

# The Effect of Marketing Mix on Buying Decisions with Purchase Intention as an Intervening Variable

(A case study at the Djaya Market Mampang Prapatan Traditional Market. South Jakarta, during the Covid 19 Pandemic)

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**Abstract:-** This study aims to examine and analyze the effect of the product, price, location, promotion as the independent variable and buying decision as the dependent variable, and buying interest as the intervening variable. It is hoped that the results of this study can show that the product, price, location, and promotion carried out by both traders and managers (PD Pasar Mampang) affect buying interest and buying decisions in traditional markets at PD Pasar Mampang. The research suggestion is the management of the PD Pasar Mampang traditional market to revitalize the PD Pasar Mampang Traditional Market building which has been established for more than 20 years. By building an integrated Settlement with Mampang Market, so that consumers are interested in shopping at PD Mampang Prapatan.

**Keywords:-** Marketing Mix, Buying Interest, Buying Decision, Traditional Market, PD Pasar Jaya.

## I. INTRODUCTION

The spread of the coronavirus or Covid-19 in Indonesia has an impact on the decline in people's purchasing power to all traditional markets in Indonesia, especially the Djaya Market DKI Jakarta Mampang Prapatan. In addition to their fear of being infected, the need for basic commodities has started to climb sharply.

Researchers conducted observations and also conducted interviews with Mr. Robby Wahyudi as the Head of the Mampang Prapatan Market. According to Mr. Robby, the conditions that cause Mampang Market to be quiet are because:

The surrounding residential area is already sparsely populated because it is flanked by many office buildings. There are many modern market stores such as Indomaret and Alfamart. The rise of vegetable carts around the housing complex around Mampang Prapatan. Several rival traditional markets are quite close to the traditional market of PD Mampang Prapatan market, such as the Ariat market, Tegal Parang market, Santa market, Bangka small market, Butcher Buncit market. less than 1 km. Researchers conducted pre-observations to 3 places, namely; Jaya Mampang Prapatan Market, Ariat Tegal Parang Market (located in residential areas), Poncol Market (located in residential areas). The following is a photo image of the results of observations to

three locations carried out by researchers, observations were carried out on December 5, 2020, at 6.30 WIB:

Picture 1.1  
mampang market situation ( in )



Picture 1.2  
mampang market situation ( luar )



picture 1.3  
Ariat market situation



picture 1.4  
Poncol Market situation



From the results of the survey, the researcher can explain that in Figures 1.1 and 1.2 are the conditions of the Mampang Market during the Pandemic period which were very relaxed, there was not a trace of visitors going back and forth to shop and Figure 1.3 was the condition of the Ariat Tegal Parang Market and Figure 1.4 was the condition of the poncol Market. Kuningan Barat where there are still people going back and forth shopping.

The impact of this corona can not only reduce people's buying interest but can also be a major factor in making decisions in buying from Mampang Market traders.

Buying decisions are the result of individual decisions in considering various options and making choices on products from many products and all traders. Based on the opinion of Kotler & Armstrong (2014), buying decisions are steps in the process of determining buying decisions where consumers buy.

The Jaya Mampang Market Manager provides advertising promotion solutions through Shopping service media via Whatsapp or Android media. This is a form of

marketing mix carried out by PERUMDA Pasar Jaya in the form of promotion.

Based on the explanation behind this research, there is a link between commodity needs in the community, where consumers in analyzing buying interest can determine buying decisions in traditional markets, also measuring determining factors such as marketing mix in this case variable product, price, location, promotion.

**II. LITERATURE REVIEW AND HYPHOTESSES DEVELOPMENT**

**A. LITERATURE REVIEW**

**Products** are based on the opinion of Kotler and Keller (2012); Products are all forms of goods and services that can be offered to the market to meet needs.

**Price** are based on the opinion of Samsul Ramli (2013) price is mentioned as the relative value of the product which is not a definite indicator to determine the amount of cost required to produce the product.

**Location** are based on the opinion of Kotler and Armstrong (2012), namely, location is a form of company activity that makes the product available for consumers.

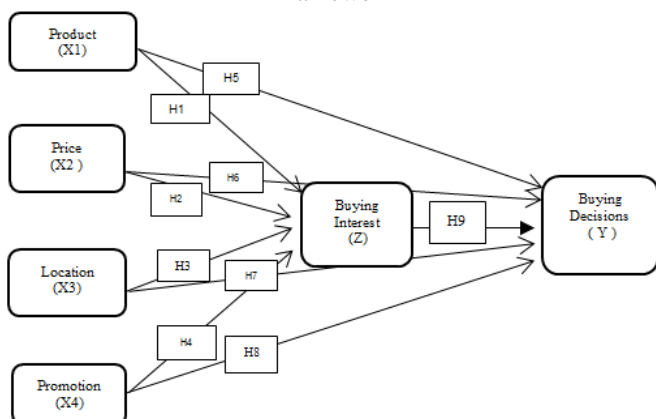
**Promotion** are based on Tjiptono (2015) what is meant by promotion is all forms of marketing activities that focus on efforts to inform, persuade, and remind consumers of the company's brands and products.

