THE EFFECT OF MARKETING MIX ON THE PURCHASE DECISION OF REPSOL OIL AT CV SUMBER INDO BAN (REPSOL INDONESIA) BANDAR LAMPUNG CITY

Julian Orlando S[1], Janusi Waliamin[2]
Manajemen, FEB, Universitas Terbuka, Indonesia
E-mail: Julianorlandos690@gmail.com

Abstrak

INFO ARTIKEL

Riwayat Artikel
Diterima   : 29-7-2024
Direvisi   : 31-7-2024
Dipublish   : 2-8-2024

Kata Kunci:
Produk, harga, tempat, promosi, keputusan pembelian.

Keywords:
Product, price, place, promotion, buying decision.

Studi ini bertujuan untuk menganalisa pengaruh bauran pemasaran terhadap keputusan pembelian Oli Repsol di CV Sumber Indo Ban, Kota Bandar Lampung. Ketidaktahuan mengenai perubahan preferensi konsumen yang dinamis dan kurangnya efektivitas strategi pemasaran dapat mengganggu pencapaian target pasar yang optimal. Fokus penelitian ini adalah menganalisis pengaruh elemen-elemen seperti produk, harga, distribusi dan promosi di CV Sumber Indo Ban, yang merupakan distributor Oli Repsol di Bandar Lampung. Metode Penelitian ini dengan pendekatan Kuantitatif yang bersifat *Explanatory*. Populasi sebanyak 100 konsumen dengan metode *Simple Random Sampling* dari sampel 50 responden, metode pengambilan data secara acak yang mengacu pada Teori Hair dianggap sebagai pendekatan yang adil dalam pemilihan sampel dari populasi yang lebih besar. Penelitian ini dilengkapi dengan penggunaan Uji Validitas dan Uji Reliabilitas. Teknik analisis yang digunakan SPSS 25. Teknik pengumpulan data: angket, buku dan jurnal ilmiah. Tingkat keputusan pembelian di CV. Sumber Indo Ban (Repsol Indonesia) Bandar Lampung dipengaruhi oleh faktor-faktor seperti produk, harga, tempat dan promosi. Produk, harga dan lokasi menonjol sebagai variabel yang paling berpengaruh, sementara promosi memiliki pengaruh yang lebih rendah. Perubahan dalam produk, harga, tempat dan promosi secara bersamaan juga memiliki dampak yang signifikan pada keputusan pembelian.

Kata kunci: Produk, harga, tempat, promosi, keputusan pembelian.

Abstract

This study aims to analyze the effect of marketing mix on purchase decisions for Repsol Oil at CV Sumber Indo Ban, Bandar Lampung City. Ignorance of dynamic changes in consumer preferences and lack of effectiveness of marketing strategies can hinder the achievement of optimal market objectives. The focus of this research is to analyze the influence of elements such as product, price, distribution and promotion at CV Sumber Indo Ban, a distributor of Repsol Oil in Bandar Lampung. This research method is with a quantitative approach that is explanatory. The population is 100 consumers using the Simple Random Sampling method

from a sample of 50 respondents, a random data collection method that refers to Hair's theory is considered a fair approach in selecting samples from a larger population. This research is complemented by the use of validity test and reliability test. The analysis technique used SPSS 25: questionnaires, books and scientific journals. The level of purchasing decisions in CV. Sumber Indo Ban (Repsol Indonesia) Bandar Lampung is influenced by factors such as product, price, location and promotion. Product, price and location as the most influential variables, while promotion has a lesser influence. Furthermore, product, price, place and promotion together have a significant impact on purchase decisions.

Keywords: *product, price, place, promotion, purchasing decisions*

INTRODUCTION

Oil, or lubricant, is a liquid substance used to reduce friction between moving objects. It is made from fractions of crude oil distillation, typically within a temperature range of 105-135 degrees Celsius. As a barrier, lubricants separate contacting surfaces and are generally composed of 90% base oil and 10% additives. One of the primary applications of oil is as an engine lubricant, as tested in the sales of oil by CV Sumber Indo Ban (Repsol Indonesia) Bandar Lampung. CV Sumber Indo Ban (Repsol Indonesia) Bandar Lampung is a company engaged in the distribution or supply of products such as oil and tires. In the 2024 sales period of CV Sumber Indo Ban (Repsol Indonesia) Bandar Lampung, several issues were identified, including suboptimal marketing mix strategies, uneven distribution, and fierce competition with rival brands. This competition often leads to hidden transaction data, causing the accumulation of unidentified data, particularly regarding customer preferences for preferred motor oil brands.

