

Influence of the marketing mix on the decision to purchase Oepet Oe cigarette products in the people of Pamekasan district

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ABSTRACT

The purpose of this research is to analyze the significant effect simultaneously of the marketing mix on the purchasing decision of Oepet Oe cigarettes. purchasing decisions for Oepet Oe cigarettes. Companies that are able to demonstrate effective performance will be able to face competitive conditions between industrial environments. The condition of the business environment that continues to develop with a high level of competition requires companies to be able to overcome the impact of these changes on the company's future. To be able to face a competitive level of competition, companies need to develop and apply competitive advantage on an ongoing basis, for this reason there must be careful planning by taking into account the company's industrial (internal and external) environmental factors. The results of this study aim to find out how the consumer's response or consumer's decision to purchase an item is seen from the way the marketing is done so that customers have an attraction to these commodities both by planning and promotion carried out, therefore the method used in this research is the survey method. . According to Singarimbun and Effendi (1995: 3) survey research is research that takes a sample from a population and uses a questionnaire as a data collection tool with the main sample in this study being consumers of these goods.

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1. INTRODUCTION

The increasingly stringent development of the business world at this time encourages companies to compete to win the hearts of consumers. The resulting products/services are something to be proud of and depend on because there are so many business people trying to create high quality products/services. Companies that are able to demonstrate effective performance will be able to face competitive conditions between industrial environments. The condition of the business environment that continues to develop with a high level of competition requires companies to be able to overcome the impact of these changes on the company's future.

To be able to face a competitive level of competition, companies need to develop and apply competitive advantage on an ongoing basis, for this reason there must be careful planning by taking into account the company's industrial (internal and external) environmental factors. For companies,

consumers are king, that's because consumers are the support of the company's life, without consumers, they will not get income. Consumers are supporting the existence and development of the company.

For companies expanding the market and getting new consumers is expected, for them retaining customers is number one because customers are undeniably the basis of income. what was planned was accomplished. Marketing management is the analysis, planning, implementation and supervision of programs aimed at holding exchanges with the target market with the intention of achieving organizational goals. Marketing does not only run when the sales process occurs with the movement of goods from producers, but the marketing process runs. before the production process of goods.

Table 1. Buyer behavior model

Marketing Stimulus	Other Stimuli	Buyer characteristics	Purchase decision process	Buyer's Decision
Product Pricing	Economics	Culture Traits of	Problem	Selection of Products
Marketing Channel	Technology Politics	Buyers Culture	understanding	Selection of Brands
Promotion	of culture	Social Personal	Information search	Selection of
		Psychology	Alternative selection	Purchasing
			Purchase decision	Channels
			Post-purchase behavior	Determination of
				Purchase Time
				Purchase Amount

The marketing process begins with the formulation of a marketing plan based on analyzes of the company's internal and external environment to determine the product, market, price and promotion strategies to be carried out. "Sales focuses on the needs of the seller, marketing focuses on the needs of the buyer. Sales pays attention to the needs of sellers to convert their products into cash, marketing has the idea of satisfying customer needs through product means and the whole group of goods related to creating, delivering and ultimately consuming them. consumers and marketing is a link that cannot be separated because the purpose of marketing is so that consumers can receive the goods sold, the need for mandatory goods causes the decision to purchase goods to depend on real and unreal needs or it can be said that primary and secondary have consideration to prioritize What is important, the consideration in purchasing goods is not only that but on packaging, color, taste, consumer psychology, purchase status and what most often causes consumers to make transactions is in attractive marketing processes such as promotions and advertisements.

2. METHOD

Based on the research objectives that have been set and the hypothesis to be tested, this type of research is explanatory research with a survey approach. This research takes samples from one population and uses a questionnaire as a data collection tool. This research will later discuss the causal relationship between variables. research (marketing mix) on consumer behavior in buying Oepet cigarette products and testing the hypotheses that have been formulated.

