
EFFECT OF MARKETING MIX (7P) ON PURCHASING DECISION AT CAFE PALAPA

By

Nova Novitasari¹, Sugiharto Pujangkoro², Satia Negara Lubis³

^{1,2,3}Master of Management, Universitas Sumatera Utara, Indonesia

Email: [1novanovitasari848@gmail.com](mailto:novanovitasari848@gmail.com)

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Abstract: *This research aims to analyze effect of marketing mix (7P) on purchasing decision at Cafe Palapa. The methodology used in this research is a quantitative methodology. The customers who visited Cafe Palapa were the population that the researchers used, which was 5,890 people. The Slovin technique was used to calculate 100 Cafe Palapa samples to obtain fairly representative results with an error rate of 10%. The analytical method used in this research is multiple regression to test the hypothesis partially (t). The research results show that product has a positive and significant effect on purchasing decision at Cafe Palapa. Price has a negative and significant effect on purchasing decision at Cafe Palapa. Place has a positive and significant effect on purchasing decision at Cafe Palapa. Promotion has a positive and significant effect on purchasing decision at Cafe Palapa. People has a positive and significant effect on purchasing decision at Cafe Palapa. Process has a positive and significant effect on purchasing decision at Cafe Palapa. Physical evidence has a positive and significant effect on purchasing decision at Cafe Palapa*

PENDAHULUAN

The culinary industry is portion of a trade division that's changing quickly in this period of globalization. Separated from that, nourishment is society's most pressing require. The huge number of little, medium and expansive scale nourishment businesses that have been built up with the point of assembly people's nourishment needs appears that Indonesia's financial improvement has not hampered the development of the nourishment industry. Each commerce performing artist must be able to adjust to changes in buyer desires and be responsive to any changes that will emerge.

Within the trade world, company competition cannot be maintained a strategic distance from. Trade individuals must offer their items with more prominent inventiveness and development. The run of costs accessible to shoppers, the expanding number of new items that proceed to seem, and incredible promoting campaigns are still upheld by huge conveyance budgets. Companies must continuously remain side by side of developments in strategies and how to adjust them. Usually the result of the company's want to supply the finest items for clients. One of the key thoughts within the promoting blend is to adjust strategies in a modern way. One of the basic thoughts of the promoting blend is to modernize the methodology (Mariani et al., 2023; Pandiangan, 2024; Tambunan et al., 2024).

All of a company's devices for affecting shopper request for its items are called the

promoting blend. In arrange for the item to be promoted by the company, it must be thought through carefully. Without cautious thought, administration strategies cannot be carried out or completed. Instep, a modern administration equation must be utilized, one that gives precise publicizing through a combination of deals methods, costs, advancements, item shapes, and marketing procedures, as well as suggestions for how deals strategies ought to be dispersed. Combining the two can give an advantage compared to competing businesses (Borden, 1984).

One of the most initiatives that businesses embrace to realize their objectives is promoting. For businesses, showcasing plays a basic part in overseeing each perspective of the stream of products and administrations from makers to conclusion shoppers (Pandiangan et al., 2024). Clients continuously anticipate a reasonable trade for the penances made and the benefits they will get from the item, cost is more than fair a implies of trade for merchandise or administrations.

A inhabitant of Klambir V Hamlet named Mr. Syukur is the proprietor of Cafe Palapa, a put to eat. Cafe Palapa offers a menu of penyet chicken and flame broiled chicken with sorts of chili sauce, to be specific green chili sauce, chili glue and soy sauce, at that point they too have a assortment of rice menus, to be specific white rice and uduk rice. When building Cafe Palapa, the need was the taste of the nourishment, consolation, speed of benefit, cleanliness and neighborliness. As time goes by, different sorts of businesses are developing which are made from chicken as the most fixing within the Klambir V area.

Recognizable proof of issues at Cafe Palapa is from an examination of Cafe Palapa's wage for the final six months, to be specific from April to September 2023, which for the most part appears that there has been a decrease in wage at Cafe Palapa and there has been no increment in salary. This is often an assessment fabric for Cafe Palapa administration to extend the number of shopper buys.

Data on the number of buyers at Cafe Palapa for the final six months, from the information given, is obvious that over the final six months, Cafe Palapa has experienced a reasonably expansive decay within the number of guests. There are numerous reasons for this decay, counting shifts in client inclinations and competition, changes in promoting procedures, activity or financial factors.

