The Marketing Mix Affect on the Consumer Buying Decision (Case Study of Sausage Products at *PT. Aroma* Denpasar)

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Abstract

The more intense competition within the similar business as well as happened in the business of making sausages, especially in Denpasar city. *PT. Aroma* was one of the companies in Denpasar that produces sausages, corned beef, and nuggets. In an effort to attract consumers to buy sausages, companies pay attention to product quality, price, and promotion. The attitude of each consumer varies before buying and in buying products. Consumer considerations in buying the products that need to be considered by marketers, so that products that are marketed can be accepted and would be bought by the consumers. The linear regression line equation: $Y = 0.1920 + 0.2145 X1 + 0.2592 X2 + 0.3828 X3$ explains that there was a simultaneous positive influence between product quality, price, and promotion on the buying decision of sausage. The result of *t-test* of regression coefficient obtained t1-count was 3,3628, t2-count was 3,9879 and t3-count was 6,2641 bigger than t-table equal to 1,980 was in rejection region Ho, hence Ho rejected or Hi accepted. It meant it was true, that there was a positive influence simultaneously between the marketing mix and the consumer buying decision.

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1. Introduction

One characteristic of globalization is that the rapidly growing industry, rapidly influenced by technological advances, and rapid human mobility. This resulted in every effort made can progress rapidly. The recent global trends in both the socio-political, economic and security fields directly impact on almost all fields. The competition among industries can not be avoided. Only those who managed to reap the wisdom of a global trend will be able to survive. This condition clearly indicates the tight of competition in the industry in seizing consumers to buy their products.

The consumers' behavior is one of the factors that can affect the consumer consideration. Their attitude can lead to a tendency to make an offer to the product produced by the company (Kotler, 2005: 16). Through an understanding of consumer attitude, the company can understand the needs of consumers and the existence of products to be marketed so as to provide satisfaction to consumers.

Understanding buyer behavior of target markets is an important task in the marketing management based on the marketing concepts (Kotler, 2005: 16). Based on these opinions, it can be seen that the key to achieving marketing objectives through the fulfillment of needs and desires of consumers in the target market must be supported by understanding consumer's attitude in the target market itself. Consumers' attitude in making the decision to buy becomes very important because the target market is driven by the strengths that exist in the consumer, which is an external factor of an industry. The ability of an industry to introduce its products through media campaigns and information.

In this free business competition, the requirement for a company to succeed in the competition is to achieve the created goal and retain customers. In order to achieve these objectives, each company must be able to produce and deliver goods and services that consumers want in accordance with their needs and desires.

The entrepreneurs as producers are not only tasked to create a product or service alone but also with the ability to know the needs of consumers of a product or service. Entrepreneurs are vying to look for factors that influence consumers in choosing a product and devising appropriate marketing strategies so that it can dominate the existing market. The success of the company to establish customer relationships, so that it can survive in the

long term and can maintain customer relationships on an ongoing basis is a competitive advantage for the company.

Proper pricing of a good or service by the firm will provide the most by creating some net income and profits. If the company focuses on price competition, it will face two alternatives, namely to make price changes and react to changes in competitors' prices. If the price is set too high will result in less profit. In this case, the buyer will decrease and the sales value will decrease (Assauri, 2007: 232).

Sausage is a food that has been familiar with the life of Indonesian society because it tastes good. This food is made from meat or minced fish then mashed, seasoned, put into a symmetrical sponge *selonsong*, whether made from animal gut or casing. Sausage is one of the processed meat or fish products that are very popular among Indonesian people since the 1980s. The term sausage comes from the Latin, which is *salsus*, which means salt. This refers to the meaning of cut or crushed meat preserved by salting.

Types of sausages sold to consumers at *PT. Aroma* in Denpasar consists of pork sausage, beef sausage, and chicken sausage. In connection with the business development, in table 1 below, can be seen the value of sausage sales at *PT. Aroma* in Denpasar from 2012 until 2016.

