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Measurement Tool for Analyzing the Influence of Marketing Mix on Consumer Purchase Decision at XYZ Bakery

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Abstract:

The people's daily needs become higher, making market demand more varied. This condition encourages the emergence of new industries, such as the bread and cake industry which now ranks the third after rice and noodles as staple foodstuffs of Indonesian society. Increased opportunities and consumption of bread and cakes encourage the emergence of new competitors, so that in facing this competition, companies need to develop a marketing mix strategy that suits consumer needs. The aim of this study is to provide a measurement tool for analyzing the influence of marketing mix on consumer purchase decision. This research conducted a survey with participation of 30 respondents who have bought XYZ Bakery products. The pilot test revealed that the measurement tool of 8 variables and 33 items fulfilled the requirements of validity and reliability. Therefore, the measurement tool is qualified and acceptable for further study.

Keywords: Marketing mix, purchase decision

1. Introduction

Technological developments in Indonesia have influenced various aspects of life, both economic aspects and people's lifestyles. Changes in economic aspects and lifestyles make people's life needs higher, as a result, market demand is more varied. This phenomenon is a positive opportunity to do business and stimulate the emergence of new industries, such as the manufacturing industry, as stated by the Ministry of Industry that in 2020 the growth of the manufacturing industry is projected to be 4.80 - 5.30 percent (money.kompas.com, 2019). The province in Indonesia that has a manufacturing industry with the highest population is East Java. In the second quarter of 2018, the manufacturing industry has contributed nearly 30% of East Java's GRDP (kominform.jatimprov.go.id, 2018). In Table 1.1 below, the state of the industry in East Java in 2018 can be shown.

| Type of Industry | Number of Companies | Number of Employees | Investment Value (Billion Rupiahs) | Production Value (Billion Rupiahs) |
|------------------------------------------------|---------------------|---------------------|------------------------------------|------------------------------------|
| Agriculture Industries | 674 178 | 2 597 815 | 56 734 | 190 144 |
| Agriculture, Forestry and Plantation Products | 224 750 | 866 062 | 18 913 | 63 394 |
| Food, Seafood and Fisheries | 224 880 | 866 639 | 18 937 | 63 465 |
| Beverages, Tobacco Products, and Ingredients | 224 548 | 865 114 | 18 884 | 63 285 |
| Non-Agriculture Industries | 142 626 | 588 831 | 11 838 | 27 141 |
| Metal, Machinery, and Transportation Equipment | 61 167 | 251 520 | 4 909 | 11 081 |
| Chemical, Textile and Miscellaneous | 61 351 | 252 494 | 4 942 | 11 184 |
| Electronics and Telematics | 20 108 | 84 817 | 1 987 | 4 876 |
| Total | 816 804 | 3 186 646 | 68 572 | 217 285 |

Table 1: Industry Conditions According To the Large Medium Industry Group in East Java Province 2018
Source: East Java Province in Figures, 2019

In table 1 above, the industries that occupy the highest business unit is the food industry with 224,880 business units. This is because food is one of the three primary human needs that must be fulfilled. The Central Bureau of Statistics reported that the provision of accommodations, foods, and beverages contributed to the highest growth rate in the economy of East Java in the second quarter of 2019, amounting to 7.89 percent (jatim.tribunnews.com, 2019).

The food business that continues to grow until now is the bread and cake business. Maulana Wahyu Jumentara as a member of the Bakery Sub-Sector of the Association of Food and Beverage Entrepreneurs (AFBE) said that bread has been ranked to be the third after rice and noodles as the staple food of Indonesian society. In addition, according to the Euromonitor data, the 2010-2014 compound annual growth rate (CAGR), the Indonesian bread and cake business increased by 14%, while the projected CAGR growth for the 2014-2020 period for the bread and cake business was 10% (industri.kontan.co.id, 2017). Changes in people's lifestyles today make people prefer something practical, even people's preferences in choosing food have shifted to ready-to-eat products, such as bread and cakes. This can be seen in the statistical data of the Socio-Economic Survey released by the Ministry of Agriculture in 2018 in Table 1.2 below.