A diminish within the number of customers has the potential to cause a diminish in wage for Cafe Palapa. With the number of customers diminishing from month to month, deals of items and administrations at Cafe Palapa may too diminish altogether. A significant decline within the number of customers could be a genuine risk to the maintainability of Cafe Palapa's commerce. In case this descending drift proceeds, these businesses are at chance of encountering budgetary challenges that may debilitate the coherence of their operations.

This research aims to analyze effect of marketing mix (7P) on purchasing decision at Cafe Palapa. The methodology used in this research is a quantitative methodology.

LITERATURE REVIEW

Product

Items are all shapes that allude to all sorts of offers advertised to clients or clients in understanding with their demands or wants. In arrange for a item or benefit to be more competitive within the advertise, the item or benefit must be made with tall quality and have

its claim uniqueness (Meithiana, 2019).

Price

Any trade that needs to effectively advance products or administrations must set its costs accurately. Cost has an affect on judgments almost what to purchase since buyers as a rule assess costs to begin with and search for the most excellent bargain given their money related circumstance. Consider whether the benefits gotten are more prominent than the cost advertised (Romadhoni, 2019).

Place

Kotler and Armstrong (2019) characterize dissemination areas or channels as activities taken by a company with the point of making items accessible for customers to expend. All other promoting choices a company makes will be straightforwardly affected by its choice of channels. Estimating changes depending on whether the trade offers straightforwardly over the web or collaborates with other parties.

Promotion

Advancement is characterized by Kotler and Armstrong (2019) as an exertion to communicate the benefits of a item and convince clients to purchase it. Advancement is one of the variables that impacts the victory of a showcasing program. On the off chance that shoppers do not know the highlights of a item or have never listened of it, they will never purchase it from a commerce.

People

Building client devotion includes more than fair managing with benefit suppliers specifically. A key component of victory is the information and capacities of those who follow to organizational objectives (Anderson, 2017). Company representatives and other clients of the benefit environment are components and individuals. The showcasing blend is in a roundabout way related to asset arranging, work portrayals, work details, enlistment, determination, preparing, and motivating forces.

Process

Clients give critical esteem to operational or generation forms. For illustration, the quality of benefit given by eatery representatives and the length of holding up time amid generation have a noteworthy affect on clients (Smith, 2020). Compelling benefit directors disentangle complex benefit methods for clients by making them see flawless and consistent. For those who accept ducks can swim effortlessly.

Physical Evidence

Outside plan as a variable is included within the category of physical characteristics, to be specific the fashion or outside appearance of the building. This incorporates insides plan, building materials, design, inner format, and auxiliary plan. It comprises of other components counting vibe, discuss conditioning, and lighting. Prove held by the benefit supplier and advertised as an extra advantage to the client. The concrete shape given to clients is called physical prove (Ramli, 2021).

Purchasing Decision

Customer choice making is impacted by a number of circumstances as a result of obtaining choices, counting individuals, forms, monetary financial matters, legislative issues, innovation, and social components as well as merchandise, costs, areas, advancements, and physical prove. As clients process all accessible data and create demeanors that impact their choice making, they give answers that recommend which items they ought to purchase. In

the interim, obtaining choices are the result of intuitive between the impact of the promoting environment, person characteristics, and the decision-making handle (Kotler and Armstrong, 2019).

RESEARCH METHODS

The technique utilized in this investigate may be a quantitative strategy. Sugiyono (2019) characterizes quantitative inquire about as a positivist-based investigate technique that includes considering a particular populace or test, collecting information, and deciphering the discoveries. Acquainted investigate is the investigate strategy utilized. Affiliated inquire about is characterized by Sugiyono (2019) as a investigate subject plan that inquires around the relationship between two or more factors. Definition of a investigate issue that contains the relationship between two or more factors. The variables that will be known in this inquire about are cause and impact connections coming about from free factors (Firdaus, 2008; Gultom et al., 2024).

The populace is the center of the complete inquire about (Ghozali, 2017). In case somebody needs to look at each perspective within the inquire about zone, at that point the inquire about is populace inquire about. The populace comprises of all things, indications and occasions that will be chosen agreeing to the issue being considered (Nazir, 2014). The clients who gone to Cafe Palapa were the populace that the analysts utilized, which was 5,890 individuals. The Slovin method was utilized to calculate 100 Cafe Palapa tests to get reasonably agent comes about with an blunder rate of 10%.

