

How to Shape Purchase Decision? The Influence of Marketing Mix toward Purchase Decision on Food Product



Bayu Kanetro¹, Agus Slamet², Ichlasia Ainul Fitri³, Reo Sambodo⁴, Rina Dwiarti⁵,
Astri Wulandari⁶, Awan Santosa⁷

^{1,2,3,4,5,6,7}Universitas Mercu Buana Yogyakarta, Yogyakarta, Indonesia

ABSTRACT: The aims of this to analyze the effect of the marketing mix of product, price, promotion, place, process, people, and physical evidence on the buying decision of processed food products at Erista Garden in Yogyakarta. This study focus on the Erista Garden's product which developed by using sprouts-microgreens into a variety of rice-based functional foods.

This study used a quantitative descriptive approach, using a descriptive test using SPSS statistics. The samples size is 55 respondents obtained by using non-probability sampling technique with accidental sampling. The results showed that the factors of product, price, promotion, place, process, people, and physical evidence are important determinants when buying processed food products at Erista Garden in Yogyakarta. The dominant factor influencing the decision to buy a product of Erista Garden in Yogyakarta, product quality that is beneficial to health and also relate to consumer tastes.

KEYWORDS: Erista Garden, Food Product, Marketing Mix, Purchase Decision

I. INTRODUCTION

The Covid-19 pandemic has had an impact on decreasing the number of tourists visiting the Kaliurang area, one of the tourist attractions on the slopes of Mount Merapai, Special Region of Yogyakarta. Tourist attractions such as flower-vegetable gardens and restaurants are also got the impact with a decreasing of buyers. The pandemic has also had an impact on the increasing number of unemployed and the cessation of micro, small, and medium enterprises (MSMEs), one of which is Erista Garden.

Companies are still able to survive in very extreme conditions, therefore company management must be able to manage their company well, so that they can survive and make repeat purchases continuously, despite the pandemic conditions. Therefore, companies are required to innovate the products and holistic service innovations to make a company continues to exist during a pandemic. One of the innovations that must be carried out by business actors is innovation in marketing strategies that are more adaptive to environmental conditions. Iskandar and Andriyani (2014) stated that the marketing strategy used can guide managers or company owners in carrying out tactics and other activities to improve company goals.

Erista Garden innovates in processed products that are produced in the form of ingredients derived from nuts which are considered important for maintaining health during a pandemic. Products from bean sprouts show that sprouts have potential as a functional food for preventing cholesterol and diabetes (Kanetro et al., 2019; Kanetro et al., 2020). This is supported by the research of Wojdylo et al. (2020) who stated that some sprouts and microgreens (plants that grow a few days after sprouting) have antioxidant capacity, antidiabetic activity, antiobesity activity, and anticholinergic activity. Patents for dried oyek or growol products and rice analogues from growol are supported by the research of Wariyah et al. (2020) who showed that growol contains resistant starch as a functional food.

Sarjono (2011) found that the marketing strategy consisting of product strategy, price strategy, promotion strategy and distribution strategy simultaneously and partially had a positive and significant effect on increasing product sales. These results prove that the marketing strategy in this study consists of product, price, promotion, and place strategies which are important determinants in changing consumer behavior. However, this research has not examined the importance of other factors such as people, process, and physical evidence that can influence the decision to purchase. Therefore, it becomes important to analyze about the role of product, price, promotion, place, people, process, and physical on purchasing decisions.

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II. LITERATURE REVIEW

Product

Product quality is an important thing that is considered by consumers in choosing a product. Tjiptono (2001: 95) defined that a product is anything that can be offered by producers to be noticed, requested, searched for, purchased, used or consumed by the market as the fulfillment of the needs or desires of the relevant market. Product quality is a conformity or expectation between the criteria desired by consumers and the goods offered.

The quality is the total characteristic of an entity in accordance with the needs and desires of consumers (Umar, 2003: 53). That is, product quality is a reflection of the desire for a product so that consumers or potential consumers want to buy the product.

Price

Price is a fairly sensitive consideration, especially for commodity goods. According to Kotler (2001: 41) price is the value of goods and services as measured by money. The price that has been set for a product must be paid attention in a detail, which must be adjusted to the quality of the goods and competitors.

Abubakar (2005) in his research found that purchasing decisions are influenced by elements in the marketing mix, and the price element has the strongest influence on product purchasing decisions. Research findings by Abubakar proved that price is an important consideration in deciding to buy a product.

