
The Analysis of the Product, Price, Distribution and Promotion Influence on Purchasing Decision and Their Implication on Customer Satisfaction

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Abstract

The purpose of this study was to determine how product, price, distribution, promotion, purchasing decision and customer satisfaction, and how much the influence of product, price, distribution and promotion on consumer purchasing decisions as well as how much the influence of purchasing decision on customer satisfaction. This study was a census study with a total sample of population was 48. The research method used in this study was descriptive analysis method. The data analysis technique used was correlation analysis technique and path analysis technique. The correlation analysis technique was to determine the closeness relationship between variables, while the path analysis technique was to determine how much the influence of independent variables on the dependent variables. The software used to process and analyze the research data was SPSS version 18.0. The results showed that the condition of the product, price, distribution, promotion and purchasing decisions variable were included in the good category, while the customer satisfaction variable was included in the moderate category. The influence of product, price, distribution and promotion variable on purchasing decision variable in a row was 25.95%, 21.37%, 19.02%, and 18.36%. The simultaneous effect of product, price, distribution and promotion variable on purchasing decision variable was 84.70%, while the influence of the purchasing decision variable on customer satisfaction was 87.60%.

Keywords:

Product;
Price;
Distribution;
Promotion;
Purchasing Decision;
Customer Satisfaction;

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Introduction

The competition to compete for potential customers and retain existing customers is an increasing challenge and must be faced by companies in marketing their products. The company must increase its sales significantly so that it can always be trusted by consumers, even further the company must be able to advance. To increase the volume or number of sales from a product offered, thus it cannot be separated from marketing. In the marketing concept, it is stated that producers do not only make goods, nor do they carry out promotions, but they focus on consumer taste. Consumers also do not just buy physical goods, but they expect something from them. This is what is called as desire, which is something expected after buying an item. If this can be satisfied then the company's marketing activities will achieve success (Buchori Alma, 2007: 14). The purchasing decisions made properly will have an impact on customer satisfaction, while customer satisfaction is a measure of the success of marketing activities. If the satisfaction of the customers is achieved, it will have positive implication for their loyalty. Thus it can be said that if the satisfaction of the customers is achieved in a marketing activity, then the marketing activity will be declared successful, and vice versa. The promotions carried out are still in known relationships. While the use of promotion via the internet using the company's website with content and web design that is still relatively constant (there has been no dynamic change in the variation of web design and web content that is quite significant).

To increase the sales volume, the effort made is increasing the customer satisfaction. This is in line with what was stated by Tjiptono (2008: 24), stating that the customer satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, providing a good basis for repeat purchases, creating customer loyalty and forming a profitable recommendation. Customers will feel satisfied when they have experienced the purchasing process (customers have experienced the product). In this purchasing process, surely it involves decision making. The essence of consumer decision making is an integration process which combines knowledge to evaluate two or more alternative behaviors, and choose one of them (Setiadi 2010:332). One of the quite significant ways in the effort to influence purchasing decisions is to use marketing tools. The marketing which consists of a combination of product, price, distribution and promotion is a marketing tool playing an important role in achieving this goal. This is in line with what was stated by Kotler and Armstrong (2008:62) stating that basically there is a concept of a tactical and controlled marketing tool which is implemented in an integrated manner to get a response from its customers. Therefore, it is very necessary to pay attention to the role of product, price, distribution and promotion factors in relation to the influence on purchasing decisions that will have an impact on customer satisfaction.

From the existing phenomena, the company must examine what factors causing the decline in decision making to purchase products at Alfamart, as well as the extent to which these factors can directly or indirectly influence the purchasing decisions. Furthermore, it is also necessary to examine how big the implications of product purchasing decisions at Alfamart are on customer satisfaction. With the hope, after knowing the causative factors, the company can improve them.

Based on the background described above, then the problem could be formulated as follows:

1. How was the influence of product, price, distribution, promotion and purchasing decision on customer satisfaction?
2. How much the influence of product, price, distribution and promotion partially or simultaneously was on purchasing decisions?

3. How much the influence of purchasing decisions was on customer satisfaction?

The research objectives which wanted to be achieved were:

1. To find out the influence of product, price, distribution, promotion and purchasing decision on customer satisfaction.
2. To find out the influence of product, price, distribution and promotion partially or simultaneously on purchasing decisions.
3. To find out how much the influence of purchasing decisions was on customer satisfaction.

The results of this study were expected:

1. To be useful in adjusting consumers behavior strategies which are sometimes not in accordance with changes and developments in their behavior
2. Can be used as a reference for further research, which is a research discussing the factors which influence the purchasing decisions and their implications for customer satisfaction.