The expository strategy utilized in this investigate is numerous relapse to test the speculation mostly (t). The t test is to test the free factors within the relapse condition independently and impact the esteem of the subordinate variable (Noor, 2011; Pandiangan et al., 2023). Test criteria are as takes after (Fransisco et al., 2024; Sihombing et al., 2024; Tabachnick and Fidell, 2013; Yoppy et al., 2023):

a.If $t_{count} > t_{table}$, then accept H_a and reject H_0 at the 5% significance level.

b.If $t_{count} < t_{table}$, then accept H_0 and reject H_a at the 5% significance level.

RESULTS AND DISCUSSION

General Description

Data shows that the 100 respondents at Cafe Palapa were divided into several age groups based on their age, 20 to 30 years consisting of 59 respondents, 31 to 40 years consisting of 23 respondents, 41 to 50 years consisting of 17 respondents, and age >50 years consisting from 1 respondent. The data shows categories of respondent characteristics based on age. The data shows the characteristics of 100 respondents at Cafe Palapa who were divided into several age groups. Individuals between 20 and 30 years old constituted 59% of the sample, those between 31 and 40 years old made up 23%, those between 41 and 50 years old made up 17%, and those over 50 years old made up 1%.

The data shows that the characteristics of the 100 respondents at Cafe Palapa were divided into two groups based on gender, 36 respondents were men and 64 respondents were women. In other words, women constitute the majority of respondents or visitors to Cafe Palapa. Conditions where women choose to hang out in cafes instead of doing assignments and other things may also be the reason. Two percentage categories, 36% for

men and 64% for women, represent the characteristics of 100 Cafe Palapa guest respondents based on gender.

The data presents the characteristics of respondents based on education level. Of the 100 respondents at Cafe Palapa, respondents were divided into several categories, 69 people had high school education, 4 people had a diploma, 28 people had a bachelor's degree, and no respondents were in the master's education category. The percentages in the data show the categories of respondents' characteristics according to their latest level of education. The data shows how the characteristics of 100 respondents at Cafe Palapa are grouped into several educational categories based on their education level. Of this number, 69% of respondents were in the high school education category, 4% were in the diploma education category, 27% were in the undergraduate education category, and no respondents were in the master's education category for this research.

Hypothesis Test Result

Table 1. Hypothesis Test Result

| Model | Coefficients ^a | | | | | Collinearity Statistics | | |
|-------|-----------------------------|------------|---------------------------|-------|--------|-------------------------|------|-------|
| | Unstandardized Coefficients | Std. Error | Standardized Coefficients | t | Sig. | Tolerance | VIF | |
| 1 | (Constant) | .470 | 1.354 | | .347 | .730 | | |
| | Produk | .132 | .059 | .165 | 2.238 | .028 | .501 | 1.996 |
| | Harga | -.387 | .074 | -.372 | -5.208 | <.001 | .536 | 1.864 |
| | Tempat | .323 | .086 | .280 | 3.756 | <.001 | .493 | 2.030 |
| | Promosi | .188 | .076 | .187 | 2.478 | .015 | .483 | 2.072 |
| | Orang | .207 | .061 | .220 | 3.392 | .001 | .653 | 1.530 |
| | Proses | .202 | .085 | .202 | 2.390 | .019 | .382 | 2.616 |
| | Bukti Fisik | .286 | .063 | .307 | 4.520 | <.001 | .594 | 1.683 |

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data (2024)

Product has a positive and significant effect on purchasing decision at Cafe Palapa. This could be a concern for Cafe Palapa administration so that they can carry out in-depth assessments with respect to the plan and introduction of their items. Guaranteeing that each thing on the menu is displayed with an appealing stylish and in line with Cafe Palapa's brand picture will offer assistance draw in shopper intrigued.

Price has a negative and significant effect on purchasing decision at Cafe Palapa. This could be a concern for Cafe Palapa administration so that they can carry out a comprehensive investigation with respect to their estimating procedure. This assessment incorporates understanding generation costs, operations, and craved benefits, as well as comparing costs with similar competitors within the advertise.

Place has a positive and significant effect on purchasing decision at Cafe Palapa. This may be a concern for Cafe Palapa administration so that they can re-evaluate the current area and consider alternatives for moving or including a unused department in a more vital area and easily available by all sorts of vehicles. This will be done by conducting encourage showcase investigation to distinguish nearby areas that have way better availability and more prominent advertise potential.