Place (Channel)

Loekito et al. (2012), in his research proved that purchasing decisions are influenced by elements in the marketing mix, and the element that has the most positive and significant influence is place. That is, place is one of the key factors, especially for products sold in restaurants. The place reflects one of the qualities of the product to be offered.

These findings are in line with (Pertiwi et al., 2016), that purchasing decisions are influenced by elements in the marketing mix, and the most positive and significant influence is place. A place that supports both in terms of access and comfort will make consumers interested in buying the products or services offered.

Promotions

In an information disclosure era, the promotion of an item is important and becomes one of the important keys in introducing products and services. Tjiptono (2001: 219), defined that promotion is a form of marketing communication in the form of marketing activities that seek to disseminate information, influence/ persuade, and/ or remind the target market for the company and its products to try to receive, buy and be loyal to the products offered by the company.

According to Umar (2003: 36), communicate products to the public, it is necessary to develop a promotion mix. Promotion must be implemented properly to make a message to be conveyed to consumers can be achieved. In addition, promotions must be packaged attractively according to the target market for the product or service being offered.

People

Business owner must have good charisma in consumers sides so that products or services are easily accepted by them. Jeanette (2017), in her research proven that people have the most positive and significant influence on purchasing decisions. Business owner or service providers are factors that consumers pay attention.

Loekito et al. (2012), also found in his research that people have a significant effect on purchasing decisions. This reality proves that, consumers who come, will be indirect contact with businesses or service providers so that the impression must be positive and make consumers interested in the products or services offered.

Process

The service process must also make consumers feel valued and with a process that promotes ethics. Jeanette (2017) has found that process has a positive and significant effect on purchasing decisions. An important consideration by consumers is the service process provided because, without a good service process, consumers will feel less valued.

Penalosa (2019) proved that the process has a positive and significant influence on purchasing decisions. Good service will have an impact on the positive impression of the consumers. The service process provided to consumers will stick to their minds that they are valued and a person who must take precedence.

Physical Evidence

Kotler & Armstrong (2012: 62) defined physical evidence as real things that influence consumer decisions to buy and use the products or services offered. This statement is supported by research findings by Utami (2016), that physical evidence has a positive and significant effect on purchasing decisions.

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Display or physical evidence is an important concern to maintain consumer comfort. Consumers who come, not only enjoy the products or services offered, but also must be given a comfortable environment while obtaining the services provided by business owner.

III. METHOD

This study was explanatory research using a quantitative approach. This study to analyze the marketing mix strategy in Erista Garden to make a purchase decision of the customer. The population in this study was local and society of Yogyakarta. The sample technique by using non probability sampling, which is accidental sampling. The sample size was 55 respondents that collected from offline survey to the respondent. The data were analyzed using the descriptive statistics. The instrument of marketing mix was adapted from Dewi and Sutanto (2018), by using likert scale 1-5 scale. The data analysis in this study used SPSS software.

IV. RESULTS

This research is described using quantitative approaches. The discussion is also based on a qualitative approach, in which the data obtained is through respondents' answers to the questions contained in the questionnaire.

Respondents Characteristic

The results of data processing show that the characteristics of the respondents in Table 1. The male respondents were 20.36 % or 20 respondents. While the female respondents were 35.64 % or as many as 35 respondents. These reviews can be seen in Table 1.

Table 1. Respondents Characteristic

Type	Total
Gender	
Man	20
Woman	35
Education	
Senior High School	19
Diploma	13
S1	13
Postgraduate	10
Age	
20-25	18
26-31	7
32-37	5
> 38	25
Status	
Entrepreneur	21
Employee	13
Student	9
Civil servant	8
Housewife	4

Table 1 described that the most of the respondents were the last education of the respondents, senior high school 19.34% or 19 people. Meanwhile, the smallest percentage for recent education was postgraduate as much as 10.18% or as many as 10 people. Then, the number of graduates at the diploma and undergraduate levels is the same, which were 13.24% each (13) people. The most number of respondents age is > 38 years as many as 25.45% or 25 people. Then the age of the respondents in the second place is the age of 20-25 years as much as 18.33% or 18 people. The third place are respondents aged 26-31 years as much as 7.13% or 7 people. Finally, at least 5.9% of respondents aged 32-37 years or as many as 5 people.

