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## The Effect of Marketing Mix on Purchase Decisions: A Study at Chatime in Indonesia

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### Abstract:

Beverages and food are essential needs for humans to survive. Then in Indonesia, bubble tea drinks are on the rise lately and the potential for tea to grow is high, because Indonesians enjoy drinking tea and sweet beverages. This condition stimulates and results in rapid growth of the franchise business. Increased opportunities and consumption of bubble tea beverages stimulate the emergence of new competitors, so in the face of such competition the company needs to develop the right marketing mix tactics and in accordance with the needs of consumers. This study aims to determine the influence of marketing mix with 7P dimensions (product, price, place, promotion, people, process, and physical evidence) on Chatime purchasing decisions on students in Bandung Indonesia and to find out the influence simultaneously and partially. The data analysis used is descriptive and multiple linear regression analysis with SPSS 23. The sampling technique used in this study is non-probability sampling with purposive sampling method. Samples taken in this study are 400 respondents who had purchased Chatime products. Based on the results of this study, the company is advised to improve the product, price, place, promotion, people, process and physical evidence are improved, it will improve consumer purchasing decisions.

**Keywords:** Marketing mix, purchase decision

### 1. Introduction

Beverages and food are essential needs for humans to be able to continue and survive. But in this era, quite a lot of changes in the basic functions of food and beverages happened in daily life. This change is no longer associated with the fulfillment of primary needs to continue and survive, but this change is associated with the fulfillment of desire solely aimed at following trends, prestige, and other reasons. The tendency of food and beverages changing over time makes people have a lifestyle of hedonism so that they behave more royally and consumptively which is to fulfill the wants rather than the human needs itself. This phenomenon is a positive opportunity to do business and stimulate significant growth in the food and beverage industry. The food and beverage industry as revealed by the Central Bureau of Statistics in 2020 shows that the contribution of the food and beverage industry has been consistent in a stable total economy increasing over the same time span so that the food and beverage industry becomes a priority industry.

Based on Industry Contribution Statistics, the food and beverage industry has increased every year, in the last five years. Due to the willingness and the increasing wants from the people of the country, it becomes a factor in the cause of demand to continue to grow, while supply is still fixed which ultimately results in rising prices or inflation.

BUBBLE DRINK		
BRAND	TBI 2021	
Chatime	52.4%	TOP
Hop Hop	12.5%	TOP
Lup Lup	10.3%	TOP
Chill Bubble Tea	9.2%	
Quickly	2.1%	

Figure 1: Top Brand Bubble Tea in Indonesia 2021

Source: Top Brand Index (TBI), 2021

In Figure 1 above, based on the data percentage of Top Brand Index (TBI) 2021 it appears that Chatime occupies the first position of Top Brand Index by 52.4%. The superiority of Chatime is undoubtedly. This is a reference that Chatime is a brand that has been widely known by the people of Indonesia and people outside of Indonesia.

Based on data cities that are experiencing inflation in West Java, that in January 2020, West Java Province experienced a combined inflation of seven cities of 0.47%. Which is, Bandung ranked the fourth highest city experiencing inflation in West Java. It can be concluded that the city of Bandung has a fairly high number of demands for goods and services [3].

Based on GrabFood data, in 2018 Chatime's growth through GrabFood reached 31 times in Southeast Asia. Based on Grab's Big Data Analysis, the growth in beverage sales, Indonesia ranked first. The sales are influenced by the marketing mix tactics that have been applied by the company, such as product, price, place, promotion, people, process, and physical evidence. Despite its good strategy and sales results, Chatime continues to strive to increase its sales. This is in line with Chatime's vision of wanting to commit to becoming the market leader of the tea business. Chatime's next target is to focus on increasing sales in the 15-25-year-old segment, in addition Chatime also wants to add a café concept outlet format equipped with pastry and comfortable seating, like in a café. To achieve this goal, one of Chatime's strategies is to analyze and evaluate the marketing mix that has done. Through the phenomenon that has been stated above, this research aims to determine the influence of the marketing mix on Chatime purchasing decisions on Students of Bandung City.

## 2. Basic Theory and Frame of Mind

### 2.1. Marketing

Marketing is a process that connects customers and manages profitable customer relationships. In addition, marketing processes in which individuals and groups acquire what they want through the offering, creation, and exchange of valuable products and services.