**Buying interest** are based on Assael (2004: 51) that what is meant by buying interest is a consumer's desire to buy a brand or take action related to purchases as measured by the level of possibility of consumers making purchases "

**Buying decisions** are based on Kotler & Keller (2009) Purchase decisions are all interrelated processes used to combine knowledge to evaluate two or more alternative behaviors and choose one of them to determine the choice to buy.

**B. HYPHOTESSES DEVELOPMENT**

Framework



Source: data processed by researchers (2020)

**The hypotheses in this study are:**

- H1: The product has a significant positive effect on buying interest in the Mampang market.
- H2: Price has a significant positive effect on buying interest in the Mampang market.
- H3: Location has a significant positive effect on buying interest in the Mampang market.
- H4: Promo has a significant positive effect on buying interest in the Mampang market.
- H5: The product has a significant positive effect on purchasing decisions in the Mampang market.
- H6: Price has a significant positive effect on buying decisions in the Mampang market.
- H7: Location has a significant positive effect on purchasing decisions in the Mampang market.
- H8: Promo has a significant positive effect on buying decisions in the Mampang market.
- H9: Purchase intention has a significant positive effect on purchasing decisions in the Mampang market.

**III. RESEARCH METHOD**

**Population and Sample**

**Population**

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2018). The population in this study are visitors to PD Mampang Prapatan who have not and have shopped at PD Mampang Prapatan, South Jakarta.

The population of this research is people who shop at Mampang Prapatan Market whose number is unknown. Sampling uses a probability sampling approach with an accidental sampling approach. The number of questionnaires obtained by the researcher and meets the criteria for data processing is 100.

**Sample**

In this study, based on certain considerations and the convenience of researchers using non-probability sampling and convenience sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be sampled. Convenience sampling is sampling based on availability and ease of obtaining it.

**Data Analysis Techniques**

(S. Anwar, 2016) The ideal number of samples is 100-200 depending on the estimated number of parameters (indicator variables) using the Structural Equation Model (SEM). So, to calculate the number of samples to be tested in this study, the author uses the calculation method developed by Green (2010) with the following formula:

$$\text{Sample} = 50 + 8n$$

Where :

n = number of variables used in research

so it can be seen that the number of samples that the researcher will examine is  $50 + 8 ( 6 ) = 98$ .

**IV. RESEARCH RESULTS**

**Characteristics of Respondents**

Table Characteristics of Respondents by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	33	33,0	33,0	33,0
Female	67	67,0	67,0	100,0
Total	100	100,0	100,0	

Table Characteristics of Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
20 - 30 th	9	9,0	9,0	9,0
30 - 45 th	61	61,0	61,0	70,0
46 - 60 th	29	29,0	29,0	99,0
48	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Table Characteristics of Respondents with the number of Transactions per Week

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	4,0	4,0	4,0
1	46	46,0	46,0	50,0
2	6	6,0	6,0	56,0
3	13	13,0	13,0	69,0
4	7	7,0	7,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

Table Characteristics of Respondents based on Expenditure per month

	Frequency	Percent	Valid Percent	Cumulative Percent
> 6.000.000	2	2,0	2,0	2,0
1.000.000	6	6,0	6,0	8,0
3.000.000	24	24,0	24,0	32,0
5.000.000	20	20,0	20,0	52,0
500.000	6	6,0	6,0	58,0
500,000	42	42,0	42,0	100,0
Total	100	100,0	100,0	

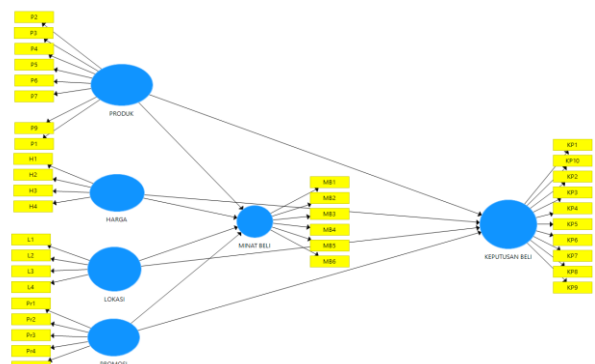
Demographically, most of the respondents are aged 30-45, dominated by women. Most of them are food stall owners in Padang, Warteg, Warsun, Waryog and also mobile vegetable traders.