The most respondents based on the status were as an entrepreneur as much as 21.38% or 21 people. Then the respondents in second place were employees as much as 13.24% or 13 people. The third place are respondents who are students as much as 9.16% or as many as 9 people. The fourth place are respondents of Civil Servants (PNS) as much as 8.15% or 8 people. Finally, the fewest respondents are housewives, as much as 4.7% or 4 people.

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V. DISCUSSION

The data collected by the researcher is in the form of primary data obtained through a survey using *cross sectional data*. The distribution of the questionnaires uses the *self-administered survey questionnaire method*, which the questionnaires are distributed offline. The collected data is 55 respondents, then the data is processed using *SPSS software*.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	sum	Means	std. Deviation	Variances	kurtosis	std. Error
	Statistics	Statistics	Statistics	Statistics	Statistics	Statistics	Statistics	Statistics	Statistics
X1.1	55	3	5	245	4.45	.571	.327	-.758	.634
X1.2	55	2	5	227	4.13	.771	.595	-.385	.634
X1.3	55	2	5	232	4.22	.738	.544	.148	.634
X1.4	55	3	5	243	4.42	.658	.433	-.513	.634
X1.5	55	3	5	241	4.38	.652	.426	-.599	.634
X1.6	55	2	5	222	4.04	.816	.665	-.288	.634
X1.7	55	2	5	216	3.93	.900	.809	-.481	.634
X1.8	55	2	5	234	4.25	.775	.601	-.125	.634
X1.9	55	2	5	224	4.07	.790	.624	-.643	.634
sum X1	55	26	45	2084	37.89	5043	25,432	-.528	.634
X2.1	55	2	5	232	4.22	.686	.470	.796	.634
X2.2	55	2	5	231	4.20	.678	.459	.870	.634
X2.3	55	2	5	226	4.11	.737	.543	.942	.634
X2.4	55	3	5	241	4.38	.593	.352	-.656	.634
sum X2	55	11	20	930	16.91	2,343	5,492	.051	.634
X3.1	55	3	5	232	4.22	.629	.396	-.533	.634
X3.2	55	2	5	231	4.20	.704	.496	.497	.634
X3.3	55	3	5	235	4.27	.651	.424	-.671	.634
X3.4	55	3	5	243	4.42	.534	.285	-1,207	.634
X3.5	55	3	5	245	4.45	.538	.290	-1,206	.634
X3.6	55	3	5	242	4.40	.531	.281	-1,185	.634
sum X3	55	20	30	1428	25.96	2,502	6,258	-.688	.634
X4.1	55	3	5	227	4.13	.695	.484	-.871	.634
X4.2	55	3	5	239	4.35	.552	.304	-.747	.634
X4.3	55	3	5	240	4.36	.589	.347	-.653	.634
X4.4	55	2	5	243	4.42	.629	.396	2,376	.634
X4.5	55	2	5	235	4.27	.706	.498	2,214	.634
sum X4	55	15	25	1184	21.53	2,567	6,587	-.920	.634
X5.1	55	3	5	240	4.36	.620	.384	-.612	.634
X5.2	55	3	5	235	4.27	.592	.350	-.476	.634
X5.3	55	3	5	236	4.29	.533	.284	-.520	.634
X5.4	55	4	5	241	4.38	.490	.240	-1,817	.634
X5.5	55	2	5	231	4.20	.650	.422	1,323	.634
sum X5	55	16	25	1183	21.51	2,324	5,403	-.708	.634
Valid N (listwise)	55								

Based on the data processing results of in Table 2, described that product quality was very high, based on the instrument results on product quality, a score above 4.00 for the average value. Meanwhile, the highest score is the quality of the product offered with a score of 4.45. It shows that almost close to 5.00. Therefore, the quality of the products is a good quality, which can be seen from the materials used and the appearance of the product. In addition, from the results of respondents' answers to open-

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ended questions, respondents considered that the products from Erista Garden were healthy food and suitable for those on a diet and diabetics.

Irianto and Giyatmi (2021) confirmed that there are several indicators to be considered in developing a new food product, as follows.

- 1) The impression of the product being developed can be directed according to the intended target consumers.
- 2) Product packaging can enhance the consumer's impression of a product. Therefore, it must be endeavored that the packaging used is as attractive as possible. Trademarks that are given to products are made to give a deep impression of the product and it can be a designation for similar products that have different brands.
- 3) After-sales services or facilities offered or owned by a product can be an added value that attracts consumers to buy a food product. For example, the guarantee given by the company for the products, that if it does not match what is advertised or what is stated on the label, consumers can get their money back.