The marketing mix, commonly known as the 4Ps (product, price, place, promotion), is a strategic combination of elements essential to marketing. According to Lupiyoadi, as cited in Rahayu Kusuma Wardani (2021), the marketing mix involves various elements of marketing activities and is crucial for the success of marketing strategies and positioning. Another perspective suggests that companies must be capable of innovating and optimally managing the marketing mix to understand consumer behavior, especially in a rapidly changing globalized era, enabling effective competition in purchasing decision processes. According to Kotler and Keller (2016), the marketing strategy toolkit comprises various tools employed by businesses to achieve set objectives. This strategy primarily includes product, price, promotion, and distribution elements, which collectively determine the success of a marketing plan. Fundamentally, this approach focuses on garnering a positive response from the target market. Another view by M. Dayat (2019) emphasizes that to satisfy customers, managers must have effective marketing strategies to promote their services. Marketing planning is a key tool designed to achieve organizational or educational institution goals by enhancing competitive advantages to meet market demands. Marketing describes a social interaction process where individuals and groups obtain desired goods and services by creating, offering, and exchanging products of value with others (Risma Rizal, 2017). Al Arif (2021) defines marketing as the skill of communicating the value of a product to consumers, involving stages from product design planning to sales. Conversely, sales refer solely to the direct act of buying and selling goods or services without considering the preceding processes (Dedi Mardianto, 2022).

Lupiyoadi and Ahmad Hamdani (2006) argue that consumers' thoughts extend beyond the physical aspects of a product, as they also seek the benefits and value contained in what is known as the "offer." Purchasing decisions reflect how consumers select, acquire, and use products or services to meet their needs or desires (Kotler & Keller, 2016). A consumer's purchase decision is a series of integrated stages using knowledge to evaluate and select one of several possible actions. This series of integrations results in behavioral preferences, internally translated as choice preferences, as described by Sangadji and Sopiah (2014). Another perspective suggests that the purchase decision is a concrete internal process, involving the decision to buy or not (Luis, 2016).

To enhance competitiveness, each company must outperform its competitors. One strategy to gain market advantage is to design tactical strategies. This plan relies on the principles of the marketing mix, including product, price, promotion, and distribution channels. By emphasizing marketing mix variables, companies must prioritize consumers' role as a crucial element in the market. Focusing on consumer needs and preferences enables businesses to excel in the competitive business environment. By leveraging these variables, the benefits extend beyond consumers' purchase decisions to improve the company's overall performance.

1. Product

Saladin (2016:71) states that a product is anything that can be offered to the market to attract attention, be purchased, used, or consumed, and satisfy needs and desires. According to Kotler and Keller (2016:47), a product is anything that can be offered to the market to fulfill a need or want.

2. Price

Kotler and Armstrong (2015:312) define price as the amount of money charged for a product or service, the value exchanged by customers to obtain the benefits of owning or using the product or service. Tjiptono (2016:218) adds that price is the only element of the marketing mix that generates revenue for the company. Buchari Alma (2016:169) explains that price is the value of a product expressed in money.

3. Promotion

Kotler and Keller (2016:47) define promotion as activities that communicate the product's benefits and persuade target customers to purchase it. In summary, promotion is influencing and convincing target customers to buy or shift their purchases to the company's products. Promotion can be defined as a form of marketing communication, which involves disseminating information, influencing, persuading, and reminding the target market about the company and its products to accept, purchase, and remain loyal to the company's offerings.

4. Place/Distribution Channels

Tjiptono (2016:185) explains that distribution channels refer to a series of marketing activities aimed at ensuring smooth and easy delivery of products and services from producers to end consumers. This is done by considering specific needs such as the type of product, quantity, price, delivery location, and required time for delivery.

This study aims to identify the impact of the product on purchasing decisions for Repsol Oil, evaluate the effect of price on Repsol Oil purchasing decisions, analyze the effect of promotion on Repsol Oil purchasing decisions, assess the influence of place/distribution channels on Repsol Oil purchasing decisions, and

examine the combined effects of product, price, promotion, and place on Repsol Oil purchasing decisions at CV Sumber Indo Ban in Bandar Lampung. Through this research, the hypotheses to be tested include how product influences Repsol Oil purchasing decisions, how price affects Repsol Oil purchasing decisions, how promotion impacts Repsol Oil purchasing decisions, how place/distribution channels affect Repsol Oil purchasing decisions, and how the interaction of product, price, promotion, and place influences Repsol Oil purchasing decisions at CV Sumber Indo Ban, Bandar Lampung.

