

Impact of Marketing Mix (7P) on Impulse Buying at Supermarket MD 3 Jember

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Abstrak: This study aims to analyze and determine the effect of marketing mix (7P) on impulse buying at MD3 Ledokombo Supermarket, Jember. The population of this research is the buyers of supermarket MD 3 Ledokombo Jember, while the sample size is 70 consumers who are determined based on purposive sampling method. Validity test and reliability test are used to determine the validity and reliability of the measuring instrument used in the form of a questionnaire. Data were analyzed using multiple linear regression. The results showed that the product had a significant influence on impulse buying. Price does not have a significant effect on impulsive buying. Place has a significant influence on impulsive buying. Promotion influences impulsive buying. People have a significant influence on impulsive buying. The physical environment has an effect on impulsive buying. Process has a significant effect on impulsive buying.

Keywords: product, price, place, promotion, people, physical environment, process, supermarket, impulse buying.

INTRODUCTION

Every company must be prepared to face increasingly fierce business competition with other companies from all over the world to face globalization which is often said to be the era of a world without borders. The business environment facing a company today is becoming increasingly complex. In this free business competition, the prerequisite for a company to be successful in this competition is to try to achieve its goals of creating and retaining customers. In order for this goal to be achieved, each company must be able to produce and deliver the goods and services that consumers want according to the needs and desires of the customer [1].

Currently, technological advances are increasingly developing, if you cannot keep up with the flow of developments, it will be difficult to compete for all business ventures. Likewise with the development of a more modern business, now many businesses are completely online. Likewise, the sales business, which used to be traditional in nature, has now shifted to modern markets in the form of minimarkets, supermarkets and other modern shops. Shopping at convenience stores makes many people feel more comfortable and easy to do. This is what makes shopping at minimarkets much more comfortable than other traditional markets, even though the prices they sell are relatively slightly more expensive. In addition, the existence of a mini-market that is close to residential areas, close to campuses and schools makes people prefer to shop for their needs at these minimarkets [2].

The habits of the people in shopping at a minimarket usually they buy without prior planning. The minimarket now understands the wants and needs of the community, so that entrepreneurs in the minimarket sector make the atmosphere in the minimarket as comfortable as possible and also the number of items provided is various, so that make

visitors interested in buying items that were not previously planned to be purchased [3]. Buying goods without planning is usually called impulsive buying. [4] said that impulse buying is a sudden purchase activity without any prior planning when entering the store. [5] states that impulsive buying or unplanned purchases are another form of consumer buying patterns, according to the term these purchases are not specific. There are two factors that can influence impulse buying behavior, namely internal factors and external factors [6]. This accidental or planned purchase can occur due to several factors. Several factors that are thought to cause buyers to make purchases without planning are the marketing mix.

For business people, it is important to develop a marketing strategy so that consumers can make purchases of the products provided. [1] argue that the marketing mix is a set of technical marketing tools that can be controlled by the company to produce the desired response in the target market. The marketing mix also has a considerable influence on consumer purchasing decisions for a product or service. The marketing mix which consists of the 4Ps, namely product, price, place, and promotion is a factor in determining consumer purchasing decisions. Consumers certainly consider product quality, price, company location, and promotions carried out by a company in introducing its products to consumers [7]. The marketing mix consisting of 7P adds elements of people, physical evidence, process.

Products are everything that can be offered to the market for attention, possession, use or consumption so as to satisfy consumer needs and desires [8]. Price is the only element of the marketing mix that provides income or income for the company, in addition, it is an element of the marketing mix that is flexible (can be changed quickly). According to (Tjiptono, 2011), the determination of the maximum price will be limited by customer demand, particularly purchasing power. [5] states that location is a strategy that determines where and how we sell a particular product. The most important thing in this strategy is to determine the location, distributor or outlet where consumers can see and buy the goods offered. Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be of use to them, then they will not buy it [4]. Basically promotion is all activities that intend to communicate or convey a product to the target market to provide information about its features, uses and most importantly about its existence, to change attitudes or encourage people to act. The phenomenon of the marketing mix on purchase intention is a form of marketing a product that is sold by a company to be delivered to consumers. People are the main asset in the service industry, especially businesses that require high performance resources. Consumer needs for high-performing and friendly employees in providing services will cause consumers to feel satisfied [8]. Building is part of physical evidence, a characteristic that is a requirement that adds value to consumers in a service company that has character. Attention to the interior, building fixtures, including lightning systems, and a spacious layout are important concerns and can affect the mood of visitors. The building must be able to create an atmosphere by paying attention to ambience so as to provide experience to visitors and can provide added value for visitors, especially being the main requirement for service companies with special market classes [3]. The process is part of the marketing mix, which is the provision of services from the start until the buyer or customer completes the purchase transaction. This process can be in the form of service or product quality, depending on the process of delivering services to consumers. Given that the driving force of service companies is the employees themselves, to ensure service quality, all company operations must be carried out in accordance with standardized systems and procedures by employees who are competent, committed, and loyal to the company where they work [7]. Unplanned purchasing activities carried out by buyers could be due to a marketing strategy in the form of a 7P marketing mix carried out by

business people in the minimarket sector. Research that links product, price, place, promotion, people, physical evidence and the process with impulsive buying has been done a lot.

