

The Effect of Marketing Mix on Consumer Purchase Decision on Bright Gas Product in Medan (Study in PT Pertamina (Persero) Marketing Operation Region I)

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ABSTRACT

The purpose of this study is to analyze the effect of marketing mix elements on consumer purchasing decision on Bright Gas product in Medan both partially and simultaneously, then formulate appropriate policies and strategies for the company to increase sales of the product. This research is categorized as quantitative research with causal methods using questionnaire as a research instrument. The population in this study is 511,515 Households in Medan. The sampling technique is non-probability sampling method that is accidental sampling and the total sample is 100 households, which is obtained using the Slovin formula. The method used for testing the hypothesis in this study is multiple linear regression method. Based on the research that has been done, the result is all marketing mix elements consisting of products, prices, places, promotions, people, processes, and physical environment simultaneously have a significant effect on consumer purchasing decision on Bright Gas product, then there are four elements which are products, prices, places, and promotions partially have a significant effect on consumer purchasing decision, while the other three elements which are people, processes, and the physical environment partially have no significant effect on consumer purchasing decision.

Keywords: *Bright Gas, Marketing Mix, Consumer Purchasing Decision.*

INTRODUCTION

Companies in doing business in principle have the same goal, namely to get the maximum benefit. On the other hand, the company wants to make consumers satisfied with the products produced, because with consumers feeling satisfied, the company can be said to be successful in producing quality products and desired by consumers.

A company in issuing products is basically tailored to the needs and desires of

consumers, so that products can compete in the market and make consumers have many alternative product choices before making a decision to buy a product offered (Zulfikar, 2011). Companies must formulate and implement appropriate marketing strategies in order to attract consumers to make purchases and repeatedly on a product, because many things can affect consumer purchasing decisions.

The marketing mix is a tool that will determine marketing success for the

company itself, and all of this is intended to provide satisfaction to selected market segments or consumers. In essence the marketing mix is managing the elements of the marketing mix so that it can influence consumer purchasing decisions with the aim of producing and selling products and / or services that can provide satisfaction to consumers. Designing strategies is not only to attract the desires and meet the expectations of consumers, but also to design strategies to be able to maintain and foster long-term relationships with existing customers and expand the company's market reach, especially for companies that are in business to market new products. This is a challenge for companies so that these new products can be accepted and meet consumer needs.

One company in Indonesia that markets new products is PT Pertamina (Persero), where the company markets a new variant of LPG products with the Bright Gas brand in 5.5 kg and 12 kg tube sizes. Bright Gas tube packaging products are marketed in Medan starting in 2015 and the market share of these products is the economically capable community. Data from 2015 to 2018 shows the percentage of Bright Gas sales to total LPG sales in Medan is still low.

Noting the low percentage of Bright Gas sales and considering that the Bright Gas product is a new product variant, the researcher is interested in examining the influence of the marketing mix consisting of products, prices, places, promotions, people, processes, and the physical environment on consumer purchasing decisions on products Bright Gas tube packaging in Medan, so from the results of this study it is hoped that the company will obtain the right information to determine which marketing strategies are good and suitable in order to increase sales of Bright Gas products.

LITERATURE REVIEW

Marketing Mix

Kotler (2007) defines that the marketing mix is a set of marketing tools

used by a company that continues to achieve its marketing goals in the targeted market.

Marketing mix elements:

a. Products

The definition of products according to Kotler (2007) is something that can be offered in a market to meet the needs or needs. Products marketed include physical goods, services, experiences, events, people, places, property, organizations, and ideas.

b. Price

There are several definitions of price, according to Kotler, the price is the amount of money charged to certain products. The company sets the price in speaking. In small companies, the price is validly set by top management.

c. Promotion

Promotion is one of the variables in marketing marketing that is very important to be carried out by the company in marketing products and services. Promotional activities do not function as communication tools between business and consumers, but also as tools to influence consumer consumption in all activities according to their desires and needs. This has been softened by means of promotion (Lupiyoadi and Hamdani, 2006).

d. Place

Place of service in the combination of allocation and decision making of distribution and distribution, in relation to the relationship between the target and consumers of strategic location (Lupiyoadi, 2006).

e. People

People are all actors who play an important role in the presentation of services so that they can influence the buyer's perception. Elements of people are company employees, consumers, and other consumers. All employee attitudes and actions, employee attire and appearance have an influence on the success of service delivery.

f. Process

Processes are all the actual procedures, mechanisms, and activities flow used to deliver services. This process element has

something meaning to deliver services. The process in services is a major factor in the service marketing mix as service customers will be happy to feel the service delivery system as part of the service itself.

g. Physical Equipment

Physical facilities are real things that also influence consumers' decisions to buy and use the products or services offered. The elements included in physical facilities include: physical environment or buildings, equipment, equipment, logos, colors, and other items.

