

# **The Influence Of Marketing Mix On Purchase Decision Of Janji Jiwa Consumers In Batam City**

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## **Abstract**

*This study builds upon prior research by substituting the purchase decision variable. The objective of this study is to assess how the marketing mix affects the purchase decisions of Janji Jiwa consumers in Batam City. Data was collected through questionnaire instruments distributed to consumers who have made purchases at least 5 times in the past 3 months. Quantitative analysis using SPSS was employed. The results of the study show a favorable correlation between the marketing mix and purchase decisions.*

## **Keywords:**

*Product, Price, Promotion, Place, Purchase Decision*

## **Introduction**

Business competition in Indonesia is becoming increasingly fierce, prompting every company to enhance its competitive advantage to achieve superior results (Teguh et al., 2021). This condition drives companies to think creatively in promoting their products on a broader scale. Like in the coffee franchise industry in Indonesia. The phenomenon of the "coffee drinking" trend among the public has become a highly profitable business opportunity. According to the [economy.bisnis.com](http://economy.bisnis.com) website, the growth of coffee shops at the end of 2019 is estimated to increase by around 15-20%, compared to an 8-10% growth in 2018. This indicates that coffee franchises are emerging significantly in Indonesia. One well-known example of a coffee franchise among the public is Janji Jiwa, which has experienced rapid growth.

Established since 2018, Janji Jiwa is part of the Jiwa Group, which also owns the Jiwa Tea and Burger Geber brands. Janji Jiwa adopts the concept of fresh coffee, sourcing coffee from local Indonesian farmers and using a fresh-to-cup approach. According to the Jiwa Group's official website, Janji Jiwa currently operates 900+ outlets in 100+ cities in Indonesia from 2018 to 2023. Janji Jiwa has received various prestigious awards such as the MURI 2019 (record for the Fastest Coffee Shop Growth in One Year), Top Brand Awards from 2020 to 2022, *Wow Brand Awards* from 2021 to 2022, *Marketeers Youth's Choice Award* in 2022, and the *World Branding Awards Brand Of The Year* for the period 2022-2023.

In 2023, Janji Jiwa underwent rebranding with the theme "New Excitement Every Day" and introduced the Pinky logo depicting a pinkie finger. They also launched a new eco-friendly cup made from r-PET material. Despite these innovations and rebranding efforts, Janji Jiwa's promotions are still limited to outlets in the Jakarta area only, with no changes observed in the Batam City region. The management does not mandate franchisees to adopt innovations, resulting in suboptimal promotion. The focus on online promotions has made the information more popular among teenagers than adults. The product prices remain affordable, although there have been adjustments in the past year due to changes in raw material costs. Strategic selection of store locations aims to facilitate consumer access, including outlets in Batam City.

In a dynamic marketplace characterized by constant entry of new players, the ability to withstand intense competition and the ever-present demand for product innovation is crucial for business survival. Companies must develop effective strategies to maintain stability and achieve long-term success. Marketing strategies play a pivotal role in this endeavor. The concept of the marketing mix provides a framework for companies to effectively present their products to consumers. This framework, encompassing the 4Ps: Product, Price, Promotion, and Place enables companies to attract potential customers and achieve their market objectives.

Product variables refer to goods or services that provide value and satisfaction to consumers according to their needs. Product and service characteristics are determined by their ability to effectively meet consumer needs. Price variables encompass the alignment of offered prices with desired services to ensure customer satisfaction. Promotion within the marketing mix is not only used for communication between consumers and businesses but also to encourage consumers to make purchases based on their needs and desires. Strategic site selection aims to facilitate consumer access to products or services, providing convenience, safety, and supportive facilities such as parking and seating.

The successful execution of marketing mix strategies has the potential to impact consumer purchase decisions, ultimately leading to a rise in sales and market presence. Customer contentment is achieved when their expectations are fulfilled or surpassed, resulting in favorable reactions and advantages for the business. When consumers are drawn to Janji Jiwa's coffee based on attractive product attributes, pricing, promotional efforts, and convenient locations, they are more inclined to make a purchase. Conversely, if these standards are not fulfilled, consumers may opt not to visit. Post-purchase customer satisfaction is vital in securing loyalty and favorable endorsements for the Janji Jiwa brand.

This study aims to address several research questions that will serve as the basis for discussion. These questions include examining the influence of product, price, promotion, and location on purchase decisions for Janji Jiwa Coffee in Batam City. Additionally, the research will explore all factors that contribute to purchase decisions, providing a comprehensive understanding of the factors that drive consumer behavior in this context.

