

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”
Surabaya, 14 - 15th August 2020

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

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Analysis The Effect of Marketing Mix on Consumer Decisions in Buying Paint Products

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ABSTRACT

Marketing mix is very important to be applied in various companies, especially paint companies selected in this study. The paint company applies the marketing mix (4P), which is product, price, promotion, and place in order to increase the number of consumers and make the turnover of the business being run increasingly increased. This study discusses and analyzes the effect of the marketing mix on consumer decisions in buying paint products. In this study using basic research types, causal, and quantitative by using five variables, namely product, price, promotion, place, and purchasing decisions. The data source used in this study is primary data by collecting data through interviews and distributing questionnaires to respondents online. The sample used in this study were 215 respondents. The data obtained was carried out by SEM (Structural Equation Modeling) method and supported by statistics using SPSS software (Social Statistics for Package) version 17 and AMOS version 23. The results of this study refer to products, prices, and places of significant purchase decision, whereas for promotion is not carried out on the purchase decision. This study aims to explain the implications of consumer purchasing decisions for paint products.

1. INTRODUCTION

In the face of a business environment full of uncertainty, various companies will compete in preparing to form or implement a good marketing mix in order to fulfill the main objectives of the company (Suparta-gorn 2017). A good marketing mix that can make the quality of the company increase. The development of the times at this time many companies have implemented it. Good marketing mix so that these companies can be superior to their competitors (Kotler 2005). Companies without implementing a good marketing mix will definitely not develop properly in the business they are running (Indriyo 2012).

Various companies will definitely apply this marketing mix in order to increase the number of consumers, and make business in a company increase. This marketing mix includes Product, Price, Promotion, and Place. These variables will later be used by a company to know and influence the responses of consumers (Fakhimi Azar et al. 2011). There are various companies that apply the marketing mix (4P), all of which are according to the needs of a company and according to the business being run. One example of a company engaged in paint is currently implementing a marketing mix (4P).

In the results of interviews with sources, there is quantitative data in the form of sales for 4 years from 2016 to June 2019. The quantitative data below is data on sales of all paints.

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Figure 1. Sales Data

When seen in the graph above, it shows that sales from 2016 to June 2019 always went up and never fell at all. The turnover obtained by the company from 2016 to June 2019 has proven that the marketing mix (4P) carried out by the company has been going well. This is a factor resulting from implementing the marketing mix (4P) carried out by the company so that the company's sales experience an increase from 2016 to June 2019. Quantitative data obtained from interviews with these sources will be used as evidence of the marketing mix (4P) or the marketing mix discussed in this study. Does the increase in sales from 2016 to June 2019 have a relationship to the efforts implemented by the company, namely the marketing mix (4P).

There are three journal sources used in this study to be used as a benchmark for the final results of this study. The results of the research from these three sources have different results but with the same goal, namely to influence purchasing decisions (Purchase Decision). Dawood (2016) shows the results of research that of the four marketing mix variables (4P) the most important thing that influences purchasing decisions is the Product variable. In addition, the three other variables also influence purchasing decisions, but the most important is the Product variable.

Kumat et al. (2013) showed the results of the study that of the variables tested in their study, there were two variables that greatly influenced purchasing decisions, namely Price and Promotion variables. Other variables such as Product and Place do not influence the purchase decision. Hanaysha (2017) shows the results of the study that the Promotion variable does not affect purchasing decisions.

After conducting interviews with resource persons at the initial stage and by looking at the research summary first, in this study there are five variables that will be used and used by considering the minimum researched by two researchers. In five variables there are four independent variables, namely the independent variable and the dependent variable, namely the dependent variable. The independent variables used include answers from interviews with informants regarding the marketing mix applied by the company and from the research summary first. The results of the interview show that the marketing smells that are applied are Product, Price, Promotion, and Place. In accordance with the topic of this study, namely discussing the effect of the marketing mix on consumer purchasing decisions, the independent variables or independent variables used are Product, Price, Promotion, Place. In this study, it is in accordance with the topic that the dependent variable or the dependent variable used is a Purchase Decision. The five variables will be analyzed in accordance with the relationship between the variables that exist.