METHOD

This research uses a quantitative explanatory approach. According to Sugiyono (2017), explanatory research is a method used to explain the position of variables under investigation and the interaction between them. The population focused on in this study includes all consumers who purchase lubricants or oil at CV Sumber Indo Ban, Bandar Lampung, totaling 100 individuals. Sugiyono (2019:126) defines the population as a conceptual domain comprising entities or objects with specific quantitative and qualitative characteristics determined by the researcher for analysis and assessment purposes. The sampling method applied in this study is purposive sampling, with a sample size of 50, aimed at obtaining information about the research object by observing a representation of the population. Random data collection through the Hair method involves surveys published online using Google Forms, followed by data analysis using SPSS version 25. The measurement scale used is the Likert scale, which includes levels of agreement from high to low.

RESULTS AND DISCUSSION

According to Sugiyono (2016:132), the Likert scale is a tool used to assess individuals' or groups' views, opinions, and perceptions regarding social phenomena. The scale allows measurement with various levels as guidance:

- Strongly Agree   : 4
- Agree   : 3
- Disagree   : 2
- Strongly Disagree   : 1

An effective questionnaire in research must meet stringent validity and reliability standards. To evaluate whether the questionnaire is valid and reliable, validity and reliability testing is an essential step, and this study involves these processes for the research instruments used.

Validity Test

The validity test measures whether a questionnaire instrument is truly valid. This process involves analyzing the correlation between two variables, namely the value of each indicator and the total value of the variable being measured

Table 1. Validity test

Variables	Dimensions	Calculated r	Sig.	Description
Product (X1)	X1.1	0.625	0,00	Valid
	X1.2	0.713	0,00	Valid
	X1.3	0.545	0,00	Valid
	X1.4	0.813	0,00	Valid
Price (X2)	X2.1	0.688	0,00	Valid
	X2.2	0.563	0,00	Valid
	X2.3	0.674	0,00	Valid
	X2.4	0.787	0,00	Valid
Place (X3)	X3.1	0.618	0,00	Valid
	X3.2	0.762	0,00	Valid
	X3.3	0.802	0,00	Valid
	X3.4	0.500	0,00	Valid
Promotion (X4)	X4.1	0.756	0,00	Valid
	X4.2	0.619	0,00	Valid
	X4.3	0.740	0,00	Valid
	X4.4	0.573	0,00	Valid
Purchasing Decision (Y)	Y1	0.792	0,00	Valid
	Y2	0.847	0,00	Valid
	Y3	0.650	0,00	Valid
	Y4	0.699	0,00	Valid

Source: Self-processed data, 2018

In Table 1, all statements on variables X1, X2, X3, X4, and Y are considered valid, as the significance values from the correlation results are less than 0.05 (5%).

Reliability Testing

The purpose of reliability testing is to assess the consistency of a measuring instrument in evaluating a particular phenomenon. The stability of the measuring instrument determines its reliability in assessing the same phenomenon. A highly reliable instrument indicates its ability to consistently measure the phenomenon, whereas low reliability reflects the instrument's instability in assessing the same

phenomenon. A measuring instrument is considered highly reliable if it can be trusted and demonstrates the capacity to predict the phenomenon it is designed to measure.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha Value	Description
Product (X1)	0,610	Reliable
Price (X2)	0,602	Reliable
Location (X3)	0,613	Reliable
Promotion (X4)	0,601	Reliable
Purchasing Decision (Y)	0,734	Reliable

Source: Self-processed data, 2018

In Table 2, all variables X1, X2, X3, X4, and Y are deemed reliable as the Cronbach's Alpha values are greater than 0.6.

In this study, regression analysis was employed to gain an understanding of the potential relationships between the independent variables and the dependent variable. "Regression analysis refers to methods used to predict the values of one or more dependent variables influenced by one or more independent variables." Sugiyono (2013:244) notes that the author will undergo the statistical regression analysis procedure to determine whether there is a relationship between variables X and Y, using the following formula:

$$Y = a + bX.$$

Table 3. Multiple Linear Regression Test Results

Dependent Variable	Independet Variable	Regression Coefficient	Calculated t	Sign.	Description
Purchasing Decision	Product (X1)	0,550	4,711	0,000	Sig.
	Price (X2)	0,313	6,712	0,004	Sig.
	Location (X3)	0,245	5,800	0,013	Sig.
	Promotion (X4)	0,234	2,315	0,33	Sig.

Source: Self-processed data, 2018

Simultaneous Correlation (R) = 0.844 with a constant = -5.491. The simultaneous determination value (R Square) is 0.712, and F-statistic = 35.234. The Simultaneous Correlation (R) = 0.844 with a probability of 0.000.