## **Research Method**

### **1. Population and Sample**

In this study, the Population used consists of residents of Batam City who have made purchases at Janji Jiwa Coffee. The sampling technique is conducted using the Non-probability Sampling method, specifically employing Purposive Sampling. The criteria are Janji Jiwa customers who have made purchases 5 times within a 3-month period.

## **2. Determination of Sample Size**

The determination of the sample in the study will be based on the number of Batam city residents according to the established criteria. When determining the sample size for a population with an unknown number, the sample size is calculated using the Limeshow formula, with the established sample size being 100 individuals who will be respondents.

## **3. Data Collection Technique**

The researcher collects data using an online distributed questionnaire. The questionnaire consists of a set of questions from five research variables measured using a Likert scale.

## **4. Data Processing Technique**

The data obtained through the questionnaire is then assessed for its accuracy or validity and reliability through validity and reliability tests.

## **5. Data Analysis Technique**

Data analysis in this study employs statistical methods aligned with the research objectives. The statistical analysis techniques utilized include the partial coefficient of determination (R<sup>2</sup>) and hypothesis testing on a partial basis.

## **Equations**

This study utilizes a multiple regression approach, which examines how the value of one variable changes in relation to variations in other variables. This analytical method is considered diverse as it employs more than one independent variable as a predictor (Alita et al., 2021). The formula used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Explanation:

Y	=	Dependent Variable
$\alpha$	=	Constant
$\beta_1 - \beta_3$	=	Regression Coefficients
X <sub>1</sub> - X <sub>2</sub>	=	Independent Variables

## **Results and Discussion**

### **1. Classical Assumption Test**

#### **1.1. Validity Test**

Before being used in the study, all listed items have exceeded the significant level in the form of  $r_{count} > r_{table}$ . Therefore, it can be concluded that the validity test results of the  $r_{count}$  from the variables product, price, promotion, and place on purchase

decision are greater than the significance level of the r table, which is 0,196 (2-tailed), so all responses are valid.

**Table 1. Validity test data results X1**

Item No	R Calculated	R Table	Result
1	0,565	0,196	Valid
2	0,708	0,196	Valid
3	0,765	0,196	Valid
4	0,762	0,196	Valid
5	0,781	0,196	Valid
6	0,577	0,196	Valid

(Source: Author's processed data, 2024)

**Table 1. Validity test data results X2**

Item No	R Calculated	R table	Result
1	0,729	0,196	Valid
2	0,789	0,196	Valid
3	0,814	0,196	Valid
4	0,825	0,196	Valid

(Source: Author's processed data, 2024)

**Table 3. Validity test data results X3**

Item No	R Calculated	R table	Result
1	0,865	0,196	Valid
2	0,800	0,196	Valid
3	0,7674	0,196	Valid
4	0,730	0,196	Valid
5	0,848	0,196	Valid

(Source: Author's processed data, 2024)

**Table 4. Validity test data results X4**

Item No	R Calculated	R table	Result
1	0,699	0,196	Valid
2	0,780	0,196	Valid
3	0,868	0,196	Valid
4	0,864	0,196	Valid

(Source: Author's processed data, 2024)

**Table 1. Validity test data results Y**

Item No	R Calculated	R table	Result
1	0,747	0,196	Valid
2	0,773	0,196	Valid
3	0,645	0,196	Valid
4	0,878	0,196	Valid
5	0,757	0,196	Valid

(Source: Author's processed data, 2024)

## 1.2. Reability Test

The reliability test outcomes indicate that the Cronbach's Alpha coefficients exceed the critical value, which are 0.789 (X1), 0.798 (X2), 0.862 (X3), 0.812 (X4), and 0.809 (Y), surpassing 0.70. Hence, all responses are deemed reliable.

**Table 6. Reliability test data results**

Variable	Cronbach's Alpha	Cronbach's Alpha Coefficient
Product	0,789	0,70
Price	0,798	0,70
Promotion	0,862	0,70
Place	0,812	0,70
Purchase Decision	0,809	0,70

(Source: Author's processed data, 2024)

## 2. Classical Assumption Test

### 2.1. Normality Test

The normality assessment was carried out to determine if the data follows a normal distribution in this research. According to the findings of the normality test, the Asymp. Sig (2-tailed) value of 0.200 exceeds 0.05, suggesting that the data is normally distributed.

**Table 7. Normality test results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,37294461
Most Extreme Differences	Absolute	,056
	Positive	,056
	Negative	-,045
Test Statistic		,056
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

(Source: Author's processed data, 2024)

## 2.2. Multicollinearity Test

The outcomes of the multicollinearity assessment reveal that the Tolerance and VIF values for each variable are as follows: 0.219 and 4.561 (X1), 0.618 and 1.619 (X2), 0.320 and 3.125 (X3), and 0.519 and 1.926 (X4). Hence, it can be inferred that there is no presence of multicollinearity.