The results of the interviews conducted at the initial stage with the sources and the differences from the results of the previous research indicated that there was a problem or research gap in this study. The existing Research Gap is that there is a lack of clarity between Product, Place, and Promotion with purchase decisions both theoretically in the results of previous research and in the original phenomenon. The results of Hanaysha's (2017) study show that Promotion does not affect consumer purchasing decisions. In the original phenomenon in company "X" according to the results of interviews with informants that promotion is the most prominent or

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important thing in influencing consumer purchasing decisions. This is because the company has featured lower prices than its competitors by having the best quality aspects, giving attractive prizes and discounts, holding large-scale promotions both in certain events using print, online, digital marketing, creative, electronics, and others (Kotler & Keller, 2016). This can influence consumer purchasing decisions for paint products.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

There are three journal sources used in this study to be used as a benchmark for the final results of this study. The results of the research from these three sources have different results but with the same goal, namely to influence purchasing decisions (Purchase Decision). Dawood (2016) shows the results of research that of the four marketing mix variables (4P) the most important thing that influences purchasing decisions is the Product variable. In addition, the three other variables also influence purchasing decisions, but the most important is the Product variable.

Kumat et al. (2013) showed the results of the study that of the variables tested in their study, there were two variables that greatly influenced purchasing decisions, namely Price and Promotion variables. Other variables such as Product and Place do not influence the purchase decision. Hanaysha (2017) shows the re-sults of the study that the Promotion variable does not affect purchasing decisions.

According to the three previous researchers, the five variables to be used in this study have a relationship between variables. Research results from Dawood. (2016) show that Product is the most important factor influencing consumer purchasing decisions on purchasing a product. This contradicts the research of Kumar et al. (2013) which shows that Product is not a variable affecting consumer purchasing decisions. Kumar et al. (2013) show that Price and Promotion variables are also variables that greatly influence purchasing decisions. This contradicts the research of Dawood (2016) which shows that Price and Promotion are not the most important variables affecting purchase decisions even though all variables are proven to influence purchasing decisions. In addition, it also contradicts the research of Hanaysha (2017) which shows that the Promotion variable does not affect purchase decisions. Hanaysha's research (2017) shows that the Promotion variable does not affect purchasing decisions. This contradicts the research of Dawood (2016) which shows that Promotion affects consumer purchasing decisions. It is also contrary to the research of Kumar et al. (2013) which shows that the Promotion variable is a variable that influences purchasing decisions.

In addition, according to Dawood's (2016) research, product is the most important factor in influencing consumer purchasing decisions. In the original phenomenon in the company "X" according to the results of interviews with informants that Product is not the most important factor in influencing consumer purchasing decisions, but Promotion which is the most important factor in influencing consumer purchasing decisions. In the research of Kumar et al. (2013) show that Place is a variable that does not affect purchasing decisions. In the original phenomena in the company "X", according to the results of interviews with sources, Place is the most important factor in influencing consumer purchasing decisions because the number of stores with strategic and good locations makes consumers feel more comfortable with the place of the store.

The results of Dawood's (2016) research show that product, price, promotion, and place influence purchasing decisions, but this is contrary to Kumar's (2013) research which states that product and place do not affect purchasing decisions. Dawood's (2016) research also contradicts research conducted by Hanaysha (2017) which states that promotion does not affect purchasing decisions. In addition, Kumar's research (2013) states that price and promotion affect purchasing decisions. This contradicts research conducted by Hanaysha (2017) which states that promotion does not affect purchasing decisions.

Previous research has given different results; a study was made that will analyze the effect of marketing mix on consumer paint product purchasing decisions to see which aspects of the marketing mix (4P) are the most influential in this company. With this research, it is hoped that it can help solve the problems that arise be-cause of the research gap. Besides that, it can also provide benefits for companies and consumers.

After a model and variables have been formed and each hypothesis has been determined, then an explanation of each hypothesis will be made. Below is an explanation of each hypothesis that has been made.

- H1: Product significantly affects on purchasing decisions.
- H2: Price significantly affects on purchase decision.
- H3: Promotion significantly effects on purchasing decisions.
- H4: Place significantly effects on purchase decisions.