Table 1
Sales Value of Each Type of Sausage at *PT. Aroma* in Denpasar, Year 2012-2016

Years	Sales Value of Each Type of Sausage			Total Sales Value (Rp)	Prosentase Perubahan
	Pork Sausage (Rp)	Beef Sausage (Rp)	Chicken Sausage (Rp)		
2012	120.422.522.200	305.116.245.400	425.165.540.000	850.704.307.600	-
2013	170.475.748.300	285.325.337.000	325.450.189.500	781.251.274.800	(8,16)
2014	158.615.250.400	271.687.234.200	468.762.568.400	899.065.053.000	15,08
2015	182.077.672.700	324.908.225.500	522.784.388.200	1.029.770.286.400	14,54
2016	131.239.887.500	290.876.459.200	419.224.324.500	841.340.671.200	(18,30)
Total	**762.831.081.100**	**1.477.913.501.300**	**2.161.387.010.600**	**4.402.131.593.000**	**3,16**
Average	**152.566.216.220**	**295.582.700.260**	**432.277.402.120**	**880.426.318.600**	**0,79**

Companies are required to increase efforts made related to product quality to attract consumers to buy sausages on offer. Quality can be elaborated more complexly as an advantage, so the perceived quality can be defined as a consumer statement about the overall superiority of the sausage. From the initial research, in general, the quality of the resulting product is quite good but still encountered a product with a less good packaging that hygiene products are not guaranteed.

The price of sausage set by *PT. Aroma* in Denpasar in accordance with market conditions. The basic price set is Rp.2.500, - / pcs for pork sausage, Rp.2.200 / pcs for beef sausage and Rp.1.800, - / pcs for chicken sausage. Price changes can occur that can increase or decrease in accordance with company policy by looking at the conditions of competition faced by companies with similar businesses. *PT. Aroma* in Denpasar provides discounts to consumers for large quantities of product buying. Price discounts are given in the range of 2% -5% if the buying of the product is at least 100 packs and if more than 200 pack then the discounted price is given at 10% -20%.

Promotion activities at *PT. Aroma* in Denpasar consists of advertising, sales promotion, and personal selling. Advertising is a company active in promoting its products by printing brochures. The brochures used can be described as printed publications using slippery paper folded containing the company's name, address, telephone, fax, e-mail and website address. Trough the brochures, It is also explained some potential of the product, such as product type and product price. These brochures are distributed in mini markets and supermarkets.

Sales promotion is a company's activity in promoting its products by way of giving business cards and giving price discounts to introduce and offer products sold. Personal selling is done by means of individual persuasive communication to prospective consumers by marketing personnel by phone and goes directly to the outlets that exist to raise cooperation by explaining the products owned. The demand for globalization requires that direct marketing is a promotional undertaking in offering its services to off-site consumers through direct mail, telemarketing and internet use. This has not been well implemented, only limited to company information.

The attitude of each consumer is different in making a buying and before making a buying, consumers generally first try to determine why, what, where and how to buy a product. Consumer considerations in buying products that should be considered by marketers, so that the marketed product can be accepted and would be buying from the consumer.

From the description above, the problem can be formulated "How the relationship and influence partially or simultaneously between the marketing mix (product quality, price, and promotion) with the decision to buy sausage at *PT. Aroma*.

2. Research Method

This research was conducted at *PT. Aroma* on Jalan By Pass Ngurah Rai No.555X Denpasar Budget in 2016, with the object of research, is product quality, price and promotion and buying decision sausage. The main purpose of this study is to analyze simultaneously or partially / individually between marketing mix (decision of sausage product at PT Aroma in Denpasar.

The consumer buying decision process passes through five stages in the process of buying a product. These five stages do not apply to buying with little clarity because this stage is full of appetites that arise when a consumer applies new with high keywords. Five stages of the consumer buying process like figure 1.

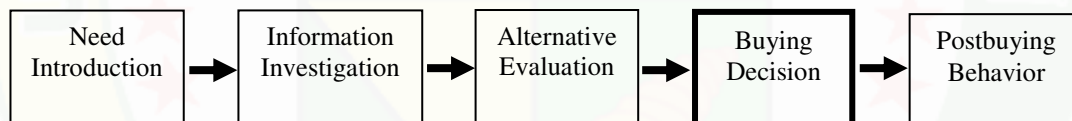| Need Introduction	Information Investigation	Alternative Evaluation	Buying Decision	Postbuying Behavior

Figure 1. Five stages process of consumer buying decision
Source: Kotler (2005: 224).