| No. | Jenis Makanan/Food items | Satuan / Unit | Tahun / Year | | | | | Rata-rata Pertumbuhan/ Growth average 2014-2018 (%) |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------|--------------|-------|-------|-------|-------|--------------------------------------------------------------|
| | | | 2014 | 2015 | 2016 | 2017 | 2018 | |
| A. Konsumsi seminggu (kap/minggu) Weekly consumption (capita/week) | | | | | | | | |
| 1 | Roti Tawar / Ordinary bread | bungkus kecil / small pack | 0.062 | - | - | 0.367 | 0.366 | - |
| 2 | Roti manis/roti lainnya / Other bread | Ons / 0.1 Kg | 0.495 | - | - | 1.104 | 1.122 | - |
| 3 | Kue kering/biskuit/semprong / Cookies | Ons / 0.1 Kg | 0.168 | 0.353 | 0.373 | 0.384 | 0.438 | 33.314 |
| 4 | Kue basah / Boil or steam cake | Buah / Unit | 0.695 | 1.245 | 1.290 | 1.345 | 1.431 | 23.375 |
| 5 | Makanan gorengan / Fried food | Potong / Piece | 2.074 | 3.007 | 3.050 | 3.429 | 3.481 | 15.083 |
| 6 | Bubur Kacang Hijau / Porridge of mungbean | Porsi / Portion | 0.052 | - | - | 0.111 | 0.121 | - |
| 7 | Gado-gado/ketoprak/pecel / Kind of salad with peanuts sauce | Porsi / Portion | 0.133 | 0.198 | 0.196 | 0.214 | 0.212 | 14.024 |
| 8 | Nasi campur/rames A place of rice accompanied by a mixture of dishes | Porsi / Portion | 0.738 | 0.741 | 0.746 | 0.823 | 0.830 | 3.055 |
| 9 | Nasi goreng / Fried rice | Porsi / Portion | 0.091 | 0.151 | 0.163 | 0.190 | 0.197 | 23.696 |
| 10 | Nasi pulih / rice | Porsi / Portion | 0.167 | 0.152 | 0.164 | 0.214 | 0.244 | 10.892 |
| 11 | Lontong/ketupat sayur / rice steamed in a banana leaf or coconut leaf | Porsi / Portion | 0.106 | 0.221 | 0.231 | 0.205 | 0.209 | 25.718 |
| 12 | Soto/gule/sop / Soup | Porsi / Portion | 0.109 | 0.151 | 0.154 | 0.160 | 0.174 | 13.194 |
| 13 | Sate/longseng / roasted meat on skewer | porsi/5 tusuk | 0.064 | - | - | 0.086 | 0.094 | - |
| 14 | Mie bakso/rebus/goreng / Noodle (with meatball/boiled/fried) | Porsi / Portion | 0.348 | 0.579 | 0.571 | 0.588 | 0.603 | 17.612 |
| 15 | Mie instant / Instan noodle | Porsi / Portion | 0.024 | - | - | 0.088 | 0.090 | - |
| 16 | Makanan ringan anak-anak / Snack for children | Ons / 0.1 Kg | 0.517 | 0.851 | 0.758 | 0.740 | 0.754 | 13.335 |
| 17 | Ikan goreng/bakar/dsb / Fish(fried, roasted, etc) | Potong / Piece | 0.121 | 0.142 | 0.133 | 0.141 | 0.155 | 6.774 |
| 18 | Ayam/daging (goreng,bakar,dsb) / chicken/meat(fried, roasted,etc) | Potong / Piece | 0.111 | 0.148 | 0.189 | 0.190 | 0.216 | 18.896 |
| 19 | Makanan jadi lainnya / other prepared food | | 0.740 | - | - | 0.345 | 0.452 | - |

Table 2: Average Per Capita Consumption of Food and Beverages
Source: 2018 Food Consumption Statistics

Based on Table 2, it can be seen clearly that bread products have a high consumption value, beating other domestic foods. This means that bread products have become the daily consumption of the majority of Indonesians. The phenomenon of increasing opportunities and consumption of bread and cakes stimulates the emergence of new competitors, thus making the bread and cake business more competitive.