### 2.2. Marketing Mix

Marketing Mix is a set of strategic marketing tools put together by the company to generate the response it wants in the target market. These tools can be used to develop long-term strategies and design the company's short-term tactics program. According to McCarthy, the concept of marketing mix includes 4P, namely product, price, place, promotion. Then, the concept of marketing mix is expanded by adding additional 3P dimensions namely, people, process, and physical evidence [6].

### 2.3. Product

A product is something that can be offered to a market where it aims to satisfy the wants or needs of customers, be it physical goods, services, experiences, events, people, places, properties, organizations, information, or ideas [4]. If a product is poorly designed, it will not create meaningful value for the customer, even if the other dimensions of the marketing mix (dimension 7P) are well applied. Products become an important component, because the product is the core of marketing activities, because the marketing activities start from products created by the company to be offered to customers.

### 2.4. Price

Price is one element of the marketing mix that generates revenue. In addition, the price can also communicate the position of the company's desired value of the product [4]. In addition, the policy on pricing is very dynamic, where pricing should be based on the consideration of time and place of delivery, customer type, and market demand conditions [6].

### 2.5. Place

Place is something that makes products available to target consumers. In addition, a product is not very good for customers if it is not available and not in desired places. A product can reach customers through distribution channels. Distribution channels are chains in companies that are involved in product channels from manufacturers to end users (consumers).

### 2.6. Promotion

In promotion, the benefits of a product are communicated and targeted buyers are encouraged to acquire the product. In addition, promotions are focused on gaining new customers, and sometimes they focus on retaining current customers. \

#### 2.6.1. People

People (person) becomes a very important element, even playing the main role when interacting between customers and employees. Such interactions greatly influence the perception and way of assessing customers on the quality of service [6].

#### 2.6.2. Process

Proses is an activity where the manufacture and delivery of product elements are [6].

### 2.6.3. Physical Evidence

Physical environment has a role in facilitating the delivery of processes and provides tangible evidence of the company's representation and quality of company services.

### 2.7. Consumer Behavior

Individuals, groups, and organizations engage in consumer behavior by purchasing, selecting, using and disposing of products, services or ideas to fulfill their wants and preferences.

### 2.8. Purchase Decisions

Purchasing Decisions are the result of evaluations made by consumers to create purchasing intentions on a product or service in accordance with the brand most preferred by consumers. Purchase decisions are also impacted by technology, politics, culture, products, pricing, locations and promotions as well as physical evidence and the financial system. [14].

### 2.9. Research Framework

This study was based on a model in the previous study entitled 'Marketing Strategy based on Analysis of Marketing Mixture on Consumer Purchase Decisions in the Area of Demo Café Coffee, Malang, Indonesia' with the following frame of mind:

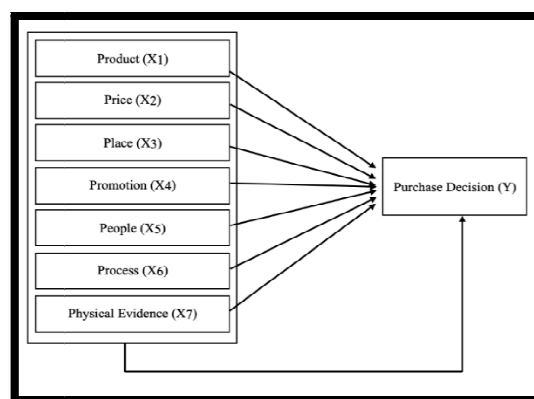


Figure 1 Research Framework

The hypothesis in the study 'The Effect of Marketing Mix on Chatime Purchasing Decisions on Students in Bandung' is as follows:

- H0: There is no significant influence between the variable marketing mix with the dimensions of 7P (product, price, place, promotion, people, process, and physical evidence) on the purchasing decision process either simultaneously or partially.
- H1: Product partially has a significant positive effect on consumer purchasing decisions.
- H2: Price partially has a significant positive effect on consumer purchasing decisions.
- H3: Place partially has a significant positive effect on consumer purchasing decisions.
- H4: Promotion partially has a significant positive effect on consumer purchasing decisions.
- H5: People partially have a significant positive effect on consumer purchasing decisions.
- H6: Process partially has a significant positive effect on purchasing decisions.
- H7: Physical evidence variables partially have a significant positive effect on consumer purchasing decisions.
- H8: There is a significant positive influence between the variables of the marketing mix with the dimensions of 7P (product, price, place, promotion, people, process, and physical evidence) on simultaneous purchasing decisions.