The population in this study is the number of consumers who buy sausage at *PT. Aroma* in Denpasar in December of 2016. They were 2,527 consumers. The sample in this study was determined by using the Slovin formula (Husein Umar, 2005: 108), namely:

$$n = \frac{N}{1 + Ne^2}$$

The results of these calculations known the number of samples of 97 people as consumers. Determination of samples using accidental sampling technique means that consumers who used as samples are consumers who have completed a transaction at *PT. Aroma* Denpasar as the location of the research.

Data Analysis Technique
a. Quantitative Analysis

Quantitative analysis is done after the data collected. The data source of this research is the withdrawal of primary data on product quality variables, price, promotion and

product buying decision by using questionnaire. The data is quantified by giving a score on each respondent's answer.

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2008: 132). Each questionnaire answers product quality, price, promotion and product buying decisions have a weight or score with Likert scale as follows:

a. Answer a. very good, got a score of 5
b. Answer b. well, got a score of 4
c. Answers c. good enough got a score of 3
d. Answers d. not good, got score 2
e. Answers e. very poor, got a score of 1.

The data obtained from the results of research after tabulation of data, then further analyzed by statistical analysis as follows:

The data obtained from the results of research after tabulation of data, then further analyzed by statistical analysis as follows.

a. Individual Correlation Analysis

This analysis is used to determine the degree of individual relationships between product quality, price, and promotion with the sausage buying decision.

The formula (Sugiyono, 2008: 248):

The coefficient of correlation between product quality (X1) with the sausage buying decision (Y):

$$R_{y1} = \frac{\sum x_1 y}{(\sum x_1^2)(\sum y^2)}$$

The coefficient of correlation between price (X2) with the sausage buying decision (Y):

$$R_{y2} = \frac{\sum x_2 y}{(\sum x_2^2)(\sum y^2)}$$

The coefficient of correlation between promotion (X3) with the sausage buying decision (Y):

$$R_{y3} = \frac{\sum x_3 y}{(\sum x_3^2)(\sum y^2)}$$

b. Multiple Correlation Analysis

This analysis is used to measure the degree of relationship simultaneously between product quality, price, and promotion with the sausage buying decision.

The formula (Riduwan and Sunarto, 2007: 110):

$$Ry_{(1,2,3)} = \sqrt{\frac{b_1 \sum x_1 y + b_2 \sum x_2 y + b_3 \sum x_3 y}{\sum y^2}}$$

c. F-test

F-test is used to test the significance of multiple correlation coefficients (R), so as to know the relationship simultaneously between product quality, price, and promotion with the sausage buying decision. It has factually happened significantly or it has happened accidentally.

Formuls (Sugiyono, 2008 : 257) :

$$F = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$

3. Results and Analysis

Based on the research objectives, in this session, it will be presented the relationship analysis either individually and simultaneously among the product quality, price, and promotion with the sausage buying decision. In addition, it will be also presented the affect analysis simultaneously and individually among product quality, price, and promotion to the sausage buying decision at *PT. Aroma* in Denpasar.

3.1 Respondent's characteristic

The number of samples of the study was 97 consumers. The respondents were used as samples met at the research location at *PT. Aroma* in Denpasar were the consumers who have completed a transaction that happened to meet in. The identity of respondents in this study with various characteristics can be seen in table 2 below.

Table 2
Identity of Respondents with Various Characteristics, At *PT. Aroma* in Denpasar

No	Characteristic	Selection	Frequency (Person)	Percentage(%)
1.	Age	a. < 20 years	9	9,28
		b. 21 – 30 years	20	20,62
		c. 31 – 40 years	42	43,30
		d. > 40 years	26	26,80
	Amount		97	100,00
2.	Gender	a. Male	24	24,74
		b. Female	73	75,26
	Amount		97	100,00
3.	Education	a. SLTP	12	12,37
		a. SLTA	56	57,73
		b. S_1	23	23,71
		c. S_2	6	6,19
	Amount		97	100,00
4.	Frequency of Buying	a. Often	69	71,13
		b. Rarely	28	28,87
	Amount		97	100,00

3.2 Data Description

The data obtained were described descriptively to get a complete picture of the research data. The research was conducted by using a questionnaire to be answered by 97 consumers of *PT. Aroma* in Denpasar as the respondents of the research. Each of the product quality and price variables consists of four statements, while the promotion and buying decision of each sausage consists of three statements. Each questionnaire answer has a weight or score:

1. Answer a. SB (very good), got a score of 5
2. Answers b. B (good), got a score of 4
3. Answers c. CB (good enough), got a score of 3
4. Answers d. KB (less good), got a score of 2
5. Answers e. LCS (very bad), got a score of 1.