One of the bread and cake producers in East Java is XYZ Bakery which was founded in 2009. XYZ Bakery produces and sells various types of bread and cakes which are priced starting from Rp. 4,000. After 11 years of existence, now XYZ Bakery has 115,000 customer members and has achieved success in the form of \pm 72,000 transaction records every month. The sales results are influenced by the marketing mix strategy factors that have been implemented by the company, such as product, price, place, promotion, people, process, and physical evidence. Despite having a good strategy and sales results, XYZ Bakery continues to strive to increase its sales. This is following the vision of XYZ Bakery, which is to become the best halal and *tayyib* bakery company in Indonesia and continue to grow and provide wider benefits. The next target of XYZ Bakery is to increase the sales figures by 20% from the previous. To achieve this target, one of the strategies used by XYZ Bakery is by analyzing and evaluating the marketing mix that has been done. Through the phenomena that have been stated above, this study aims to determine how much influence the marketing mix has on consumer purchasing decisions of XYZ Bakery.

2. Literature Review

2.1. Marketing

According to Kotler and Armstrong (2018: 4), marketing is a social and managerial process by which customers and companies obtain what they need and want through creating and exchanging products and value. According to Sudaryono (2016: 50), marketing has several functions, such as an exchange function, a physical distribution function, and an intermediary function.

2.2. Marketing Mix

The marketing mix is one of the important parts of the marketing concept, because it contains controlled variables that can influence consumers in buying the products or services offered. According to Tjiptono (2014: 41), the service marketing mix is a set of tools used by marketers to shape the characteristics of services offered to consumers. These tools can be used to strategize long-term as well as design a company's short-term tactics program.

2.2.1. Product

According to Kotler and Keller (2016: 389), a product is anything that can be offered to the market to satisfy desires or needs. If a product is poorly designed, it will not create a meaningful value for customers, even if the other 7P dimensions are well implemented. This is because products are the core of marketing activities and marketing activities originate from products that the company creates to offer to the customers, both tangible and intangible products.

2.2.2. Price

Price is one element of the marketing mix that generates income. Price also communicates the value position that the company wants from its product or brand (Kotler and Keller, 2016: 483). The pricing strategy is very dynamic considering several factors, such as the type of customer, time and place of delivery, and demand conditions (Lovelock and Wirtz, 2016: 268). There are several company objectives in setting prices, such as gaining profits and covering costs, building demand and developing a user base, or supporting the company's positioning strategy (Lovelock and Wirtz, 2016: 320).

2.2.3. Place

Place includes company activities that make products available to target consumers (Kotler and Armstrong, 2016: 76). Place relates to the location or where the company carries out marketing activities. Distribution of services can be carried out via physical or electronic channels depending on the service's characteristics. To provide service elements to the customers, companies need to determine where and when services are provided, and how the methods are (Lovelock and Wirtz, 2016: 40).

2.2.4. Promotion

Promotion refers to activities that communicate the benefits of the product and persuade target customers to buy it (Kotler and Armstrong, 2016: 77). There are five activities that can be carried out to communicate value to customers, namely advertising, sales promotion, personal selling, publicity, and direct marketing (Kotler and Armstrong, 2016: 429).

2.2.5. People

People play a major role when direct interactions occur between customers and employees who are part of the service. The response that occurs when the interaction takes place greatly affects how customers assess service quality. Therefore, service companies need to devote various efforts to recruiting, training, and motivating employees (Lovelock and Wirtz, 2016: 54)

2.2.6. Process

The process is all procedures, mechanisms and habits in which a service is created and delivered to customers, including policy decisions regarding some customer involvement and employee discretion issues (Sunnyoto and Susanti, 2015: 65)

2.2.7. Physical Evidence

According to Lovelock and Wirtz (2016: 54), physical means or the physical environments known as service scape, it facilitates the delivery process, and provides tangible evidence of company image and service quality.

2.3. Consumer Purchasing Decisions Purchasing

Decisions are the result of evaluations made by consumers to create purchase intentions of a product or service in accordance with the brands that are most preferred by the consumers (Kotler and Keller, 2016: 198).

2.4. Research Framework

As the baseline theory of this research, this research was developed by Astuti et al., (2015). Based on research conducted by Astuti et al., (2015) shows that marketing mix (the influence of the marketing mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) simultaneously and partially has a significant influence on purchasing decisions.