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3. RESEARCH METHOD

This study uses a positivist paradigm. According to Irwan (2018) the positivist paradigm is a description of phenomena that have occurred in an unlimited life and to simplify the social phenomena that occur, statistics are necessary as a basis for concluding the data that has been obtained in the field when the research process takes place. The positivist paradigm states a criterion of truth in the research process in the aspects of validity, reliability, and objectivity. The main point of the positivist paradigm is to use quantitative methods in order to be able to explain the phenomena that have occurred. The process of compiling the positivism paradigm has a foundation based on the main problems that will be raised later.

This research is included in Basic Research, Causal, and quantitative research. According to Zikmund (2009), Basic Research is a form of research to test a variable in a model whether the variable can be said to be a valid or confirmed variable or not. Causal Research means that in this study the researcher will connect the cause and effect, whether Product, Price, Promotion, and Place affect the purchase decision. This research is a quantitative study, because in this study using some quantitative data (data in the form of measurable numbers). The collected data will be processed using SEM (Structural Equation Modeling) techniques. There-fore the results of the analysis will then be interpreted so that it will produce a conclusion in this study.

This study will use statistical tests using SPSS and AMOS software to prove whether the variables and indicators that have been made previously can be confirmed and are valid variables along with their indicators. The sampling technique used in this study was the snowball sampling technique. According to Johnson (2014) the snowball sampling technique is a technique of taking data obtained based on the results of inter-views or interviews at the initial stage of a study. Data collection was carried out by interviewing and distributing questionnaires to obtain information or data. After conducting an interview and a questionnaire, data will be obtained from these respondents. The data from these respondents were processed, the data processing method was carried out using the same method using SPSS software. From this data processing, it will be known the adequacy or representation of the data from the respondent.

In this study, there are two types of variables, namely exogenous variables and endogenous variables. The exogenous variable is the initial variable that can influence. Endogenous variables are variables that can be influenced by exogenous variables. The exogenous variables of this study are Product, Price, Promotion, and Place. While the endogenous variable of this study is the purchase decision. These variables are latent variables, namely variables that are formed from indicators and will be faced with the problem of how to build variables with indicators. Each of these variables has indicators according to these variables.

This research will use data and information from primary data sources. Primary data is obtained from the results of data collection through interviews and distributing questionnaires to respondents in accordance with the targets and characteristics specified. Respondents involved in this study are consumers. This questionnaire contains a list of written questions regarding similar responses from respondents regarding Product, Price, Promotion, Place, and purchase decisions. The target population in this study is people who have bought paint products at company "X" or consumers. The specified respondents are at least 17 years of age and domiciled in the city of Surabaya, and have bought and used paint products from the company "X". In this study using the ordinal data measurement method (Ordinal Scale). The ordinal data meter will show the data according to a certain order. Techniques that can be developed to use the Ordinal Scale and produce ordinally scaled data are by using the Summated (Likert) Scale or Likert scale. This study also applies the Likert scale technique, which is an extension of the semantic scale.

Parametric inferential statistical techniques used in this study were Regression analysis using SPSS software, and SEM causality analysis using AMOS software. This study also applies a model feasibility test whether the model is suitable for use or not. This feasibility test is carried out in order to see whether a model that has been previously made and has been analyzed has a high level of model feasibility. The purpose of high model feasibility is whether any previously made variables can explain a view or phenomenon being analyzed. According to Hair et al (2010), in implementing the Measurement Model, it can be continued by measuring several conformity indices, namely: Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Root Mean Square of Approximation (RMSEA), CMIN / DF, Normated Fit Index (NFI).

Validity test can be done by using facto analysis. Researchers will use Confirmatory Factor Analysis (CFA) to test whether or not the items used in this study are valid with a standard of viewing standardize loading > 0.5. In addition, at the high average variance extracted (AVE) value, it will show that the indicator represents a latent construct that has been developed. The average extracted (AVE) value received was ≥ 0.50 (Hair et al. 2010). Validity is closely related to measuring the tool used, namely whether the tool used can measure Purchase

Decision. If the instrument is suitable, it can be said to be valid. There is an instrument to measure validity. Instruments to measure validity include Construct Validity, Content Validity, Convergent Validity, Predictive Validity.