3.3 Data Analysis

Based on the number of scores of each variable, the next stage was completing the statistical calculations with a computer using statistical program packages for social sciences. The SPSS (Statistical Product and Service Solution) 16.0 for Windows was used.

After analyzing the data, further discussion was also done to determine the broader meaning of the analysis results. The partial/individual correlation coefficient obtained. (1) ry1 was 0.6264 indicated there was a positive and high correlation individually between the quality of the product and the buying decision of the sausage; (2) ry2 was 0.7154 indicateD there was a positive and high correlation individually between the price with the buying decision of sausage and ry3 is 0.6305 means there is a positive and high correlation individually between promotion with the decision of buying sausage. Positive relationship explains the unidirectional relationship that if the quality of product, price, and promotion individually improved then will be followed by increasing decision of buying sausage. The significance test of individual correlation coefficient obtained t1-count is 7,8327, t2-count was 9,9796 and t3-count was 7,9171 bigger than t-table equal to 1,658 is in rejection region Ho then Ho rejected or Hi accepted, it was true there was a positive and real (significant) relationship individually between product quality, price and promotion with the buying decision of sausage and not obtained by chance.

The coefficient of multiple correlations is 0.8241 means there was a very positive and very high relationship simultaneously between product quality, price, and promotion with the decision of buying sausage. Positive relationship explains the direct relationship was that if simultaneously the quality of products, prices, and promotions improved, it would be followed by increasing the sausage buying decisions. The significance test of multiple correlation coefficients obtained F-count was 65,6209 bigger than F-table equal to 2,68 was in rejection region Ho, hence Ho rejected or Hi accepted. It meant that it was true there was a positive and significant relation (significant) simultaneously between product quality, price, and promotion with the buying decision of the sausage and it was not obtained by chance. The coefficient of determination was 67,92% meant variation of the simultaneous relationship between product quality, price, and promotion with the decision of buying of sausage was equal to 67,92% while the rest 32,08% was determined by another variable outside product quality, price, and promotion which was not discussed in this research.

The equation of multiple linear regression lines: Y = 0,1920 + 0,2145 X1 + 0,2592 X2 + 0,3828 X3 explained that there was a positive influence simultaneously on product quality, price and promotion to decision of buying of sausage or in other words, the increasing of the sausage buying decisions were influenced simultaneously by improving product quality, price, and promotion. The significance test of regression coefficient obtained t1-count was 3.3628, t2-count was 3.9879 and t3-count is 6,2641 bigger than t-table equal to 1,980 were in rejection region Ho, Ho was rejected or Hi accepted, it was true that there was a positive and significant effect (individual) between the quality of the product, the price and the promotion of the buying decision of the sausage and was not by chance.

The results showed that product quality, price, and promotion got a positive response from consumers in taking the decision to buy sausage at *PT. Aroma* in Denpasar. This was important to do, considering *PT. Aroma* in Denpasar as a producer was not only tasked to produce sausage products but also with the ability to know consumer needs. The success of the company to establish relationships with consumers, so that it can survive in the long term

and can maintain customer relationships within a competitive and beneficial for the company.

4. Conclusions

Based on the results of data analysis and discussion, some conclusions of the research results can be concluded as follows.

a. There was a positive and significant relationship partially / individually or simultaneously between product quality, price, and promotion with the decision of buying sausage at *PT. Aroma* in Denpasar.

b. There was a positive and significant influence simultaneously and individually between product quality, price, and promotion of the decision to buy sausage at *PT. Aroma* in Denpasar.

Suggestions

Based on the conclusions stated above, it can be suggested for the management of *PT. Aroma* in Denpasar, in an attempt to influence consumer behavior in making the buying of sausage, as follows.

a. Improve the quality of raw materials and auxiliary so that the sausage produced durable in addition to more product type and variety of flavors.

b. Increase the number of discounts, especially for the buying of sausages in large quantities to all consumers in accordance with product quality so that sausage prices can compete in the market.

c. Increase the promotional media used and increase the frequency of promotions made in addition to expanding the reach of promotion so that more consumers are interested in buying sausages.

Acknowledgement

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