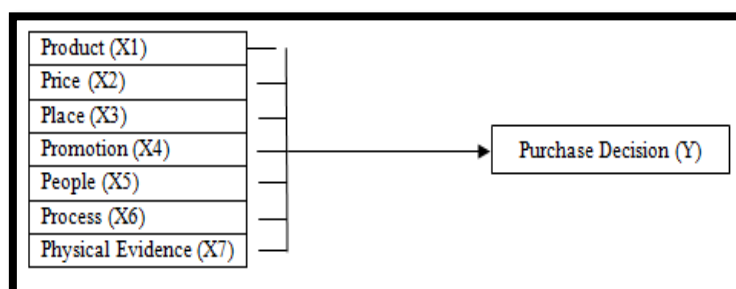


Figure 1: Research Framework
Source: Mapping of Previous Study

3. Measurement Material

In a study, the data gathering tool used in a study must fulfill the criteria for validity of data or goodness of data. Commonly, it is known that to test the validity of data or goodness of data, there are two general criteria which are reliability and validity. (Indrawati, 2015:145). Proposed validity and reliability are needed to prove that the research framework model is suitable for the study. In this research, the researcher first conducted content validity. According to Indrawati (2015:147), content validity shall be obtained by testing on every item used in the logically valid questionnaire for calculating description items and indicators applied. The authors have been adopted and modified the questionnaire item on this research from the previous study by Lestari et al., (2020), Abidin et al., (2017), Astuti et al., (2015), Masyitoh et al., (2017), Carolina et al., (2014), Brata et al., (2017), Murwatningsih, (2014), Imam et al., (2020), Amofah et al., (2016), Anjani et al., (2018). The items are created to measure the perceived level of Product, Price, Place, Promotion, People, Process, Physical Evidence, and Purchase Decision from the respondent of XYZ Bakery consumers. Next, the authors test the questionnaire item with four experts related to the field of marketing. The objective of this test is that the authors will obtain a suggestion or recommendation from the experts to improve the questionnaire item to meet the needs of this research. After that, to ensure that each item in the questionnaire is understandable, the researcher must administer a readability check to the respondents. The items of each variable are presented below in Table 3:

| Variables | Items |
|------------------------|----------------------------------------------------------------------------------------------------------------|
| Product (X1) | PO1: XYZ Bakery's products have a good taste |
| | PO2: XYZ Bakery's products have a good texture |
| | PO3: XYZ Bakery has various products |
| | PO4: XYZ Bakery products are served with neat packaging |
| Price (X2) | PI1: The prices of XYZ Bakery's products are affordable |
| | PI2: The prices of XYZ Bakery's products are in accordance with the given quality |
| | PI3: The prices of XYZ Bakery's products match my expectations |
| | PI4: The prices of XYZ Bakery's products are relatively cheaper compared to similar products from other brands |
| Place (X3) | PA1: The locations of XYZ Bakery's stores are easily accessible by public transportation |
| | PA2: The locations of XYZ Bakery's stores are easy to find |
| | PA3: XYZ Bakery store locations are easy to reach |
| | PA4: XYZ Bakery's products are easily obtained |
| Promotion (X4) | PR1: The discount sales promotion given by XYZ Bakery catch my attention |
| | PR2: The Sales promotion in the form of <i>giveaway</i> given by XYZ Bakery catches my attention |
| | PR3: XYZ Bakery's advertisements via social media (Facebook) catch my attention |
| | PR4: XYZ Bakery's advertisements via social media (Instagram) catch my attention |
| People (X5) | PE1: XYZ Bakery's employees are friendly when serving me |
| | PE2: XYZ Bakery's employees are alert in serving me |
| | PE3: XYZ Bakery's employees are polite in serving me |
| | PE4: XYZ Bakery's employees are neat-looking |
| Process (X6) | PS1: The operational time of XYZ Bakery's store is according to my needs |
| | PS2: XYZ Bakery's payment process is flexible (can be done using cash, debit, or <i>e-wallet</i>) |
| | PS3: XYZ Bakery's payment process is fast |
| | PS4: XYZ Bakery's payment process is easy |
| Physical Evidence (X7) | PH1: The XYZ Bakery's room layout is neat |
| | PH2: Signs on the interior of XYZ Bakery are clearly displayed (product name signs, cashiers, etc.) |
| | PH3: The Cleanliness of XYZ Bakery's store is well maintained |
| | PH4: There is a nameplate at XYZ Bakery's store |
| Purchase Decision (Y) | PD1: I am interested in buying XYZ Bakery's products |
| | PD2: I want to buy XYZ Bakery's products |
| | PD3: I'm interested in recommending to buy XYZ Bakery's products to others |
| | PD4: I will buy XYZ Bakery's products |
| | PD5: I am considering to re-purchase XYZ Bakery's products |

