

The Influence of the Service Marketing Mix on The Purchase Decision of The Tutoring of Ganesha Operation Cilegon City

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Abstract

Education is one of the most important needs for humans. The growth of various tutorings has become an interesting phenomenon for the world of education in Indonesia. One of the tutorings whose existence is already widely known is Ganesha Operation (GO). This study aims to find out the influence of marketing newness on the purchasing decision of Ganesha Operation Tutoring in Cilegon City. The research method used is descriptive using quantitative methods involving 100 respondents of parents of Ganesha operation tutoring students in Cilegon City. The sampling technique used is non-probability sampling with a purposive sampling type. In this study, respondent data was processed using the SPSS 25 for Windows application. The results of the study based on a descriptive analysis for the marketing mix variable are already in the excellent category by 88% and the purchase decision variable is already in the very good category by 88%. The marketing mix had a positive and significant effect on purchasing decisions with a magnitude of influence of 67.2% and the remaining 32.8% influenced by other factors that were not studied.

Keywords

marketing mix; purchasing decision



I. Introduction

Tutoring is a teaching and learning activity carried out outside school hours with the aim of encouraging student achievement in formal schools. This can support students towards lessons that are recognized as difficult and can also find out early on lessons that have not been taught at their schools so that students who take tutoring can be one step ahead. In the midst of the pandemic, the existence of tutoring (bimbel) with the aim of helping students learn the material and pass the university entrance test (PT) still persists until now. (kompas.com, accessed on July 24, 2022). 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). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

However, at this time it is not easy for tutoring to run its business because of the implementation of the Large-Sala Social Restrictions so that activities that cause community gatherings to be limited include education matters such as formal and non-formal education. Online learning makes the impact of conventional Tutoring Institutions

to experience a decline in interest in addition to low purchasing power as well as the emergence of online tutoring institutions that dominate the current market share. Currently available online tutoring is Zenius, Ruangguru, Quipper, Brainly and Rumah Belajar.

Although Ganesha Operation is the best and largest tutoring in Indonesia and currently Ganesha Operation has spread in 264 major cities in Indonesia. During Covid-19, Ganesha Operation experienced a decline in turnover of up to 90% compared to the previous year (kompas.com, accessed on 20 June 2022). It was said that the President Director of Ghanesa Group, Bayu Reksa Nugraha, said that his business in the field of tutoring was also affected by the transmission of the corona virus which caused the Covid-19 pandemic. He said, during the pandemic, the company's turnover decreased by 90 percent compared to the previous year. The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). The Covid-19 pandemic caused everyone to behave beyond normal limits as usual. One of the behaviors that can change is deciding the decision to choose a college. The problem that occurs in private universities during covid 19 is the decrease in the number of prospective students who come to campus to get information or register directly to choose the department they want. (Sihombing, E and Nasib, 2020)

Furthermore, this research is carried out inseparable from the results of previous studies that have been carried out as comparisons and study materials. Based on the results of research that has been carried out by several researchers, including a research journal by Desy Kavanillah entitled "The Effect of the Service Marketing Mix on Decisions to Stay at Andita Syariah Hotels", then research by Evelyn Wijaya entitled "The Effect of Service Marketing Mix on Customer Decisions to Save PT. Bank Mayapada Internasional Tbk Branch A. Yani Pekanbaru" which results that the marketing mix has a significant effect on consumer purchasing decisions. Furthermore, the journal written by Dewi Nurmasari Pane entitled "Analysis of the Effect of the Service Marketing Mix on the Purchase Decision of Botoh Sosro Tea" the results shown from this study are 25.5% of the marketing mix analysis variables consisting of product, price, place and promotion explaining variations in the purchasing decision variable for bottled tea sosro while the rest is influenced by variables not examined.