LITERATURE REVIEW

Marketing Mix

Kotler and Keller quoted by Benjamin Molan (2007:23), gave an understanding that the marketing mix is a set of marketing tools used by companies to pursue their marketing goals. Meanwhile, according to Kotler and Armstrong (2008:62), basically there is a concept of a tactical and controlled marketing tool implemented in an integrated manner to get a response from its customers.

Product

Basically, product is something offered by producers to consumers to fulfill their needs and wants. It can be in the form of goods (something tangible), which is something in physical form resulted from the production process in an organization or company, in addition, it can also be in the form of a service (something intangible). It should also be emphasized that consumers do not only buy products to satisfy their needs, but also aim to satisfy their wants. For example, people who buy cars with certain models, colors, brands and prices with an expectation to raise their prestige. Tjiptono (2007: 103) stated that product attributes are product elements which are considered important by consumers and used as the basis for making purchasing decisions. They include brand, packaging, guarantee, service and so on. Meanwhile, Kotler and Armstrong (2004: 347) stated that product attributes are the development of a product or service involving the determination of the provided benefits. This understanding shows that a product has the following attributes or dimensions; product brand, product packaging, product label and product quality. The four product attributes or dimensions have a major influence on the decision-making reactions of customers.

Alma (2007:147) stated that a brand is a sign or symbol giving the identity of a particular good/service which can be in the form of words, pictures or a combination of both. Branding allows consumers to better organize their shopping experience, helping them in searching and finding the product information. The information about products and brands can be obtained through various sources. It can be obtained through advertisement, news, sales and other sources of information. Tjiptono (2008: 106) stated that packaging is a process related to the design and manufacture of container or wrapper for a product. Saladin (2010: 148) stated that packaging is all activities of designing and producing the

container or wrapper of a product. They consist of three levels of material, which are; basic packaging, additional packaging and shipping packaging.

Price

Price is an element which is different from other elements in the marketing mix. In the other marketing elements (product, place/distribution and promotion) are expenditures, but price is an element having the nature of generating or earning income. Alma (2007: 169) stated that price is the value of an item expressed in money. Kotler (2005: 24) stated that price in a narrow meaning is the amount of money billed for a product or service. While in a broad meaning it is the sum of the values exchanged by consumers for the benefits of owning or using the product or service. According to the above definitions, the policy regarding prices is only temporary, meaning that producers must follow price developments in the market and must know the position of a company in the overall market situation.

Distribution

A product (either in the form of goods or in the form of services) will be sold well in the market if the product can be distributed to various places in which there are potential buyers. For this purpose, distribution is used to market the product. Kotler and Armstrong (2008: 63) stated that place (distribution) is an activity carried out by a company making products available to the targeted customers. Meanwhile, Tjiptono (2008: 185) stated that distribution can be interpreted as a marketing activity seeking to facilitate the delivery of goods and services from producers to consumers so that their use is in accordance with what is needed (type, quantity, price, place and when needed).

Promotion

Promotion is one of the important marketing activities for companies in an effort to maintain the continuity and improve the sales quality. To increase marketing activities in terms of marketing the goods and services of a company, actually it is not enough to only develop products, set prices, and use distribution channels, but must also be supported by promotional activities. Kotler & Armstrong (2001:62) gave an understanding that promotion is a function of notification, persuasion and inducement. Tjiptono (2008: 219) stated that essentially promotion is a form of marketing communication. Marketing communications are marketing activities which seek to disseminate information, influence/persuade and/or remind the targeted market of the company and its products to be willing to accept, buy and be loyal to the products offered by the related company.

Purchasing Decision

The goal of marketing is to meet and satisfy the needs and wants of the targeted customers. To be successful, marketers must look beyond the various factors influencing buyers and develop an understanding of how they make purchasing decisions. Cravens, Hills and Woodruff (2002: 137) gave an understanding that purchasing decision is a decision made to satisfy the needs and desires of consumers by evaluating more than one alternatives influenced by the main reason for making a purchase which includes the way of purchase, product and situation. Meanwhile, Kotler (2000:201) stated that purchasing decision is a decision-making process carried out by consumers before buying a product. Purchasing a product is a process of all stages in the consumer buying process. Consumers' decisions are determined based on their perceptions of the product. Good companies will conduct research on their product purchasing decision process in order to find out how

consumers respond to their products. The consumers go through various stages in fulfilling and satisfying their needs and wants.

Customer Satisfaction

Zeithaml and Bitner (2000:75) gave an understanding that customer satisfaction is an assessment of the characteristics or features of a product or service. This satisfaction is created by quality, service and customer value. Meanwhile, according to Kotler and Keller translated by Molan (2007: 177) stated that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the thought product to the expected performance. In essence, if the product performance is less than the expected performance, the customer will feel dissatisfied, whereas if the product performance is the same as the expected performance, the customer will be satisfied. Furthermore, if the product performance is greater than the expected performance, the customer will be very satisfied. According to Tjiptono (2008: 25-26) stated that in evaluating satisfaction with certain products, services or companies, consumers generally refer to various factors or dimensions. The factors which are often used in evaluating satisfaction with a manufactured product include; performance, additional features, reliability, conformance to specifications, durability, serviceability, aesthetics and perceived quality.