The results of the respondents' answers are consistent with the World Health Organization (WHO) regarding a food product development, where WHO describes in general human demands for food which can be arranged as follows:

- 1) *Food Secure* (amount); 2) *Food Safety* (health); 3) *Food Nutrition* (activity); 4) *Food Palatability* (taste); 5) *Food Functionality* (fitness) (Pudjirahaju, 2018). Food products that have been developed by Erista Garden have fulfilled the elements of health, nutrition, and safety for consumers. The community is aware that health is an important factor in choosing a food product. Products of Erista Garden are also one of the non-cholesterol foods so they are safe for consumption by all groups.

Based on the answers from respondents to the development of food products carried out by Erista Garden, it is also unique and distinctive. This response is appearance and composition of the ingredients used in these food products. They also considered that the processed food at Erista Garden was considered to be different, it became one of the triggers for consumers to choose these preparations.

The prices provided to customers are determined by considering various instruments. The results of the data test show that the prices given are competitive and in accordance with the quality of the products. The results obtained prove that an average of 4.22 regarding the price given is in accordance with the quality. In addition, the results are quite large, namely the average payment method, which is 4.38. People want a flexible payment method, these considerations are of course very relevant to current conditions because in the 4.0 era, apart from the price and quality of goods offered, ease of transaction is also one of the considerations for people to buy a product. Prihatiningtyas and Chasanah (2022) in their research found that price has no significant effect on purchasing decisions. For now, the definition of price has indeed shifted slightly, because the main parameter is the problem of product quality in deciding a purchase. The products of Erista Garden use organic ingredients and without preservatives so that the price may be more expensive than competitors. However, a higher price, the quality provided by Erista Garden will be guaranteed.

The location of Erista Garden is considered strategic and comfortable. The highest average result is about a convenient business location of 4.45. The statistical results prove that the convenience of location of Erista Garden is considered very adequate. Pertiwi et al. (2016) found that the decision that place has a strong influence on purchasing decisions. Based on these findings indicate that the place of business is an important determinant. In addition, regarding the location, it is not only seen from the strategic location but also the comfort and safety factors which are the main things that must be considered. It has been implemented properly by Erista Garden. The place of Erista Garden certainly meets security standards because there are guards, especially vehicles for customers who come to the cafe.

Promotions of Erista Garden have been carried out optimally. The results of the data processing indicate that the highest average result is about the existence of a catalog that can make it easier for potential consumers to choose products of 4.42. Erista Garden has implemented a holistic promotion strategy, in which those who come to the place of business are also given the convenience of having an attractive menu catalog, the potential buyers make it easier to choose the product. Anindityo (2017) emphasized that promotion has a significant influence on consumer decision making. The promotion media needs to be attractive as possible to make a potential customers are interested in buying. Erista Garden has implemented various promotional strategies, one of which is through social media, and word of mouth.

Alma (2002) promotion is a communication activity that provides explanations and convinces potential customers about goods and services with the aim of getting attention, educating, reminding and convincing potential customers. Erista Garden has carried out promotions, both verbally and non-verbally so that potential customers will be more interested for the products offered. The catalog on the menu of Erista Garden is presented in an attractive way and also seems easy to understand, so that it becomes one of the important variables in increasing consumer interest to come and buy the products.

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The services of Erista Garden is very good. This is confirmed by statistical results which show that the highest average result is 4.38, regarding a friendly service process. Friendly service is key in giving a positive impression to customers, because a positive impression will also have an impact on the level of consumer loyalty. Prihatiningtyas and Chasanah (2022) stated that the process in services is a major factor in the service marketing mix such as service customers will be happy about the service delivery system as part of the service itself. The customers who come to Erista Garden will also receive a service process which they respond of friendly and in accordance with consumer needs.

VI. CONCLUSION

Based on data analysis and discussion that the marketing mix strategy is one of the important determinants in making purchasing decisions. This research proves that product innovation at Erista Garden is one of the strongest factors in making purchasing decisions. Erista Garden innovates in processing the products offered to consumers. The main raw materials used are made from hygienic materials and do not contain preservatives. In addition, the appearance of the product also seems attractive and unique.

Erista Garden also carries out a marketing strategy in increasing sales activities for the products offered. The marketing mix carried out by Erista Garden is holistic to makes consumers buy products from Erista Garden. The limitation of this research is using descriptive statistics by using SPSS software to process data. The further research can use other approaches that are considered more powerful to make the research result can be generalized.

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