Promotion has a positive and significant effect on purchasing decision at Cafe Palapa. This will be a concern for Cafe Palapa administration so that they can receive a more proactive technique in giving item bonuses or cost rebates to clients. This will be done by planning an alluring dependability program, where clients can collect focuses or stamps each time they make a buy.

People has a positive and significant effect on purchasing decision at Cafe Palapa. This could be a concern for Cafe Palapa administration so that they can fortify representative preparing and advancement programs. This includes giving customary preparing to move forward operational and benefit aptitudes, as well as delicate aptitudes preparing such as communication and interpersonal abilities.

Process has a positive and significant effect on purchasing decision at Cafe Palapa. This may be a concern for Cafe Palapa administration so that they can reinforce the complaint administration framework. This incorporates creating clear and productive methods for getting, recording, and reacting rapidly to client complaints. Cafe Palapa must guarantee that each complaint is prepared methodically and given the correct need, it is imperative to prepare staff well in overseeing client complaints.

Physical evidence has a positive and significant effect on purchasing decision at Cafe Palapa. This may well be a concern for Cafe Palapa administration to carry out an in-depth assessment of the Cafe Palapa environment, especially the variables that impact the temperature within the open space. Distinguish temperature contrasts felt by clients and affecting components, such as wind course, discuss mugginess, and lighting.

CONCLUSION

The research results show that product has a positive and significant effect on purchasing decision at Cafe Palapa. Price has a negative and significant effect on purchasing decision at Cafe Palapa. Place has a positive and significant effect on purchasing decision at Cafe Palapa. Promotion has a positive and significant effect on purchasing decision at Cafe Palapa. People has a positive and significant effect on purchasing decision at Cafe Palapa. Process has a positive and significant effect on purchasing decision at Cafe Palapa. Physical evidence has a positive and significant effect on purchasing decision at Cafe Palapa.

SUGGESTION

The proposals given by analysts for this investigate are as takes after:

- a. a.Overall, the promoting blend comprising of item, cost, put, advancement, individuals, prepare, and physical prove has been carried out by Cafe Palapa.
- b. b.The showcasing blend actualized by Cafe Palapa collectively impacts shopper acquiring choices. In case all promoting blends are carried out well together, an increment in deals will affect shopper choices when obtaining at Cafe Palapa.
- c. c.In connection to item, in part impacts obtaining choices at Cafe Palapa, specifically the center on moving forward and advertising the items. The center of all businesses remains on giving the most excellent items to meet the requirements and wants of Cafe Palapa buyers. A few concerns with respect to nourishment and refreshments items are related to their taste and appearance when served. A few customers tend to be basic of the nourishment and drinks they get, subsequently this ought to be a

- concern for Cafe Palapa Director.
- d. d.In connection to cost, which impacts customer choices in making purchasing decisions. In other words, customers make choices based on costs at Cafe Palapa. Cost is something that's a need for buyers so that estimating can be balanced to buyer wage.
 - e. e.In connection to put, cleanliness and customer needs are still exceptionally critical concerns. Cleanliness gives consolation to buyers who come to Cafe Palapa. Buyers require a put that gives consolation when talking about, hanging out and assembly with commerce accomplices at Cafe Palapa.
 - f. f.In connection to advancement, expanding or moving forward special substance on Instagram and other social media is more of a concern. Separated from that, you just can too make web site, to create it less demanding to arrange items on location online, the website is user friendly and gives information that's simple for Cafe Palapa buyers to get it. Website appearance that suits the requirements and wants of benefit clients will make advancements right on target.
 - g. g.In connection to individuals, the benefit at Cafe Palapa ought to be a concern since usually a customer choice when making a buy. Such as giving a grin and inquiring approximately the points of interest and drawbacks of the administrations given so that shoppers feel comfortable with the services provided by the Cafe Palapa. Individuals within the trade are exceptionally imperative since members or individuals who specifically meet or bargain with buyers are the confront of the trade, namely Cafe Palapa.
 - h. h.In connection to handle, distinguish each step within the obtaining handle and assess each execution. Center on progressing productivity and viability at each arrange to reduce friction and increment client fulfillment.
 - i. i.In connection to physical prove, physical prove itself is sweet in case it does not cause potential customers to have intemperate desires so that there's a slight feeling of dissatisfaction from shoppers after seeing the initial item since the point of see or point of see given makes potential shoppers envision things that are indeed more than the initial item.

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HALAMAN INI SENGAJA DIKOSONGKAN