Framework

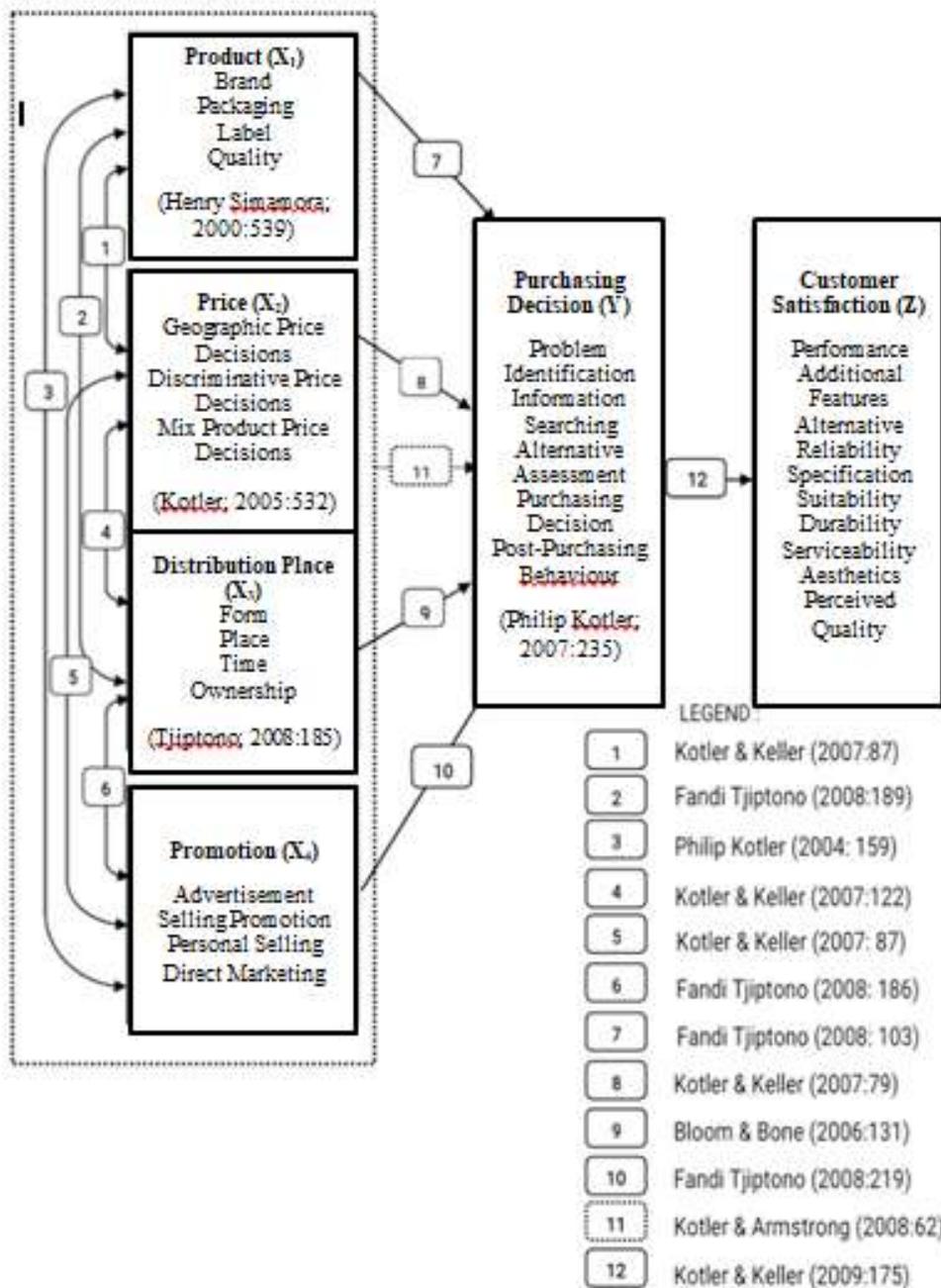
The Effect of Product, Price, Distribution and Promotion on Purchasing Decision

The effect of product, price, distribution and promotion variables simultaneously on purchasing decisions can ultimately be known in this study. This is in accordance with what was stated by Kotler and Armstrong (2008: 62) that basically there is a concept of a tactical and controlled marketing tool which is implemented in an integrated manner to get a response from the customers.