## 3. Research Methodology

### 3.1. Scale

Scale is a tool for distinguishing variables in research. Scaling also includes a continuum of where our objects are located. In this research, the instrument used a Likert scale. The Likert scale was used to test how strongly respondents agreed with a statement in the study [4].

### 3.2. Population and Samples

The population is a whole group of people, events, objects that researchers are attracting to be studied [11]. In this research, the population is Chatime consumers who made purchasing decisions. The sample is the members of the population selected to be involved in the study, either to be observed, treated, then asked for an opinion on what is being studied. The side technique used in this study is purposive sampling. Given the large population and not known exactly the number, so to know the number of samples researchers using the formula Bernoulli, so that the number of samples to be used is as many as 400 samples.

### 3.3. Data Collection

The study uses both primary and secondary data. Questionnaires, focus groups, interviews, and panels are all examples of primary data. The primary data produced in the study was questionnaire responses shared by researchers online to 400 Chatime consumers through Google Form. This study also uses secondary data in the form of reference books, articles from the internet, national and international journals to be used as a previous research that supports this research.

### 3.4. Validity Test

Measurement instrument validity refers to the extent to which a measuring instrument may be used to measure exactly what it is intended to measure. [11].

### 3.5. Reliability Test

Reliability describes the level of trust, reliability, consistency, or stability of the results of a measurement. In addition, reliability is one of the characteristics that a measuring instrument is good [11].

## 4. Data Analysis Techniques

### 4.1. Descriptive Analysis

In a descriptive analysis, data is analyzed by describing it in its current state, without drawing any general conclusions about it [12]. To know the respondent's perception of the marketing mix and purchasing decisions, measurements are made using questionnaires.

### 4.2. Method of Successive Interval (MSI)

Methods of successive intervals are used to transform ordinal data into intervals to meet a portion of the parametric analysis requirements that have at least interval-scale data [13].

### 4.3. Classic Assumption Test

#### 4.3.1. Normality Test

An independent or dependent variable is subjected to a normality test in order to determine if the distribution is in this investigation, a Kolmogorov-Smirnov test with a significance threshold of 0.05 will be performed on for a data set to be considered normal, the significance level must be larger than 5% [11].

#### 4.3.2. Multicollinearity Test

To determine the occurrence of multicollinearity, *Variance Inflation Factor* (VIF) test is used, if the VIF value < 4, then there is no multicollinearity, whereas if the VIF value > 10 then there is a significant multicollinearity [11].

#### 4.3.3. Heteroscedasticity Test

As a result of the heteroscedasticity test, it is possible to determine if an inequality variable is present in the regression model from one residual observation [11]. To see the existence of heteroscedasticity, it is done by looking at scatterplot charts.

#### 4.3.4. Autocorrelation Test

A linear regression model's autocorrelation is determined by the magnitude of Durbin-Watson (D-W). If D-W is below -2, then there is a positive autocorrelation; if D-W is between -2 and +2, then there is no autocorrelation; and finally, if D-W is above +2, then there is an autocorrelation. [11].

### 4.4. Multiple Linear Regression Analysis

For example, a multiple regression analysis is used to identify the connection between two or more independent variables (X) and their dependent variables (Y). As part of this study, multiple regression analysis was performed to examine the effect of items and prices on purchase choices, as well as the influence of venues, promotions, procedures. As part of this investigation, multiple linear regression analysis was performed as a Use the following formula to create numerous linear regression equations:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

information:

Y= Predicted value of purchase decision variable

a= Constants

b<sub>1</sub>, ... b<sub>n</sub>= Regression coefficient

X<sub>1</sub>= Product variables

X<sub>2</sub>= Variable price

X<sub>3</sub>= Place variable

X<sub>4</sub>= Promotion variable

X<sub>5</sub>= People variable

X<sub>6</sub>= Process variable

X7= Physical environment variable

#### 4.5. Hypothesis Testing

##### 4.5.1. Simultaneous Hypothesis Testing (Test F)

To determine the effect of all independent factors on dependent variables, test F is employed. The function of this F test is to test the influence of marketing mix variables with 7P dimensions (*product, price, place, promotion, people, process, and physical evidence*) together on purchasing decisions.

