasers who utilize the Go-Food application in Jakarta, Bogor, Depok and Tangerang.

The sample used in this study using Convenience sampling methods are based on the availability and availability of items. The sample was extracted / selected because it was in the right place and time in the overall sample of 250 respondents.

FINDINGS AND DISCUSSION

This researcher uses multiple regression analysis . Here is the regression equation:

$$Y = a + bX_1 + bX_2 + bX_3 + bX_4 + e$$

- Y = Consumer Purchase Decision
- X1 = Product
- X2 = Price
- X3 = Place
- X4 = Promotion
- e = Random error (error term)

Hypothesis Testing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,739	1,749		-1,566	,121
	X1	,325	,117	,289	2,790	,006
	X2	,294	,107	,290	2,746	,007
	X3	,183	,089	,167	2,055	,043
	X4	,288	,087	,239	3,318	,001

a. Dependent Variable: Y

Source: SPSS 22 . data processing results

1. The value of Sig X1 is $0.006 < 0.05$, which means it rejects H0 and accepts H1. Therefore, the first proposed hypothesis that the product influences the consumer's purchasing decision, using the Go Food App, is acceptable.
2. The value of Sig X2 is $0.007 < 0.05$, which means it rejects H0 and accepts H1. Therefore, the Second proposed hypothesis that the Price influences the consumer's purchasing. decision., using the Go Food App, is acceptable.
3. The value of Sig X3 is $0.043 < 0.05$, which means that it rejects H0 and accepts H1. So that the third hypothesis proposed states that place have effect on Consumer Purchase Decisions use Go Food App ,acceptable.
4. The value of Sig X4 is $0.001 < 0.05$, which means it rejects H0 and accepts H1. While a fourth hypothesis is suggested that promotion have effect on consumers purchasing decisions, using the Go Food App, is acceptable

Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	,773 ^a	,597	,580

a. Predictors: (Constant), X4, X3, X1, X2

b. Dependent Variable: Y

As a result of these calculations Go-Food application, the magnitude of the effect of the autonomous variable on the dependent variable that can be meaningful by the model in this situation is 0.580, or 58%. This shows that the diversity of product, price, placement, and advertising elements makes sense when dealing with the ups and downs of consumer purchasing decisions using the GoFood application. The remaining 42% exclude products, prices, locations, and meaningful promotions from this fallback model.

DISCUSSION

The Positif Effect And Significant Of The Product On Consumer Purchasing Decisions Using The Go food Application

The impact of Product quality on buying choices has an exceptionally cozy relationship. Each organization generally endeavors to fulfill the requirements and wants of shoppers by Products advertised. Kotler and Armstrong (2018:244), Product is one of the keys which is vital for each organization with an end goal to draw in the consideration of purchasers to purchase the item it produces. Likewise, Product additionally plays a significant

part when seen according to the shopper's perspective. Shoppers will see an item from its advantages and capacity to fill roles that are in the nature of an item. Aspects of value as indicated by Kotler furthermore, Armstrong (2018) comprises of structure, highlights, execution, conformance, unwavering quality, and style.

The Positif Effect and Significant Price on Consumer Purchase Decisions using the Go-Food Application

The Price is a significant variable in further developing buyer buying choices, since it is straightforwardly connected with the purchaser's capacity to purchase the item. This matter reinforced by the assessment of Tjiptono in Purwari (2012: 204) which expresses that cost is one of the determinants of purchasers decide a buy choice on an item or administration. Price is additionally the main component of the showcasing blend that creates income, all different components just address the cost. Cost is likewise perhaps the most adaptable component of showcasing blend.

The Positif Effect and Significant Place on Consumer Purchase Decisions using the Go-Food Application

Research results also point to the direction An earlier study by Hukmy (2015) showed that Place has a positive and important to consumers' purchasing decisions. Furthermore, the study results demonstrate that Hukmy (2015) believes that choosing the right position and the right strategy will facilitate Consumers go there to get the product they need. election The wrong location will have a very bad impact on the business for the consumer difficulty getting the product and adding it if the location is not realistic or not according to the tastes of the market, will lead to consumers not making decisions buy locally.

The Positif Effect and Significant Promotion on Consumer Purchase Decisions using the Go-Food Application

It means that the promotions carried out Go food has succeeded in attracting consumers to make a purchase. Can be seen from indicators, namely direct sales (direct sales marketing), public relations (public relations), personal selling (personal selling), sales promotion (sales promotion), and advertising (advertising). As is free shipping is interesting consumers in deciding to make a purchase of a product.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The conclusions of this study show that product, price, Place, and Promotion have a partial positive and significant effect on consumer purchasing decisionv when using the Go-Food application. At the same time, 4P variables influence consumer purchasing decisions when using the GoFood application. And the product variable is the most dominant variable compared to the other variables in this study.

Suggestion

Based. on. these. conclusions., several suggestions can be made. The ideas given are as per the following:

- a. The findings of this study are expected to benefit the local community by increasing public awareness, particularly among Go-Food app users.

- b. Customers' use of the Go-Food application is influenced by product, price, place and Promotion, according to the company's research.
- c. For authors, this survey gives me new information and more considerations that product , price , place , and Promotion impacts influence buyers' purchasing decisions.

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