

The Impact of Product, Price, Distribution, Promotion, Location and Physical Evidence Against Purchasing Decisions On PT Prima Sahabat Mitra Bersama

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ABSTRACT

Study This aim for know influence product, Price, Distribution, Promotion, Location and Physical Evidence Against Purchasing Decisions at PT Prima Sahabat Mitra Bersama. This research uses quantitative and sample data types study a total of 97 samples were counted use formula lemeshow. Research results in a manner Partial showing that product own influence on Purchase Decision, price own influence on Purchasing Decisions, distribution own influence to Purchase Decision, promotion own influence on Purchase Decision, location own influence against Purchase Decision, evidence physique own influence to Decision Purchase. kindly simultaneous product, Price, Distribution, Promotion, Location And ProofPhysique influential on Purchasing Decisions.

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Introduction

The field of finance in the past has brought enough progress fast in life business. Therefore, the emergence of retail trade companies and operating in the form shops, mini markets, supermarkets, and so on. This resulted intense competition between companies. Improvements and improvements in the fields Marketing is very important so that the company can Keep going forward and ahead of the competition.

Customer evaluate product based on quality whole from given product compared to from the goal. Quality product as a condition for collection decision Because can give hope consumer will owned product. Sat decided to buy, consumers always consider aspect quality from product to be bought it. Usually happen consideration in products for consumers related taking decision based on objective mainly is product order can fulfil his needs. Consumers feel product the fit and get fulfil his needs will do purchase product.

Price is referred to as the means paid by consumers in obtaining benefits from get desired item. Price has influence in quality from something distributed products. If cost the more tall set from a company, then quality from something product obtained customer the more big.

Distribution is the way in which the issuer can circulate results and services manufacturer to customer. Aligned distribution to increase proficiency Genre goods from dispensing to customers is also very important. Unimpressive distribution will give impression negative on the decision increased purchases and objectives sales will not reached. Therefore, every company must do analysis in a manner detail to know rule the most suitable distribution for the product, incl consider function channel circulation. As a function information and functions development economy.

Advertising referred to as communication marketing in giving profit for customer. For companies, advertising referred to as one reason from decision purchase. So from that expected choose tool good promotion for the product to be placed in the a market. By listening and watching campaign run by the company, not just the customer can understand product itself but also what is said campaign the to them, incl price and where to buy.

PT Prima Sahabat Mitra Bersama is a company engaged in the supermarket or more known as PT Maju Bersama, this supermarket has always been crowded customers and own superiority compared to other supermarkets because sell product imports that are not available in other supermarkets, for example

Alfamart, Indomaret, Transmart and others. Mix strategy marketing implemented by PT based on research. Prima Sahabat Mitra Bersama cannot afford it increase decision purchase consumer against the company. To improve purchase, the company runs campaign offers discounts, sweepstakes, issuing shopping lists, etc. But pt. For example, Prima Sahabat Mitra Bersama does not provide customer loyal card membership as a form exchange gifts, as happens in other supermarkets. Another thing, for example advertised item finished sold Because stock limited. Count more expensive for price compared to rival, quality food not as expected consumers, so what PT Prima Sahabat Mitra Bersama is doing very fail convincing consumers to buy this company's product. This means the company has not maximizing promotion product the. And still Lots product disabled still production sold to customers

Literature Review

Product

Product referred to as a group property and non - material giving the desired benefit consumer in a situation transaction. Characteristics covers color, cost packaging, popularity, services, agents and intermediaries (Andayani, 2018:35).

According to Firmansyah (2019:82), product own a number of described indicators namely :

1. Products that have function is not fast broken.
2. Consistency from product.
3. Design from something product.
4. Features owned product.
5. Reliability from something product.

Price

Price is the essence of all activity productive marketing profit or loss. If marketers own information detailed about attitudes, behavior, and competitors consumer so that they can determine market price by accurate, they are can make decision determination better prices (Armahadyani, 2018:72).

According to Ngalimun (2019:45) Price has four indicators as follows :

1. Affordable product at a given price.
2. Quality from product comparable to the price offered.
3. Assessed price cheap in terms of competition.
4. benefits from product comparable to the price offered.

