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Analysis of the Effect of 4P Marketing Mix on Word of mouth, Purchasing Decisions and Repurchase Intention

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Abstract: This research aims to analyze the influence of the 4P marketing mix—product, price, promotion, and place—on Word of Mouth (WOM), purchase decisions, and repurchase intention among consumers of Kopi Keliling Surabaya. The study employed a quantitative approach using Structural Equation Modeling (SEM) with Maximum Likelihood estimation, involving 140 respondents who had made at least one purchase of Kopi Keliling products. The findings indicate that price and promotion significantly affect WOM and purchase decisions. However, the product and place variables were excluded from the final model due to multicollinearity issues and failure to meet validity criteria. WOM was found to have a significant impact on purchase decisions, while purchase decisions significantly influenced repurchase intention. In contrast, price and promotion did not show a direct significant effect on repurchase intention. The simultaneous regression equations suggest that promotion plays the most dominant role in shaping WOM, purchase behavior, and future repurchase interest. These results offer strategic insights for Kopi Keliling Surabaya in improving its marketing effectiveness by focusing on strong promotional activities and value-based pricing strategies. This study contributes to the understanding of marketing mix application in mobile coffee businesses and helps guide managerial decision-making in a competitive, dynamic, and consumer-driven market environment.

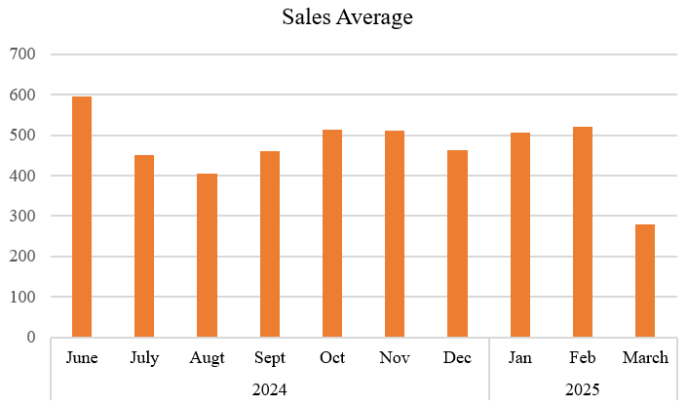
Keyword: Marketing Mix, Word of Mouth, Purchase Decision, Repurchase Intention, SEM.

INTRODUCTION

Indonesia is one of the world's largest coffee producers with growing domestic consumption. Coffee production reached around 789,000 tons per year in 2022-2025. 40% of Indonesians drink two cups of coffee per day, 29% one cup, 23% three cups, and 9% more than three cups per day. The high consumption of coffee shows that coffee has become an important part of people's daily routines, supported by a high tolerance for caffeine. One of the growing business models is mobile coffee, which is the sale of coffee using vehicles or electric bicycles that target office areas, campuses, shopping centers, and streets. Products offered include various coffee variants such as palm sugar milk coffee, butterscotch latte, to milk tea and chocolate. Mobile coffee is a practical solution for consumers who want to enjoy quality coffee

without having to go to a shop. Although the concept is interesting, Kopi Keliling Surabaya faces fluctuating sales. This is due to ineffective marketing strategies that do not match the characteristics of the target market, hindering sales growth and customer loyalty.

Sales of Kopi Keliling showed fluctuations from June 2024 to March 2025, with peaks in June and October 2024, and a low point in March 2025. This instability reflects the lack of optimization of marketing strategies, especially in adjusting to market needs. Kopi Keliling Surabaya targets segments such as university students, office workers, creative communities, and young urbanites who are active on social media. Market segmentation is important to understand customers and increase sales through customized strategies based on demographics, behavior, and preferences (Saputro et al., 2023).



Source: Kopi Keliling Surabaya Internal Data

Figure 1. Sales Volume Kopi Keliling Surabaya

To increase sales, companies need to implement the right marketing strategy. One of the main approaches is the marketing mix, which includes product, promotion, price, and distribution. The use of marketing mix helps companies adjust their strategies as demand changes. The effectiveness of applying this concept is positively correlated with sales volume-the more optimized it is, the higher the sales potential (Lesmana et al., 2022). To understand the actual condition of the Kopi Keliling Surabaya business, researchers conducted a pre-survey of 20 respondents who had purchased Kopi Keliling products. This survey aimed to gather an initial picture of consumer perceptions of the business.