**Hypothesis Test Results**

The data processing technique in this study uses the SEM method based on Partial Least Square (PLS) where the data processing uses the SmartPLS 3.3.3 program. The purpose of using PLS is to find the optimal predictive linear relationship between variable constructs.

In this study, the framework that has been built will be described in a diagram of the SEM model which makes it easier to see the causal relationship to be tested. In Figure 4.4 below the relationship between constructs is represented by

arrows where straight arrows indicate a direct causal relationship between one construct and another. The following is a diagram of the SEM model in this study:



**OUTER MODEL EVALUATION RESULTS**

The structural analysis model in this study has two relationships which include: 1) the outer model which determines the relationship between latent variables and indicators (measurement model); 2) inner model that determines the relationship between latent variables (structural model).

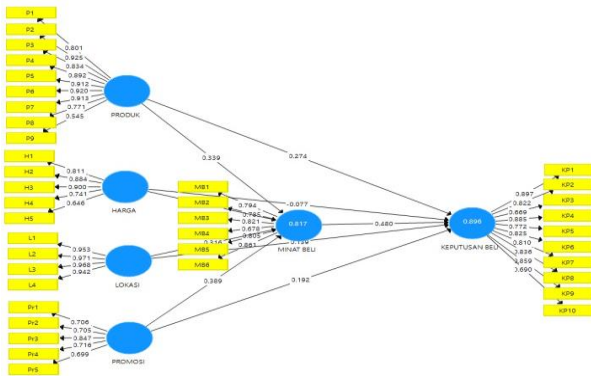


Figure Convergent Validity AVE (Average Variance Extracted)

	Average Variance Extracted (AVE)	Description
Price	<b>0,768</b>	Valid
Buying descicions	<b>0,691</b>	Valid
Location	<b>0,919</b>	Valid
Buying interest	<b>0,710</b>	Valid
Product	<b>0,781</b>	Valid
Promotion	<b>0,722</b>	Valid

Table 1: AVE (Average Variance Extracted)

Another method to see discriminant validity is to compare the value of Square Root of Average Extracted (AVE) each construct with a correlation between other constructs in the model, it is said to have a good discriminant validity value.

TABEL : DISCRIMINANT VALIDITY TEST

	price	Buying desicions	Location	Buying interest	Product	Promotion
price	0,876					
Buying decisions	0,727	0,831				
Location	0,594	0,689	0,958			
Buying interest	0,716	0,797	0,790	0,843		
Product	0,771	0,794	0,827	0,829	0,884	
Promotion	0,639	0,624	0,174	0,443	0,419	0,850

**Reliability Test**

To ensure that there are no problems related to measurement, the last step in evaluating the outer model is to test the reliability test of the model. The reliability test was carried out using Composite Reliability and Cronbach's Alpha indicators. Composite Reliability and Cronbach's Alpha testing aimed to test the reliability of the instrument in a research model or measure internal consistency and the value must be above 0.60. If all values for latent variables have Composite Reliability and Cronbach's Alpha values 0.70, it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

Table: Composite Reliability

	Cronbach's Alpha	Composite Reliability	Description
Price	<b>0,852</b>	<b>0,909</b>	Reliable
Buying Decision	<b>0,884</b>	<b>0,917</b>	Reliable
Lokation	<b>0,970</b>	<b>0,978</b>	Reliable
Buying Interes	<b>0,864</b>	<b>0,907</b>	Reliable
Product	<b>0,906</b>	<b>0,934</b>	Reliable
Promotion	<b>0,878</b>	<b>0,912</b>	Reliable

**R Square Test Results**

The analysis of the value of R Square (R2) or the test of determination is a test to find out how much influence the independent variable has on the dependent variable, or in other words how much the coefficient of arrows affects the goal variable. The coefficient of determination of bootstrapping results is shown in Table 4.10.

Table 4.10. value result tes R<sup>2</sup>

	R Square	R Square Adjusted
Keputusan Pembelian	0,781	0,769
Minat Beli	0,757	0,747

In principle, this research model uses 2 constructs that are influenced by other constructs, namely buying interest which is influenced by product quality, price, location and promotion, then buying decision constructs that are influenced by product quality, price, location and promotion, and buying interest. From Table 4.10 above, it can be seen that the value of R-Square (R2) or the coefficient of determination of the Purchase Interest construct is 0.757 and the Purchase Decision construct is 0.781. These results indicate that 75.7% of the Purchase Interest constructs can be influenced by the Product, Price, Location and Promotion

constructs while the remaining 24.3% are explained by other reasons. And 78.1% of the constructs of Purchase Decisions can be influenced by the constructs of Product Quality and Price, Location and Promotion, while the remaining 21.9% are explained by other reasons.