DISCUSSION

1. The Effect of Marketing Mix on Purchase Decisions Simultaneously

Based on the ANOVA analysis, the F-statistic value is 35.234 with a significance level of 0.000 < 0.05. Compared to the F-table value of 2.61, it can be concluded that the combined effect of the marketing mix on consumer purchase

decisions is significant (Adli, et al., 2022). The quality of the products offered by this home industry has been well-maintained, with competitive pricing compared to other sellers, a strategic location often passed by the public, and promotions offering bonuses to customers. This study aligns with Kotler & Keller's (2009) statement that the marketing mix, which is a set of marketing tools for companies to achieve their marketing targets, consists of product, price, place, and promotion.

2. The Effect of Marketing Mix on Consumer Purchase Decisions Partially

The partial t-test results reveal that the product variable (X1) does not have a significant influence on the purchase decision (Y). This may be due to the fact that the Repsol Oil distributor limits significant product variations in the market. Although the products from the Repsol Oil distributor may have good quality, the presence of a single distributor in Bandar Lampung restricts the product variation available to consumers. Meanwhile, the price variable (X2) has a significant influence according to the test results. This is because CV. Sumber Indo Ban (Repsol Indonesia) exercises strong control over oil prices in the market. Consequently, consumers in Bandar Lampung may have a price-sensitive perception. If the price of Repsol Oil is higher than other brands, consumers may switch to cheaper alternatives. Therefore, appropriate pricing will affect the attractiveness products in consumer purchase decisions. Price is a crucial factor, as loyal customers expect stable and reasonable oil prices, influencing customer satisfaction and fostering loyalty. The marketing mix analysis highlights the importance of pricing in maintaining customer trust and sustaining the Repsol Oil distributor in Bandar Lampung.

Additionally, the place variable (X3) is found to have a significant effect on purchase decisions. This can be a competitive advantage, as consumers may feel exclusive and perceive the product as rare (Herdiati, et al., 2021). Consumers tend to prefer products from local factories, which they believe have guaranteed quality and authenticity. Moreover, the stable market position within a limited location allows CV. Sumber Indo Ban (Repsol Indonesia) to dominate the market more consistently. The promotion variable (X4) also significantly influences purchase decisions due to special offers such as bonuses and discounts that attract and retain customers. For instance, special discounts for bulk purchases or loyalty programs for frequent buyers of Repsol Oil from CV. Sumber Indo Ban (Repsol Indonesia).

3. Analysis Focused on Factors Significantly Influencing Purchase Decisions

By emphasizing the dominant test to identify the most influential variable, the beta coefficient (Rahman & Kartika, 2021) indicates that the promotion variable is the most influential, with a significantly higher beta coefficient of 0.601 compared to other variables. This confirms the dominant impact of the promotion variable in this context. The uniqueness of being the sole distributor of Repsol Oil has created a distinctive appeal for CV. Sumber Indo Ban (Repsol Indonesia), significantly affecting consumer purchase decisions. Promotion emerges as the key element in introducing the product and driving effective promotional efforts within the local community. This finding aligns with the view that promotion plays a crucial role in the success of marketing strategies (Arisandy, 2018; Radji & Kasim, 2020). Even if a product has excellent quality, if consumers are unaware of or not convinced of its benefits, they will not make a purchase (Poli, 2015).

T-Test

A variable is considered to have a partial influence if the significance value is < 0.05 and the t-statistic > t-table.

1. Product Impact on Purchase Decisions

From Table 3, in the regression analysis, it is concluded that the t-value for the product is 4.711, which is lower than the critical value of 5.491, with a significance of 0.000. This shows that individually, the product does not have a significant impact on the decision to purchase Repsol Oil in Bandar Lampung.

2. The Effect of Price on Purchase Decisions

Table 3 reveals the regression analysis results, showing that the t-statistic for the price variable is 6.412, exceeding the critical value of 5.491 with a significance of 0.004. This confirms that the price variable significantly influences the purchase decision of Repsol Oil in Bandar Lampung partially.

3. Location Impact on Purchase Decisions

Table 3 also reveals that the t-value for the location variable is 5.800, higher than the critical value of 5.491, with a significance level of 0.013. This finding confirms that the location variable gradually influences the decision to purchase Repsol Oil in Bandar Lampung.

4. Promotion Impact on Purchase Decisions

Table 3, analyzed through regression, shows that the t-value for promotion is 2.315, which is lower than the critical value of 5.491, with a significance level of 0.33. This indicates that the promotion variable does not have a significant impact on the decision to purchase Repsol Oil in Bandar Lampung.