Buying Decision

The process of making common decisions often involves a number of decisions. A decision involves choosing between two or more alternatives to the actions or behavior that will be carried out and the decision of the government to require a choice between several different behaviors. According to Kotler (2008), consumer interest is a behavior of consumers and wants consumers to want to buy or choose a product, based on their experience in selecting, using, and consuming or wanting to make a product. According to Nugroho J. Setiadi (2008), decision making for consumers is the process of integrating knowledge to evaluate two or more alternative behaviors and choosing one of them.

RESEARCH METHODS

Types of Research

This type of research used in this research is quantitative research with methodology.

Research Location

Research on the influence of the marketing mix which consists of products, prices, places, promotions, people, processes, and physical evidence on consumer purchasing decisions in Bright Gas products are carried out in Medan.

Population and Sample

Population is a generalization area that consists of objects that have certain

quantities and characteristics determined by researchers to be studied and then conclusions drawn. The populations used in this study are all households in the city of Medan, which in this case are considered as LPG users. Based on data published by the Medan Statistics Agency, the number of Households in Medan in 2017 is 511,515 Households.

Samples are parts of the population under study that are taken in certain ways that also have certain characteristics, are clear, and are complete so that they are considered able to represent the population. The population in this study is spread throughout the city of Medan and the amount is very large so that if conducted research on the population as a whole will require a very long time and a very large cost. Therefore, this study uses a sample method to save time and cost of conducting research. Based on the above calculation, the number of samples that will be examined by researchers is 100 Households as respondents. As explained by Sugiyono (2011) that the number of suitable samples used in general research is 30 to 100 samples. Respondents that will be used in this study are households that use Bright Gas and households that are not users of Bright Gas.

Data Analysis Method

The data analysis method of this research is multiple linear regression analysis used to determine the positive and negative effects of the independent variable (X_1, X_2, \dots, X_n) on the dependent variable (Y)

RESULT AND DISCUSSION

RESULT

Partial Test (t Test)

T test or partial function to see whether each of the independent variables, namely product, price, place, promotion, people, processes, and physical environment partially significant effect on consumer purchasing decisions Bright Gas in Medan.

Table 1 Result Partial Test (t Test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,005	,511		,011	,992
	Produk	,146	,071	,210	2,072	,041
	Harga	,275	,062	,363	4,454	,000
	Tempat	,140	,066	,219	2,117	,037
	Promosi	,159	,078	,188	2,043	,044
	Orang	,001	,040	,001	,031	,976
	Proses	,003	,071	,003	,042	,967
	Lingkungan_Fisik	,002	,050	,002	,040	,968

a. Dependent Variable: Keputusan_Pembelian_Konsumen

Source: Primary Data (Processed)

Hypothesis Test 1

Based on Table 1 above, it can be seen that the calculated value for the product variable is 2.072 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$ with a probability value of $0.041 < 0.05$, then H_0 is rejected and H_1 is accepted. So it can be concluded that the product variable partially has a significant effect on consumer purchasing decisions on Bright Gas products in Medan.

Hypothesis Test 2

Based on Table 1 above, it can be seen that the calculated value for the variable price is 4.454 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$ with a probability value of $0,000 < 0.05$, then H_0 is rejected and H_1 is accepted. In other words, the conclusion is that the price variable partially has a significant effect on consumer purchasing decisions on Bright Gas products in Medan.

Hypothesis Test 3

Based on Table 1 above, it can be seen that the t_{count} for place variables is 2.117 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$, with a probability value of $0.037 > 0.05$, then H_0 is rejected and H_1 is accepted. In other words, the conclusion is that the place variable partially has a significant effect on consumer purchasing decisions on Bright Gas products in Medan.

Hypothesis Test 4

Based on Table 1 above, it can be seen that the calculated value for the promotion variable is 2.043 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$, with a probability value of $0.044 < 0.05$,

then H_0 is rejected and H_1 is accepted. In other words, the conclusion is that the promotion variable partially has a significant effect on consumer purchasing decisions on Bright Gas products in Medan.

Hypothesis Test 5

Based on Table 1 above, it can be seen that the t_{count} for the person variable is 0.031 while the table is 1.98609. These results indicate that $t_{count} < t_{table}$ with a probability value of $0.976 > 0.05$, then H_0 is accepted and H_1 is rejected. In other words, the conclusion is that the person variable partially does not significantly influence consumer purchasing decisions on Bright Gas products in Medan.

Hypothesis Test 6

Based on Table 1 above, it can be seen that the t_{count} for the process variable is 0.042 while the table is 1.98609. These results indicate that $t_{count} < t_{table}$ with a probability value of $0.967 > 0.05$, then H_0 is accepted and H_1 is rejected. So it can be concluded that the process variables partially do not significantly influence consumer purchasing decisions on Bright Gas products in Medan.