Table 1. Pre-Survey of Kopi Keliling Surabaya

Question	Yes	No	%Yes	%No
Do you think the products sold by Kopi Keliling has good quality?	7	13	35%	65%
Do you think the price of Kopi Keliling affordable?	17	3	85%	15%
Can you easily remember the brand identity of brand identity of Kopi Keliling?	8	12	40%	60%
Do you find it difficult to find Kopi Keliling locations?	7	13	35%	65%

Products are goods or services that companies offer to consumers (Fakhrudin et al., 2022). Price is the value that consumers have to pay, and if it is comparable to product quality, it can influence purchasing decisions (Azriel & Sutatnto, 2024). Promotion also has a significant effect on purchasing decisions (Mamonto et al., 2021), but Kopi Keliling Surabaya is considered not maximized in this aspect. The location factor is also important, but currently the location of Kopi Keliling is not optimal in meeting consumer needs (Saputra et al., 2023). Some previous studies also support the importance of marketing mix. (Sudrajat, 2022) found that product and price aspects influence electronic word of mouth (E-WOM), while place and promotion do not. (Dzikrulloh et al., 2022) showed that all 4P elements affect MSME purchasing decisions. Meanwhile, (Nugroho & Waluyo, 2024) concluded that only product has a significant effect on repurchase intention, while price and promotion show no direct influence.

Marketing mix is all the factors that marketing managers can control in influencing consumer demand for goods or services (Fakhrudin et al., 2022). Word of Mouth or word of mouth communication is one of the effective promotional strategies because those who will inform are users or consumers voluntarily without realizing it because of satisfaction with the services or products provided (Fawzi, 2022). Based on Tjiptono (2018) in (Indrasari, 2022), purchasing decisions are a process that begins with the introduction of problems by consumers, followed by a search for information about products or brands that are considered to be a solution. After that, consumers make an evaluation before finally making a decision to buy. Based on Sativa (2018) cited in (Damaryanti et al., 2022) repurchase is the act of buying back a product that has previously been purchased, be it for the second time, third time, or the next few times. This purchase is made repeatedly by consumers or customers. This study aims to analyze the effect of the 4P marketing mix (product, price, promotion, and location) on word of mouth, purchasing decisions, and repurchase intentions at Kopi Keliling Surabaya. Factor analysis in SEM is generally Confirmatory Factor Analysis (CFA), which aims to confirm whether the indicators used have an adequate theoretical basis so that they can support the measurement of the construct or variable under study (Waluyo & Rachman, 2020) In this case, AMOS is a software that can be relied upon to solve social problems because of its ability to manage latent variables, which are variables that cannot be measured directly but can be measured through their indicators (Andriasari, 2021). The method used is Structural Equation Modeling (SEM), because it involves more than one dependent variable. In addition, this research is expected to provide insight for Kopi Keliling in implementing effective marketing strategies to meet customer needs and expectations and improve business continuity

This study aims to analyze the effect of the 4P marketing mix (product, price, promotion, and location) on word of mouth, purchasing decisions, and repurchase intentions at Kopi Keliling Surabaya. The method used is Structural Equation Modeling (SEM), because it involves more than one dependent variable. In addition, this research is expected to provide insight for Kopi Keliling in implementing effective marketing strategies to meet customer needs and expectations and improve business continuity.

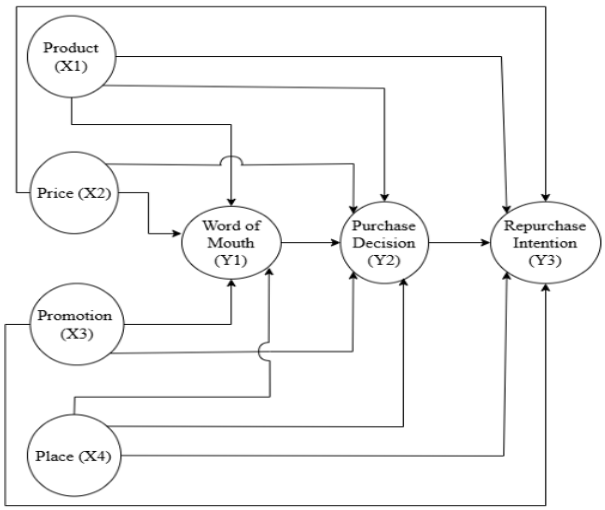


Figure 2. Conceptual Framework

Based on the background that has been explained, the problem formulation in this study is formulated as follows: how does the 4P marketing mix (product, price, promotion, and location) affect word of mouth; how does the 4P marketing mix affect purchasing decisions; and does word of mouth affect purchasing decisions. In addition, this study also wants to find out how the 4P marketing mix affects repurchase intentions and whether purchasing decisions affect repurchase intentions.

