

Effect of Marketing Mix, Service Quality, and Consumer Satisfaction on the Decision to Purchase Mio M3 CW Motorcycle at PT. Hasjrat Abadi Unaaha

Melati¹, Irham Natsir Kelana², Leni Saleh³

^{1,2,3}Universitas Lakindede, Indonesia

ulfaisa09@gmail.com, irhamnatsir7@gmail.com, salehleri8@gmail.com

Abstract

This study aims to analyze how much effect of marketing mix, service quality, and consumer satisfaction on the decision to purchase Mio M3 CW Motorcycle at PT. Hasjrat Abadi Unaaha. The population in this study amounted to 80 respondents at PT. Hasjrat Abadi Unaaha, with sampling technique using saturated sampling technique. The analytical method used is multiple linear regression analysis. The results of this study indicate that simultaneously marketing mix, service quality, and customer satisfaction have a significant effect on the decision to purchase. Marketing mix has a negative and significant effect on the decision to purchase. Service quality has a positive and significant effect on the decision to purchase. Consumer satisfaction has a positive and significant effect on the decision to purchase.

Keywords

marketing mix; service quality; customer satisfaction; decision to purchase



I. Introduction

In this era of globalization, many companies create technology engaged in retail which is much needed by consumers, such as two-wheeled vehicles. One of them is PT. Hasjrat Abadi Unaaha is a company engaged in retail where this company sells motor vehicles under the Yamaha brand. The number of Yamaha motorcycle products issued by this company has increased consumer buying interest, considering that increasing human growth has made the main focus in selling PT. Hasjrat Abadi Unaaha. In order to attract consumers, this company always displays the latest products for sale to consumers.

In business competition, not only PT. Hasjrat Abadi Unaaha who sells these two-wheeled vehicles, but there are many competing companies that sell the same product with different brands, thus the company PT. Hasjrat Abadi Unaaha must continue to improve quality in order to compete for market share which is growing rapidly in Indonesia. Many factors influence consumer behavior in purchasing decisions. Studying and analyzing consumer behavior in purchasing decisions is important, because knowing a good basis on consumer behavior will be able to provide meaningful input for marketing strategy planning. The company's activities influence consumer decisions to buy its products, one of the forms of business carried out is promotional activities as the scope of the marketing mix in marketing the products produced by the company and also as a way of providing information to the public about the products produced by the company.

According to Tjiptono (2012) purchase decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, then leads to a purchase decision. Schiffman and Kanuk (2007) Purchase decisions are: "The selection of an option from two or alternative choice". So, the purchase decision is an alternative choice must be available to someone when making a decision. Purchase decisions affect consumer recognition of

the need for products obtained from information sources. Meanwhile, according to Kotler and Keller (2007) purchase decision is a process in which consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long-lasting impact after that.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020).

The marketing mix is a tool for marketers which consists of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning that has been determined can run successfully (Lopiyoadi, 2013). According to Kotler and Keller (2012), the marketing mix is a set of marketing tools that the company uses to continuously achieve its marketing goals in its target market. In other words, a marketing mix is a set of controllable practical marketing tools, products, prices, places and promotions that a company blends to produce the response it wants in the target market.

In essence, everyone who uses the service tends to expect a good service in the sense of high quality. According to Wijaya (2011) suggests that service quality is how good the level of service provided is able to match consumer expectations. Tjiptono (2012) definition of service quality is centered on efforts to fulfill consumer needs and desires and the provision of delivery to balance consumer expectations. It can be concluded that service quality is everything related to service, both positive and negative.

According to Sunyoto (2015) consumer satisfaction is an important concept in marketing and consumer research. It is a common opinion that if consumers are satisfied with a product or brand, they are more likely to continue to buy and use it and tell others about their pleasant experience with the product. Sangadji and Sopiah (2013), consumer satisfaction is defined as a condition in which consumer expectations for a product are in accordance with the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied.

Empirical studies on the effect of marketing mix, service quality and consumer satisfaction on purchasing decisions include: Maulidita and Masreviastuti (2018) partially and simultaneously find that service quality and consumer satisfaction have a significant effect on purchasing decisions. However, the marketing mix had a significant effect on purchasing decisions and service quality had an insignificant effect on purchasing decisions.

This study aims to analyze how much effect of marketing mix, service quality, and consumer satisfaction on the decision to purchase Mio M3 CW Motorcycle at PT. Hasjrat Abadi Unaaha.

II. Review of Literature

2.1 Marketing Mix

According to Wijaya (2011) the marketing mix is a series of marketing variables that can be controlled by the company and used to achieve goals in the target market. The series of variables or elements are product elements, price elements, promotion elements, and place elements.