Hypothesis Test 7

Based on Table 4.15 above, it can be seen that the calculated value for the physical environment variable is 0.040 while the table is 1.98609. These results indicate that $t_{count} < t_{table}$, with a probability value of $0.968 > 0.05$, then H_0 is accepted and H_1 is rejected. So it can be concluded that the physical environment variable partially does not significantly influence consumer

purchasing decisions on Bright Gas products in Medan.

DISCUSSION

Effect of Product on Consumer Purchasing Decisions

Based on the results of testing the data that has been done, the calculated value for the product variable is 2,072 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$, with a probability value of $0.041 < 0.05$, then H_0 is rejected and H_1 is accepted. So it can be concluded that the product variables partially have a significant effect on consumer purchasing decisions of Bright Gas in Medan.

In this study there are three main aspects related to product variables, namely packaging size, safety, and cleanliness of product use.

The results of this study are also strengthened by previous research conducted by Roki Pariyanto (2012) with the title "The Influence of Retail Mix Variables on Purchasing Decisions (Study on Indomaret Minimarket in Semarang). Where the results of the study indicate that product variables significantly influence consumer purchasing decisions as indicated by the $t_{count} 4,410 > t_{table} 1,985$ with a significance level of 5%.

Effect of Price on Consumer Purchasing Decisions

Based on the results of data testing that has been done, the value of t_{count} for variable prices is 4.454 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$, with a probability value of $0,000 < 0.05$, then H_0 is rejected and H_1 is accepted. So it can be concluded that the price variable partially has a significant effect on consumer purchasing decisions of Bright Gas in Medan.

The results of this study are also strengthened by previous research conducted by Roki Pariyanto (2012) with the title "The Effect of Retail Mix Variables on Purchasing Decisions (Study on Indomaret Minimarket in Semarang). Where the results of the study indicate that the

price variable significantly influences consumer purchasing decisions as indicated by the $t_{count} 3.098 > t_{table} 1.985$ with a significance level of 5%.

Effect of Place on Consumer Purchasing Decisions

Based on the results of data testing that has been done, the value of t_{count} for place variables is 2.117 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$, with a probability value of $0.037 > 0.05$, then H_0 is rejected and H_1 is accepted. So it can be concluded that the place variable partially has a significant effect on consumer purchasing decisions of Bright Gas in Medan. According to Lupiyoadi (2013), a place is a location related to where a company must be based and conduct its operations or activities. Place is one of the most important factors that influence the development of a business. Strategic locations or places ideally bring in a lot of consumers, thereby increasing the number of sales or turnover of a business or company.

The results of this study are also strengthened by previous research conducted by Roki Pariyanto (2012) with the title "The Effect of Retail Mix Variables on Purchasing Decisions (Study on Indomaret Minimarket in Semarang). Where the results of the study indicate that the promotion variable significantly influences consumer purchasing decisions as indicated by the t_{count} of 7.905 $>$ t_{table} of 1.985 with a significance level of 5%.

Effect of Promotion on Consumer Purchasing Decisions

Based on the results of data testing that has been done, the calculated value of t_{count} for the promotion variable is 2.043 while the table is 1.98609. These results indicate that $t_{count} > t_{table}$, with a probability value of $0.044 < 0.05$, then H_0 is rejected and H_1 is accepted. So it can be concluded that the promotion variable partially has a significant influence on

consumer purchasing decisions of Bright Gas in Medan.

The results of this study are supported by previous research conducted by Arumi Puspa Utami (2016) conducting research on "The Effect of Marketing Mix on Consumer Purchases in KOPMA Minimarket Yogyakarta State University". The results of this study indicate that the promotion variable has a positive and significant influence on consumer purchasing decisions at the KOPMA UNY minimarket. Evidenced by the tcount of 2,339 and ttable of 1,980 with a significance of 0.022. Due to the value of tcount > ttable and significance ≤ 0.05 , it can be concluded that the promotion variables influence consumer purchasing decisions at the KOPMA UNY minimarket. In addition, the promotion variable also has an Effective Contribution (SE) value of 8.3% on consumer purchasing decisions at the KOPMA UNY minimarket.

Effect of People on Consumer Purchasing Decisions

Based on the results of testing the data that has been done, obtained the value of tcount for people variable is 0.031 while the table is 1.98609. These results indicate that tcount < ttable, with a probability value of $0.976 > 0.05$, then H_0 is accepted and H_1 is rejected. So it can be concluded that the partial variable does not significantly influence the purchase decision of Bright Gas consumers in Medan.