[9] conducted a study linking physical evidence with impulsive buying with the title "The Role of Positive Emotions as a Mediator for Stimulus Stores social aspects of the store on the positive emotions of consumers on impulsive purchases. [10] conducted a study linking price discounts with impulsive purchases with the research title "Analysis of the Effect of Price Discount Factors, Bonus Packs and Brand Image on Consumers in Impulse Buying on Oriflame Products in Lamongan City". The results of the research are that price discounts, bonus packs and brand image have a positive effect on consumers in making impulse buying for oriflame products in the city of Lamongan. [11] conducted a study entitled "The Effects Of Mobile Marketing, Discounts, And Lifestyle On Consumers" Impulse Buying Behavior In Online Marketplace ", the result is that discounted prices have no impact on impulsive buyers. Some other research that also raises the theme of the marketing mix with impulsive buying are: [12], [13], [14], [15], [16], [17], [18], [19], [20], [21], [22], [23], [24], [25], [26], [27].

METHOD

The population in this study were all buyers who had purchased at the MD 3 Ledokombo Jember Supermarket, whose numbers were unknown. [28] provides a general reference for determining sample size, the sample size should be 10x larger than the number of independent variables in the study. Thus the number of samples in this study was 70 which came from the number of independent variables (7).

The independent variable is a variable that affects or causes changes or the emergence of the dependent / dependent variable [29]. The independent / independent variables in this study include: product, price, place, promotion, people, physical evidence, and process. The dependent variable is the variable that is affected or that is the result, because of the independent variable [30]. The dependent / dependent variable in this study is impulse buying.

To measure how strong a test instrument performs its measure function, the validity test is used. The testing model uses the Pearson correlation approach to test the validity of the questionnaire statements [31]. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured for the questionnaire. The instrument is said to be valid if the sig value <0.05. To test that an instrument can be trusted enough to be used as a means of collecting data because the instrument is good, the reliability test is used. A questionnaire is said to be reliable if a person's answer to a statement is consistent over time. Reliability test can be done by calculating the cronbach alpha of each item with the help of SPSS version 20.0. An instrument is said to be reliable if it has a positive alpha value and is greater than 0.700 [32].

To find out or measure the intensity of the relationship between the dependent variable (Y) and several independent variables (X), multiple regression analysis is used, the regression equation model used can be formulated as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$

The coefficient of determination (R²) is used to measure the ability of the model to explain the variation in the dependent variable. The coefficient of determination is between zero and one. Small value (R²) means that the ability of the independent variables (product, price, place, promotion, people, physical evidence, and process) to explain the variation of the dependent variable (impulsive buying) is very limited. Vice versa, a value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable

RESULTS AND DISCUSSION

Results of the Respondent Statistical Description

The statistics of respondents who come from MD 3 Ledokombo Jember Supermarket consumers are seen from age, gender, education level, and period of being a customer. Based on the age of the respondents, it is known that 32 people aged less than 20 years or 45.7%, 17 people aged 21 to 30 years old, 17 people or 24.3%, 11 people aged 31 to 40 years old are 11 people or 15, 7%, and respondents who are over 41 years old are 10 people or 14.3% of the total respondents who are 70 people. Based on gender, it is known that male respondents are 38 people or 54.3%, and female respondents are 32 people or 45.7% of the total respondents of 70 people.

Based on the education of the respondents, it can be seen that the number of respondents with junior high school certificates was 34 people or 48.6%, 25 people with high school certificates or 35.7%, 11 people with Diploma / Bachelor certificates or 15.7% of the total respondents who were 70 person. Based on the length of subscription, it is known that the respondents who have been subscribers for less than 1 year are 29 people or 41.4%, who have been subscribers for more than 1 year are 41 people or 58.6% of the total respondents of 70 people.

Validity and Reliability Test Results

The validity test is used to test the accuracy of the measuring instruments used in the study. Measuring instruments with questionnaires are declared valid if the value of $r_{count} > r_{table} (n-2)$. Based on statistical calculations that have been done, the correlation between each indicator to the total construct score of each variable shows a valid result, because $r_{count} > r_{table}$. So it can be concluded that all statement items are declared valid.