METHOD

The population in this study were all consumers of Kopi Keliling Surabaya who had made at least one purchase. This population is the basis for estimating the characteristics to be studied. The sample is part of the population chosen to represent the whole. The sample selection must be done carefully so that it can accurately represent the population. This study uses a Structural Equation Modeling (SEM) approach with the Maximum Likelihood (ML) estimation method. In accordance with the provisions in SEM, the ML technique requires a certain minimum sample size so that parameter estimation can be done validly. Based on these considerations, the minimum sample size used in this study was 140 respondents.

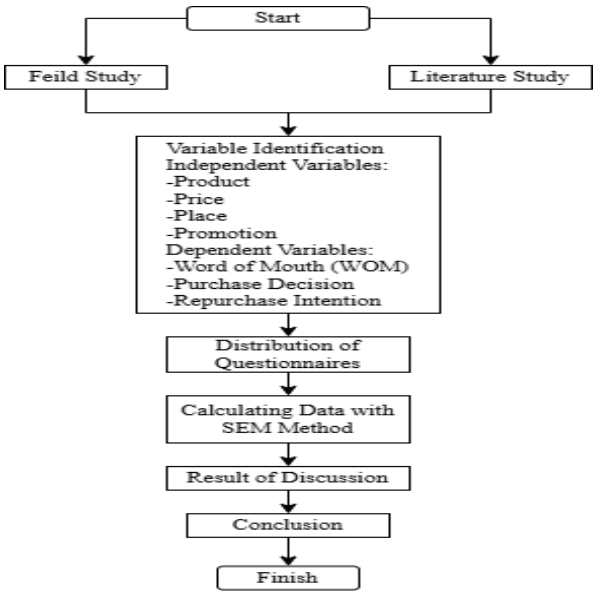


Figure 3. Flowchart

RESULTS AND DISCUSSION

Measurement Model

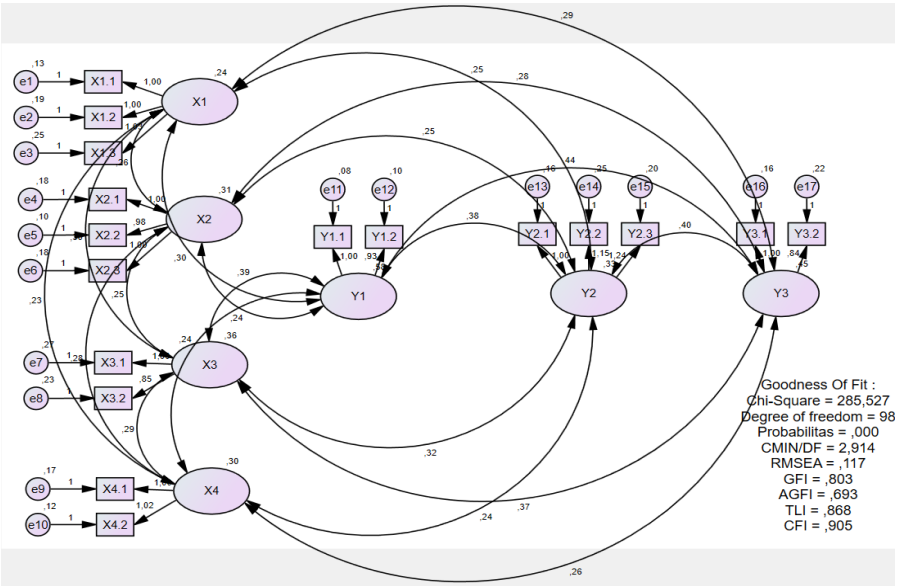


Figure 4. Measurement Model of the Effect of Marketing Mix 4P on WOM, Purchase Decision, and Repurchase Intention of Kopi Keliling Surabaya

Table 2. Goodneff of Fit Value and Cut off Value

Model	Test Result	Criteria Critical	Value Description
X^2 Chi-Square	285,527	Small, X2 with df=98 dengan a'=0,05	Not Good
Probablitas	0	≥ 0,05	Not Good
CMIN/DF	2,914	≤ 2,00	Not Good
RMSEA	0,117	≤ 0,08	Not Good
GFI	0,803	≥ 0,90	Not Good
AGFI	0,693	≥ 0,90	Not Good
TLI	0,868	≥ 0,95	Not Good
CFI	0,905	≥ 0,95	Marginal

Tabel 2. above can be seen that from the model model test results compared to the critical value, there are seven unfavorable criteria and one marginal criterion.