CONCLUSIONS AND RECOMMENDATIONS

Based on simple regression analysis, the constant value of 10.332 indicates that when the value of X is 0, the purchase decision is estimated to reach 5.491. Additionally, the regression coefficient for the purchase decision variable is 0.734, meaning that each one-unit increase in the marketing mix variable is expected to increase the purchase decision by 0.734, assuming other variables remain constant.

The evaluation of the data in the coefficient of determination test table reveals that R Square reached 0.712, indicating that approximately 46.1% of the variation in the dependent variable (Purchase Decision) can be explained by the independent variables (Marketing Mix). On the other hand, around 53.9% of the remaining variation is influenced by external factors not examined in this context.

Recommendations

It is hoped that this study provides new insights into marketing mix strategies for CV Sumber Indo Ban, focusing on increasing product attractiveness, capturing consumer attention, and maintaining competitiveness. Additionally, this research emphasizes the importance of pricing as a key element in the marketing strategy, not only as a determinant of profitability but also as a communicator of product value. Repsol Oil is expected to follow market prices while fulfilling the company's goal of contributing to community welfare. Strategic location management is also important for distributing goods, ensuring that sales locations are easily accessible to potential consumers. Equally important is promotion strategy, involving various methods such as promotional raffles and marketing initiatives, aimed at strengthening the company's reputation and customer loyalty.

REFERENCES

Andriyanto, Lilik, Siti Syamsiar dan Indah Widowati. "Analisis Pengaruh Bauran Pemasaran (Marketing Mix 7-P) Terhadap Keputusan Pembelian di Thiwul Ayu Mbok Sum." *Jurnal Dinamika Sosial Ekonomi* 20.1 (2020): 26-38.

Dayat, Muhammad. "Strategi Pemasaran dan Optimalisasi Bauran Pemasaran dalam Merebut Calon Konsumen Jasa Pendidikan." *Jurnal Mu'allim* 1.2 (2019): 299-218.

Faizal, Deny dan Noor Indah Rahmawati. "Pengaruh Marketing Mix Terhadap Keputusan Pembelian Furnitur pada PT. Catur Sentosa Berhasil." *Jurnal Ecodemica* 4.1 (2020): 170-178.

Hanum, Zubaidah dan Sahral Hidayat. "Faktor–faktor yang Mempengaruhi Perilaku Konsumen dalam Keputusan Pembelian Sepatu Merek Nike di Kota Medan." *Jurnal Bis-A: Jurnal Bisnis Administrasi* 6.1 (2017): 37-43.

Izmi, Adinda Nurul, Sri Tjondro Winarno dan Prasmita Dian Wijayati. "Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Keputusan Pembelian Pisang Sunpride (Studi Kasus: Supermarket Superindo Tropodo)." *Jurnal Ilmiah Universitas Batanghari Jambi* 23.3 (2023): 3204-3216.

Mardianto, Dedi. "4.2 Bauran Pemasaran Jasa." *Manajemen Pemasaran Jasa (Konsep Dasar)* 45 (2022).

Rizal, Rusma, Romidon Hidayat dan Ica Handika. "Analisis Bauran Pemasaran Terhadap Omzet Penjualan pada PT. Gaudi Dwi Laras Cabang Palembang." *Jurnal Adminika* 3.2 (2017).

Selang, Christian AD. "Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen pada Fresh Mart Bahu Mall Manado." *Jurnal EMBA: Jurnal Riset Ekonomi,Manajemen, Bisnis dan Akuntansi* 1.3 (2013).

Sugiyono, 2010. *Metode Penelitian Bisnis.* Cetakan Ke-15. Penerbit Alfabeta. Bandung.

Susanti, Noevie, Hamid Halin dan M. Kurniawan. "Pengaruh Bauran Pemasaran (4P) Terhadap Keputusan Pembelian Perumahan PT. Berlian Bersaudara Propertindo (Studi Kasus Perumahan Taman Arizona 1, Taman Arizona 2 dan Taman Arizona 3 di Talang Jambi Palembang)." *Jurnal Ilmiah Ekonomi Global Masa Kini* 8.1 (2017): 43-49.

Tauriana, Dian dan Andhika Andhika. "Bauran Pemasaran, Manajemen Hubungan Pelanggan dalam Menciptakan Loyalitas Konsumen." *The Winners* 11.1 (2010): 34-42.

Wardani, Rahayu Kusuma dan Moody Manalu. "Pengaruh Marketing Mix Terhadap Keputusan Pembelian pada Marketplace Shopee." *Jurnal Ekonomi, Sosial & Humaniora* 3.04 (2021): 88-95.