

The Influence of the Marketing Mix on Consumer Purchase Interest in the Harapan Abadi Store Business Gowa Regency

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Abstract

The study aimed to assess the impact of product, price, distribution, and promotion on consumer purchasing interest at Harapan Abadi stores in Gowa Regency. The research population comprised visitors to the Harapan Abadi store in Gowa Regency, with a sample size of 80 respondents selected using a sampling technique. Data was collected through questionnaires, and multiple linear regression analysis was employed for data analysis. The findings revealed that the product and price variables had an insignificant negative effect on purchase intention. This suggests that neither product quality nor pricing significantly influenced consumer buying interest at the Harapan Abadi store in Gowa Regency. Conversely, the distribution and promotion variables exhibited a positive and significant impact on purchase intention. This indicates that improved product distribution and promotional activities led to a notable increase in consumer buying interest at Harapan Abadi stores in Gowa Regency. Based on these results, recommendations for businesses in Gowa Regency include prioritizing product quality, ensuring competitive pricing, enhancing promotional efforts, and optimizing distribution channels to facilitate smooth sales and attract consumers. By focusing on these factors, businesses can better meet consumer demands and enhance their competitiveness in the market. In conclusion, this research sheds light on the factors influencing consumer purchasing interest at Harapan Abadi stores in Gowa Regency, highlighting the importance of effective distribution and promotion strategies in driving consumer buying behavior.

1. INTRODUCTION

Business as an activity of providing goods and services needed or desired by consumers, can be carried out by corporate organizations that have legal entities, companies that have business entities, as well as individuals who do not have legal entities and business entities, street vendors, stalls that do not have documents, business premises permits and trading business permits, as well as other informal businesses. The development of the business world that is currently occurring is that there is more and more highly competitive competition, this is natural because it will continue to happen so that every business owner continues to improve the quality of his business in the direction expected by consumers so that there are no losses. Competition between other business people is a challenge for entrepreneurs so that consumers do not switch to other competitors. Dynamic changes in consumer mindsets have led to increasingly tough business developments in

competition.

Marketing is a social and managerial process carried out by individuals or groups to obtain their needs and desires, by creating and exchanging products and value with other parties. A consumer behavior where consumers have a desire to buy a product based on experience in choosing, using and consuming or even wanting a product. The exchange process is an activity. Sellers must look for buyers, identify their needs, promote the product to them, display and deliver the product and set the product price (Rahmawati.Y, 2019: 8). In this case, all activities carried out in the field of marketing mean working with the market to carry out exchange processes to satisfy or fulfill people's needs and desires.

Efforts to attract consumers and retain them require a marketing mix strategy that can be used as a means of continuously achieving marketing goals for the company (Suharyono & Hidayat, 2012: 2). The marketing mix is one of

the most important strategies that must be planned in a company, because by using a marketing strategy the company can achieve marketing objectives in accordance with predetermined targets. In general, the marketing mix functions to increase sales of a product or service.

This process of fulfilling human needs and desires is the marketing concept. Starting from product fulfillment, price setting, delivery of goods (place) and promoting goods. In carrying out marketing activities, the company tries to determine its marketing strategy and target market. These marketing activities start from producing a product until the product is received by consumers. All activities carried out in the marketing sector are aimed at finding products, markets, prices and promotions.

Consumer behavior is an important factor in winning competition, so every company will try to optimize all factors that can increase consumer buying interest. One way to win business competition is through tactical planning, namely by using the marketing mix concept (V. Kojongian., S. L. H. V. J. Lapian., B. Lumanauw, 2021: 811). The marketing mix is a tool for marketers in the form of a marketing program that sharpens segmentation, targeting and positioning for success. The target of the marketing mix is to attract consumer interest by promising superior value, setting attractive prices, distributing products easily, carrying out effective promotions and retaining existing consumers while maintaining the principle of consumer satisfaction.