Table 3. Valid and Significant Statement

Item	SE	CR	2SE	Valid & Significant Statement
X1.3 <--- X1				
X1.2 <--- X1	,102	9.808	0,204	Valid & Significant
X1.1 <--- X1	,111	9.297	0,222	Valid & Significant
X2.3 <--- X2				
X2.2 <--- X2	,082	11.935	0,164	Valid & Significant
X2.1 <--- X2	,099	10.018	0,198	Valid & Significant
X3.2 <--- X3				
X3.1 <--- X3	,100	8.563	0,2	Valid & Significant
X4.2 <--- X4				
X4.1 <--- X4	,098	10.345	0,196	Valid & Significant
Y1.1 <--- Y1				
Y1.2 <--- Y1	,055	17.088	0,11	Valid & Significant
Y2.1 <--- Y2				
Y2.2 <--- Y2	,103	11.198	0,206	Valid & Significant
Y2.3 <--- Y2	,103	12.011	0,206	Valid & Significant
Y3.1 <--- Y3				

Y3.2 <--- Y3	,078	10.822	0,156	Valid & Significant

Table 3 shows that all indicators in the new model have C.R values that exceed 2SE, so they can be declared valid.

Table 4. Correlation Test

Item			Estimate
X1	<-->	X2	0,946
X1	<-->	X3	1,011
X1	<-->	X4	0,874
X1	<-->	Y1	0,799
X1	<-->	Y2	0,903
X1	<-->	Y3	0,87
X2	<-->	X3	0,75
X2	<-->	X4	0,901
X2	<-->	Y1	0,551
X2	<-->	Y2	0,762
X2	<-->	Y3	0,73
X3	<-->	X4	0,89
X3	<-->	Y1	0,837
X3	<-->	Y2	0,915
X3	<-->	Y3	0,903
X4	<-->	Y1	0,585
X4	<-->	Y2	0,771

Based on Table 3, all exogenous variables show a significant relationship, which indicates the presence of multicollinearity. Although it is not a problem if the correlation <0.80 and VIF <10 (Azizah et al., 2021), multicollinearity remains an obstacle in regression analysis because it violates the assumption of no correlation between exogenous variables. According to Basuki and Prawoto (Waluyo & Rachman, 2024), one way to overcome this is to remove variables that have a high correlation. Given that increasing the sample is not possible, the researcher chose to remove the Product variable (X1) which has the highest correlation.

Measurement Model After X1 Removed

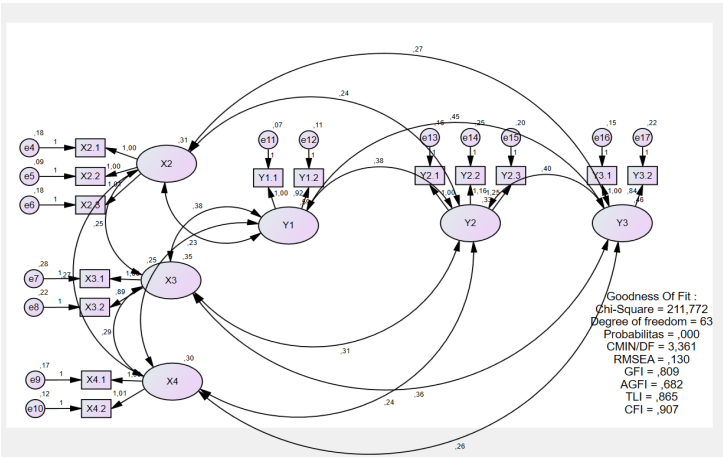


Figure 5. Measurement Model of the Effect of Marketing Mix 4P on WOM, Purchase Decision, and Repurchase Intention of Kopi Keliling Surabaya After X1 Removed

Table 5. Goodneff of Fit Value and Cut off Value

Model	Test Result	Criteria Critical	Value Description
X^2 Chi-Square	211,772	Small, X^2 with df= 63 dengan a'=0,05	Not Good
Probablitas	0	≥ 0,05	Not Good
CMIN/DF	3,361	≤ 2,00	Not Good
RMSEA	0,13	≤ 0,08	Not Good
GFI	0,809	≥ 0,90	Not Good
AGFI	0,682	≥ 0,90	Not Good
TLI	0,865	≥ 0,95	Not Good
CFI	0,907	≥ 0,95	Marginal

Tabel 5. above can be seen that from the model model test results compared to the critical value, there are seven unfavorable criteria and one marginal criterion.

