



## Influence of Marketing-Mix on Purchase Decision at JNE

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### ABSTRACT

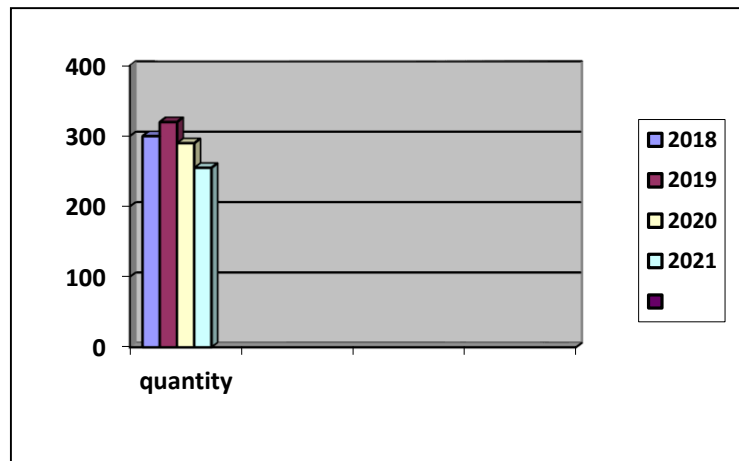
The purpose of this study was to determine the extent to which the marketing mix, purchasing decisions, and the influence of the marketing mix on purchasing decisions at PT. Jalur Nugraha Ekakurir in Kemayoran Area. This study uses a quantitative descriptive method with data collection techniques through the distribution of questionnaires and library data. In this study, the sample used was 60 customers. The data analysis technique used is simple linear regression analysis using the SPSS application. The variable marketing mix is quite good, amounting to 65.25 lies in the interval 63.2 - 67.2 variable purchasing decision is quite good at 30.42 located in the class interval 29.8 - 31.6 and (3) There is an influence between the marketing mix variable the purchasing decision because the value of t count (9.211) is greater than the value of t table (1.623) so that H1 is accepted and the t-count value lies in the rejection area of H0 or H1 is accepted. Then the marketing mix positive influence on strong the r value of 0.771 (located in the correlation coefficient interval 0.60-0.799) and has an influence contribution of 59.4% on the purchasing decision variable, while the remaining 40.6% is influenced by other factors. . Furthermore, it can be seen that the regression equation that can be used to predict is  $Y' = 4.577 + 0.396 X$

## **INTRODUCTION**

Delivery service companies, in the current technological era, are very competitive in winning the market competition, moreover, goods delivery services have now been developed in several applications that make it easier for consumers. Delivery of goods can be in the form of documents, logistics, electronic products, and others by land, sea, or air. The standard book report *Trade and Industry Directory of Indonesia* (2010), it can be identified that service delivery totals 81.88% of the total logistics industry in Indonesia. In addition, several other types of services engaged in the logistics industry are *containers, couriers, packaging, rail transport, road transport storage, tankers, and warehousing*.

Furthermore, the largest number of companies serving shipping/sea transportation services was 1,669 companies or 43.83%, followed by *freight forwarding* with 1,449 companies or 38.05%, the two types of services dominated the existing logistics sector services, while the rest is owned by *warehouse* 3.83, *courier* 3.28%, and other services which have a percentage below 3%. This shows that the service industry is one of the businesses that provides various functions and facilities for export-import of goods.