### Hypothesis Test Results

To find out whether a hypothesis can be accepted or rejected based on the value of the path coefficient between

constructs, the t-statistical value, and the p-value. The research hypothesis testing ledge was carried out using the SmartPLS 3.3.3 software. this is a bootstrapping step which will then produce output in the form of statistical values which are then interpreted based on the criteria for the t-statistical value  $> 1.96$  with a significance size of p-value 0.05 (5%) and the beta coefficient is positive.

### Path Coefficients Direct Impact

Structural Path	Path Coefficients	T Values	P Values	Description
PRODUCT -> BUYING INTEREST	0,137	2,285	<b>0,023</b>	Positif Signifikan
PRICE -> BUYING INTEREST	0,103	1,043	<b>0,298</b>	Tidak Signifikan
LOCATION -> BUYING INTEREST	0,119	3,682	<b>0,000</b>	Positif Signifikan
PROMOTION -> BUYING INTEREST	0,068	2,429	<b>0,015</b>	Positif Signifikan
PRODUCT -> BUYING DECISIONS	0,112	2,370	<b>0,018</b>	Positif Signifikan
PRICE -> BUYING DECISIONS	0,098	0,425	<b>0,671</b>	Tidak Signifikan
LOCATION -> BUYING DECISIONS	0,086	2,553	<b>0,011</b>	Positif Signifikan
PROMOTIONS -> BUYING DECISIONS_	0,082	4,710	<b>0,000</b>	Positif Signifikan
BUYING INTEREST -> BUYING DECISIONS_	0,098	2,672	<b>0,008</b>	Positif Signifikan

Source: Primary data output SmartPLS 3, processed by researchers (2021)

### 1. The Effect of Products on Buying Interest in the Mampang Market

The product towards buying interest in the Mampang market is positive with the result that the t-statistic value is 2.285 ( $> 1.96$ ), and the P Value is significant, i.e. 0.023, this shows the direction of the relationship between the product and significant buying interest.

The conclusion is H1 : the product has a significant positive effect on Buying Interest in the Mampang market .

### 2. The Influence of Price on Buying Interest in the Mampang Market

Price to Purchase Interest in Mampang Market is Negative with the result of the t-statistic value is 1.043 ( $< 1.96$ ), and the P Value is Not Significant, namely 0.298, this shows the direction of the relationship between price and buying interest is not significant. The conclusion is H2: Price has a negative and insignificant effect on buying interest in the Mampang market.

### 3. The Influence of Location on Buying Interest in Mampang Market

Location of Buying Interest at Mampang Market is positive with the result that the t-statistic value is 3.682 ( $> 1.96$ ), and the P Value is Significant, namely 0.000, this shows the direction of the relationship between Location and buying interest is Significant.

In conclusion H2: Location has a significant positive effect on Buying Interest in the Mampang market.

### 4. The Effect of Promotion on Buying Interest in Mampang Market

The product towards buying interest in the Mampang market is positive with the result that the t-statistic value is 2.429 ( $> 1.96$ ), and the P Value is significant, i.e. 0.015, this

shows the direction of the relationship between promotion and buying interest is significant.

The conclusion is H4: the product has a positive and significant effect on Buying Interest in the Mampang market.

### 5. Influence of Products on Buying Decisions in Mampang Market

The product on the buying decision at the Mampang market is positive with the result that the t-statistic value is 2.370 ( $> 1.96$ ), and the P Value is significant, i.e. 0.018, this shows the direction of the relationship between the product and the purchase decision is significant.

The conclusion is H5: the product has a positive and significant effect on buying decisions in the Mampang market.

### 6. The Influence of Price on Buying Decisions at Mampang Market

The price of the purchase decision at the Mampang market is negative with the result that the t-statistic value is 0.425 ( $> 1.96$ ), and the P Value is not significant, which is 0.671. This indicates that the direction of the relationship between price and purchase decision is not significant.

The conclusion is H6: Price has a negative and insignificant effect on buying decisions in the Mampang market.

### 7. The Influence of Location on Buying Decisions at Mampang Market

The location of the buying decision at the Mampang market is positive with the result that the t-statistic value is 2.553 ( $> 1.96$ ), and the P Value is significant, i.e. 0.011, this shows that the direction of the relationship between the location and the purchase decision is significant.