##### 4.5.2. Partial Hypothesis Testing (T Test)

To evaluate the size of an independent variable's effect on dependent variables, a t-test is employed as a statistical test Testing the effect of a marketing mix that includes a combination of product dimensions (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) partially against dependent variables of purchasing decisions.

#### 4.6. Determination Coefficient

The coefficient of determination or  $R^2$  is used to measure how far independent variables can describe dependent variables. The greater the  $R^2$  value near 1, the better the regression result because the independent variable as a whole is able to describe dependent variables.

### 5. Results and Discussion

#### 5.1. Descriptive Analysis Results

As shown in Table 1, the highest score from descriptive analysis comes from variable Product which is 88.8%. The second highest score is variable Process with a percentage of 87.4%. The third highest score is Physical Evidence which is 86.8% percentage. In conclusion, all independent variables are in the excellent category and dependent variables are in the good category.

Variable	Total Value	Maximum	Percentage	Category
Product	7106	8000	88.8%	Excellent
Price	6044	8000	75.6%	good
Place	6913	8000	86.4%	Excellent
Promotion	6038	8000	75.5%	good
Browse	6858	8000	85.7%	Excellent
process	6988	8000	87.4%	Excellent
Physical Evidence	6940	8000	86.8%	Excellent
Purchase Decision	8277	8000	82.8%	good

Table 1: Descriptive Analysis Results

#### 5.2. Classic Assumption Test Results

##### 5.2.1. Normality Test

The results of the normality test in this study are as follows:

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.39690729
Most Extreme Differences	Absolute	.033
	Positive	.020
	Negative	-.033
Test Statistic		.033
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Table 2: Normality Test Results

According to the findings of the normality test in Table 2 above, the value of Asymp. Sig. (2-tailed) 0.200 > 0.05 may be determined with certainty. Because Asymp. Sig. (2-tailed) > 0.05, the results in this study may be considered normal.

### 5.2.2. Multicollinearity Test

Multicollinearity in this investigation yielded the following results:

Coefficients <sup>a</sup>		
Variable	Collinearity Statistics	
	Tolerance	VIF
Product	0.601	1.664
Price	0.624	1.604
Place	0.426	2.348
Promotion	0.641	1.560
Browse	0.332	3.016
process	0.334	2.994
Physical Evidence	0.394	2.541

a. Dependent Variable: Purchase Decision

Table 3: Multicollinearity Test Results

In accordance with the results of the linearity test in Table 3 above, it can be seen that the tolerance value  $> 0.1$  and the VIF value  $< 10$ , then the data in this study can be said to be free from multicollinearity problems.

### 5.2.3. Heteroscedasticity Test

To see the existence of heteroscedasticity, it is done by using scatterplot charts. The results of heteroscedasticity test in this study are as follows:

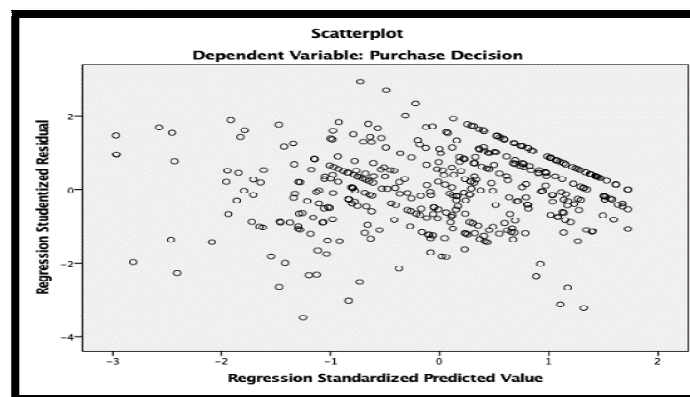


Figure 2 Heteroscedasticity Test Results

In accordance with the results of the heteroscedasticity test in Figure 3 above, it can be seen that the scatterplot chart does not form a certain pattern, so it can be said that the data in this study did not experience heteroscedasticity disorder.

### 5.2.4. Autocorrelation Test

Testing the existence of a relationship between the bully error in the  $t$  period and the bully error in the  $t-1$  period or earlier in a linear regression model The Durbin-Watson magnitude is used to make the autocorrelation choice. The following are the findings of the autocorrelation test in this study:

Model Summary <sup>b</sup>					
type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.769 <sup>a</sup>	.591	.583	2.41821	1.890

Table 4: Model Summary<sup>b</sup>

The Durbin-Watson score of 1,890 in the table above indicates that there is no autocorrelation in the regression model of this study.