The method used in this research is survey method. According to Singarimbun and Effendi (1995: 3) survey research is research that takes a sample from a population and uses a questionnaire as the main data collection tool with the type of data used in this research is secondary and primary data with interview data collection techniques and questionnaire distribution. research is a place where research takes place and is carried out by the author in order to collect the data needed as reinforcement and as concrete evidence in writing. The location of this research is also the actual state of the object under study in order to obtain additional data related to the research problem. The location in this study is the people of Pamekasan Madura Regency. The reason the author chose Pamekasan Madura Regency as the research location was because according to data from interviews with internal parties of the cigarette company PT. Ongowidjojo Malang sales in Madura Island is a market share largest in sales of Oepet Oe cigarettes. The population based on Palte's definition quoted by Singarimbun (1995) is the total number of units of analysis whose characteristics will be estimated.

The population can also be distinguished between the sampling population and the target population. In this study, the sampling population taken was the entire community of Pamekasan Madura Regency. Meanwhile, the target population is consumers who buy Oepet Oe products and smoke Oepet Oe products themselves, and who are at the sampling location during the study. In this study, all of the existing variables are grouped into two categories, the first is the independent variable and the dependent variable, the independent variables are the components of the marketing mix that affect consumer behavior, namely the number of products, prices, promotions and distribution channels and the methods used is data analysis that plays an important role in the effort so that the data can be understood and its function is easy to understand. Multiple regression analysis is a statistical test tool used to estimate how the value of the dependent variable changes if the value of the independent variable is increased or decreased. Anto Dajan (1995: 366) reveals that basically, the problem of the relationship between variables X and Y generally revolves around 2 things. First, certain forecasts, and estimate the error of such forecasts. Second, measurement of the level of association or correlation between variables X and Y.

3. RESULTS AND DISCUSSION

In this study the respondents were the people of Pamekasan Regency who were consumers of Oepet Oe cigarettes. For the determination of sample members as defined in chapter three, there were 80 consumers who smoked Oepet Oe products and consumers who bought Oepet Oe products and were at the sampling location during the study. Based on research from 80 respondents who consumed and purchased Oepet cigarette products, obtained a general description of the identity of the respondents who have been classified by the author based on the gender of the respondent, the age of the respondent, the respondent's occupation, and the income of the respondent.

In terms of the product, it is known that the majority of respondents, namely 43 people or 53.8% of all respondents, agreed that Oepet Oe cigarette products had good packaging. For answers that strongly disagree, no one respondent chose, while a minority of respondents namely 9 people or 11.3% of the total respondents stated that they did not agree that Oepet Oe cigarette products had good product packaging. In the price questionnaire it was known that most of the respondents, namely 35 people or 43.8% of all respondents stated that they strongly agreed that Oepet Oe cigarette products have low prices. While the minority of respondents, namely 4 people or 5% of the total respondents, stated that they strongly disagreed that Oepet Oe cigarette products had cheap prices and in the promotional questionnaire it was known that most of the respondents, namely 37 people or 46.3% of all respondents agreed that the promotion of Oepet Oe cigarette products through banners can influence the decision to purchase Oepet cigarette products.

While the minority of respondents, namely 3 people or 3.8% of the total respondents, stated that they strongly disagreed that the promotion of Oepet Oe cigarette products through banners could influence the decision to purchase Oepet cigarette products. people or 46.3% of all respondents agreed that the selection of distribution channels for Oepet Oe cigarettes from producers - agents - retailers - consumers can influence the purchasing decision of Oepet cigarettes. For answers that strongly disagree, none of the respondents chose, while the minority of respondents, namely 6 people or 7, purchase of Oepet cigarette products.

3.1 Instrument Testing Results

3.1.1 Test Validity, Reliability, Multicollinearity

The research results are valid if there are similarities between the data collected and the actual data that occurs in the object under study. The validity of an instrument item can be determined by comparing the Pearson product moment correlation index with a significance level of 5% with its critical value, where r can be used.

Table 2. Instrument Validity Test Results

Variable	Items	Correlation (r)	Probability (pn)/sig	Information
Product (x1)	(X 1 1)	0.830	0.000	Valid
	(X 1 2)	0.781	0.000	Valid
	(X 1 3)	0.766	0.000	Valid
	(X 1 4)	0.833	0.000	Valid
Price (X2)	(X 2 1)	0.882	0.000	Valid
	(X 2 2)	0.800	0.000	Valid
	(X 2 3)	0.736	0.000	Valid