**Table 8. Multicollinearity test data results**

Variable	Collinearity Statistics	Statistics VIF
Product	0,219	4,561
Price	0,618	1,619
Promotion	0,320	3,125
Place	0,519	1,926

(Source: Author's processed data, 2024)

## 2.3. Heteroskedasticity Test

The outcomes of the heteroskedasticity examination reveal that the significance values for each variable are 0.087 (X1), 0.190 (X2), 0.931 (X3), and 0.057 (X4), all exceeding 0.05. This indicates that the data is devoid of heteroskedasticity.

**Table 8. Multicollinearity test data results**

Variable	T	Sig
Product	-1,727	0,087
Price	-1,320	0,190
Promotion	0,087	0,931
Place	1,927	0,057

(Source: Author's processed data, 2024)

### 3. Classical Assumption Test

#### 3.1. Multiple Linear Regression

Multiple linear regression analysis will be utilized in accordance with the research goals and hypotheses. The aim of employing multiple linear regression analysis is to assess the potential impact of each of the four independent variables (X1, X2, X3, and X4) on the dependent variable (Y). The subsequent outcomes of the Multiple Linear Regression Analysis will be presented as follows:

**Table 8. Multiple linear regression test data results**

Model	Unstandardized Coefficients			T	Sig
	B	Std. Error			
1	(Constant)	1.661	1.128	1.473	0.144
	Product	0.746	0.094	7.975	0.000
	Price	0.278	0.073	3.814	0.000
	Promotion	-0.421	0.096	-4.358	0.000
	Place	0.261	0.084	3.120	0.002

(Source: Author's processed data, 2024)

$$Y = 1.661 + 0,746 X1 + 0,278 X2 - 0,421 X3 + 0,261 X4$$

This equation can be elucidated as follows:

- The constant of 1.661 indicates that if all independent variables are held constant, the consumer's purchase decision behavior will have a positive value of 1.661.
- The coefficient of product (X1) of 0.746 means that if the product increases while price, promotion, and place remain constant, the Purchase Decision will increase by 0.746.

- c. The coefficient of price (X2) of 0.278 means that if the price increases while product, promotion, and place remain constant, the Purchase Decision will increase by 0.278.
- d. The coefficient of promotion (X3) of -0.421 means that for every unit increase in (X3), the Purchase Decision will decrease by -0.421.
- e. The coefficient of place (X4) of 0.261 means that if the place increases while product, price, and promotion remain constant, the Purchase Decision will increase by 0.261.

### 3.2. Hypothesis Testing

The partial test acts as a gauge for the impact of the independent variable on the dependent variable. When the significance value is  $< \alpha$ , the hypothesis is dismissed; if it is  $> \alpha$ , the hypothesis is upheld. Consequently, all independent variables exhibit a significant level of influence on the dependent variable. Therefore, it can be inferred that H0 is refuted.

**Table 8. Multicollinearity test data results**

Hipotesis	T	Sig
Product > Purchase Decision	7.975	0.000
Price > Purchase Decision	3.814	0.000
Promotion > Purchase Decision	-4.358	0.000
Place > Purchase Decision	3.120	0.002

(Source: Author's processed data, 2024)

Referring to Table 24, the determination of whether the hypotheses are accepted or rejected can be elucidated as follows:

1. **Hypothesis 1:** The Product variable (X1) shows that the calculated t-value is less than the tabulated t-value, or 7.975, with a significance level of  $0.000 < 0.05$ . This proves that **H1 is accepted**, meaning Product has a significant influence on Purchase Decision.
2. **Hypothesis 2:** The Price variable (X2) shows that the calculated t-value is less than the tabulated t-value, or 3.814, with a significance level of  $0.000 < 0.05$ . This proves that **H2 is accepted**, meaning Price has a significant influence on Purchase Decision.
3. **Hypothesis 3:** The Promotion variable (X3) shows that the calculated t-value is greater than the tabulated t-value, or -4.358, with a significance level of  $0.000 < 0.05$ . This proves that **H3 is rejected**, meaning Promotion has an influence on Purchase Decision.

4. **Hypothesis 4:** The Place variable (X4) shows that the calculated t-value is greater than the tabulated t-value, or 3.120, with a significance level of  $0.002 < 0.05$ . This proves that **H4 is accepted**, meaning Place has a significant influence on Purchase Decision.