### 5.3. Multiple Linear Regression Results

According to Table 8, the findings of a multiple linear regression analysis are as follows:

Coefficients <sup>a</sup>						
type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	b	Std. Error	beta			
1	(Constant)	-.060	.855		-.070	.944
	Product	.331	.062	.223	5.348	.000
	Price	.164	.052	.129	3.158	.002
	Place	.177	.069	.126	2.545	.011
	Promotion	.141	.054	.106	2.617	.009
	Browse	.153	.071	.121	2.162	.031
	process	.218	.073	.168	2.998	.003
	Physical Evidence	.151	.070	.112	2.173	.030

a. Dependent Variable: Purchase Decision

Table 5: Multiple Linear Regression Results

Based on Table 5, it can be known that the multiple linear regression equations from this study are:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

$$Y = -0.060 + 0.331 X_1 + 0.164 X_2 + 0.177 X_3 + 0.141 X_4 + 0.153 X_5 + 0.218 X_6 + 0.151 X_7$$

Based on the equation can be described as follows:

- Constant (a) = -0.060. That is, if Product (X<sub>1</sub>), Price (X<sub>2</sub>), Place (X<sub>3</sub>), Promotion (X<sub>4</sub>), People (X<sub>5</sub>), Process (X<sub>6</sub>), and Physical Evidence (X<sub>7</sub>), the value is 0, then the purchase decision (Y) is worth -0.060.
- The variable regression coefficient value X<sub>1</sub> (b<sub>1</sub>) is positive, which is 0.331. This means that each increase in product variables is expected to increase by 0.331.
- The variable regression coefficient value X<sub>2</sub> (b<sub>2</sub>) is positive, which is 0.164. This means that each variable price increase is expected to increase by 0.164.
- The variable regression coefficient value X<sub>3</sub> (b<sub>3</sub>) is positive, which is 0.177. This means that each increase in place variables is expected to increase by 0.177.
- The variable regression coefficient value X<sub>4</sub> (b<sub>4</sub>) is positive, which is 0.141. This means that each increase in the promotion variable is expected to increase by 0.141.
- The variable regression coefficient value X<sub>5</sub> (b<sub>5</sub>) is positive, which is 0.153. This means that each increase in people's variables is expected to increase by 0.153.
- The variable regression coefficient value X<sub>6</sub> (b<sub>6</sub>) is positive, which is 0.218. This means that each increase in the variable process is expected to increase by 0.218.
- The value of variable regression coefficient X<sub>7</sub> (b<sub>7</sub>) is positive, which is 0.151, meaning that every increase in physical evidence variable is estimated to increase by 0.151.

#### 5.4. Hypothesis Test

##### 5.4.1. Simultaneous Hypothesis Testing (Test F)

Table 6 shows the results of simultaneous hypothesis testing:

ANOVA <sup>a</sup>						
type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	3307.123	7	472.446	80.791	.000 <sup>b</sup>
	Residual	2292.321	392	5.848		
	Total	5599.443	399			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Physical Evidence, Promotion, Price, Product, Process, Place, People

Table 6: Simultaneous Hypothesis Test Results

The criteria for testing hypothetical tests simultaneously with a confidence level of 95% or  $\alpha = 0.05$  are as follows:

- $F_{test} > F_{table}$  and significance value less than ( $< 0.05$ ) then  $H_0$  is rejected and  $H_a$  is accepted.
- $F_{test} < F_{table}$  and significance value is more than ( $> 0.05$ ) then  $H_0$  is accepted and  $H_a$  is rejected.

In Table 7, the calculated  $F_{test}$  is 80,791 with a significance of 0.000. Therefore, in the calculation of  $F_{test} > F_{table}$  is  $80,791 > 2,033$  and the significance level is  $0.000 < 0.05$ . This indicates that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the independent variable (X) consisting of Product (X<sub>1</sub>), Price (X<sub>2</sub>), Place (X<sub>3</sub>), Promotion (X<sub>4</sub>), People (X<sub>5</sub>), Process (X<sub>6</sub>), and Physical Evidence (X<sub>7</sub>) simultaneously has a positive influence on consumer purchasing decisions on Chatime.