Table 6. Valid and Significant Statement

Item	SE	CR	2SE	Valid & Significant Statement
X1.3 <--- X1				
X1.2 <--- X1				Valid & Significant
X1.1 <--- X1	0,104	10,026	0,208	Valid & Significant
X2.3 <--- X2				
X2.2 <--- X2				
X2.1 <--- X2				
X3.2 <--- X3	0,055	16,76	0,11	
X3.1 <--- X3				Valid & Significant
X4.2 <--- X4	0,104	11,055	0,208	
X4.1 <--- X4	0,104	12,046	0,208	Valid & Significant
Y1.1 <--- Y1				
Y1.2 <--- Y1	0,078	10,786	0,156	Valid & Significant
Y2.1 <--- Y2				
Y2.2 <--- Y2				Valid & Significant
Y2.3 <--- Y2	0,104	10,026	0,208	Valid & Significant
Y3.1 <--- Y3				
Y3.2 <--- Y3				

Table 6 shows that all indicators in the new model have C.R values that exceed 2SE, so they can be declared valid.

Table 7. Correlation Test

Item			Estimate
X1	<-->	X2	0,946
X1	<-->	X3	1,011
X1	<-->	X4	0,874
X1	<-->	Y1	0,799
X1	<-->	Y2	0,903
X1	<-->	Y3	0,87
X2	<-->	X3	0,75
X2	<-->	X4	0,901
X2	<-->	Y1	0,551
X2	<-->	Y2	0,762
X2	<-->	Y3	0,73
X3	<-->	X4	0,89
X3	<-->	Y1	0,837
X3	<-->	Y2	0,915

Item			Estimate
X3	<-->	Y3	0,903
X4	<-->	Y1	0,585
X4	<-->	Y2	0,771

Table 4 shows that all exogenous variables are significantly correlated, indicating the presence of multicollinearity. Although it is not a serious problem if the correlation < 0.80 and VIF < 10 (Azizah et al., 2021), the presence of multicollinearity still interferes with the validity of regression analysis because it violates the assumption of independence between exogenous variables. According to Basuki and Prawoto in (Waluyo & Rachman, 2024), the solution is to remove variables with high correlation or increase the number of samples. However, because the addition of observations was not possible in terms of time and cost, the researcher chose to remove the Place variable (X4) which showed the highest correlation.

Measurement Model After X4 Removed

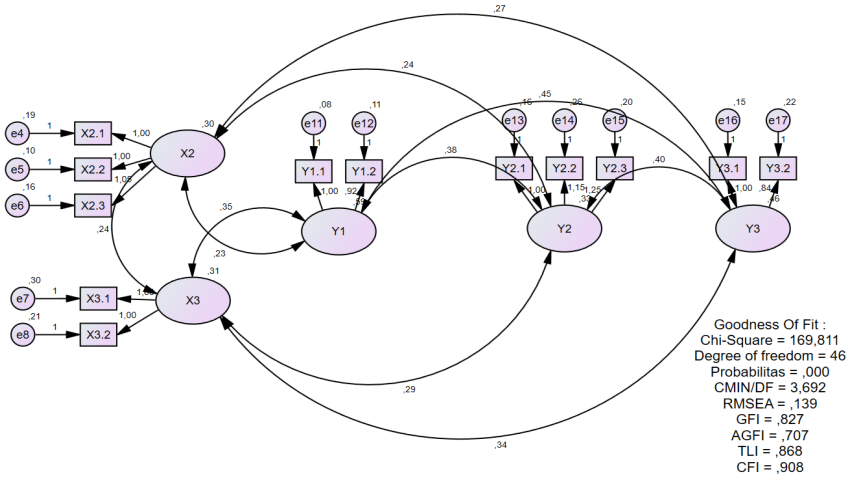


Figure 6. Measurement Model of the Effect of Marketing Mix 4P on WOM, Purchase Decision, and Repurchase Intention of Kopi Keliling Surabaya After X4 Removed

Table 8. Goodneff of Fit Value and Cut off Value

Model	Test Result	Criteria Critical	Value Description
X^2 Chi-Square	169,811	Small, X^2 with df= 46 dengan a'=0,05	Not Good
Probablitas	0	≥ 0,05	Not Good
CMIN/DF	3,692	≤ 2,00	Not Good
RMSEA	0,139	≤ 0,08	Not Good
GFI	0,827	≥ 0,90	Not Good
AGFI	0,707	≥ 0,90	Not Good
TLI	0,868	≥ 0,95	Not Good
CFI	0,908	≥ 0,95	Marginal

Tabel 8. above can be seen that from the model model test results compared to the critical value, there are seven unfavorable criteria and one marginal criterion.