Reliability test is an instrument that measures data and the resulting data will be reliable or reliable if the instrument will consistently produce the same results every time a measurement is made. In addition, it is also an assessment of the degree of consistency of measurement of several indicators (multiple measurement). The approach applied to measure reliability will be carried out twice in different ways. The first way is to test the reliability of the questionnaire questions by looking at the Cronbach's alpha coefficient of each existing construct. If Cronbach's alpha has a value > 0.6 then it can be declared reliable.

In the hypothesis testing stage using AMOS software by looking at the structural model that has been carried out at the data analysis stage. At this stage is the stage that determines whether the hypothesis can be supported or not. Hypotheses that are supported when using the SAM method are at least three hypotheses that are supported from the total number of hypotheses determined. At the hypothesis testing stage is the most important stage for knowing the structural model or $\alpha = 10\%$ so that later the hypothesis can be accepted if the value at Absolute Critical Ratio (CR) ≥ 1.65 and also the p-value is < 0.1 , so it can be said that the hypothesis is significant. If the CR value < 1.65 and the p-value ≥ 0.1 , then the hypothesis is not supported or cannot be accepted as a hypothesis

4. DATA ANALYSIS AND DISCUSSION

After each indicator and variable were declared valid and reliable to the initial 30 respondents, this study was continued by distributing questionnaires until the specified minimum sample size was obtained. This questionnaire used 215 respondents. The researcher managed to collect data using a questionnaire with a total of 215 questionnaires collected online using google form.

The number of male respondents was 182 with a percentage of 84.7% and the number of female respondents was 33 people with a percentage of 15.3%. The number of respondents aged between 17 years to 20 years is 0, the number of respondents aged between 21 years to 30 years is 78 people with a percentage of 36.3%, the number of respondents aged between 31 years to 40 years is 78 people with a percentage of 36, 3%, the number of respondents aged ≥ 41 years was 59 people with a percentage of 27.4%.

Respondents whose income < 1 million were 19 people with a percentage of 8.8%, the number of respondents whose income was 1 to 3 million was 61 people with a percentage of 28.4% and the number of respondents whose income was > 3 million was 135 people with a percentage of 62, 8%. Respondents with no education between SD to SMP, 69 respondents with high school education with a percentage of 32%, 139 respondents with a D3 / S1 education with a percentage of 64.7% and 7 respondents with an education $> S1$ people with a percentage of 3.3%. Respondents who have professions as students or students are 2 people with a percentage of 0.9%, the number of respondents who have the profession as employees or civil servants is 117 people with a percentage of 54.4%, the number of respondents who have the profession as entrepreneurs is 81 people with a percentage of 37.7%, and the number of respondents who did not work as many as 15 people with a percentage of 7%.

After processing the data to test the structural model of all samples received, the next step is to test the hypothesis. In this study, hypothesis testing was carried out using AMOS software and the conditions for acceptance of the hypothesis were the critical ratio value ≥ 1.65 or the value of P-value < 0.1 for each variable. In table 25 it can be seen that the hypotheses H1, H2, and H4 are supported by a critical ratio value ≥ 1.65 or a P-value value < 0.1 . The following is an image display of the form of the variable model after testing the hypothesis.

Table 1. Hypothesis Test Result

Structural Relations between Constructs	Standardized Estimated Value	Critical Ratio	P-Value	Information
Product -> KP	0,152	2,012	0,044	H1 Supported
Price -> KP	0,256	2,224	0,026	H2 Supported
Promotion -> KP	0,403	-1,058	0,290	H3 Not Supported
Place -> KP	0,197	1,843	0,065	H4 Supported