Distribution

Distribution defined as capture actions aimed at facilitating storage, shipping, and shipping products and services from producers to consumers to fulfill request (Prasetyo & Nawangsih, 2018).

According to Darsono & Husda (2020:45), indicators distribution consists from :

1. Product available.
2. Products that have ordered.
3. Speed Products shipped.
4. Easy product obtained.

Promotion

Promotion referred to as activities promotion that focuses on effort persuasive to deliver marketing programs to candidate customer or target market, with the aim of facilitating transaction between companies and customers (Hasan, 2019).

According to Hasan (2019:99), indicators Promotion consists from :

1. Promotion form advertisements and others.
2. Promotion in a manner direct.
3. Promotion by the way *selling*.

Location

Location is the place where the product can reach by the target market. Location is track distribution, a bunch of which have dependency and related to production from ready - to - use product as needed (Nanibti & Tumbuan, 2021:112).

According to Mamonto & Tumbuan (2021:112) distribution indicators consists from :

1. Access
2. Visibility
3. Expansion
4. Place Park it

Physical Evidence (Physical Evidence)

Physical evidence refers to the environment concrete place service generated and interacted with between provider services and consumers happened, incl all elements used to convey or support role service, as well facilitate performance or communication service. All object material considered as physical evidence (Lupoyadi, 2016: 152).

Evidence indicators physically as follows (Lupoyadi, 2016:157):

1. Lighting.
2. Strains sound.
3. Aroma.
4. Layout.

Purchase Decision

Purchase decision referred to as a involving thinking evaluation more from one action to choose the best (Sudaryono, 2018: 125).

Indicator from decision purchase namely (Suyoto, 2014:65):

1. Decision regarding variant from product concerned.
2. Decision regarding form from product concerned.
3. Decision regarding brand from product concerned.
4. Decision regarding seller from product concerned.
5. Decision regarding amount from product concerned.

Framework Thinking

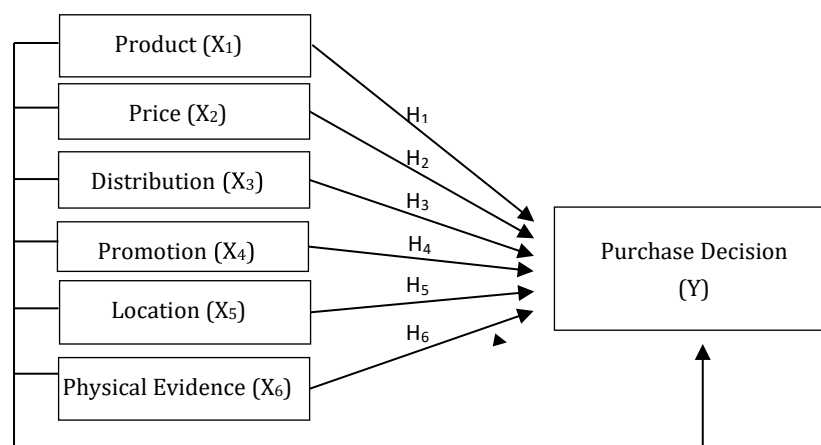


Figure 1. Conceptual framework

Hypothesis Study

The hypothesis is as follows :

H₁ : Product own influence on Purchasing Decisions.

H₂ : Price has influence on Purchasing Decisions.

H₃ : Distribution have influence on Purchasing Decisions.

H₄ : Promotion own influence on Purchasing Decisions.

H₅ : Location has influence on Purchasing Decisions.

H₆ : Physical Evidence own influence on Purchasing Decisions.

H₇ : Product, Price, Distribution, Promotion, Location and Physical Evidence have influence on Purchasing Decisions

Method

Method study quantitative use approach positivism (measured data). Philosophy positivism applied to the population or sample certain (Sugiyono, 2018). The population in this study namely whole customers visiting PT. Prima Sahabat Mitra Bersama, the sample in this study was 97 customers and 30 customers outside sample. In this study, researchers using an involving research model multiple linear regression and SPSS software version 24 was used to process the data.