The Effect of Purchasing Decisions on Customer Satisfaction

According to Kotler and Keller (2009: 175) stated that the higher the benefits or product performance which can be offered to customers, the higher the value thought by them, it means that their desire to make purchasing decisions will be higher. In other words, the purchasing decision by the customers is directly proportional to the value thought by them. Likewise with the customers' satisfaction, the higher the value thought by them, the higher their satisfaction will be. Therefore, it can be said that the higher the purchasing decision (caused by the higher value thought by the customer), the higher the customer satisfaction will be.

The Research Paradigm as Presented in the Following Image:



Research Hypothesis

Based on the theoretical review, relevant research results and research framework, the research hypotheses were formulated as the following:

1. Product has an effect on purchasing decisions.
2. Price has an effect on purchasing decisions.
3. Distribution has an effect on purchasing decisions.
4. Promotion has an effect on purchasing decisions.
5. Product, price, distribution and promotion simultaneously affect purchasing decisions.
6. Purchasing decisions affect customer satisfaction.

Research Methods

Related to the conducted research, the population in this study was Alfamart Teling Tingkulu customers by taking a sample using the accidental sampling method, and obtained 48 customers. In this study, the determination of the variables was as follows:

1. Product functions as an independent variable which is then given the notation X_1 . Product attributes are the benefits that will be provided by the producers. These benefits are communicated and fulfilled by tangible attributes such as brand, packaging, label and quality (Henry Simamora, 2000: 539).
2. Price functions as an independent variable which is then given the notation X_2 . Pricing strategies can be classified into five parts, they are geographic pricing, discounts or rebates, discriminatory pricing, product mix pricing and promotional pricing (Philip Kotler, 2005: 32).
3. Distribution functions as an independent variable which is then given the notation X_3 . The distribution process is a marketing activity that is able to create added value for products through marketing functions that can realize the use/utility of form, place, time and ownership (Fandi Tjiptono, 2008:185).
4. Promotion functions as an independent variable which is then given the notation X_4 . Promotional tool (promotional mix) is a specific blend of advertisement, sales promotion, public relation, personal selling and direct marketing tools used by the companies to communicate the customer value persuasively and build the relationships (Kotler & Armstrong, 2008: 116).
5. Purchasing decision serves as an intervening variable which is then given the notation Y . The purchasing decision process passes five stages, they are; problem recognition, information search, alternative evaluation, purchasing decision and post-purchasing behavior (Kotler & Keller, 2007:235).
6. Customer Satisfaction serves as an dependent variable which is then given the notation Z . Factors that are often used in evaluating satisfaction with a manufactured product include; performance, additional features, reliability, conformance to specifications, durability, serviceability, aesthetics and perceived quality (Tjiptono, 2008:25-26).

The research instrument used in this study was a questionnaire. The use of questionnaires was intended to collect primary data, which is the data obtained directly from research subjects through filling out a questionnaire. The questionnaire used in this study was a direct questionnaire, in which it is a questionnaire which is directly filled out by the respondent. Validity described how the questionnaire was truly able to measure what it was intended to measure. Thus, it could be said that the higher the validity of a test, the more precise the tool used to perform the test on its target. The test was intended to determine the extent to which the accuracy and precision between the measuring results of the variables studied compared with the existing theory. According to Sugiyono, if the correlation of each factor is positive and the amount is more than 0.3, then the factor is a strong construct. Reliability is the level of confidence in the results of a measurement. Measurement which has high reliability is measurement which is able to provide reliable measurement results. Reliability is also known as trustworthiness, lowliness, consistency or stability. The instrument reliability test in this study was carried out internally using the split half technique, which was internal reliability testing carried out by dividing the instrument items into two groups (odd and even), adding up the correlation and then analyzing it using the Spearman Brown coefficient formula.

Path Analysis

Path analysis is used to show a relationship showing how much influence a certain variable has, both direct and indirect effects on other variables. In this case the problem was cause and effect. The term used in this path analysis was exogenous variable which

was the causative variable (X), intervening variable (Y), endogenous variable which was the result (Z) and implicit variable (€) which was other factors of exogenous variables. The steps in path analysis were as follows:

1. Calculating and compiling a correlation coefficient matrix to determine the close correlational relationship between exogenous variables (independent).
2. Calculating path coefficients using the least squares method.
3. Calculating the coefficient determination.
4. Calculating the coefficient of the unexamined epsilon path.