Table 9. Estimate Standardized Regression Weight Measurement Model

Item	SE	CR	2SE	Valid & Significant Statement
X1.3 <--- X1				
X1.2 <--- X1				Valid & Significant
X1.1 <--- X1	0,104	10,026	0,208	Valid & Significant
X2.3 <--- X2				
X2.2 <--- X2				Valid & Significant
X2.1 <--- X2				Valid & Significant
X3.2 <--- X3	0,055	16,76	0,11	
X3.1 <--- X3				Valid & Significant
X4.2 <--- X4	0,104	11,055	0,208	
X4.1 <--- X4	0,104	12,046	0,208	Valid & Significant
Y1.1 <--- Y1				
Y1.2 <--- Y1	0,078	10,786	0,156	Valid & Significant
Y2.1 <--- Y2				
Y2.2 <--- Y2				Valid & Significant
Y2.3 <--- Y2	0,104	10,026	0,208	Valid & Significant
Y3.1 <--- Y3				
Y3.2 <--- Y3				

Table 9 shows that all indicators in the new model have C.R values that exceed 2SE, so they can be declared valid.

Table 10. Correlation Test

Item			Estimate
X2	<-->	X3	0,793
X2	<-->	Y1	0,56
X2	<-->	Y2	0,772
X2	<-->	Y3	0,741
X3	<-->	Y1	0,812
X3	<-->	Y2	0,913
X3	<-->	Y3	0,907
Y1	<-->	Y2	0,86
Y1	<-->	Y3	0,861
Y2	<-->	Y3	1,028

Based on Table 10, there is a positive and significant relationship between most pairs of variables, including between Price (X2), Promotion (X3), Word of Mouth (Y1), Purchase Decision (Y2), and Repurchase Intention (Y3). Although the removal of Product (X1) and Place (X4) variables led to a slight decrease in the correlation between exogenous variables, significant relationships were maintained. Given the main focus of the study, the analysis was continued using the adjusted model without including variables X1 and X4.

Structural Model

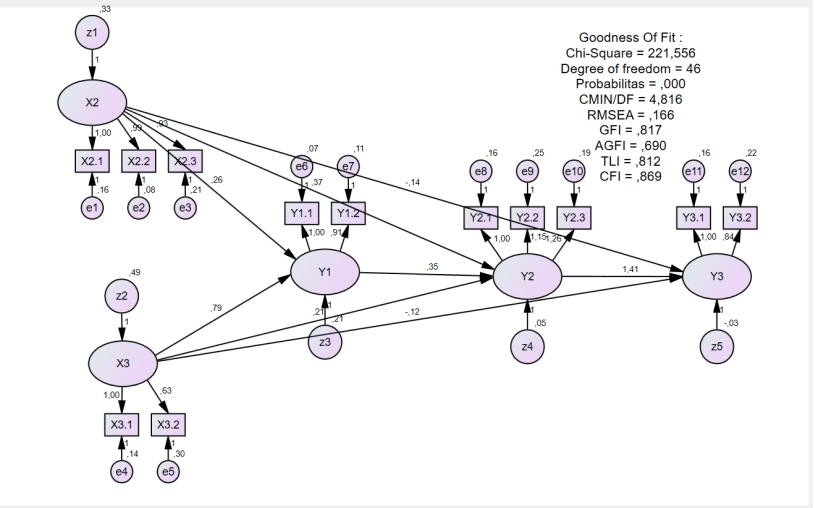


Figure 7. Structural Model of the Effect of Marketing Mix 4P on WOM, Purchase Decision, and Repurchase Intention of Kopi Keliling Surabaya

Table 11. Goodneff of Fit Value and Cut off Value

Model	Test Result	Criteria Critical	Value Description
X^2 Chi-Square	221,556	Small, X^2 with df= 46 dengan a'=0,05	Not Good
Probablitas	0	≥ 0,05	Not Good
CMIN/DF	4,816	≤ 2,00	Not Good
RMSEA	0,166	≤ 0,08	Not Good
GFI	0,817	≥ 0,90	Not Good
AGFI	0,69	≥ 0,90	Not Good
TLI	0,812	≥ 0,95	Not Good
CFI	0,869	≥ 0,95	Not Good

Tabel 11. above can be seen that from the model model test results compared to the critical value, there are eight unfavorable criteria.