Promotion (X3)	(X 2 4)	0.842	0.000	Valid
	(X 3 1)	0.877	0.000	Valid
	(X 3 2)	0.763	0.000	Valid
	(X 3 3)	0.746	0.000	Valid
	(X 3 4)	0.867	0.000	Valid
Distribution channel (X4)	(X 4 1)	0.719	0.000	Valid
	(X 4 2)	0.624	0.000	Valid
	(X 4 3)	0.782	0.000	Valid
	(X 4 4)	0.755	0.000	Valid

The reliability test used is Alpha Cronbach. If alpha is less than 0.6 then it is declared unreliable and vice versa it is declared reliable all question items for Product (X1), Price (X2), Promotion (X3), Distribution Channels (X4), have a coefficient of fairness (Cronbach Alpha) greater from 0.6. Thus it can be concluded that the question items for the variable Product (X1), Price (X2), Promotion (X3), Distribution Channels (X4), are reliable for further testing.

Table 3. Instrument Reliability Test Results

Variable	Probability (pn)/sig	Information
Product (X1)	0.8174	Reliable
Price (X2)	0.8256	Reliable
Promotion (X3)	0.8322	Reliable
Distribution Channel (X4)	0.6940	Reliable

Multicollinearity is tested by calculating VIF (Variance Inflating Factor) values. If the VIF value is less than 5 then there is no multicollinearity or non-multicollinearity it can be concluded that for the variables Product (X1), Price (X2), Promotion (X3), Distribution Channels (X4), there is no multicollinearity, this can be shown through the values $VIF < 5$.

Table 4. Multicollinearity Assumption Test Results

Variable	Tolerance Value	VIF value	Information
Product (X1)	0.669	1,494	Multicollinearity
Price (X2)	0.422	2,370	Multicollinearity
Promotion (X3)	0.572	1,784	Multicollinearity
Distribution Channel (X4)	0.634	1,576	Multicollinearity

3.1.2 Hypothesis test

Hypothesis I states "It is suspected that there is a significant influence simultaneously between product, price, promotion, distribution channel on the purchasing decision of Oepet Oe cigarettes." Test the independent variables together (simultaneously) on the dependent variable. This test is carried out by comparing the Fcount value with the Ftable value. The test results are the Ftable value of 2.330 and the Fcount shows a value of 62.355 (significance $F = 0.000$). So, $F_{count} > F_{table}$ ($62.355 > 2.330$) or $Sig F < 5\%$ ($0.000 < 0.05$). This means that simultaneously there is a significant and positive influence from the components of the marketing mix variables Product (X1), Price (X2), Promotion (X3), and Distribution Channels (X4), in tests II and III The price variable which is the dominant variable positively influences decisions purchasing Oepet Oe cigarettes, when viewed from the questionnaire question items which state that the price of Oepet Oe cigarettes is cheap compared to the prices of other cigarette products as competitors. In addition, the price includes other factors that arise in the minds of consumers such as exchange rates, expectations, and satisfaction. In this study, researchers used four independent variables consisting of product (X1), price (X2), promotion (X3), and distribution channel (X4) to determine the effect of the marketing mix on purchasing decisions for Oepet Oe cigarettes. Based on the research that has been done, it can be seen that these four variables have influence in influencing the purchasing decision of Oepet Oe cigarettes, and the second variable, namely the price variable, is the most dominant variable in influencing the purchasing decision of Oepet Oe cigarettes.

4. CONCLUSION

Based on the description that has been presented regarding the analysis of the influence of the marketing mix on purchasing decisions for Oepet Oe cigarettes, it can be concluded that the marketing mix is an important part of the marketing activities carried out by PT. Onkowidjojo Malang

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in marketing Oepet Oe cigarettes in Pamekasan Madura Regency. Variables - marketing mix variables have a simultaneous influence in influencing consumer decisions to make purchasing decisions for Oepet Oe cigarette products and based on the results of the data analysis carried out, it can be seen that the marketing mix variables consist of Product Variables (X1), Price (X2), Promotion (X3), and Distribution Channels (X4), has a significant influence simultaneously on the Variable Decision to purchase Oepet Oe cigarette products (Y) in the people of Pamekasan Regency, based on the results of testing with the t test, it can be seen that partially the product variables (X1), Price (X2), Promotion (X3), and Distribution Channels (X4), have a significant effect on the purchasing decision variable for Oepet Oe cigarettes (Y). and the price variable is a variable that has a dominant influence in influencing consumer decisions to make purchasing decisions for Oepet Oe cigarettes.

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