The success of a company in marketing a product or service is very dependent on the marketing strategy that is carried out, because the implementation of the correct strategy will influence consumers purchasing decisions. Marketing will be achieved when the company knows how and what to do in its marketing strategy. By setting prices that are relatively cheap, with a place that is easy to find and visible, and promoting to consumers by way of advertising on social media so that this marketing method will greatly influence consumer purchasing decisions. Purchase decisions by consumers are decisions that involve perceptions of quality, value and price. Consumers not only use price as an indicator of quality but also as an indicator of the costs that are sacrificed in exchange for the product or product benefits. The Purchase decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. One of the freight forwarding service companies is PT. Jalan Nugraha Ekakurir, which has joined as a member of the association of courier companies in several Asian countries (*ACCA/Association Courier Conference of Asia*) but focuses more on the domestic market and is growing rapidly. JNE's efforts to increase sales volume are carried out through various marketing strategies, but within a certain period of time it shows a decrease in the number of customers using JNE services. The following below is a graphical form that more clearly illustrates the decline in the number of JNE customers in the Kemayoran Central Jakarta Region using the services of this company.



Source : PT.JNE Wilayah Kemayoran

Figure 1. Graph of Decrease in Sales Volume

The strategy implemented by JNE in competition in the goods delivery service industry, has carried out a marketing mix strategy by combining its product services, providing price discounts, promotions through several social media, conventional and opening outlets to facilitate service so that it is hoped that this strategy can contribute to increasing sales volume , this strategy is carried out by several companies that have been examined by previous researchers. Strategy *marketing mix* for purchasing decisions. Based on research results (Anang Firmansyah, 2015) purchasing decisions are jointly influenced by product, price, promotion and distribution variables by 53.8%, while the remaining 46.2% is explained by other causes outside the model. The results of this study of the marketing mix variables: product, price, promotion, and distribution together have a significant effect on the purchasing decisions of batik consumers in Surabaya. The calculation found that only the price variable has a dominant influence on the purchasing decisions of batik consumers in Surabaya. Further according to research (Algrina Agnes Ulus, 2013) Product, price, location, and promotions simultaneously have a positive and significant effect on purchasing decisions. Product partially has a positive and significant effect on purchasing decisions. Price partially has a positive and significant effect on purchasing decisions at PT. Astra International Manado.

The purpose of this research is to find out the *marketing mix* at PT. JNE Kemayoran Region, knowing consumer purchasing decisions at PT JNE Kemayoran Region and knowing how much influence the *marketing mix* on consumer purchasing decisions at PT. JNE Kemayoran Region.

## **METHODOLOGY**

In this study used descriptive quantitative research, with samples analyzed according to the research methodology. Descriptive research aims to get an overview of how the marketing mix and purchasing decisions, as well as how the influence of the marketing mix on purchasing decisions at PT. The Nugraha Ekakurir Line (JNE) in the Kemayoran area.

According to (Lijan Sinambela, 2021) The sample is part of the number and characteristics possessed by this population. The sampling technique in this study is simple random sampling, which is a method of taking samples from all members of the population randomly without regard to strata in the population members

The objects in this study are customers at JNE outlets in the Kemayoran area, North Jakarta. With a population of around 250 customers spread across the Kemayoran Area which includes (Sumur Batu, Cempaka Mas, Sunter), using the Slovin formula, the sample used is 60 samples

In this study, the formulation of the hypothesis test can be explained as follows:

- $H_1: \rho = 0$  There is a significant influence of the marketing mix on purchasing decisions
- $H_0: \rho \neq 0$  There is no significant influence of marketing mix on purchasing decisions

The research design can be explained in Figure 2. The influence of the marketing mix on **purchasing decisions**, in this case, the **marketing mix** as variable X, and **consumer purchasing decisions** as variable Y.

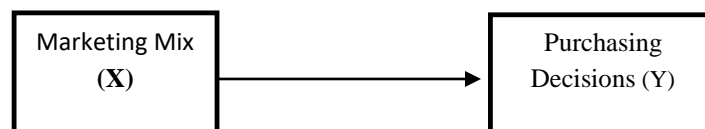


Figure 2. Research Design

The research design can be explained in Figure 2. The influence of the marketing mix on **purchasing decisions**, in this case, the **marketing mix** as variable X, and **consumer purchasing decisions** as variable Y. The independent variables are; X = **marketing mix** while the dependent variable is; Y = **consumer purchasing decisions**.