The marketing mix is a combination of four variables, namely product, price structure, promotional activities, and distribution system. The four elements of the

marketing mix are interconnected and influence each other, so efforts must be made to produce a marketing policy that leads to effective service and customer satisfaction. So in the marketing mix there are variables that support each other, which are then combined by the company to obtain the desired responses in the target market.

2.2 Service Quality

Wijaya (2011) states that service is an activity or sequence of activities that occur in direct interaction between a person and another person or still physically and provide customer satisfaction. Service quality is an important part that every company must strive for if it wants its products to compete in the market to satisfy the needs and desires of consumers. The current development of many consumers are increasingly critical before and after buying a product. Consumers always want to get quality products according to the price paid, which is accompanied by good service quality.

Factors affecting service quality several factors affect the quality of service to consumers:

- a. Employee work motivation.
- b. Work system and service system in the company.
- c. Work atmosphere in the company.
- d. Employee work ability.
- e. The physical environment of the workplace.
- f. Equipment and facilities.
- g. Work procedures in the company.

2.3 Consumer Satisfaction

According to Kotler and Keller (2012), satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product to their expectations. The factors that influence consumer satisfaction according to Tjiptono (2012) in determining consumer satisfaction there are five factors that must be considered by the company, including:

- a. Product Quality
- b. Quality of service or services
- c. Customer emotion, namely where the customer will feel proud and gain confidence that other people will be amazed by him when using a product with a certain brand which tends to have a higher level of satisfaction. The satisfaction obtained is not because of the quality of the product but social or self-esteem that makes customers feel satisfied with certain brands.
- d. Cost price

According to Tjiptono (2012) there is no single "best" measure of customer satisfaction that is universally agreed upon. However, how to measure customer satisfaction, there are similarities in at least six core concepts regarding the measurement object, namely:

1. Overall Customer Satisfaction

The simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with a particular product or service. Usually, there are two parts to the measurement process.

2. Measuring the level of consumer satisfaction with the product or service of the company concerned.

3. Assess and compare it with the overall level of consumer satisfaction with products or services of competitors.
4. Dimensions of customer satisfaction

2.4 Decision to Purchase

In buying and consuming something, consumers first make decisions about what products are needed, when, how and where the buying or consumption process will occur. Decision making taken by a person can be referred to as a problem solving. In the decision-making process, consumers have goals or behaviors that they want to achieve or satisfy. Next, consumers make decisions about which behavior they want to take to achieve these goals.

Decision to purchase is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities. Schiffman and Kanuk (2007), purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision, there must be several alternative choices. The decision-making process includes 6 stages, namely:

- a. Recognition of needs is defined as the difference or discrepancy between the desired state and the actual state that will generate and activate the decision process.
- b. Information search The next stage is an internal search to memory to determine possible solutions. If the solution is not allowed through internal search, then the search process is focused on external stimuli that are relevant in solving the problem.
- c. Evaluation of alternatives Evaluating options and narrowing choices to the desired alternative.
- d. Consumer Purchases, namely purchases based on the chosen alternative.
- e. Consumer Consumption, namely purchases based on the chosen alternative.
- f. Evaluation of alternatives after purchase Consumers evaluate whether the chosen alternative meets the needs and expectations after use.

According to Kotler and Keller (2012) there are five buying decision processes that are passed by each individual in making a purchase, namely:

1. Recognition of needs in the early stages of a buying decision.
2. Searching for information at the purchase decision stage that can stimulate consumers to seek more information.
3. Evaluation of alternative processes carried out by consumers to use the information obtained to evaluate existing alternatives.
4. Purchasing decisions consumers plan to buy a product and then buy a particular product to fulfill a need.
5. Post-purchase behavior is a follow-up after buying based on whether or not consumers are satisfied with the products they use.

Factors affecting purchase decisions according to Tjiptono (2012) there are five factors that can affect a consumer's satisfaction, namely:

- a) Product quality, customers will feel satisfied if their evaluation results show that the products they use are of high quality.
- b) Price, products with the same quality but set a relatively low price will give high value to its customers.
- c) Quality of service, customers will feel satisfied if they get good service or in accordance with their expectations.

- d) Emotional factors, customers will feel proud and gain confidence that other people admire him when using certain brand products.
- e) Cost and ease of obtaining a product or service, customers who do not need to incur additional costs or waste time to get a product, tend to be satisfied with the product.