One of the fundamental strategies in developing a company is implementing a marketing mix according to Kotler & Armstrong (2013: 75), the most important element in the management process is creating in-depth, innovative and creative marketing strategies and plans that can support marketing activities. The marketing mix consists of four areas of marketing strategy, namely: first, marketing decisions that will change the basic idea of the product. Second, promotional decisions that will communicate useful information to the target market. Third, distribution decisions regarding product delivery to consumers.

Fourth, price decisions that include the acceptable exchange value for goods or services. Therefore, to develop the right strategy it is necessary to carry it out with discipline and flexibility.

Marketing related to product, price, location and promotion is one of the elements of the marketing mix that will be implemented by a company in running its business well. In order for the economy to grow and develop, companies must be able to understand what consumers' needs and interests are, so of course consumers will buy the products offered. Therefore, it is important to understand the influence of the marketing mix on consumer buying interest.

Consumer buying interest is influenced by external influences, namely marketing stimuli in the form of a marketing mix consisting of product, price, location and promotion. Meanwhile, non-marketing stimuli include economic conditions, social class, technology, politics and culture. Products are goods or services that can be offered to the market to satisfy consumer desires so that they can influence consumer interest in deciding to buy a product (Rahmawati.Y, 2019: 12). At this time, consumers are also very critical in choosing a product to buy because it is greatly influenced by the assessment of the quality of the product.

Marketing strategies are used by companies to retain consumers, which is expected to provide satisfaction and increase consumer buying interest, thereby influencing purchasing decisions. The satisfaction felt by consumers gives rise to a positive response in the form of repeat purchases and encouraging other consumers to buy the product. Producers gain multiple profits through the dissemination of positive information from consumers to other consumers, while to attract consumers to buy, companies can provide attractive prices, quality and advertisements that are promoted in various marketing media. The competition that occurs can be seen based on the emergence of quality products at competitive prices to attract buyers' interest. A wide selection of products, both goods and services, offered by producers, provides opportunities for

consumers to consume a variety of product choices on offer, thereby creating consumer buying interest.

With high business competition in the field of selling staple foods, every businessman will estimate and create strategies to win the market or strategies that can attract consumer interest. This can be done by adding product variations, discounts or placing creative and innovative promotional advertisements. Likewise with the Harapan Abadi Shop which was founded in 2020 and has its address in Gowa Regency. This shop includes shops that sell various basic food products and other basic necessities. Apart from that, the location is easy to reach because it is located on the side of the main road and close to the center of the crowd and has a comfortable and spacious area.

In practice, the Harapan Abadi Store at the beginning lacked visitors or consumers, but as time goes by, the eternal hope store continues to grow and the increase in visitors or consumers has resulted in income increasing in the last few months. This can be seen from the initial income received by the shop owner in 2020, and in 2022 the income of the eternal hope shop has increased until now.

Based on the background, research will be carried out with the title "The Influence of the Marketing Mix on Consumer Purchase Interest at the Harapan Abadi Store, Gowa Regency".

2 RESEARCH METHODOLOGY

This research is a type of quantitative research that uses data in the form of numbers to describe variables, symptoms or conditions objectively. The location of the research was carried out at the Harapan Abadi Shop, Gowa Regency, which is located on Jalan Pallantikan, Somba Opu District, Gowa Regency, over a period of 2 months from February to March 2023. The operational definition of variables in this research includes marketing mix, product, price, promotion, distribution and purchase intention. The measurement scale used is a Likert scale with answer weights from 1 to 5, which includes categories from "Strongly Disagree" to "Strongly Agree".

The population in this study was 100 visitors to the Harapan Abadi Shop in Gowa Regency, while the sample consisted of 80 respondents who were selected using the Solvin formula. The data used is quantitative data obtained from two sources, namely primary data collected directly from respondents through filling out questionnaires, and secondary data obtained from various library sources such as books, journals and related articles.