In this study a simple regression data analysis technique was used, according to (Riduwan, 2010) regression or forecasting is a process of systematically estimating what is most likely to occur in the future based on past and present information held in order to the error can be minimized, regression in research can be used either to predict or predict the dependent variable (Y) if the independent variable (X) is known.

In this study, it can also be seen how strong the relationship between variable X (Marketing Mix) and variable Y (purchasing decisions), according to (Sugiyono, 2015), "Pearson's correlation coefficient analysis is used to measure

the strength or weakness and a direct or opposite linear relationship between variables independent (X) and dependent variable (Y)".

## RESULTS

The results of this study are the *marketing mix* contained in PT.Jalur Nugraha Ekakurir (JNE), which is quite good, amounting to 65.25 located in class intervals 63.2 - 67.2, purchasing decisions contained at PT. The Nugraha Ekakurir Line (JNE) is quite good at 30.42 located at class intervals from 29.8 to 31.6 and there is an influence between the *marketing mix* on purchasing decisions at PT. The Nugraha Ekakurir (JNE) route is in the Kemayoran area because the t-count value (9,211) is greater than the t-table value (1,623) so that  $H_{1t}$  area were  $H_0$  or  $H_1$ . Accepted Then *marketing mix* has a strong positive influence on the value of r of 0.771 (located at the correlation coefficient interval of 0.60-0.799) and has a contribution of 59.4% on purchasing decisions at PT.Jalur Nugraha Ekakurir (JNE) in the Kemayoran area. While the remaining 40.6% is influenced by other factors. Furthermore, it can be seen that the regression equation that can be used to predict is  $Y' = 4.577 + 0.396 X$ .

According to (& A. Kotler, 2008), the notion of marketing mix is a marketing tool that is tactical and can be controlled by the company. The elements in it include the 4Ps, namely product, price, distribution location, and promotion which are then integrated by the company to reach the desired target market.

Marketing mix according to Saladin in (Setiawan, 2014), that the marketing mix (marketing mix) is a series of marketing variables controlled by marketing and used to achieve goals in the target market. So the marketing mix is a set of controllable variables.

Definition of purchasing decisions according to (Basu Swasta, 2014), a problem-solving approach to human activities to buy goods and services in fulfilling their wants and needs which consists of recognizing needs and wants, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchase.

Then (A. Kotler, 2008) stated that the purchase decision has the following meaning, "Purchasing decision is a decision taken by a prospective buyer regarding the certainty of whether to buy or not".

Furthermore (& A. Kotler, 2008) stated that the purchase decision has the following meaning, the purchase decision is the buyer's decision about which brand to buy. In purchasing decisions, there are two factors that arise between the intention to buy and the purchase decision.

According to (& A. Kotler, 2008) that the purchasing decision-making process can be described through five stages; need recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior.

Furthermore, according to (P. and Gary Kotler, 2009) the study of purchasing decisions incorporates several psychological, social and cultural concepts. **Psychological concepts**, (motivation, perception, learning and beliefs and attitudes). **Social factors** come from the family environment, the

surrounding community and several reference groups, while **culture** can come from habitual factors, community patterns of behavior, and sub-cultures.

## DISCUSSION

### A. Instrument Test

#### I. Validity Test

Testing the validity or validity of the instrument statement items in this study used the **Pearson Product Moment (Bivariate Pearson)** formula. The test criteria for declaring an item valid is if  $r_{\text{count}} > r_{\text{table}}$ .

Test the validity of the **marketing mix (X)** it was concluded that of **16** items of instrument items that were declared **valid 15** items. The test uses a two-tailed test with a significance level of  $\alpha = 0.05$  with  $n = 10$  is obtained  $r_{\text{table}} = 0.632$  the validity test of the **purchasing decision (Y)** it was concluded that of **10** items of the instrument that were declared **valid** only **7** items. This validity test was conducted on 10 non-sample respondents.