Based on the background that has been described in Ganesha Operations tutoring and the importance of remembering the service marketing mix to support success in influencing purchasing decisions. Researchers are interested in conducting more in-depth research on how the perception of respondents (parents of students / i Ganesha Operation) on the influence of the service marketing mix on purchasing decisions. The title to be studied is, "The Influence of the Service Marketing Mix on the Purchase Decision of Ganesha Operation Guidance in Cilegon City".

II. Review of Literature

2.1 Marketing

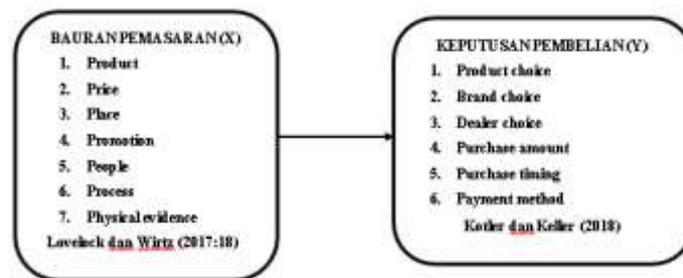
Mix is several elements that are interrelated and used properly so that companies can achieve the objectives of the marketing process efficiently and are able to provide value for customer satisfaction. Lovelock and Wirtz (2017:17) define the marketing mix as a tactical marketing tool that the company combines to produce the desired response to the target market. According to Lovelock and Wirtz (2017: 18) explain that there are seven

dimensions, namely: (1) Product, (2) Price, (3) Promotion, (4) Place, (5) People, (6) Process, and (7) Physical evidence.

2.2 Purchasing Decisions

According to Kotler (2018) consumers make many purchasing decisions every day, and purchasing decisions are the focal point of the marketer's efforts. Most large companies research consumer purchasing decisions in Indonesia in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. The following is an explanation of the six dimensions of purchasing decisions referred to by Kotler and Keller (2018), namely: (1) Product choice, (2) Brand choice, (3) Dealer choice, (4) Purchase amount, (5) Purchase timing, and (6) Payment method.

2.3 Thinking Framework



III. Research Method

Based on the problem formulation and background discussed, this research will use descriptive and quantitative research types. The purpose of descriptive research is to describe systematically the facts and characteristics of the object or subject being studied appropriately. According to Soegiyono (2018) the research method is basically a scientific way to obtain data with certain goals and uses. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. According to Soegiyono (2017) descriptive method is a problem formulation related to the question of the existence of independent variables, either only on one or more variables (stand-alone variables). According to Soegiyono (2018), this quantitative method is called the positivistic method because it is based on the philosophy of positivism. This method is a scientific/scientific method because it has complied with scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is also called the discovery method, because with this method various new science and technology can be found and developed. This method is called the quantitative method because the research data is in the form of numbers and the analysis uses statistics.

IV. Result and Discussion

4.1 Population Policy During Turki Utsmani 1512-1566 M

This study also presents validity and reliability tests by presenting data convergent validity as shown in the table below:

Table 1

| Construct | Correlation Value | Description | Cronbach's Alpha | Description |
|--------------------------|--------------------------|--------------------|-------------------------|--------------------|
| Marketing Mix | | | | |
| X1.1 | 0.492 | | | |
| X1.2 | 0.615 | | | |
| 0.504 X1.3 | X1.4 | | | |
| 0.532 | X1.5 | | | |
| 0.682 | X1.6 | | | |
| 0.593 | X1.7 | | | |
| 0.620 | X1.8 | | | |
| 0.535 | X1.9 | | | |
| 0.632 | X1 | | | |
| . 10 | 0.612 | | | |
| X1.11 | 0.517 | Valid | 0.906 | Reliable |
| X1.12 | 0.617 | | | |
| X1.13 | 0.579 | | | |
| X1.14 | 0.653 | | | |
| X1.15 | 0.623 | | | |
| X1.16 | 0.704 | | | |
| X1.17 | 0.582 | | | |
| X1.18 | 0.629 | | | |
| X1.19 | 0.556 | | | |
| X1.20 | 0.554 | | | |
| X1.21 | 0.558 | | | |
| Purchase Decision | | | | |
| Y1. 1 | 0.690 | | | |
| Y1.2 | 0.719 | | | |
| Y1.3 | 0.701 | Valid | 0.695 | Reliable |
| Y1.4 | 0.648 | | | |
| Y1.5 | 0.594 | | | |
| Y1.6 | 0.433 | | | |