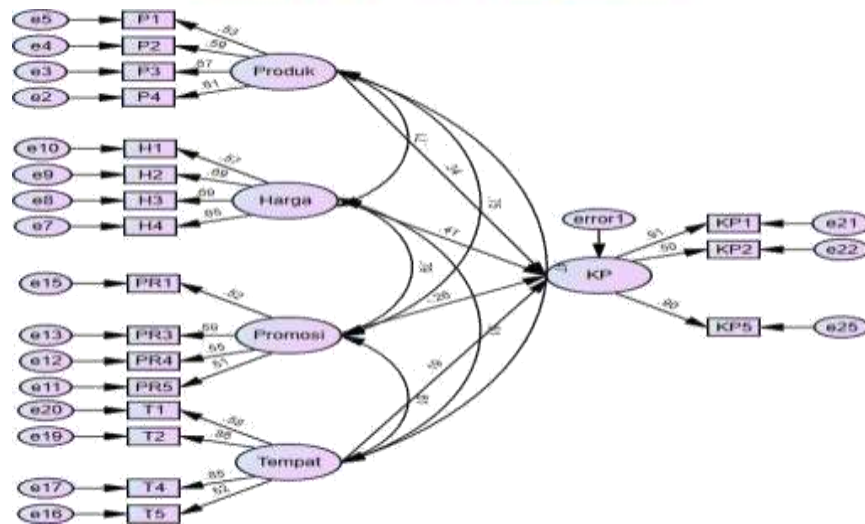


Figure 2. Structural Model

Based on data processing using the Amos 23 software and table 1 above, it has been found that there are supported hypotheses in this study, namely H1, H2, and H4. Meanwhile, the hypothesis H3 is not supported. In table 1, H1 is a product that has a significant positive effect on purchasing decisions. H1 has a critical ratio value of 2.012 which has a value greater than 1.65 and a p-value of 0.044 which is smaller than 0.1. This has proven that H1 has been supported and is in accordance with the results of research conducted by Dawood (2016) which states that product variables have a positive effect on purchasing decisions.

In the H2 hypothesis, it is significant that price has a positive effect on purchasing decisions. H2 has a critical ratio value of 2,224 which has a value greater than 1.65 and a p-value of 0.026 which is smaller than 0.1. This has proven that H2 has been supported and is in accordance with the results of research conducted by Dawood (2016) and Kumar et al. (2013) who stated that the price variable has a positive effect on purchasing decisions.

In hypothesis H3, namely promotion has no effect on purchasing decisions. H3 has a critical ratio value of -1.058 which has a value less than 1.65 and a p-value of 0.290 which is greater than 0.1. This has proven that H3 is not supported and contradicts the results of research conducted by Dawood (2016) and Kumar et al (2013) which states that the promotion variable has a positive effect on purchasing decisions, but supports research conducted by Hanaysha (2017) which states that promotion does not affect consumer purchasing decisions.

In hypothesis H4, it is significant that price has a positive effect on purchasing decisions. H4 has a critical ratio value of 1.843 which has a value greater than 1.65 and a p-value of 0.065 which is smaller than 0.1. This has proven that H4 has been supported and is in accordance with the results of research conducted by Dawood (2016) and Hanaysha (2017) which state that the place variable has a positive effect on purchasing decisions.

In the first hypothesis, testing the product has a positive effect on purchasing decisions. This first hypothesis has a critical ratio value of 2.012 and a p-value of 0.044. These results indicate that the effect of the product on purchasing decisions is positive and significant. This hypothesis has a standardized estimated value of 0.152 which is the smallest value among other hypotheses. It can be said that H1 is supported and in line with research conducted by Dawood (2016) that the product has a positive effect on purchasing decisions. In this case it can be said that most of the respondents care about the importance of a product in purchasing decisions. Product is also the most important thing to be able to attract the attention of consumers to be able to buy the product. To be able to attract consumer attention, companies usually emphasize in terms of product quality, the number of products to be marketed, product packaging and visual appearance, product environment to health, and product function.

Products greatly influence consumer purchasing decisions caused by several factors such as product quality, product health, safety and value of the product (Dawood, 2016). In other literature according to Anh Vu et al (2015) that product is the most important factor to influence consumer purchasing decisions because with many

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variations in products, products are known or known by consumers, and provide informative products that make consumers interested in buying the product. In addition, when viewed in terms of current business conditions, it has also illustrated the perceptions of consumers throughout Indonesia on the product in this study. The situation or business regarding the application of the marketing mix, especially the product in the company, has also answered the results of this study. So the consumer opinion on this research has been well integrated with the current conditions of the company.