Table 3: Questionnaire Item

Source: Authors Processed Data, 2021

4. Research Method and Analysis

The authors first conducted a pilot study to test the questionnaire in this research had completely valid to be applied for further study. The pilot test has participated in 30 respondents for the preliminary data. These data collected from 30 consumers of XYZ Bakery will be used for validity and reliability test. Validity is the extent to which a measurement tool is able to measure what is meant to be measured, so that the higher the validity of the measurement tool, the more the measurement tool shows what to measure (Indrawati, 2015:146). In this study, the validity testing of the questionnaire measuring instrument given to respondents are using the Pearson Product Moment (r-count) correlation with a significance level (α) = 0.05 and the number of samples (n) = 30 people, so that the table correlation rate (r-table) is obtained of 0.361.

| Variables | Items | r-stats | Test |
|------------------------|-------|---------|-------|
| Product (X1) | PO1 | 0.605 | Valid |
| | PO2 | 0.743 | Valid |
| | PO3 | 0.891 | Valid |
| | PO4 | 0.917 | Valid |
| Price (X2) | PI1 | 0.637 | Valid |
| | PI2 | 0.759 | Valid |
| | PI3 | 0.851 | Valid |
| | PI4 | 0.851 | Valid |
| Place (X3) | PA1 | 0.658 | Valid |
| | PA2 | 0.574 | Valid |
| | PA3 | 0.881 | Valid |
| | PA4 | 0.868 | Valid |
| Promotion (X4) | PR1 | 0.754 | Valid |
| | PR2 | 0.754 | Valid |
| | PR3 | 0.819 | Valid |
| | PR4 | 0.847 | Valid |
| People (X5) | PE1 | 0.786 | Valid |
| | PE2 | 0.806 | Valid |
| | PE3 | 0.893 | Valid |
| | PE4 | 0.890 | Valid |
| Process (X6) | PS1 | 0.887 | Valid |
| | PS2 | 0.897 | Valid |
| | PS3 | 0.917 | Valid |
| | PS4 | 0.956 | Valid |
| Physical Evidence (X7) | PH1 | 0.719 | Valid |
| | PH2 | 0.836 | Valid |
| | PH3 | 0.881 | Valid |
| | PH4 | 0.915 | Valid |
| Purchase Decision (Y) | PD1 | 0.848 | Valid |
| | PD2 | 0.908 | Valid |
| | PD3 | 0.776 | Valid |
| | PD4 | 0.914 | Valid |
| | PD5 | 0.845 | Valid |

Table 4: Validity Test Results
Source: SPSS Processed Data, 2021

Reliability shows the level of confidence, reliability, consistency, or stability of the results of a measurement. Besides that, reliability becomes one of the criteria of a good measurement tool (Indrawati, 2015:155). A questionnaire that has many items is generally measured via Cronbach Alpha. The measurement results are said to be reliable if they meet the Cronbach alpha's value of more than 0.70.

| Variable | Cronbach Alpha | Cut-off | Test |
|------------------------|----------------|---------|----------|
| Product (X1) | 0,794 | 0,7 | Reliable |
| Price (X2) | 0,783 | 0,7 | Reliable |
| Place (X3) | 0,744 | 0,7 | Reliable |
| Promotion (X4) | 0,772 | 0,7 | Reliable |
| People (X5) | 0,862 | 0,7 | Reliable |
| Process (X6) | 0,933 | 0,7 | Reliable |
| Physical Evidence (X7) | 0,857 | 0,7 | Reliable |
| Purchase Decision (Y) | 0,909 | 0,7 | Reliable |

Table 5: Reliability Test Results
Source: SPSS Processed Data, 2021

Based on table 4 it can be seen that all statement items for measurement variables have values above the r-table (0.361), so that all statement items can be said to be valid. Then the reliability test results show that the Cronbach Alpha value is > 0.7 , so that all variables can be declared reliable.

5. Conclusions

The measurement material that was conducted in this research had been tested on 30 respondents of XYZ Bakery consumers who have bought XYZ Bakery product. The result of this study had proven that the instruments consist of 8 variables and 33 items are valid and reliable. Therefore, this proposed measurement model is ready to be used in further study. Based on table 4 it can be seen that all statement items for measurement variables have values above the r-table (0.361), so that all statement items can be said to be valid. Then the reliability test results show that the Cronbach Alpha value is > 0.7 , so that all variables can be declared reliable.

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