#### 1. **The Influence of Product (X1) on Purchase Decision (Y)**

Based on the analysis test, it can be explained that the variable shows a t-value of 7.975, which is greater than 0.05, and a significance level of 0.000, which is less than 0.05. This indicates that the first hypothesis, which states that product has an influence on purchase decision, is accepted. This also explains that one of the reasons why Janji Jiwa customers make purchases is due to the variety of products offered, allowing customers to find drinks that suit their preferences in terms of taste, size, and packaging, with high product quality, thus providing a sense of security and comfort for customers.

This research finding is also consistent with previous research conducted by (Widyastuti et al., 2020), which stated in their study that product has an influence on purchase decision. From the consumer's perspective, products that meet their needs, are of high quality, safe, and offer a wide variety of choices can be a deciding factor in their purchase decision.

#### 2. **The Influence of Price (X2) on Purchase Decision (Y)**

The research findings indicate that Price has an influence on purchase decision. With a t-value of 3.814, which is greater than 0.05, and a significance level of 0.000, which is less than 0.05, it is evident that Janji Jiwa's pricing strategy is competitive, affordable, and aligned with the quality and value offered. Consumers perceive Janji Jiwa's pricing as fair and commensurate with the product's value. Price influences purchase decisions by demonstrating value and quality, building trust and loyalty, and enhancing the buying experience.

This research finding aligns with previous research conducted by (Rizky Abadhanny Pribadi 1, 2019), which stated in their study that price has an influence on purchase decision. The price offered is consistent with what consumers receive, such as adjustments for product quality, benefits, and competitiveness.

#### 3. **The Influence of Promotion (X3) on Purchase Decision (Y)**

Based on the analysis test, it can be explained that the variable shows a t-value of -4.358, which is less than 0.05, and a significance level of 0.000, which is less than 0.05. This indicates that the first hypothesis, which states that promotion does not have an influence on purchase decision, is accepted. This also explains that consumers are already familiar with the products sold by Janji Jiwa or they are already aware of Janji Jiwa's existence even without promotion. In other words, consumers are already familiar with Janji Jiwa even without extensive promotion.

This research finding is consistent with previous research conducted by (Chasanah & Prihatiningtyas, 2022), which stated in their study that promotion does not have an influence on purchase decision.

#### 4. The Influence of Place (X4) on Purchase Decision (Y)

The research findings indicate that Place has an influence on purchase decision. With a t-value of 3.120, which is greater than 0.05, and a significance level of 0.002, which is less than 0.05, it is evident that consumers favor strategically located brands that create a comfortable atmosphere.

This research finding aligns with previous research conducted by (Widyastuti et al., 2020), which stated in their study that place has an influence on purchase decision. From the consumer's perspective, choosing a strategic location that is close to major roads, making it easily visible and accessible, can be a factor in determining their purchase decision.

### 3.3. Coefficient of Determination

The output below shows that the Adjusted R-squared value is 0.857. This indicates that variables X1, X2, X3, and X4, taken together, account for 75% of the variation in variable Y, while the remaining 25% is attributed to other factors. The following are the results of the Coefficient of Determination:

**Table 8. Determination Coefficient Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,876 <sup>a</sup>	,768	,758	1,310

(Source: Author's processed data, 2024)

## Conclusion

This research focuses on the influence of marketing mix, which is expected to significantly increase purchase decision among Janji Jiwa customers. The research findings lead to the following conclusions:

1. Product : The variety of products offered by Janji Jiwa, including flavors, sizes, and packaging, as well as the high quality of the products, have a positive and significant influence on customer purchase decisions.
2. Price: The competitive, affordable, and quality-aligned pricing strategy of Janji Jiwa also has a positive and significant influence on customer purchase decisions.
3. Promotion: While having a significant influence, promotion has a negative impact on purchase decisions. This is likely due to the strong brand awareness among consumers, making promotion not a primary factor in purchase decisions.

4. Place : The strategic and convenient location of Janji Jiwa outlets also has a positive and significant influence on customer purchase decisions.

## Suggestions

Based on the conclusions above, here are some suggestions that can be provided:

For Janji Jiwa, it is recommended to continue maintaining and enhancing the quality of their products. This can be achieved by considering adding product variations and improving the quality of existing products. Janji Jiwa can maintain their competitive and affordable pricing strategy by conducting market analysis to ensure prices remain aligned with the value offered. Janji Jiwa needs to re-evaluate their promotion strategy. They can consider using more effective and focused promotion strategies or optimizing existing promotion strategies. Lastly, Janji Jiwa can continue to maintain their strategic place selection strategy by considering opening outlets in new, strategic, and convenient locations for customers.

For future research can consider using a wider sample, adding other factors that may influence purchase decisions, and employing more sophisticated analysis methods.

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