



# Marketing Mix on Consumer Purchase Decisions on Sphp Rice at Irian Supermarket Medan City

Ocdy Amelia\*, Debora

Universitas Pembangunan Panca Budi, Indonesia

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\*Correspondence: Ocdy Amelia

Email:

[ocdyamelia@dosen.pancabudi.ac.id](mailto:ocdyamelia@dosen.pancabudi.ac.id)

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**Abstract:** The achievement of retail goals is marked by the number of consumers who make purchases or transactions on products so that the need for these products is a direction of consumer behavior. SPHP rice products are not placed in a specific place, making it difficult for consumers to find or choose products. The price of SPHP rice is higher than similar products from competitors in the same location. The promotion of SPHP rice in the Irian product brochure does not match the product on the shelf. The location of Irian is relatively narrow where parking is limited and Irian is at an intersection that is not clearly visible from the main road. The purpose of the study was to determine the Product, price, promotion and location of the consumer purchasing decision of SPHP rice at Irian Supermarket Jl. Hm. Joni. The research method used in this study is a quantitative approach that is associative. The population of the study was all consumers who shopped for SPHP rice at Irian Supermarket for 1 month as many as 123 people, using the slovin formula, a sample of 94 people was determined. The results of the study found a significant influence of price obtained a t-value of 2.743, while the t-table value was 1.98698 with a sig value = 0.007 <0.05). Significant influence of product obtained a t-value of 2.304, while the t-table value was 1.98698 with a sig value = 0.002 >0.05). Significant influence of promotion obtained a t-value of 6.662, while the t-table value was 1.98698 with a sig value = 0.000 <0.05). Significant influence of place obtained a t-value of 2.249, while the t-table value was 1.98698 with a sig value = 0.004 <0.05). F count value at level  $\alpha = 0.05$  is 19.995 ( $F_{0.05} = 2.47$ ), and significance value of 0.000 means significance value (0.000) <0.05. Conclusion of research partially and simultaneously Product, price, promotion and location have a significant effect on consumer purchasing decisions of SPHP rice at Irian Supermarket Jl. Hm. Joni.

**Keywords:** Product, Price, Promotion, Location, Purchasing Decisions.

## Introduction

Marketing today is influenced by dynamic changes in consumer mindsets. Companies must focus more on paying attention to what consumers need, money marketing has quite broad and diverse dimensions. Various aspects of marketing activities in the company will interact with each other to form a complete marketing integration in order to achieve organizational goals in the field of marketing. Among the various aspects of complex marketing, one that contributes quite a bit to the company's efforts to achieve the effectiveness of marketing products is the marketing mix. For many practitioners, this marketing mix is often considered as the whole concept of marketing (Kotler et al., 2004). The concept of this marketing mix is one of the important factors for companies in designing

an effective marketing strategy, with the hope that consumers can use it as a reference in making decisions to buy products.

Rice is a staple food of the Indonesian people, so the availability and price of rice is an important issue. The government seeks to maintain rice price stability through various programs, one of which is the Food Price Stabilization (SPHP). SPHP rice is distributed through various channels, including supermarkets. Irian Supermarket as one of the modern retailers in Medan City also sells SPHP rice. Consumer purchasing decisions are influenced by various factors, including the marketing mix. The marketing mix consists of products, prices, venues, and promotions. This study aims to analyze the influence of marketing mix on consumer purchase decisions on SPHP rice at Irian Supermarket, Medan City.

The background of this research is based on the importance of retail activities being a very promising activity because it has a good economic impact, therefore business actors try to provide the best in their business. As a form of retail development, many businesses carry out business activities from the city to carry out their business activities to remote parts of the country and even rural areas to obtain maximum profits. Many factors affect in understanding consumer will, but for companies it is a must to understand the behavior of their consumers so that companies can determine their marketing activities more precisely. The achievement of retail goals is marked by the number of consumers who make purchases or transactions on products so that the needs of these products are a direction of consumer behavior. Based on the initial observations made, consumer data and annual sales value were obtained as follows:

**Table 1.** Number of Consumers and Rice Sales of SPHP Irian Supermarket Hm. Joni

| <b>Year</b> | <b>Number of Consumers (person)</b> | <b>Consumer Margin (People)</b> | <b>Sales (Rp)</b> | <b>Difference Sales (Rp)</b> |
|-------------|-------------------------------------|---------------------------------|-------------------|------------------------------|
| 2022        | 1845                                |                                 | 187.000 .000      |                              |
| 2023        | 2465                                | 620                             | 365.000.000       | 178.000.000                  |