The results of this study are also strengthened by previous research conducted by Syamsul Ibad (2018) on "The Effect of Service Marketing Mix on Consumer Purchasing Decisions (Case Study on Transportation Services CV King Tour and Travel)". The results showed that the variable employees / people were partially tested using the t test resulting in a tcount of 0.176 smaller than t table 1.662 and a sig value of 0.861 greater than the significance rate of 0.05. Based on the results above, that the variable person does not significantly influence the purchase

decision of CV King Tour and Travel transportation services.

Effect of Process on Consumer Purchasing Decisions

Based on the results of testing the data that has been done, obtained tcount for the process variable is 0.042 while the table is 1.98609. These results indicate that tcount < ttable, with a probability value of $0.967 > 0.05$, then H_0 is accepted and H_1 is rejected. So it can be concluded that the process variable partially does not significantly influence the purchase decision of Bright Gas consumers in Medan.

The results of this study are supported by previous research conducted by Syamsul Ibad (2018) on "The Effect of Service Marketing Mix on Consumer Purchasing Decisions (Case Study on Transportation Services CV King Tour and Travel)". The results showed that the process variables were partially tested using the t test to produce a t-count of -0.335 smaller than t table 1.662 and a sig value of 0.738 was greater than the significance level of 0.05. Based on the results above, the process variable does not significantly influence the purchase decision of CV King Tour and Travel transportation services.

Effect of Physical Environmental on Purchasing Decisions

Based on the results of testing the data that has been done, the calculated value for the physical environment variable is 0.040 while the table is 1.98609. These results indicate that tcount < t table, with a probability value of $0.968 > 0.05$, then H_0 is accepted and H_1 is rejected. So it can be concluded that the physical environment variable partially does not significantly influence the purchase decision of Bright Gas consumers in Medan.

The results of this study are also strengthened by previous research conducted by Amalia Ramadhanti (2017) on "The Effect of Marketing Mix on Purchasing Decisions at the Mesra Indah Mall Giant Supermarket in Samarinda". The

results showed that the value of Sig. physical evidence variable (X_6) of $0.920 > 0.05$. That is, the physical evidence variable (X_6) partially does not significantly influence the purchase decision (Y).

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of tests and discussions that have been described, then some conclusions can be drawn, namely:

- 1.Product, price, place, promotion, people, process, and physical environment simultaneously have a significant effect on the purchase decision of Bright Gas consumers in Medan.
- 2.The product partially has a significant effect on consumer purchasing decisions on Bright Gas products in Medan.
- 3.The price partially has a significant effect on consumer purchasing decisions on Bright Gas products in Medan.
- 4.Partial places have a significant effect on consumer purchasing decisions on Bright Gas products in Medan.
- 5.Promotes partially have a significant effect on consumer purchasing decisions on Bright Gas products in Medan.
- 6.People partially have no significant effect on consumer purchasing decisions on Bright Gas products in Medan. This shows that consumers are not too concerned with the factor of people in terms of purchasing Bright Gas.
- 7.The process partially has no significant effect on consumer purchasing decisions on Bright Gas products in Medan. This shows that consumers are not too concerned with aspects of the process variables to make purchasing decisions.
- 8.Partial physical environment does not significantly influence consumer purchasing decisions on Bright Gas products in Medan. This shows that consumers do not really care about the condition of the physical environment to make purchasing decisions.

Suggestion

Based on the conclusion above, where there are four dependent variables that have a

significant effect on consumer purchasing decisions on Bright Gas products, then some suggestions for PT Pertamina (Persero) Marketing Operation Region I are:

- 1.Promotion has a significant effect on consumer purchasing decisions, so the company is very important to carry out promotional programs intensively and regularly so that the market gets clear and complete information about Bright Gas products, especially regarding the superiority of the product.
- 2.Maintaining the quality of Bright Gas products in good conditions such as in the aspect of tube packaging and also the accuracy of the contents. The visual condition of the tube is good and clean, especially the condition of the paint and its shape is very important because it greatly affects the market perception of the product. Good product quality is expected to satisfy the needs of consumers so as to be able to build consumer loyalty to the product.
- 3.Considering the place has a significant influence on consumer purchasing decisions, the company is very important to ensure the availability of Bright Gas products at any time with sufficient quantities to meet market needs, so it is important to provide an adequate and evenly distributed Bright Gas seller network throughout the Medan area.
- 4.Noting that prices have the most significant influence on consumer purchasing decisions in this study, the determination of a reasonable and affordable price on Bright Gas products is very important.
- 5.People, processes, and physical environment do not significantly influence consumer purchasing decisions, however companies are seen as needing to continue to pay attention to these elements and provide good service.
- 6.With regard to the importance of setting reasonable and affordable prices, research on the Bright Gas price component can be used as the next research topic.

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