Research Result And Discussion

Data Analysis

From the four tables of validity test results, it was known that the existing statement items were valid. This meant that all existing items had met the requirements of the instrument validity test. The following was a recapitulation of the intended validity test results:

Table 1 Recapitulation of Validity Test Results

Variable	Valid		Invalid		Total	
	Total	%	Total	%	Total	%
Product	15	100	-	-	15	100
Price	15	100	-	-	15	100
Distribution	15	100	-	-	15	100
Promotion	15	100	-	-	15	100
Purchasing Decision	15	100	-	-	15	100
Customer Satisfaction	15	100	-	-	15	100

Source: Data Validity Test Results (Processed)

The results of instrument reliability testing for product, price, distribution, promotion, purchasing decisions and customer satisfaction variables using the Cronbach alpha method were as follows:

Table 2 Reliability Test Results

No	Variable	Score	Category
1	Product (X ₁)	0,931	Reliable
2	Price (X ₂)	0,945	Reliable
3	Distribution (X ₃)	0,917	Reliable
4	Promotion (X ₄)	0,935	Reliable
5	Purchasing Decision (Y)	0,924	Reliable
6	Customer Satisfaction (Z)	0,922	Reliable

Source: Processed from Primary Data

From the table, it could be seen that all the instruments used, which included instruments for product, price, distribution, promotion, purchasing decisions and customer satisfaction (Z) indicated that the instrument was reliable, in which the Cronbach's Alpha coefficient was more than 0.70.

After testing the validity and reliability of the instrument, the next step was to transform the existing data (still on an ordinal scale) to interval scale data. This was meant to fulfill the requirement that in performing multiple regression data analysis, the data had

to be at least on an interval scale. For the purposes of transforming data from an ordinal scale to an interval scale, the Method of Successive Interval (MSI) was used.

In conducting path analysis, there was a requirement that had to be fulfilled, which was the existence of a relationship or correlation between variables on all the independent involved variables. It meant that in this study, there had to be a relationship or correlation among the variables X_1 , X_2 , X_3 and X_4 . The relationship among these variables was indicated by the value of the correlation coefficient. The calculation of the correlation analysis among these variables was analyzed using the Pearson Product Moment Correlation. It was used to find out how strong the relationship between the independent variables in this study was. For this purpose, a device in the form of SPSS software version 19.0 was used.

The results obtained were as follows:

Table 3 Correlation Results among the Variables
Correlations

		X ₁ : Product	X ₂ : Price	X ₃ : Distribution	X ₄ : Promotion
X ₁ : Product	Pearson Correlation	1	.617**	.772**	.787**
	Sig. (2-tailed)		.000	.000	.000
	N	48	48	48	48
X ₂ : Price	Pearson Correlation	.617**	1	.702**	.651**
	Sig. (2-tailed)	.000		.000	.000
	N	48	48	48	48
X ₃ : Distribution	Pearson Correlation	.772**	.702**	1	.748**
	Sig. (2-tailed)	.000	.000		.000
	N	48	48	48	48
X ₄ : Promotion	Pearson Correlation	.787**	.651**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	48	48	48	48

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processing Results with SPSS Version 19.0

The Effect of Independent Variables (X_1 , X_2 , X_3 and X_4) on Intervening Variables (Y)

Path analysis was used to determine the contribution of the independent variables (X_1 , X_2 , X_3 and X_4) to the intervening variable (Y). The influence referred was the direct influence and indirect effect of each of these independent variables. The amount of the direct effect was obtained by squaring the related coefficient of the path, while the amount of the indirect effect was obtained by multiplying the coefficient of the path involved with the correlation coefficient. The correlation and regression analysis is the basis for calculating path coefficient (Riduan, 2004:115).

Table 4, Partial and Simultaneous Effects of Product Variables (X₁), Price (X₂), Distribution (X₃) and Promotion (X₄) on Purchasing Decisions (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.030	2.660		1.891	.065
X ₁ : Product	.297	.103	.311	2.878	.006
X ₂ : Price	.252	.080	.276	3.170	.003
X ₃ : Distribution	.234	.111	.229	2.115	.040
X ₄ : Promotion	.211	.100	.224	2.116	.040

a. Dependent Variable: Y: Purchasing Decision

Summary Model

Model	R	R _{square}	Adjusted R _{square}	Std. Error of the Estimate
1	.920 ^a	.847	.833	3.77552

a. Predictors: (Constant), X₄: Promotion, X₂: Price, X₁: Product, X₃: Distribution
Source: Primary Data Processing Results Using SPSS Version 19.0

After knowing the amount of the correlation coefficient between the independent variables and the amount of each path coefficient of these independent variables on the intervening variable (used as a calculation of the direct and indirect influence of the independent variable on the intervening variable), then the next step was to know the simultaneous effect of all the independent variables (X₁, X₂, X₃ and X₄) on the intervening variable (Y). The path analysis results of the simultaneous effect of Product (X₁), Price (X₂), Distribution (X₃) and Promotion (X₄) variables on Purchasing Decisions (Y) using SPSS version 19.0 software in this study were as follows:

The Effect of Intervening Variable Y on the Bound Variable Z

Path analysis was also used to determine the amount of the causal relationship contribution between the intervening variable (Y) and the dependent variable (Z). In this research, the intervening variable or Y was the purchasing decision, while the dependent variable or Z was customer satisfaction, where the level of customer satisfaction was obtained from the difference in the level of product importance which was reduced with the level of product performance. To determine the amount of the influence of the Y variable on the Z variable, the first thing to do was to determine the value of the path coefficient (Standardized Coefficient (Beta) and the significance of the influence of the Y variable on Z (Sig), furthermore, the amount of the influence of the Y variable on Z was determined by the value of the coefficient of determination or R_{square}. The followings were the table showing the amount of the path coefficient, the level of significance and the amount of the influence of the Y variable on Z obtained from the path analysis results through the linear regression analyze facility in the SPSS version 19.0 software:

Table 5 Path Coefficient, Significance and the Influence of Purchasing Decisions (Y) on Customer Satisfaction (Z) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.795	2.319		1.636	.109
Y: Purchasing Decision	.909	.050	.936	18.028	.000

a. Dependent Variable: Z: Customer Satisfaction

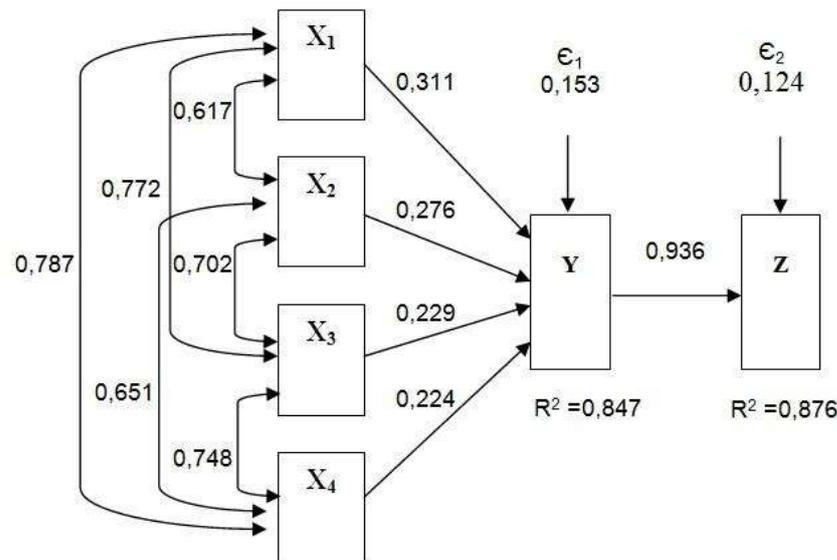
Model Summary

Model	R	R _{square}	Adjusted R _{square}	Std. Error of the Estimate
1	.936 ^a	.876	.873	3.19310

a. Predictors: (Constant), Y: Purchasing Decision

Source: Results of Primary Data Processing Using SPSS Version 18.0

Therefore it could be seen the results of the path analysis calculation for each variable as illustrated in the following diagram:



Path Analysis Result

The picture above showed the results of the path coefficient calculation, where the X₁ variable had a path coefficient of 0.311; variable X₂ had a path coefficient of 0.276; variable X₃ had a path coefficient of 0.229; variable X₄ had a path coefficient of 0.224; and the Y variable had a path coefficient of 0.936. Thus the obtained equation of the path was: **$Y = 0,311X_1 + 0,276X_2 + 0,229X_3 + 0,224X_4 + \epsilon_1$** **$Z = 0,936Y + \epsilon_2$** **Direct and Indirect Effects of Independent Variables (Product X₁), (Price X₂), (Distribution X₃) and (Promotion X₄) on Purchasing Decision Variables (Y)**

The calculation of the direct and indirect effect of product (X_1), price (X_2), distribution (X_3) and promotion (X_4) on the overall purchasing decision variable (Y) could be seen in the following table:

Table 6 Direct Effects, Indirect Effects, and Total Effects

Variable	Purchasing Decision (Y)					
	Direct Effect (%)	Indirect Effect (%)				Total Effect (%)
		X_1	X_2	X_3	X_4	
Product (X_1)	9,67	-	5,30	5,50	5,48	25,95
Price (X_2)	7,61	5,30	-	4,44	4,02	21,37
Distribution (X_3)	5,24	5,50	4,44	-	3,84	19,02
Promotion (X_4)	5,02	5,48	4,02	3,84	-	18,36
Total Effect	27,54	16,28	13,76	13,78	13,34	84,70

Source: Processed from Primary Data

The Effect of the Total Product Variable (X_1) on the Purchasing Decision Variable (Y)