Table 12. Covariens

Item			M.I.	Par Change
z1	<-->	z2	31,039	0,218
e12	<-->	z1	6,109	0,062
e12	<-->	z3	5,603	-0,055
e10	<-->	z3	12,169	0,079
e8	<-->	z3	5,349	-0,046
e8	<-->	e12	16,329	0,069
e6	<-->	e10	7,771	0,042
e6	<-->	e8	9,354	-0,041
e5	<-->	z1	33,365	0,172
e5	<-->	z4	4,459	0,03
e5	<-->	e10	5,038	-0,052
e5	<-->	e8	9,712	0,065
e5	<-->	e6	6,883	-0,049
e3	<-->	z2	23,204	0,154
e3	<-->	z4	5,141	0,027
e2	<-->	e11	5,348	-0,032
e1	<-->	e9	8,86	-0,061

Modification Model

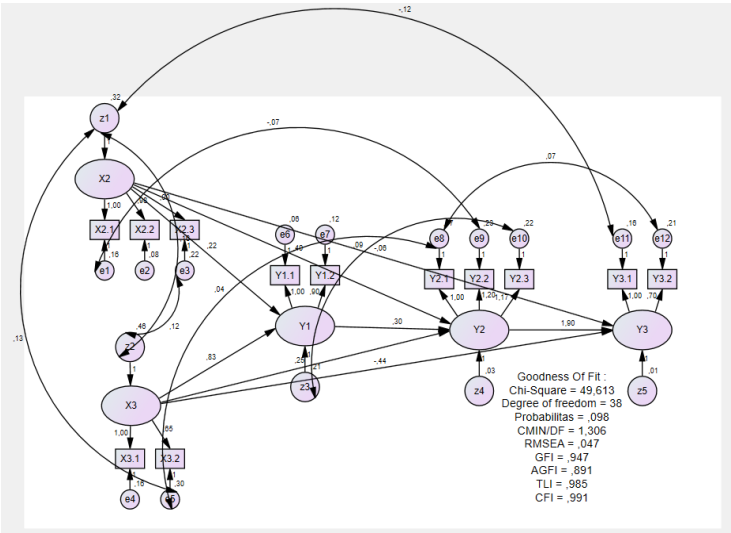


Figure 7. Modification Model of the Effect of Marketing Mix 4P on WOM, Purchase Decision, and Repurchase Intention of Kopi Keliling Surabaya

Table 13. Goodneff of Fit Value and Cut off Value

Model	Test Result	Criteria Critical	Value Description
X^2 Chi-Square	49,613	Small, X^2 with df= 38 dengan a'=0,05	Good
Probablitas	0,098	≥ 0,05	Good
CMIN/DF	1,306	≤ 2,00	Good
RMSEA	0,047	≤ 0,08	Good
GFI	0,947	≥ 0,90	Good
AGFI	0,891	≥ 0,90	Marginal
TLI	0,985	≥ 0,95	Good
CFI	0,991	≥ 0,95	Good

Table 14. Estimate Standardized Regression Weight Modification Model

Item			SE	CR	2SE	Valid & Significant Statement
Y1	<---	X2	0,116	2,246	0,232	Valid & Significant
Y1	<---	X3	0,139	5,658	0,278	Valid & Significant
Y2	<---	X2	0,076	4,922	0,152	Valid & Significant
Y2	<---	X3	0,119	1,745	0,238	Valid & Significant
Y2	<---	Y1	0,094	3,744	0,188	Valid & Significant
Y3	<---	X2	0,135	-1,02	0,27	Valid & Significant
Y3	<---	X3	0,139	-0,874	0,278	Valid & Significant
Y3	<---	Y2	0,235	5,981	0,47	Valid & Significant
X2.1	<---	X2				
X2.2	<---	X2	0,086	11,468	0,172	Valid & Significant
X2.3	<---	X2	0,099	9,407	0,198	Valid & Significant
X3.1	<---	X3				
X3.2	<---	X3	0,106	6,009	0,212	Valid & Significant
Y1.1	<---	Y1				
Y1.2	<---	Y1	0,054	16,982	0,108	Valid & Significant
Y2.1	<---	Y2				
Y2.2	<---	Y2	0,104	11,121	0,208	Valid & Significant