Reliability test is used to test whether the measuring instrument used in this study is reliable or not. Reliability testing in this study can be used the alpha formula. The results of the reliability testing that have been carried out for each variable indicate that all variables have sufficient Alpha coefficients or meet the criteria to be said to be reliable, namely above 0.700, so that further items in each of these variable concepts are suitable for use as a measuring tool.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in Table 1. Good regression is good one that meets the requirements of classical assumptions, including all data is normally distributed, the model must be free from multicollinearity symptoms and free from heterocedasticity [33]. Regression analysis is used to determine the effect of partially independent variables on the dependent variable. Based on the results of the calculation of multiple linear regression with the SPSS program version 20.0, the results are in Table 1. **Table 1: Results of Multiple Linear Regression Analysis**

Variable	Regression Coefficient	Standart Error
Constant	0,757	0,462
Product(X1)	0,100	0,040
Price (X2)	0,054	0,035
Place (X3)	0,176	0,052
Promotion (X4)	0,159	0,069
People (X5)	0,172	0,057

Physical Evidence(X6)	0,284	0,056
Process (X7)	0,142	0,067

Hypothesis Test

The hypothesis in this study was tested for correctness by using a partial test. The test is carried out by looking at the t statistic with the t table statistical value and the level of significance (p-value), if the significance level generated from the calculation is below 0.05, the hypothesis is accepted, on the contrary if the significance level of the calculated results is greater than 0.05 then hypothesis is rejected. The results of hypothesis testing can be seen in Table 2.

Table 2: Hypothesis Test Results

Variable	Significance Count	Level Significance	t-count	t-table	Information
Product	0,014	0,05	2,517	1,6698	Significant
Price	0,128	0,05	1,544	1,6698	Not Significant
Place	0,001	0,05	3,411	1,6698	Significant
Promotion	0,025	0,05	2,304	1,6698	Significant
People	0,003	0,05	3,038	1,6698	Significant
Physical Evidence	0,000	0,05	4,416	1,6698	Significant
Process	0,037	0,05	2,133	1,6698	Significant

Coefficient of Determination

The coefficient of determination is a contribution that can be given by independent variables to the dependent variable. The coefficient of determination is used to measure how big the independent variables are in explaining the dependent variable. The results of the calculation of regression analysis show that the coefficient of determination obtained is 0.936. This shows that 93.6% of the variation in impulsive purchasing variables can be influenced by product, price, place, promotion, participants, physical environment and processes, while the remaining 0.064 or 6.4% is explained by other variables not included in the discussion, such as facilities. , service quality and more.

Discussion

Based on the statistical test results, it can be seen clearly that partially, all independent variables have an effect on the dependent variable except price. This is because the level of significance is greater than t count. The influence given by the six independent variables is positive, this means that the better the product, place, promotion, people, physical environment and process, the higher the impulsive buying will be. These results are in accordance with the hypothesis that has been proposed.

The Effect of Products on Impulsive Purchases.

The results of hypothesis testing have proven that there is an effect of the product on impulsive buying. Through the results of the calculations that have been done, it is obtained a significance level of 0.014 and smaller than 0.05 and t count (2.517) > t table (1.6698), which means that the hypothesis is accepted. This statistical test proves that products that include product comfort when used, products that are easy to use and not easily damaged have an influence on impulsive purchases. This means that there is an effect of the product on impulsive purchases.

The Effect of Price on Impulsive Purchases.

The results of hypothesis testing have proven that there is no effect of price on impulsive buying. Through the results of calculations that have been done, it is obtained a significance level of 0.128 and greater than 0.05 and $t (1.544) < t \text{ table } (1.6698)$, which means that the hypothesis is rejected. This statistical test proves that there is no effect on price which includes a match between price and product quality and product service quality, affordable product prices with the purchasing power of potential consumers, and product prices are in accordance with the benefits and value obtained by the customer is affordable with the purchasing power of the prospective customer. consumers have no influence on Impulsive Purchasing. This is because customers no longer consider the price level factor, which is their reason for buying at MD 3 Ledokombo Supermarket, Jember. This means that there is no significant effect of price on impulsive purchases.

The Influence of Place on Impulsive Purchases.

The results of hypothesis testing have proven that location has an effect on impulsive buying. Through the results of calculations that have been done, it is obtained a significance level of 0.001 and smaller than 0.05 and $t \text{ count } (3.411) > t \text{ table } (1.6698)$ which means that the hypothesis is accepted. This statistical test proves that the influence of the place which includes the seller's booth is easy to reach by private vehicle or public transportation, where the seller can be seen from the nearest highway, and controlled traffic around the sales booth has an influence on Impulsive Purchasing. This means that there is a place influence on impulsive buying.

The Effect of Promotion on Impulsive Purchases.