The effect of the total product variable (X_1) on the purchasing decision variable (Y) was 0.2595 or 25.95%. If confirmed with the table 4.113, then this effect would be included in the existing but low category. However, basically product variables can contribute to the purchasing decision variables. Thus even though the effect was 25.95%, but it still contributed to the purchasing decisions. The direct effect of the product variable (X_1) on the purchasing decision variable (Y) of 9.67% was the biggest influence compared to the direct effect of other independent variables. This showed that the product variable (X_1) was the factor having the most influence on the purchasing decisions (Y). Here the product variable was the main consideration in the purchasing decisions, because consumers/customers needed good products to meet their needs. They did not want the products that they buy were damaged or expired, thus gave them a loss. Therefore the product variable was a top priority which had to be improved (the dimensions of the product variable should be improved again so that the purchasing decisions of the customers can be increased). This showed that this research was in accordance with the theory stated by Tjiptono (2008: 95) saying that conceptually the product is a subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires in accordance with the competent and organizational capacity as well as market purchasing power. The results of this research supported the research conducted by Yulianto and Yuniarinto (2012) stating that products affect customer considerations in choosing Islamic banks in Medan City.

The Effect of the Price Variable (X_2) on the Purchasing Decision Variable (Y)

The Effect of the Price Variable (X_2) on the Purchasing Decision Variable (Y) was 0.2137 or 21.37%. If confirmed with the table 4.113, then this effect would be included in the existing but low category. However, basically price variables can contribute to purchasing decision variables. Thus even though the effect was 21.37%, but it still provided a significant contribution to the purchasing decisions at the Teling Tingkulu Alfamart outlet. The direct effect of the price variable (X_2) on the purchasing decision variable (Y) of 7.61% was the second largest influence after the product variable. This showed that the price variable (X_2) was a factor having a quite dominant influence (after

the influence of the product variable) on the purchasing decisions (Y). Even though the products offered in the showcase were of good quality, but if the price was too high, the consumer/customer would look for similar alternative products at other minimarkets. Price is a determining factor in the purchasing decisions so that the price variable must receive good attention (price dimensions should get more improved so that the purchasing decisions can be increased). This showed that this research was in accordance with the theory stated by Kotler and Keller (2009:79) saying that traditionally price has been needed as the main determinant of buyer choice. This was supported by the research conducted by Kristiana and Wahyudin (2012) stating that the price affects the buying interest of Isuzu car customers. Although the non-price factors had become increasingly important in recent decade, but price was still one of the most important elements in determining the market share and profitability.

The Effect of the Distribution Variable (X_3) on the Purchasing Decision Variable (Y)

The Effect of the Distribution Variable (X_3) on the Purchasing Decision Variable (Y) was 0.1902 or 19.02%. The direct effect of the distribution variable (X_3) on the purchasing decision variable (Y) of 5.24% was a quite large influence after the product and price. This showed that the distribution variable (X_3) still had a significant effect (after the influence of product and price) on the purchasing decisions (Y). Although the products at Alfamart outlets were good and the prices were also competitive, but if the daily necessities products were difficult to obtain and also took a long time to get, the consumers/customers would look for for similar alternative products which were actually easier and faster to get. Distribution is a factor which cannot be ignored in determining the purchasing decisions, therefore this distribution variable also needs to be increased (the distribution dimensions should get more improved so that the purchasing decisions can be increased). This showed that this research was in accordance with the theory stated by Bloom and Boone (2006:131) saying that the key to successful distribution is to make the product available at the right time and place so that the product becomes easier to obtain and buy by consumers. The results of this study supported the research conducted by Kristiana and Wahyudin (2012) stating that distribution affects the buying interest of Isuzu car customers. Therefore, products that are available at the right time and place are needed by consumers and are easily accessible in a wide coverage area will make it easier for consumers to make decisions to buy the products.

The Effect of the Promotional Variable (X_4) on the Purchasing Decision Variable (Y)

The Effect of the Promotional Variable (X_4) on the Purchasing Decision Variable (Y) was 0.1836 or 18.36%. The direct effect of the promotion variable (X_4) on the purchasing decision variable (Y) of 5.02% was the smallest effect compared to the influence of other independent variables. This was because this promotion only involved one type of product. However, the promotion variable (X_4) still had a significant effect on the purchasing decisions (Y). Thus even though the effect was 5.02%, but this promotional variable still contributed to the decision in purchasing the HY crusher machine produced by CV Rasmi Alif Karya Mandiri. In other words, although this HY crusher machine product was good, the price was competitive and the distribution was good, but if this product was not known by consumers, they would not decide to make a purchase. Promotion was an important factor in determining the consumer purchasing decisions at Alfamart, although the effect was the smallest. Therefore, this promotion variable needed to be increased (the dimensions of promotion should get more improved so that the purchasing decisions were further increased). This showed that this research was in

accordance with the theory stated by Tjiptono (2008: 219) saying that no matter how good a product is, but if consumers have never heard of it and are not sure that the product will be useful to them, then they will never make a decision to buy it. In line with the research conducted by Herlambang et al (2011) which stated that promotion plays an important role in influencing sales. Promotions set by producers greatly influenced the consumers in making purchases, in this case the consumer's decision to purchase herbal tea in Bogor City.