#### 5.4.2. Partial Hypothesis Testing (T Test)

The results of the partial hypothesis test can be seen in Table 7 below:

Coefficients <sup>a</sup>			
type		t	Sig.
1	(Constant)		
	Product	5.348	.000
	Price	3.158	.002
	Place	2.545	.011
	Promotion	2.617	.009
	Browse	2.162	.031
	process	2.998	.003
	Physical Evidence	2.173	.030
a. Dependent Variable: Purchase Decision			

Table 7: Partial Hypothesis Test Results

To be able to know the hypothesis that the variable will be partially accepted, it is necessary to table. In this test it has been determined the T-value of the table used, which is 1,966. From the results of the calculation in Table 7 can be drawn the following conclusions:

- The Product variable (X1) has a calculated T-value (5,348) > T-table (1,966) and a significance value of 0.000 < 0.05, then H0 is rejected and H1 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of Product (X1) on the Purchase Decision (Y).
- The Variable Price (X2) has a calculated T-value (3,158) > T-table (1,966) and a significance value of 0.002 < 0.05, then H0 is rejected and H2 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of Price (X2) on the Purchase Decision (Y).
- The Place variable (X3) has a calculated T-value (2,545) > T-table (1,966) and a significance value of 0.011 < 0.05, then H0 is rejected and H3 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of Place (X3) on the Purchase Decision (Y).
- The Promotion variable (X4) has a calculated T-value (2,617) > T-table (1,966) and a significance value of 0.009 < 0.05, then H0 is rejected and H4 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of Promotion (X4) on The Purchase Decision (Y).
- The People variable (X5) has a calculated T-value (2,162) > T-table (1,966) and a significance value of 0.031 < 0.05, then H0 is rejected and H5 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of People (X5) on Purchasing Decisions (Y).
- The Process variable (X6) has a calculated T-value (2,998 > T-table (1,966) and a significance value of 0.003 < 0.05, then H0 is rejected and H6 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of Process (X6) on Purchasing Decision (Y).
- The Physical Evidence variable (X7) has a calculated t value (2,173) > T-value (1,966) and a significance value of 0.030 > 0.05, then H0 is rejected and H7 is accepted. Therefore, it can be concluded that there is a partially significant positive influence of Physical Evidence (X7) on Purchasing Decision(Y).

#### 5.5 Coefficient of Determination

The results of the analysis of the coefficient of determination can be seen in Table 8 below:

Model Summary <sup>b</sup>				
type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.591	.583	2.41821
a. Predictors: (Constant), Physical Evidence, Promotion, Price, Product, Process, Place, People				
b. Dependent Variable: Purchase Decision				

Table 8: Determination Coefficient Test Results

Table 8 shows that the R value is 0.591 and the Adjusted R-Square value is 0.583. The number is used to see the magnitude of the influence of Product (X1), Price (X2), Place(X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) on simultaneous purchase decisions. The figure shows a Coefficient of Determination (KD) of 58.3%. This indicates that the influence of Marketing Mix Variables (X) consisting of Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) on Purchase Decision Variables (Y) was 58.3% while the remaining 41.7% was influenced by other factors not studied in this study.



## 6. Conclusions and Suggestions

### 6.1. Conclusion

Based on the results of research conducted by researchers on Chatime consumers related to the Influence of Marketing Mix on Purchasing Decisions, it can be concluded as follows:

Based on respondents' assessment of marketing mix variables on purchasing decisions, all consumer assessments fall into the excellent category. The breakdown of percentages based on highs to lows is as follows:

- Consumer rating on Product is 88.8%
- Consumer rating on Process is 87.4%
- Consumer rating on Physical Evidence is 86.8%
- Consumer rating on Place is 86.4%
- Consumer rating on People is 85.7%
- Consumer rating on Price is 75.6%
- Consumer rating on Promotion is 75.5%

Based on the results of descriptive analysis, the purchase decision as a dependent variable in this study was categorized as good with a percentage of 82.8%. This means being in a good category where someone makes Chatime purchase decisions.

Based on partial tests, the dimensions of the marketing mix that influence Chatime's purchase decisions from the highest T-value to the lowest are as follows:

- Product (X1) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 5,348.
- Price (X2) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 3,158.
- Process (X3) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 2,998.
- Promotion (X4) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 2.617.
- Place (X3) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 2,545.
- Physical Evidence (X7) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 2,173.
- People (X5) partially had a significant positive influence on consumer purchasing decisions on Chatime with a T-value of 2,162.