In the second hypothesis testing the price has a positive effect on purchasing decisions. In this second hypothesis, it has a critical ratio value of 2,224 and a p-value of 0.026. These results indicate that the effect of price on purchasing decisions is positive and significant. This hypothesis has a standardized estimated value of 0.256 which is the second largest value among other hypotheses. It can be said that H2 is supported and in line with the research conducted by Dawood (2016) and Kumar et al (2013) that price has a positive effect on purchasing decisions. In this case it can be said that most respondents care about the importance of a price on purchasing decisions. Price is also the most important thing to be able to attract the attention of consumers to be able to buy the product. To be able to attract consumer attention to company "X" emphasizes in terms of prices that are cheaper than the company's competitors, but in terms of quality remains the same. It can also attract consumer purchasing power to a product.

Price is a factor that can influence consumer purchasing decisions for a product. Many consumers buy products at high prices, but these products are of good quality and are safe for consumer health (Dawood, 2016). Price has a great influence on consumer purchasing decisions by maintaining standard prices according to quality, providing various kinds of discounts that attract consumers' attention to buying a product (Kumar et al. 2013). The final result shows that Price affects consumer purchasing decisions, because from a theoretical point of view, upstream research, and the current condition of the company are also suitable and nothing contradicts each other. In the theory of K. Jha (2014) which has been discussed in chapter 1, that Price is a factor that affects purchasing decisions in accordance with the results of the hypothesis H1. In the three previous studies there were also 3 researchers, namely Dawood (2016), Kumar (2013), and Hanaysha (2017) who gave conclusions that were in line with or in accordance with the results of the research on the H2 hypothesis in this study, namely Price influencing consumer purchasing decisions.

In the third hypothesis testing the promotion has a positive effect on purchasing decisions. This third hypothesis has a critical ratio value of -1.058 and a p-value of 0.290. These results indicate that promotion towards purchasing decisions has no effect. This hypothesis has a standardized estimated value of 0.403 which is the largest first value among other hypotheses. It can be said that H3 is not supported and contradicts the research conducted by Dawood (2016) and Kumar et al (2013) which states that promotion has an effect on purchasing decisions. This third hypothesis or H3 is in accordance with research conducted by Hanaysha (2017) which states that promotion does not affect consumer purchasing decisions. In this case it can be said that most of the respondents have an opposite effect on promotion which influences purchasing decisions. According to most respondents, promotion is not something that can influence purchasing decisions. The attractiveness of consumers to a product is not in terms of promotion, but rather emphasizes the value that exists in a product.

Promotion does not affect purchasing decisions for a product (Hanaysha 2017). This statement strongly supports Eleboda's (2017) research which states that promotion has a negative impact on consumer purchasing decisions. Promotion has no influence on the creation of a brand or the effect on a brand that consumers will buy later (Shrestha 2015). The final result that promotion does not affect purchasing decisions contradicts the results of interviews conducted in the early stages with informants who said that of all variables the most prominent was promotion. It can be said that the promotion said by the speakers focuses more on the internal promotion of the company directly to consumers. But in research which makes that the promotion hypothesis is not supported because of the problem of external promotion, namely from stores to consumers. Therefore, even though the results of the research have focused on internal and external promotions, but because from an external promotion point of view they are not supportive or contradictory, making promotion cannot influence purchasing decisions.

The final result shows that Promotion does not affect consumer purchasing decisions, because from a theoretical perspective, research is prior, and the current conditions of the company are contradictory and some are not contradictory. In the theory of K. Jha (2014) which has been discussed in chapter 1, Promotion is a factor that influences purchasing decisions and is not in accordance with the results of hypothesis H3. In the three

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previous studies there were also 2 researchers namely Dawood (2016) and Kumar (2013) by giving conclusions that were inconsistent with or contrary to the results of the H3 hypothesis research in this study, namely Promotion influencing consumer purchasing decisions. In addition, there is also 1 researcher, Hanaysha (2017), which provides conclusions that are in line with or in accordance with the results of the H3 hypothesis research in this study, namely Promotion does not affect consumer purchasing decisions.