#### II. Reliability Test

Test Reliability test was conducted to obtain the level of accuracy (reliability) of the data collection tool (instrument) used. The instrument reliability test was carried out using **Cronbach's Alpha**.

The test criteria for declaring an item to be declared **reliable** is  $r_{\text{count}} > r_{\text{table}}$ . Variable **marketing mix (X)**  $r_{\text{count}} = 0.944$  larger  $r_{\text{table}} = 0.60$  then **reliable** variable **consumer purchasing decision (Y)**  $r_{\text{count}} = 0.912$  greater  $r_{\text{table}} = 0.60$  then **reliable**.

### B. Descriptive Analysis

This descriptive analysis of variable X (marketing mix) was carried out after passing the instrument test and the classical assumption test. In this study it can be explained that the calculation regarding the percentage of the number or frequency of the answer choices with the Likert scale contained in the X variable questionnaire (marketing mix) can be seen in the table below.

Table 1 . Frequency and Percentage of Respondents' Responses to Variable X (Marketing Mix)

No.	Scale	Frequency	Percentage (%)
1	<b>Strongly Disagree</b>	0	0 %
2	<b>Don't agree</b>	5	0,5%
3	<b>Simply Agree</b>	35	3,5%
4	<b>Agree</b>	592	59,5%
5	<b>Strongly agree</b>	363	36,5%
Amount		995	100

Table 2. Highest Score and Lowest Score Per Question Item on Variable X (Marketing Mix)

Description		Question Number
The lowest score	55	2
The highest score	75	14

In the descriptive statistics table 3 below, it can be explained that variable X (*marketing mix*) has a minimum value, maximum value, and average based on the total score of the results of the questionnaire variable X (*marketing mix*) after passing the validity and reliability tests.

Table 3. Variable X Descriptive Statistics (Marketing Mix)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Mix	60	55	75	65.25	6.571
Valid N (listwise)	60				

Based on the results of the research above, it can be concluded that the variable x (*marketing mix*) in this study has a minimum value of a total score of 55, a maximum value of a total score of 75, and an average value of a total score of 65.3

More further to find out the results of class intervals, according to (Supardi, 2012) states that classes that are often or usually taken are at least 5 classes and a maximum of 15 classes are selected according to needs. Another way is if  $n > 200$  then by Sturges' rule, namely: Number of classes =  $1 + (3,3) \cdot \log N$ .

In this study samples were used less than 200, then the number of classes taken is 5 classes, with the following formula;

$$p = \frac{\text{Highest score} - \text{Lowest score}}{bk}$$

Description :

p = Length of class (range)

bk = number of class

So, the length of the interval (range):

Highest score: 75

Lowest score: 55

$$P = \frac{75-55}{5}$$

$$P = 4$$

Then the intervals of the assessment criteria are as follows:

55,0 - 59 = Very Not Good

59,1 - 63,1 = Not Good

**63,2 - 67,2 = Fairly Good**

67,3 - 71,3 = Good

71,4 - 75,5 = Very Good

Based on the results of the research above, it can be concluded that the *marketing mix* contained in PT. Jalur Nugraha Ekakurir (JNE) in the Kemayoran area is quite good. This is indicated by the average value of the total *marketing mix* (X) of 65.25 located in the class interval 63.2 - 67.2 which is Fairly good.

Table 4. Frequency and Percentage of Respondents' Responses to Variable Y (Decision)

No	Scale	Frequency	Percentage (%)
1	Strongly Disagree	1	0,002%
2	Don't agree	1	0,002%
3	Simply Agree	15	0,036%
4	Agree	231	0,562%
5	Strongly agree	164	0,398%
Amount		412	100

From the results of table 4 of the frequency and percentage of respondents' responses above, it can be explained that the purchasing decisions made by customers at PT. The Nugraha Ekakurir Line (JNE) in the Kemayoran area agrees. This can be seen from the highest percentage value in the agree category of 56.2%

Furthermore, based on the results of the study, the following can be explained that the lowest score and the highest value are based on the number of items per question regarding variable Y (purchasing decision).