The Effect of the Product Variables (X_1), Price (X_2), Distribution (X_3) and Promotion (X_4) on the Purchasing Decision Variables (Y)

Based on the results of data processing in table 4.115, it could be seen that the amount of the determination coefficient R_2 (R_{square}) was 0.847 or 84.70%. This value was the summation result of the product variable (X_1) 25.95%, the price variable (X_2) 21.37%, the distribution variable (X_3) 19.02% and the promotion variable (X_4) 18.36%, while the remaining 15.30% was the contribution of other variables which was not examined in this study. This other variable could be a guarantee or it also could be the applied payment system. Thus the four independent variables, which were the product variable (X_1), price (X_2), distribution (X_3) and promotion (X_4) simultaneously synergized well and had a significant influence on the purchasing decisions (Y). If this effect was confirmed with the table 4.113, then it would be included in the high category influence. Among the four independent variables, the most dominant influence was the product variable (X_1), which was 25.95%. This showed that this research was in accordance with the theory stated by Kotler and Armstrong (2008:62) saying that basically there is a concept of a tactical and controlled marketing tool that is implemented in an integrated manner to get a response from the customers. The results of this research supported the research of Komalasari (2012) stating that the marketing mix consisting of product, price, distribution/place and promotion simultaneously affects the decision to purchase mobile phone products. This concept consisted of four groups of variables called the 'Four P's or the marketing mix consisting of: product, price, distribution (place) and promotion.

The Effect of the Purchasing Decision Variable (Y) on the Customer Satisfaction (Z)

Based on the results of data processing in table 4.116, it could be seen that the path coefficient was 0.936 and determination coefficient R_2 (R_{square}) was 0.876 or 87.60%. While the remaining 0.124 or 12.40% was the contribution of other variables not examined in this study. This other variable could be in the form of delivery orders and also the speed in the delivery order service. This showed that the purchasing decision variable (Y) had a significant influence on the customer satisfaction variable (Z) at Alfamart Teling Tingkulu. If this effect was confirmed with the table 4.113, then it would be included in the high category influence. This showed that this research was in accordance with the theory stated by Kotler and Keller (2009:175) saying that the higher the benefits or product performance that can be offered to customers, the higher the value thought by the customer. This means that the higher the encouragement for the intended customer to decide to purchase the product offered. The closer the performance of the products provided to the value thought by customers, the higher customer satisfaction will be achieved. The results of the study were in line with the research conducted by Tjahjaningsih and Yuliani (2009) which proved that product quality, price (Kristiana and Wahyudin, 2012), distribution (Kristiana and Wahyudin, 2012) and promotion (Herlambang et al., 2011) had a positive effect on the purchasing decisions, as well as the purchasing decisions (Bowo et al., 2013) affected the consumer satisfaction.

Conclusions and Suggestions

Conclusions

The product effect was the most dominant influence on the purchasing decisions, because its direct effect compared to the influence of other independent variables was the largest influence. Thus the product variable was a top priority which had to be improved to increase the purchasing decisions. The price effect was the second biggest influence after the product effect. This showed that price was still the dominant influence (after the product effect) on the purchasing decisions. Thus the price variable was a priority which had to be improved (after product priority) to increase the purchasing decisions. The effect of the distribution variable was not as big as the effect of product and price, but it was still greater than the promotion effect. This showed that distribution was still a significant influence (after the product and price effect) on the purchasing decisions. Thus the distribution variable was a priority which had to be increased (after product and price priorities) to increase the purchasing decisions. The promotion effect was the smallest effect of all, this was because of the limited promotion, but although this effect was not as big as the influence of product, price and distribution variables, this promotion variable still gave a contribution to the purchasing decisions. Therefore the promotion variable was also a priority which had to be improved (after the priority to product, price and distribution) to increase the purchasing decisions.

Suggestions

The results of this study can be used as consideration for the producers to improve the product dimensions in the future, especially the dimensions of the brand which has the lowest value. It should be emphasized here, that if it is necessary to take a policy of decreasing the selling price of goods, then it must be considered carefully so that this thing does not cause a decrease in quality. Careful calculations are needed in order that there is a balance between increasing the dimensions of the place and the costs which must be incurred by the company, so that it does not have to increase the selling price of the product. These careful calculations are also needed so that there is a balance between increasing the frequency of advertisements and the need to increase other advertisements with the costs which must be incurred by the companies in order that they do not have to increase the selling price of the product. Companies can apply guarantees to consumers (by providing free product or service guarantees for a certain period of time). One more important thing is the company must pay attention to the speed factor in serving the delivery order. Therefore the customers will feel satisfied and will not turn to others competitors of Alfamart, even in turn they can make repeat purchases or repeat orders (become loyal customers) and they can also become good marketers through word of mouth to other potential customers.

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