Data collection techniques include direct observation in stores and distributing questionnaires to customers. The questionnaire includes questions related to purchasing interest, product, price, promotion and distribution. Data analysis was carried out through validity tests, reliability tests, and multiple linear regression analysis. The significance test was carried out simultaneously using the F test and partially using the T test to determine the effect of product, price, promotion and distribution variables on consumer buying interest..

3. RESULTS AND DISCUSSION

Research Results Characteristics of Respondents Each individual is unique in personality and consumption preferences. Although consumer behavior cannot be predicted with certainty, differences in lifestyle between men and women can influence everyday purchasing preferences. The distribution of respondents based on gender shows that the majority of respondents are women, with a percentage of 58.75% of the total 80 respondents. In terms of age, the majority of respondents were in the 35-54 year age range, followed by the 15-34 year age range, and the fewest were in the 55-74 year age range. This shows that the majority of consumers at Toko Abadi, Gowa Regency are in a more economically productive age group. In terms of employment, the majority of respondents are self-employed and housewives, followed by URT (Household Business).

This shows that consumers at Toko Abadi, Gowa Regency are dominated by small entrepreneurs and housewives, as well as several other business actors. Presentation and Analysis of

Validity Test Data At the validity test stage, all questionnaire items show valid results for measuring the variables studied, including product, price, promotion, distribution and purchase interest.

Reliability Test The results of the reliability test show that all variables have quite high Cronbach's Alpha values, indicating that the research instruments used are reliable and consistent in measuring the variables studied.

Multiple Regression Analysis The results of multiple regression analysis show that the promotion and distribution variables have a significant positive influence on consumer purchasing interest, while the product and price variables do not have a statistically significant influence.

Simultaneous Significance Test (F Test) The simultaneous significance test shows that together, the product, price, promotion and distribution variables have a significant influence on consumer buying interest at the Harapan Abadi Store, Gowa Regency.

Partial Significance Test (T-Test) Partially, the promotion and distribution variables show a significant influence on consumer buying interest, while the product and price variables do not have a significant influence individually.

Discussion The results of data analysis show that promotion and distribution have an important role in increasing consumer buying interest at the Harapan Abadi Shop, Gowa Regency. This is in accordance with previous findings which show that effective marketing strategies, including strong promotions and good distribution, can help attract consumer buying interest. However, the finding that product and price do not have a significant influence on consumer purchasing intention suggests that other factors may also play an important role in consumer purchasing decisions. Therefore, further research needs to be carried out to understand other factors that might influence consumer buying interest at the Harapan Abadi Shop, Gowa Regency.

4. CLOSING

Conclusion The results of this research reveal several important findings related to the factors that influence consumer purchasing interest at the Harapan Abadi Shop, Gowa Regency: 1. Product variables do not have a

significant influence on consumer buying interest. This shows that the quality or type of product offered by the store is not the main factor influencing consumer buying interest. 2. The price variable also does not have a significant influence on consumer buying interest. However, a decrease in product price can slightly increase purchasing interest, but this is not statistically significant. 3. On the other hand, the promotion variable has a positive and significant influence on consumer buying interest. This shows that an effective promotional strategy can increase consumer buying interest at the Harapan Abadi Store, Gowa Regency. 4. Apart from that, distribution variables also have a positive and significant influence on consumer buying interest. Good and efficient distribution management can increase product availability and facilitate consumer accessibility, which in turn increases purchasing interest.

Suggestions Based on these findings, several suggestions that can be given are:

1. Managers of shops or business premises in Gowa Regency need to pay attention to the quality of the products offered, set appropriate prices, improve promotional strategies, and improve distribution of goods to increase sales and attract consumer buying interest.
2. For further research, it is recommended to further develop other variables that can influence purchasing interest and purchasing decisions. In addition, using different data analysis methods and increasing the number of independent variables can increase the depth and accuracy of research, as well as providing more comprehensive insights for future research.

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