Results

Statistics Descriptive

The test results namely :

Table 1. Statistics Descriptive

	N	minimum	Maximun	mean	std. Deviation
Product	97	33	60	49.77	6,061
Price	97	21	40	32.46	4,486
Distribution	97	23	38	30.74	3,681
Promotion	97	8	30	18.55	6,222
Location	97	9	38	26.87	7,880
Physical Evidence	97	12	39	26.87	7,287
Purchase Decision	97	26	47	38.21	4,453

Source : Results of Processed Data, 2023

If seen from table above, concluded :

1. Product own sample as many as 97 and it was concluded that the minimum was rated 33, meanwhile maximum has a value of 60. For a mean value of 49.77 and a standard deviation worth 6.061.
2. Price has sample as many as 97 and it was concluded that the minimum was rated 21, meanwhile maximum has a value of 40. For a mean value of 32.46 and a standard deviation worth 4.486.
3. Distribution own sample as many as 97 and it was concluded that the minimum was rated 23, meanwhile maximum has a value of 38. For a mean value of 30.74 and a standard deviation worth 3.681.
4. Promotion own sample as many as 97 and it was concluded that the minimum was rated 8, meanwhile maximum has a value of 30. For a mean value of 18.55 and a standard deviation worth 6.222.
5. Location has sample as many as 97 and it was concluded that the minimum was rated 9, meanwhile maximum has a value of 38. For a mean value of 26.87 and a standard deviation worth 7,880.
6. Physical Evidence own sample as many as 97 and it was concluded that the minimum was rated 12, meanwhile maximum has a value of 3828. For a mean value of 26.87 and a standard deviation worth 7.287.
7. Purchase Decision own sample as many as 97 and it was concluded that the minimum was rated

26, meanwhile maximum has a value of 47. For a mean value of 38.21 and a standard deviation worth 4.553.

Normality Test

The test results are as follows :

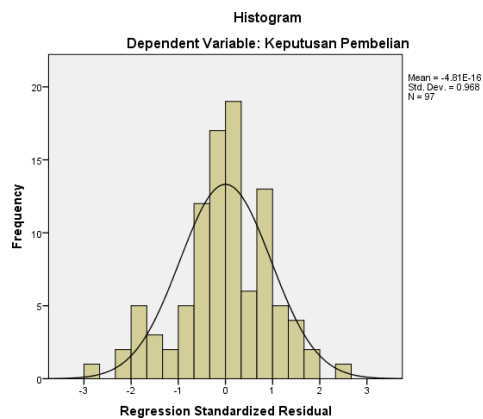


Figure 2 Histogram

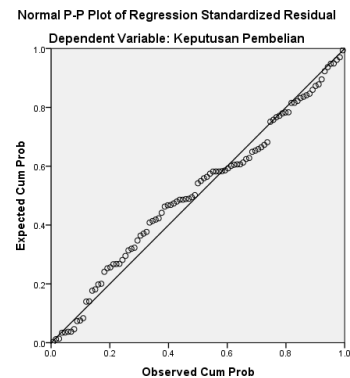


Figure 3 P-Plot

graph in Figure 2 show that actual data form curve symmetrical without tilt left or right, and get said that the data is normally distributed. Chart normality in Figure 3 above, we can see that dot, dot, dot scattered around the diagonal, with a portion big distribution is near the diagonal.

Table 2. Normality Test

		Unstandardized Residuals
N		97
Normal Parameters ^{a,b}	Means	38.2061856
	std. Deviation	3.23280127
Most Extreme Differences	absolute	.089
	Positive	.089
	Negative	-.051
Kolmogorov-Smirnov Z		.089
Asymp. Sig. (2- tailed)		.055 ^a

Source : Results of Processed Data, 2023

From table 2 has explanation *asymp. sig* obtained is worth 0.200 as well as value level significant has a value of $0.055 > 0.05$ so that the data is concluded normal distribution.