If you look at the current condition of the company regarding the application of the marketing mix, especially Promotion, it must be better in the future, especially promotions carried out from stores to consumers. Companies must be able to improve in terms of promotion. The results of the interview obtained information that in fact Promotion has the most influence on purchasing decisions. But the results in this study, especially on hypothesis H4, are not in line or are not in accordance with the current situation and the results of previous interviews.

In the fourth hypothesis, testing about place has a positive effect on purchasing decisions. This first hypothesis has a critical ratio value of 1.843 and a p-value of 0.065. These results indicate that the effect of place on purchasing decisions is positive and significant. This hypothesis has a standardized estimated value of 0.197 which is the third largest value among other hypotheses. It can be said that H4 is supported and in accordance with the research conducted by Dawood (2016) and Hanaysha (2017) which states that place has a positive effect on purchasing decisions. In this case it can be said that most of the respondents care about the importance of a local environment for purchasing decisions. Place is also the most important thing to be able to attract the attention of consumers to be able to buy these products. To be able to attract the attention of consumers, companies usually emphasize in terms of strategic placement, the number of branches, and good conditions. Therefore, consumers can consider their decision appropriately in buying a product.

Place influences consumer purchasing decisions for a product because of the creation of a good decoration place and a comfortable atmosphere (Dawood, 2016). In addition, Hanaysha's research (2017) also states that place is an important role in influencing consumer purchasing decisions. Mahmood and Khan (2014) indicate that a good store environment will reflect a good brand when compared to its competitors so that consumers will find it easier to choose which one is better, therefore place also influences consumer purchasing decisions. The final result is that Place affects consumer purchasing decisions, because from a theoretical point of view, upstream research, and the current condition of the company are also appropriate and nothing contradicts each other. In the theory of K. Jha (2014) which has been discussed in chapter 1, Place is a factor that influences purchasing decisions in accordance with the results of hypothesis H4.

In the three previous studies, there were also 2 researchers namely Dawood (2016) and Hanaysha (2017) who gave conclusions that were in line with or in accordance with the results of the H4 hypothesis research in this study, namely Place affects consumer purchasing decisions. In addition, when viewed from the current condition of the company, it has also described the opinions of consumers throughout Indonesia on Place in this study. The situation or business regarding the application of the marketing mix especially Place in the company has also answered the results of this study. So, consumer opinion on this research has been well integrated with the current conditions of the company.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS, AND LIMITATIONS

The results of this research indicate that there are 3 variables that are supported, namely product, price, and place and 1 variable that is not supported, namely promotion. The three supported variables significantly influence consumer purchasing decisions. There is only 1 variable that does not affect consumer purchasing decisions, namely the promotion variable. In the research results of these four hypotheses, there are 3 hypotheses, namely H1, H2, and H4 in line with or in accordance with theoretical concepts, previous research, and the current state of the company. Hypothesis H3 is still inconsistent with or contradicting theoretical concepts, 2 previous studies, and the current state of the company. Hypotheses H1, H2, and H4 are supported because consumers' opinions are in accordance with the current conditions conducted by the company. Therefore, the support of a variable can answer the theory put forward by K. Jha (2014) regarding the concept of marketing mix (4P) and the three previous studies namely Dawood (2016), Kumar (2013), and Hanaysha (2017).

The results of the hypothesis H3 are not supported because the form of promotion carried out by stores to consumers or external promotions is still not perfect. Although the form of promotion from the company to the consumer or internal promotion has been perfect, the results of the research show that the results of external promotions are still not perfect, so the hypothesis H3 is not supported. Unsupported variables also contradict the

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theory put forward by K. Jha (2014) regarding the concept of marketing mix (4P) and 2 previous studies namely Dawood (2016), and Kumar (2013). Therefore, these variables can be used as the main basis for the company "X" to be improved in terms of the marketing mix. This can be due to different demographic, educational, and habitual factors for each person. Therefore, it is important for future research to review this research so that later it will know whether the results obtained are similar or different. In addition, it is also to develop by linking the different characteristics of the respondents to consumer purchasing decisions.

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