The results of hypothesis testing have proven that there is an effect of promotion on impulsive buying. Through the results of calculations that have been done, it is obtained a significance level of 0.025 and less than 0.05 and $t \text{ count } (2.304) > t \text{ table } (1.6698)$, which means that the hypothesis is accepted. This statistical test proves that there is an effect of promotion which includes seeing MD 3 Ledokombo Jember Supermarket advertisements on social media, company promotions can build the MD 3 Supermarket company image, and advertisements in the media provide enough information for consumers to have an influence on Impulsive Purchasing. This means that there is an effect of promotion on impulsive buying.

The Effect of Participants on Impulsive Purchasing.

The results of hypothesis testing have proven that there is an effect of promotion on impulsive buying. Through the results of calculations that have been done, it is obtained a significance level of 0.003 and smaller than 0.05 and $t \text{ count } (3.038) > t \text{ table } (1.6698)$ which means that the hypothesis is accepted. This statistical test proves that the influence of participants including MD 3 Supermarket employees is ready to be on standby when serving customers, good sales employee friendliness, MD 3 Supermarket employees give full attention to buyer questions and complaints have an influence on impulsive purchases. This means that there is a participant's influence on Impulsive Buying.

The Effect of Physical Environment on Impulsive Purchasing.

The results of hypothesis testing have proven that there is an effect of the physical environment on Impulsive Purchasing. Through the results of calculations that have been done, it is obtained a significance

level of 0.000 and less than 0.05 and t count (4.416) > t table (1.6698) which means that the hypothesis is accepted. This statistical test proves that the influence of the physical environment which includes the arrangement of products in the MD 3 supermarket is neatly arranged, the placement of posters and room paint at the 3artistic MD supermarket, and the area inside and around the stand is kept clean has an influence on impulsive purchases. This means that there is an influence of the physical environment on impulsive purchases.

Effect of Process on Impulsive Purchasing.

The results of hypothesis testing have proven that there is an effect of the process on impulsive buying. Through the results of calculations that have been done, it is obtained a significance level of 0.037 and less than 0.05 and t count (2.133) > t table (1.6698) which means that the hypothesis is accepted. This statistical test proves that the influence of the process which includes payment transactions and delivery to consumers runs quickly, services always take place quickly without being convoluted, and MD 3 supermarket opening hours are classified as long have an effect on Impulsive Purchases. This means that there is an effect of the process on impulsive buying.

CONCLUSION

The results of statistical calculations show that the product has a calculated significance value of 0.014 and is less than 0.05 and t (2.517) > t table (1.6698). This means that the hypothesis that the product has a significant effect on impulsive buying is accepted. Products have an effect on impulsive purchases at MD 3 Ledokombo Supermarket Jember, this also shows that the products provided are able to attract consumers to buy goods without prior planning. The calculation results show that the price has a calculated significance value of 0.128 and is smaller than 0.05 and t count (1.544) < t table (1.6698). This means that the hypothesis which states that prices have a significant effect on impulsive buying is rejected and finally must accept the alternative hypothesis which states that prices do not have a significant effect on impulsive buying. This also shows that the price set by MD Ledokombo Supermarket Jember cannot influence consumers in shopping at the supermarket. The results of the calculation for the place variable have a calculated significance value of 0.001 and less than 0.05 and t count (3.411) > t table (1.6698). This means that the hypothesis which states that place has a significant effect on impulsive buying is accepted. This also shows that the space provided by the MD 3 Ledokombo Jember Supermarket is able to make consumers interested in shopping for goods that were not originally planned. The calculation results for the promotion variable have a calculated significance value of 0.025 and smaller than 0.05 and t (2.304) > t table (1.6698). This means that the hypothesis which states that promotion has a significant effect on impulsive buying is accepted. This also shows that the promotion carried out by MD Supermarket 3 Jember is able to influence consumers in making impulsive purchases. The results of statistical calculations show that the variable person has a calculated significance value of 0.003 and is smaller than 0.05 and t (3.038) > t table (1.6698). This means that the hypothesis which states that people have a significant influence on impulsive buying is accepted. This also shows that the employees of the MD 3 Ledokombo Jember Supermarket are able to provide friendly service so as to make customers make impulsive purchases. The results of the calculation for the physical environment variable have a calculated significance value of 0.000 and less than 0.05 and t count (4.416) > t table (1.6698). This means that the hypothesis which states that the physical environment has a significant effect on impulsive buying is accepted. This also shows that the physical environment or store layout owned by MD 3 Ledokombo Jember Supermarket is able to

influence customers to make impulsive purchases. The calculation results for the process variable show that the calculated significance value is 0.037 and is less than 0.05 and t count (2.133) > t table (1.6698). This means that the hypothesis which states that the process has a significant effect on impulsive buying is accepted. This also shows that the service process provided by the MD 3 Ledokombo Jember Supermarket is able to influence customers to make impulsive purchases.

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