Source: Irian Supermarket Hm.Joni Branch

Based on the table above, it is known that the number of consumers who buy SPSHP rice at Irian Supermarket is classified as fluctuating, in 2022 the number of consumers was 1845 people with sales decreasing by Rp. 187,000,000, then in 2023 it also increased compared to 2022, namely 620 consumers with a decrease in sales of Rp. 365,000,000, of course this is a separate problem that shows a decrease in purchase decisions. Furthermore, initial observations show how 30 consumers responded regarding the marketing mix carried out by Irian Supermarket Hm. Joni:

**Table 2.** Initial observations show how 30 consumers responded regarding the marketing mix carried out by Irian Supermarket Hm. Joni:

| It           | Statement   | Agree | %  | Disagree | %  |
|--------------|---|-------|----|----------|----|
| Product      |   |       |    |          |    |
| 1            | SPHP rice work performance in accordance with its specifications and objectives | 13    | 43 | 17       | 57 |
| 2            | Product SPHP Irian rice has superior quality                                    | 14    | 47 | 16       | 53 |
| Location     |   |       |    |          |    |
| 1            | The place provides adequate and clean parking                                   | 11    | 37 | 19       | 63 |
| 2            | Shopping places are easy to reach   | 21    | 70 | 9        | 30 |
| Price        |   |       |    |          |    |
| 1            | Price which SPHP rice sold lower than other stores                              | 14    | 47 | 16       | 53 |
| 2            | Price SPHP rice accompanied by with discounts                                   | 13    | 43 | 17       | 57 |
| Promotion    |   |       |    |          |    |
| 1            | Promotion given appropriate with the one in the store                           | 12    | 40 | 18       | 60 |
| 2            | Promotion provided shop   | 22    | 73 | 8        | 27 |
| Very diverse |   |       |    |          |    |

Source: Irian Supermarket Hm. Joni

The purpose of this study is to explore and analyze the factors that affect the decision of prospective consumers on SPHP rice in Irian Supermarket. The research method to be used is an associative quantitative method, where the researcher will conduct hypothesis testing to explain the relationship between variables and identify the factors that affect the decision to purchase SPHP rice. Data collection uses research instruments, quantitative statistical data analysis, with the aim of testing the hypothesis that has been determined. This approach is expected to provide a more comprehensive understanding of the psychological factors that play a role in consumers' purchasing decisions on SPHP rice at Irian Supermarket HM. Joni. The results of this research are expected to make theoretical and practical contributions. From a theoretical point of view, this study enriches the literature related to factors that affect consumers' purchasing decisions on SPHP rice at Irian Supermarket HM. Joni. From a practical point of view, the findings of this study can help companies in designing marketing strategies that are more in line with the characteristics of new consumers, so that they can increase consumer satisfaction in purchasing SPHP rice at Irian Supermarket HM. Joni.

## Methodology

### 1. Research Approach and Type

- Approach: This study uses a quantitative approach.
- Type of Research: The type of research applied is a survey with descriptive and causal analysis.

- c. Data Collection Method: Primary data is collected through questionnaires.

## 2. Population and Sample

- a. Population: All consumers who shop for SPHP rice at Irian Supermarket for 1 month are 123 people, with an average of 4.39 consumers per day.
- b. Sampling Technique: Uses proportional stratified random sampling technique to ensure representativeness based on relevant strata.
- c. Sample Size Determination: The sample size is determined using the Slovin formula.
- d. Inclusion Criteria: All consumers who shop for SPHP rice at Irian Supermarket.

## 3. Research Variables

- a. Independent Variable (X):
  - i. Price (x1)
  - ii. Products (x2)
  - iii. Promotion (x3)
  - iv. Place (x4)
- b. Dependent Variable (Y):
  - i. Purchase Decisions.

## 4. Research Instruments

- a. Questionnaires: Questionnaires are designed with a Likert scale (1-5) to measure responses.
- b. Validity Test: Uses Pearson's Product Moment to ensure the validity of the instrument.
- c. Reliability Test: Uses Cronbach's Alpha to measure internal consistency.
- d. Pilot Test: Conducted to test the instrument before full-scale use.

## 5. Data Collection Techniques

- a. Primary Data:
  - i. The questionnaire was compiled online with the help of Googleform and then processed with the help of several tools.
  - ii. Interviews are sequential, orderly, and structured to get information in depth and on target.
  - iii. Observation of the behavior of prospective students if necessary.
- b. Secondary Data:
  - i. Consumer documents and rice sales SPHP Irian Supermarket HM. Joni
  - ii. Statistical data on sales and consumers of SPHP rice Irian Supermarket HM. Joni.
  - iii. Related literature on consumer purchasing decisions.