Multicollinearity Test

Multicollinearity test results as follows :

Table 3 Test Results Multicollinearity

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Product	.810	1,234
	Price	.830	1.205
	Distribution	.682	1,466
	Promotion	.422	2,372
	Location	.665	1,503
	Physical Evidence	.612	1634

a. dependent Variable : Purchase Decision

Source : Results of Processed Data, 2023

If seen from table on concluded :

1. VIF of Product value of $1.234 < 10$ and *Tolerance* value of $0.810 > 0.10$ concluded not happen symptom multicollinearity.
2. VIF of Price is $1.205 < 10$ and *Tolerance* is $0.830 > 0.10$ concluded not happen symptom multicollinearity.
3. VIF of Distribution value $1.466 < 10$ and *Tolerance* value $0.682 > 0.10$ concluded didn't happen symptom multicollinearity.
4. VIF of Promotion worth $2.372 < 10$ and *tolerance* worth $0.422 > 0.10$ concluded didn't happen symptom multicollinearity.
5. VIF from Location is $1.503 < 10$ and *Tolerance* is $0.665 > 0.10$, it is concluded that it is not happen symptom multicollinearity.
6. VIF of Physical Evidence value $1.634 < 10$ and *Tolerance* value $0.612 > 0.10$ concluded didn't happen symptom multikilionearity.

Heteroscedasticity Test

Heteorscedasticity test results namely :

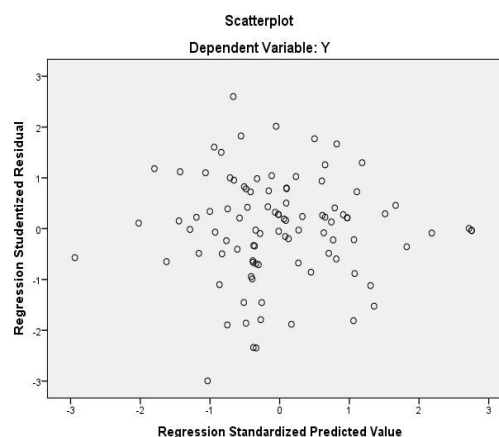


Figure 4 Scatter plots

If seen from picture above, concluded from chart *Scatterplots* exist conclusion that point on the graph considered not joined together side and by random scattered all over direction, this was declared not to have happened heteroscedasticity.

Multiple Linear Regression Test

The test results namely :

Table 4 Analysis Results Multiple Linear Regression

model	<i>Unstandardized Coefficients</i>		<i>standardized Coefficients</i>
	B	std. Error	Betas
1			
(Constant)	3,480	3,680	
Product	0.292	0.059	0.398
Price	0.166	0.079	0.167
Distribution	0.248	0.106	0.205
Promotion	-0.077	0.080	-0.107
Location	0.133	0.050	0.235
Physical Evidence	0.186	0.057	0.305

Source : Results of Processed Data, 2023

If seen from table above, concluded :

Equality on explained :

$$\text{Keputusan Pembelian} = 3,480 + 0,292 \text{ Produk} + 0,166 \text{ Harga} + 0,248 \text{ Distribusi} + (-0,077) \text{ Promosi} + 0,133 \text{ Lokasi} + 0,186 \text{ Bukti Fisik} + e$$

1. Constant (α) = 3.480 if there is value $X_1 - X_6$ worth zero, concluded Decision Purchase mark of 3,480.
2. X_1 of 0.292 if variable independent others worth zero and occurs for the product there is enhancement mark equal to 1 unit, then concluded that Purchase Decision will happen enhancement of 0.292.
3. X_2 of 0.166 if variable independent others worth zero and happens to Price (X_2) is 1 unit, then concluded that Purchase Decision will happen enhancement of 0.166.
4. X_3 of 0.248 if variable independent others worth zero and occurs for Distribution (X_3) of 1 unit, then concluded that Purchase Decision will happen enhancement of 0.248.
5. X_4 of -0.077 if variable independent others worth zero and occurs for Promotion (X_4) of 1 unit, then concluded that Purchase Decision will happen decline of 0.077.
6. X_5 of 0.133 if variable independent others worth zero and occurs for Location (X_5) of 1 unit, then concluded that Purchase Decision will happen decline of 0.133.
7. X_6 of 0.186 if variable independent others worth zero and occurs for Physical Evidence (X_6) of 1 unit, then concluded that Purchase Decision will happen decline of 0.186.