The results of the questionnaire were analyzed using simple linear regression techniques to determine the effect of marketing mix variables on purchasing decisions. Calculations from the SPSS 25 *for windows* will provide an overview of the numbers that will be poured in a simple linear regression model equation which can be seen in the table below.

Table 2. Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Si g. |
|--------------|-----------------------------|------------|---------------------------|-------------------|----------------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 6,101 | 1,448 | | 4,21 3,00 0 | 14 ,1 71 |

| | | | | | |
|---------------|------|------|-----|---|----------|
| Marketing Mix | .016 | .820 | 000 | a | .2 22 |
|---------------|------|------|-----|---|----------|

Dependent Variable: Purchase

$$\text{Decision Purchase Decision} = 6.101 + 0.222 \text{ Marketing Mix} = 6.101 + 0.222 X$$

The equation explains that the constant of 6.101 states that if there is no marketing mix, then the purchase decision is 6.101. While the regression coefficient of 0.222 states that for every addition of one unit to the marketing mix, the purchasing decision will increase by 0.222. On the other hand, if the marketing mix decreases by one unit, purchasing decisions are also predicted to decrease by 0.222.

Table 3. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .820 ^a | 0.672 | 0.669 | 1.38704 |

a. Predictors: (Constant), Marketing Mix

From the results listed in the table above, it shows that the coefficient of determination R square in this study is 0.672 or 67.2%, which means that purchasing decisions are influenced by the marketing mix of 67.2%. While the remaining 32.8% or 0.328 is influenced by other variables or factors not examined. This shows that, if Ganesha Operation in Cilegon City can improve the marketing mix strategy again through an effective strategy. So, periodically it will be followed by an increase in purchasing decisions for Ganesha Operation tutoring in Cilegon City.

According to Ghozali (2017) a small value of the coefficient of determination means that the ability of the independent variables in explaining the dependent variable is very limited. Conversely, if the value is close to 1 (one) and away from 0 (zero) it means that the independent variables have the ability to provide all information needed to predict the dependent variable. However, 67.2% is not a big number because it is less than 70% so it is necessary to add other independent variables in the study. Meanwhile, according to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. If referring to previous studies, there are several variables that influence purchasing decisions and can be added in further research, including: *e-wom* and *value*.

V. Conclusion

Ganesha Operation's marketing mix is in the very good category with an average of 88%. Indicators for the statement of Ganesha Operation product variants according to the stages of learning and formal education grade levels and the statement that there is public transportation to reach the location for tutoring obtains the highest percentage of 91%. The overall statement indicator of Ganesha Operation has good service quality, obtaining the lowest percentage of 84%.

The decision to purchase Ganesha Operation tutoring is in the very good category with an average of 88%. The indicator of my statement is using Ganesha Operation tutoring because I am interested in the fast-counting formula that Ganesha Operation teaches to get the highest percentage of 90%. The indicator of my statement decided to use

Ganesha Operation tutoring with different classes each semester getting the lowest percentage of 86%.

The marketing mix has a positive and significant effect on purchasing decisions for Ganesha Operation tutoring in Cilegon City. The simple linear regression equation between the marketing mix and the purchasing decision of Ganesha Operation tutoring in Cilegon City is: $= 6.101 + 0.222 X$. The magnitude of the influence of the marketing mix on the purchasing decision of Ganesha Operation tutoring in Cilegon City is 67.2% and the rest by 32.8% influenced by other factors not examined in this study, for example brand.

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