Based on simultaneous tests, Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) simultaneously had a significant effect on consumer purchasing decisions on Chatime with a coefficient of determination of 58.3%.

### 6.2. Suggestions

#### 6.2.1. Theoretical Advice

Based on the conclusion of the influence of the marketing mix on purchasing decisions on Chatime, there are several theoretical suggestions that researchers can propose, including:

- It is expected that further research will be conducted by selecting different objects and comparing more than one object to make comparisons about the influence of the marketing mix on purchasing decisions between objects. So, it is expected to provide new knowledge in the field of marketingscience, especially the marketing mix and purchasing decisions.
- Conducting research using variables other than the marketing mix, one of which can use the influence of product quality variables in influencing purchasing decisions on Chatime, so that further research can know more in the influence of the product as the variable that most influences consumer purchasing decisions on Chatime.

#### 6.2.2. Practical Advice

Based on the conclusion of the influence of the marketing mix on purchasing decisions on Chatime, there are some practical suggestions that researchers can propose, including:

Product is the dimension that the most influencing purchasing decisions on Chatime, while based on descriptive analysis, it is known that the statement 'Chatime products have an easy-to-swallow texture' has the lowest value. Therefore, Chatime as a manufacturer is advised to improve the texture on the products offered to consumers. This is necessary so that consumers feel that the products offered by Chatime really have good quality, so it is expected to improve purchasing decisions on consumers.

Process is the second dimension that influences purchasing decisions on Chatime. Based on descriptive analysis it is known that the statement 'Chatime store uptime is in accordance with my needs' has the lowest value. Because Chatime consumers feel that Chatime's operating hours are too short. Therefore, it is necessary to set a time that suits the needs of consumers, to improve consumer purchasing decisions.

Physical Evidence is the third dimension that influences chatime purchasing decisions. Based on descriptive analysis it is known that the statements 'Chatime room layout is neat' and 'Chatime store cleanliness is maintained' have the lowest value. Therefore, for the upcoming Chatime store, it is recommended to pay more attention and organize the room both from the outside and look in Chatime so that with a better store arrangement can give a neat impression. Then, for the upcoming Chatime shop it is recommended to maintain more cleanliness so that it is expected to give the impression of cleaner and more comfortable. So, it is expected that it can improve consumer purchasing decisions.

Place is the fourth dimension that most influences purchasing decisions on Chatime. Based on descriptive analysis it is known that the statement 'Chatime provides adequate parking space' has the lowest value. Therefore, for future Chatime outlets it is recommended to ensure that Chatime outlet parking area is more adequate. So, it is expected that it can make it easier for consumers to visit Chatime outlets and decide to make purchases.

People is the fifth dimension that influences purchasing decisions on Chatime. Based on descriptive analysis it is known that the statement 'Chatime employees are agile in serving me' has the lowest value. Therefore, Chatime is advised to review the Operational Standards of Chatime employee procedures to serve consumers so that the buying and selling process in Chatime stores is no constraint and so that customer loyalty is maintained. In addition, by reviewing Chatime's Standard Operating Procedures, it can improve consumer purchasing decisions.

Price is the sixth dimension that influences purchasing decisions on Chatime. Based on descriptive analysis it is known that the statement 'Chatime product prices are relatively cheaper than similar products from other brands' has the lowest value. This can be due to Chatime's price which is still higher than similar products from other brands, so Chatime needs to streamline the price offered by setting the margin set by the company, Chatime can reduce operating costs so that pricing for Chatime products can be cheaper compared to competitors. So, it is expected that more and more consumers are interested in buying Chatime.

Promotion is the seventh dimension that influences purchasing decisions on Chatime. Based on descriptive analysis it is known that the statement 'Chatime advertising through TikTok social media caught my attention' has the lowest value. Therefore, Chatime is advised to optimize the use of TikTok social media to inform consumers to be more attractive. Based on previous research conducted by Oktaviani et al., (2019) entitled 'Effectiveness of The Use of Social Media as a Promotional Media of UmbulPonggok Tourism, Klaten Regency' shows that the use of social media as a promotional media of UmbulPonggok tourism is very effective in the interest and desire stage. So, it is expected that the wider number of consumers who know about information about Chatime products can improve consumer purchasing decisions.

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