Coefficient Determination

The test results consists from :

Table 5 Coefficient Test Determinant (R^2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.726 ^a	.527	.495	3.163

Source : Results of Processed Data, 2023

If seen from table above, concluded *Adjusted R Square* (R^2) or coefficient determination you have of 0.495 means Purchasing Decision variable can explained by variables Product, Price, Distribution, Promotion, Location and Physical Evidence by 49.5% meanwhile the remaining 50.5% is influenced by other factors that originate from outside of this research model such as, Quality Service, Satisfaction Customers and Behavior Consumers.

Simultaneous Test (F test)

The test results are as follows :

Table 6 Test Results Unison (F - Test)

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1003,296	6	167,216	16,711	.000 ^b
	Residual	900,580	90	10.006		
	Total	1903,876	96			

Source : Results of Processed Data, 2023

In Table 3.6 above, get seen that mark $F_{\text{count}}(16,711) > F_{\text{table}}(2.20)$ with a significance of 0.000 < 0.05 so can concluded that there is significant influence between Product, Price, Distribution, Promotion, Location and Physical Evidence in a manner simultaneous on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.

Partial Test (t test)

The test results are as follows :

Table 3.7 Test Results Partial (t-test)

Model	t	Sig.
1 (Constant)	0.946	0.347
Product Distribution Price Promotion	4,939	0.000
Location	2.105	0.038
Physical Evidence	2,339	0.022
	-0.960	0.340
	2,641	0.010
	3,289	0.001

Source : Research Results, 2023 (Processed Data)

Based on Table 3.7 results testing Partial above, then can seen a number of The following are among them is that :

1. On Products (X_1) is visible that mark t_{count} (4,939) > t table (1.986) with levels significant $0.000 < 0.05$ so can concluded that there is influence significant positive in a manner Partial between Product on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.
2. At Price (X_2) look that mark t_{count} (2.105) > t table (1.986) with levels significant $0.038 < 0.05$ so can concluded that there is influence significant positive in a manner Partial between Price and Purchase Decision at PT Prima Sahabat Mitra Bersama.
3. On the Distribution (X_3) is visible that mark t_{count} (2.339) > t table (1.986) with levels significant $0.000 < 0.05$ so can concluded that there is influence significant positive in a manner Partial between Distribution to Services at PT Prima Sahabat Mitra Bersama.
4. On Promotion (X_4) looks that mark t_{count} (-0.960) < t table (1.986) with levels significant $0.340 > 0.05$ so can concluded that doesn't exist influence in a manner Partial between promotion to Services at PT Prima Sahabat Mitra Bersama.
5. On Location (X_5) is visible that mark t_{count} (2.641) > t table (1.986) with levels significant $0.010 < 0.05$ so can concluded that there is influence significant positive in a manner Partial between Locations against Services at PT Prima Sahabat Mitra Bersama.
6. On Physical Evidence (X_6) is visible that mark t_{count} (3.289) > t table (1.986) with levels significant $0.001 < 0.05$ so can concluded that there is influence significant positive in a manner Partial between Physical Evidence to Services at PT Prima Sahabat Mitra Bersama.

Conclusion

Conclusion from results this research are :

1. Product effect positive and significant on Purchasing Decisions at PT Prima Sahabat Mitra Bersama
2. Price matters positive and significant on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.
3. Distribution effect positive and significant on Purchasing Decisions at PT Prima Sahabat Mitra Bersama
4. Promotion has no effect on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.
5. Location matters positive and significant on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.
6. Physical Evidence effect positive and significant on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.
7. Price, Quality, Distribution, Promotion, Location and Physical Evidence effect positive and significant on Purchasing Decisions at PT Prima Sahabat Mitra Bersama.

Suggestion

The suggestions given are as follows :

1. For Researchers Furthermore, it is expected to do study about Quality Service, Satisfaction Customers and Behavior Consumer so that add factors related to Purchase Decision.

2. For PT Prima Sahabat Mitra Bersama, it is expected decision In-company purchases are maintained or improved by upgrading service in various aspects available to attract attention consumer.
3. For similar companies, it is expected that similar companies will monitor price, quality service the company, because proven can influence Purchase Decision.

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