Simultaneous Equation

Table 14. Estimate standardized regression weight

Item			Regression Weight
Y1	<---	X2	0,159
Y1	<---	X3	0,725
Y2	<---	Y1	0,411
Y3	<---	Y2	1,293

From Table 14, the simultaneous equation is obtained: $Y_1 = 0{,}159\ X_2 + 0{,}725\ X_3 + Z_3$; $Y_2 = 0{,}065\ X_2 + 0{,}297\ X_3 + Z_4$; $Y_3 = 0{,}205\ X_2 + 0{,}937\ X_3 + Z_5$. The decision to remove the Product (X1) variable is based on the finding of high multicollinearity, which has the potential to interfere with the validity of the analysis results. Contextually, this condition can be explained by the fact that all products sold by Kopi Keliling come from the same vendor and are produced in one centralized location. As a result, consumer perceptions of product dimensions such as taste, quantity, quality, and menu variance are very homogeneous. This lack of difference causes the Product variable to not make a significant contribution in explaining variations in consumer purchasing decisions, both statistically and practically. The Place variable (X4) was removed because the sales location of Kopi Keliling is not fixed and depends on partner decisions, so consumer perceptions become inconsistent and difficult to measure validly. The deletion was done in order to maintain the accuracy and stability of the model. the variables of product and place cannot be proven in this study.

Price (X2) has a significant effect on Word of Mouth with a CR value of 2.246> 1.739. However, the effect is relatively weak because the regression coefficient is only 0.159. This finding is in line with (Kotambunan et al., 2021). Price (X2) has a significant effect on Purchase Decision with a CR value of 4.922> 1.739 and a regression coefficient of 0.405. This finding supports the results of (Astuti, 2020) which states that price has a significant effect on purchasing decisions. Price (X2) has no significant effect on Repurchase Intention with a CR value of -1.02 < 1.739. This finding is consistent with the research of (Febriansyah & Triputra, 2021) which states that price has no significant effect on repurchase decisions. Promotion (X3) testing on Word of Mouth shows a CR value of 5.658> 1.739, so the hypothesis (H1) is accepted. Promotion has a significant effect with a regression coefficient of 0.725, in line with (Kotambunan et al., 2021). Promotion (X3) testing on Purchase Decision shows a CR value of 1.745> 1.739, so the hypothesis (H1) is accepted. Promotion has a significant effect with a regression coefficient of 0.311, in accordance with (Hermiati & Khussusal, 2023). Promotion (X3) testing on Repurchase Intention shows a CR value of -0.874 < 1.739, so the null hypothesis (H0) is accepted. This means that Promotion has no significant effect on Repurchase Intention, in accordance with research conducted from (Lusiani & Blasius, 2022).

CONCLUSION

The results showed that in the 4P marketing mix, the price and promotion variables have a significant influence on word of mouth at Kopi Keliling Surabaya, with C.R values of 2.246 and 5.658 respectively, and regression coefficients of 0.159 and 0.725. The product and place variables were removed from the model because they did not meet the analysis criteria. Furthermore, only price and promotion are proven to significantly influence purchase decisions, with C.R values of 4.922 and 1.745 and regression coefficients of 0.405 and 0.311. In addition, word of mouth also has a significant effect on purchase decision (C.R = 3.744; regression = 0.411), confirming the importance of positive consumer experiences in increasing purchase decisions. However, price and promotion do not have a significant effect on

repurchase intention, with C.R values of -1.02 and -0.874 respectively and negative regression coefficients. Purchase decision actually has a significant positive effect on repurchase intention (C.R = 5.981; regression = 1.293), which indicates that purchase decisions can encourage consumers' repurchase intention. The simultaneous equation of the research results shows that promotion has the most dominant effect compared to price in increasing word of mouth, purchase decision, and repurchase intention, with the equation $Y_1 = 0.159\ X_2 + 0.725\ X_3 + Z_3$; $Y_2 = 0.065\ X_2 + 0.297\ X_3 + Z_4$; and $Y_3 = 0.205\ X_2 + 0.937\ X_3 + Z_5$.

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