There are three indicators in determining purchasing decisions (Kotler and Keller, 2007):

- 1) Stability in a product
- 2) Habits in buying product
- 3) Speed in buying a product

III. Research Method

This research was conducted at PT. Hasjrat Abadi Unaaha, having his address at Jalan Poros Jenderal Sudirman, Ambekairi Village, Unaaha District, Konawe Regency, Southeast Sulawesi Province.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Octiva, 2018; Pandiangan, 2015). The sample is part of the number and characteristics possessed by the population (Octiva et al., 2018; Pandiangan et al., 2018). Sampling technique using saturated sampling technique, where all members of the population are used as samples. Therefore, the population in this study amounted to 80 respondents at PT. Hasjrat Abadi Unaaha.

The types of data in this study are:

- a. Quantitative data is data obtained from numbers that will be processed and analyzed according to the analytical method so that the results can be seen (Asyraini et al., 2022).
- b. Qualitative data is data obtained from interviews with interested parties in the form of oral data with an explanation of the discussion (Pandiangan et al., 2021; Octiva et al., 2021).

Sources of data in this study are:

- 1. Primary data, namely data obtained directly from respondents in the form of raw data such as through interviews and questionnaires distributed to consumers which includes data on marketing mix, service quality, customer satisfaction, and purchasing decisions (Pandia et al., 2018; Pandiangan et al., 2022).
- 2. Secondary data, namely data obtained in the form of documents that have been made by companies that are related to this research and other data that are directly related to the object under study including data on the number of consumers, the history of the company's development, and organizational structure (Pandiangan, 2022).

To collect the data needed in this study, the following methods were used:

- a) Interview or interview is a data collection technique that is carried out face-to-face or using electronic media between researchers and sources, both leaders, employees, and consumers (Pandiangan, 2018).
- b) Documentation, namely recording or retrieving data that has been documented (Asyraini et al., 2022).
- c) The questionnaire is done by submitting a list of statements to the respondents. To get the information needed in answering research problems (Octiva et al., 2021).

The analytical method used is multiple linear regression analysis. Multiple linear regression analysis was used to test statistically the effect of the independent variable on the dependent variable (Tobing et al., 2018). Multiple linear regression analysis consists of simultaneous testing (F test) and partial testing (t test)

IV. Results and Discussion

4.1 Simultaneous Testing (F Test)

This test aims to prove the hypothesis which says that together the variables of the marketing mix, service quality, and customer satisfaction have a significant effect on decision to purchase of PT. Hasjrat Abadi Unaaha. From the results of the calculation of multiple regression analysis using the help of the SPSS 21 for windows program.

Table 1. Simultaneous Testing (F Test)
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	281.907	3	93.969	4.307	.007 ^b
Residual	1658.281	76	21.819		
Total	1940.188	79			

a. Dependent Variable: Decision to Purchase

b. Predictors: (Constant), Marketing Mix, Service Quality, Customer Satisfaction

The results of this study indicate that simultaneously marketing mix, service quality, and customer satisfaction have a significant effect on the decision to purchase.

4.2 Partial Testing (t Test)

The t test basically shows whether the three independent variables included in the model have an independent influence on the dependent variable. To determine the effect of marketing mix, service quality, and customer satisfaction partially on decision to purchase, it can be measured by the t value or the significance of each of these independent variables. In this study, what is seen is the significance value, if the significance is less than 0.05, it means that the effect is significant. On the other hand, if the significance is greater than 0.05, it means that the effect is not significant.

Table 2. Partial Testing (t Test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	16.867	3.100		5.441	.000
	Marketing Mix	-.176	.086	-.220	-2.047	.044
	Service Quality	.213	.090	.253	2.368	.020
	Customer Satisfaction	.233	.108	.232	2.153	.034

a. Dependent Variable: Decision to Purchase

Marketing mix has a negative and significant effect on the decision to purchase. Service quality has a positive and significant effect on the decision to purchase. Consumer satisfaction has a positive and significant effect on the decision to purchase.

V. Conclusion

The results of this study indicate that simultaneously marketing mix, service quality, and customer satisfaction have a significant effect on the decision to purchase. Marketing mix has a negative and significant effect on the decision to purchase. Service quality has a positive and significant effect on the decision to purchase. Consumer satisfaction has a positive and significant effect on the decision to purchase.

The suggestions put forward in this research are:

1. For PT. Hasjrat Abadi Unaaha needs to pay attention to the marketing mix, service quality, and customer satisfaction in order to improve decision to purchase.
2. For further researchers who use this study as a reference, it is advisable to add other variables besides those currently studied, such as customer loyalty, brand image, 7p marketing mix, purchase satisfaction, and repurchase interest.

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