Table 5. The Highest and Lowest Scores Per Question Item on Variable Y (Purchase Decision)

Description	Question Number
The Highest Score	26
The Lowest Score	35

While the results of the descriptive statistical research variable Y (purchasing decision) regarding the lowest value and the highest value based on the number of items per item can be explained in table 6 as follows;

Table 6. Variable Y Descriptive Statistics  
 (Purchase Decision)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Mix	60	26	35	30.42	3.376
Valid N (listwise)	60				

$$p = \frac{\text{Highest score} - \text{Lowest score}}{bk}$$

Description :

p = Length of class (range)

bk = number of class

So, the length of the interval (range):

Highest score: 35

Lowest score: 26

$$P = \frac{35-26}{5}$$

$$P = 1.8$$

Then the intervals of the assessment criteria are as follows:

26 - 27,8 = Very Not Good

27,9 - 29,7 = Not Good

**29,8- 31,6 = Fairly Good**

31,7 - 33,5 = Good

33,6-35,4 = Very Good

Based on the results of the descriptive statistical analysis of the Y variable (purchasing decision), it can be concluded that the purchasing decision variable at PT. The Nugraha Ekakurir (JNE) route in the Kemayoran area is quite good. This can be shown by the average value of the total score of Purchase Decision (Y) of 30.42 located in the class interval 29.8 - 31.6 which is Fairly good.

### III. Simple Regression Analysis

Following are the results of simple regression analysis calculations that have been carried out using the SPSS software, which can be explained in table 7 as follows;

Table 7. Simple Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.577	2.819		1.623	.110
Marketing Mix (X)	.396	.043	.771	9.211	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the calculations above, a regression equation is obtained that can be used to predict the purchasing decision variable through the *marketing mix* namely;  $Y' = 4,577 + 0,396 X$ .

Table 8. The Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 <sup>a</sup>	.594	.587	2.170

a. Predictors: (Constant), Marketing Mix

b. Dependent Variable: *Purchase Decision* (Y)

Based on table 8 of the termination coefficient calculation above, it can be concluded that the *marketing mix* has an influence contribution of 59.4% on purchasing decisions at PT.Jalur Nugraha Ekakurir (JNE) in the Kemayoran area, while the remaining is 40, 6% is influenced by other factors that have not been studied. Then *marketing mix* has a strong positive influence with an r value of 0.771 (located at the correlation coefficient interval of 0.60-0.799).

## CONCLUSIONS AND RECOMMENDATIONS

The results of this study are the *marketing mix* contained in PT.Jalur Nugraha Ekakurir (JNE), which is quite good, amounting to 65.25 located in class intervals 63.2 - 67.2, purchasing decisions contained at PT. The Nugraha Ekakurir Line (JNE) is quite good at 30.42 located at class intervals from 29.8 to 31.6 and there is an influence between the *marketing mix* on purchasing decisions at PT. The Nugraha Ekakurir (JNE) route is in the Kemayoran area because the t-count value (9,211) is greater than the t-table value (1,623) so that  $H_1$  area were  $H_0$  or  $H_1$  accepted Then *marketing mix* has a strong positive influence on the value of r of 0.771 (located at the correlation coefficient interval of 0.60-0.799) and has a contribution of 59.4% on purchasing decisions at PT.Jalur Nugraha Ekakurir (JNE) in the Kemayoran area. While the remaining 40.6% is influenced by other

factors. Furthermore, it can be seen that the regression equation that can be used to predict is  $Y' = 4.577 + 0.396 X$ .

### **FURTHER STUDY**

Thus the research that we have done regarding marketing mix on purchasing decisions, hopefully can provide contributions and updates to future researchers, especially for researchers who have the same interest.

Of course, this research is still far from perfect, considering the limitations we have, but we will always try to do our best, we always accept all constructive criticism and input for further research.

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