A purchasing decision is a preference to shape consumers among the brands present in the choice and is also the intention to buy the most preferred brand (Kotler & Keller, 2016). Marketing Mix according to Kotler and Armstrong (2015) is: "The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market". Where the marketing mix (Marketing Mix) is divided into 4 parts by Jerome Mc. Carthy in Kotler and Keller (2016), namely: "Various marketing activities into marketing-mixtools of

four broad kinds, which he called the four Ps of marketing: product, price, place, and promotion".

## 6. Data Analysis

### a. Descriptive Analysis:

- i. Frequency distribution to describe the characteristics of respondents.
- ii. Mean, median, mode for basic statistical analysis.
- iii. Standard deviation to measure data variation.

### b. Classic Assumption Test:

- i. Test normality to ensure data distribution.
- ii. Multicollinearity test to check the relationship between independent variables.
- iii. Heteroscedasticity test to ensure consistent residual variance.
- iv. Linearity test to ensure linear relationships between variables.

### c. Inferential Analysis:

- i. Multiple Linear Regression to analyze the influence of independent variables on dependent variables.
- ii. Test F (simultaneous) to test the influence of all independent variables simultaneously.
- iii. Test t (partial) to test the influence of each independent variable.
- iv. Coefficient of Determination ( $R^2$ ) to measure the proportion of dependent variables that can be explained by independent variables.

## 7. Research Procedure

### A. Preparation Stage:

- i. Preparation of research instruments.
- ii. Testing of instruments for validity and reliability.
- iii. Research licensing from related parties.

### B. Implementation Stage:

- iv. Dissemination of questionnaires to respondents.
- v. Data collection from questionnaires, interviews, and observations.
- vi. Data processing using statistical software.

### C. Reporting Stage:

- vii. Analysis of research results.
- viii. Interpret the data to draw conclusions.
- ix. Preparation of systematic research reports.

### D. Validation Techniques

- x. Triangulation of Data Sources: Using various data sources to confirm findings.
- xi. Expert Judgment: Engaging experts to assess the validity of an instrument.
- xii. Member Checking: Ensure data accuracy by asking for feedback from respondents.

## Result and Discussion

Irian Supermarket is one of the growing Retail companies in North Sumatra with the tagline "Cheap Shopping Every Day". SPHP rice is a type of rice distributed by the government through Perum Bulog. In its implementation, Perum Bulog collaborates with a number of distributors, both modern retail and traditional markets. Because of the breadth of distribution, people can also access their rice easily. Talking about quality, actually the quality of SPHP rice is not so far from general medium rice.

## Key Findings

With the main findings of the research results showing that SPHP rice products are not placed in a certain place, making it difficult for consumers to find or choose products, The price of SPHP rice is higher compared to similar products from competitors in the same location, SPHP rice promotion in Irian product brochures is not in accordance with the products on the shelf, Irian location which is classified as narrow where parking is limited and Irian is at the intersection is not clearly visible from the road main.

## Relevance to Current Issues

In the context of current issues, such as the development of industry 4.0 and rapid changes in skills needs, these findings are very relevant. Many respondents related to the Company need to pay attention to the place (X4) of the business, such as providing adequate parking lots, ensuring the comfort of visitors, and paying attention to how the business is compatible with the location and supporting instruments.

Promotion (X1) also needs to be maintained by the company to guarantee the purchase decision, this study concludes that potential buyers not only consider external aspects, but also how they see themselves in a professional context.

## Respondent Description

The results of the study show the demographic characteristics of diverse respondents. From the total respondents, information regarding age, gender, educational background, and regional origin was collected to get an overview of the Purchase Decision at Irian Supermarket HM. Joni.

## Descriptive Analysis

Descriptive analysis was conducted to measure the frequency and percentage of each factor studied. The results showed that:

- Price Variable (X1): the influence of Price is obtained with a tcount value of 2.743, while the ttable value is 1.98698 with a sig value =  $0.007 < 0.05$ ). Thus it can be stated that partially the Price has a real effect on the purchase decision.
- Product Variable (X2): the influence of the product was obtained with a tcount value of 2.304, while the ttable value was 1.98698 with a sig value =  $0.002 > 0.05$ ). Thus it can be stated that partially the product has a real effect on the purchase decision.



- c. Promotion Variable (X3): The influence of promotion was obtained with a tcal value of 6.662, while the ttable value was 1.98698 with a sig value =  $0.000 < 0.05$ ). Thus, it can be stated that partially promotions have a real effect on the purchase decision.
- d. Place Variable (X4): the influence of place is obtained with a tcal value of 2.249, while the table value is 1.98698 with a sig value =  $0.004 < 0.05$ ). Thus it can be stated that partially the place has a real influence on the purchase decision.