In conclusion H7: Location has a positive and significant effect on buying decisions in the Mampang market.

### 8. The Effect of Promotion on Buying Decisions at Mampang Market

Promotion of the Buy decision at Mampang Market is positive with the result that the t-statistic value is 4.710 ( $> 1.96$ ), and the P Value is Significant, namely 0.000. This shows that the direction of the relationship between Promotion and Buying decision is Significant.

The conclusion is H8: Promotion has a positive and significant effect on buying decisions in the Mampang market.

### 9. The Influence of Direct Purchase Interest on Buying Decisions at Mampang Market

Buying intention directly to the buying decision at the Mampang market is positive with the result of the t-statistic value of 2.672 ( $> 1.96$ ), and the P Value is positive, namely 0.008. This indicates that the direction of the relationship between buying interest and buying decision is significant.

The Conclusion Is H9: Buying Interest Has A Positive And Significant Effect On Buying Decisions In The Mampang Market.

## V. CONCLUSION

The conclusions of all the hypotheses analyzed are:

1. Product is positive and significant to Buying Interest in Mampang Market. So the product has a direct role that is big enough to influence buying interest in the Mampang market. it can be concluded that the better and the higher the quality of the product, it will increase buying interest in the Mampang market.
2. Price is negative and not significant to Buying Interest in Mampang Market. So the price does not affect Buying Interest in Mampang Market. it can be concluded that price is not a factor that can influence buying interest, but it is possible that there are other variables that are quite influential on buying interest in the mampang market.
3. Location has a positive and significant effect on Buying Interest in Mampang Market. So this proves that Location has a direct role that is big enough to influence Buying Interest in Mampang Market. So it can be concluded that the better and the more quality the location, the more buying interest in the Mampang market will be.
4. Positive promotion regarding the promotion of buying interest in the Mampang market. So promotion has a direct role that is big enough to influence Buying Decisions at Mampang Market. It can be concluded, the bigger and more frequent promotions are carried out, it will increase buying interest in Mampang Market.
5. positive and significant product on purchasing decisions at Mampang Market. This proves that the product has a direct role that is big enough to influence buying decisions at Mampang Market. So it can be concluded that the bigger and better the product, the higher the buying decision at Mampang Market.

6. The price is negative and not significant to the purchase decision on the product at the Mampang Market. This proves that the price does not have a direct role that is large enough to influence buying decisions in the Mampang Market. It can be concluded that price is not the main factor that can intimidate buying decisions, but there are other variables that can influence buying decisions in the Mampang market.

7. The location is positive and significant to the buying decision in the Mampang market. This proves that location has a direct role that is big enough to influence purchasing decisions at Mampang market. So it can be concluded that the location of the variables that can affect the Buying Decision in the Mampang market.

8. Positive and significant promotion to the Buying Decision at Mampang Market. This proves that promotion has a direct role that is big enough to influence Buying Decisions at Mampang Market. So it can be concluded that the bigger and more frequent promotions are carried out, it will increase the Buying Decision on the Mampang Market.

9. Buying interest is positive and significant to the buying decision at Mampang Market. It can be concluded that the greater the influence of buying interest on the products in PD Mampang Prapatan, the greater the influence of consumer buying decisions.

### Suggestion

Considering the analysis of the research results, some suggestions that can be used as references and input for the managers of Pasar Djaya Mampang Prapatan and further researchers are as follows:

#### 1.2.1. For PD Pasar Jaya Company.

- a. PD Mampang Prapatan, especially traders, must increase promotions through social media because most of the respondents are 30-45 years old which are owners of Padang restaurants, Warteg, RM Jogja, RM Sunda and also catering managers who often use social media.
- b. Looking at the results of the research, the price has a negative and insignificant effect on buying interest and buying decisions. So to increase Buying Interest and Buying Decisions in shopping at Mampang Market, it is recommended to increase prices at Mampang Market. Price increases should be adjusted to the quality and benefits that consumers will get.
- c. PD Pasar Mampang is advised to pay attention to the location by rehabilitating or rebuilding a market building that is more than twenty years old, a traditional market building that is integrated with vertical housing such as flats

#### 1.2.2. For Further Research

- a. Due to the many factors that influence Buying Interest and Buying Decisions at PD Pasar Mampang, it is necessary to limit the variables that can determine buying interest and buying decisions such as the marketing mix focused on product, price, location, and promotion only. So that this research can be more specific in measuring the hypothesis.

b. Further researchers are also expected to be able to complete this research with other variables while still using the object category or research area, so that this research can know whether the results of this study are consistent in the same or different types of objects and places being analyzed.

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