### Inferential Analysis

Multiple linear regression analysis was carried out to test the influence of each independent variable on the decision to select the study program (Y). The results of the analysis showed:

- a. Price Factor (X1): If the price variable is adjusted, provided that the product, promotion and place variables are assumed to be fixed (constant), then the Purchase Decision at Irian Supermarket Jl. Hm. Joni which is based on the studied sample has increased by 0.240
- b. Product (X2): If the product variable increases by one unit, provided that the price, promotion and place variables are assumed to be fixed (constant), then the Purchase Decision at Irian Supermarket Jl. Hm. Joni which is based on the studied sample has increased/increased by 0.222.
- c. Promotion (X3): If the promotional variable increases by one unit, provided that the price, product and place variables are assumed to be fixed (constant), then the Purchase Decision at Irian Supermarket Jl. Hm. Joni which is based on the studied sample has increased/increased by 0.528
- d. Place (X4): If the Venue variable increases by one unit, provided that the price, product, and promotion variables are assumed to be fixed (constant), then the Purchase Decision at Irian Supermarket Jl. Hm. Joni which is based on the studied sample has increased by 0.222.

### Model Due Diligence

The results of the simultaneous test using the Fcal value at the level of  $\alpha = 0.05$  were 19.995 ( $F_{0.05} = 2.47$ ), and the significance value of 0.000 means the significance value ( $0.000 < 0.05$ ). Therefore, overall Price, Product, Promotion and Place have a significant effect on consumer Purchase Decisions at Irian Supermarket Jl. Hm. Joni.

### Discussion

The results indicate that the results of the simultaneous test using the Fcal value at the level of  $\alpha = 0.05$  were 19.995 ( $F_{0.05} = 2.47$ ), and the significance value of 0.000 means the significance value ( $0.000 < 0.05$ ). Therefore, overall Price, Product, Promotion and Place have a significant effect on consumer Purchase Decisions at Irian Supermarket Jl. Hm. Joni.

The results of this study show that the combination of Price, Product, Promotion, and Place together has a strong and real influence on consumer decisions in buying products at Irian Supermarket Jl. Hm. Joni. This means that consumers consider these four factors simultaneously when making purchasing decisions. The management of Irian Supermarket

needs to pay attention to these four factors of the marketing mix carefully in designing their marketing strategy, it needs to ensure that the prices offered are competitive, the products sold are of high quality, the promotions are attractive, and the place or store is easy to reach and comfortable.

This research emphasizes the importance of understanding the variables of Price, Product, Promotion and Place to purchase decisions, which can help the Company in developing more targeted marketing programs and strategies.

## Conclusion

Research with a case study at Irian Supermarket HM. Joni by researching the Marketing Mix on Consumer Decisions on SPHP Rice at Irian Supermarket HM. Joni managed to identify and analyze various factors that play a role in purchasing decision-making. Based on the analysis, this study can be concluded as follows:

1. The significant influence of the price was obtained with at-value of 2.743, while the ttable value was 1.98698 with a sig value =  $0.007 < 0.05$ ). Thus it can be stated that partially the Price has a real effect on the purchase decision.
2. The significant influence of the product was obtained with a tcount value of 2.304, while the ttable value was 1.98698 with a sig value =  $0.002 > 0.05$ ). Thus it can be stated that partially the product has a real effect on the purchase decision.
3. The significant influence of promotion was obtained with at-value of 6.662, while the ttable value was 1.98698 with a sig value =  $0.000 < 0.05$ ). Thus, it can be stated that partially promotions have a real effect on the purchase decision.
4. The significant influence of the place was obtained with at-value of 2.249, while the ttable value was 1.98698 with a sig value =  $0.004 < 0.05$ ). Thus it can be stated that partially the place has a real influence on the purchase decision.
5. The results of the simultaneous test using the Fcal value at the level of  $\alpha = 0.05$  were 19.995 ( $F_{0.05} = 2.47$ ), and the significance value of 0.000 means the significance value ( $0.000 < 0.05$ ). Therefore, overall Price, Product, Promotion and Place have a significant effect on consumer Purchase Decisions at Irian Supermarket Jl. Hm. Joni.

The conclusion confirms that Price, Product, promotion have a significant impact on the Decision to Purchase SPHP rice at Irian Supermarket HM. Joni. This condition provides a deep understanding of. The results of this research are expected to contribute to the development of the Company's policies in the future and it is important to pay attention to the price of the products sold, because this variable is one of the weakest, such as by providing periodic and widely open discounts to ensure the creation of consumer purchases.

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