

The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang

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ABSTRACT

Along with the many types of bread that appear now, one of which is white bread. Companies are required to make bread products that can meet the wishes of the community. This study aims to determine the effect of product mix, promotion mix and brand image on consumer purchasing decisions of Sari Roti products in South Tangerang. The method used was explanatory research with a sample of 96 consumers. The analysis technique uses statistical analysis with regression testing, correlation, determination, and hypothesis testing. The results of this study the product mix significantly influence consumer purchasing decisions by 30.3%, the hypothesis test obtained significance 0,000 <0.05. The promotion mix has a significant effect on consumer purchasing decisions by 41.2%, the hypothesis test obtained significance 0,000 <0.05. Brand image has a significant effect on consumer purchasing decisions by 26.8%, hypothesis testing obtained significance 0,000 <0.05. Product mix, promotion mix, and brand image simultaneously have a significant effect on consumer purchasing decisions by 49.3%, hypothesis testing obtained significance of 0,000 <0.05.

Keywords: Product mix, promotion mix, brand image, consumer purchasing decisions

INTRODUCTION

The concept of marketing emerged in the mid-1950s and opposed many previous concepts. Instead of a product-centered philosophy of making and selling, we shift to a philosophy of understanding and responding (Barat, 2009; Constantinides, 2006). Nowadays, where the level of competition is so tight, the pattern as above has long been abandoned. Many producers before their goods are produced, they first conduct market research in various ways, for example by testing the market through advertising, as if the goods already exist. The aim is none other than to see the current demand conditions for the product to be produced.

Along with the many types of bread that appear now, one of which is white bread. Companies are required to make bread products that can meet the wishes of the community. Because we know that bread is food that can be consumed at any time (morning, noon, or

night), and can also be consumed by many people, including students. With practical packaging, and durable, often people choose bread as a provision for their activities rather than rice. In addition, the current lifestyle has changed, from rice consumption to bread consumption where community activities are increasingly busy and do not have time for breakfast before doing their daily activities. Various types of white bread offered in the market are Bread Talk, Sari Roti, Lauw, Paparoti, Mr. Bread, Majestik, and Holand Bakery. They compete with each other in terms of taste, packaging, price, even promotions to attract consumers in making purchasing decisions.

Everything can be offered to the market to get attention, be bought, used, or consumed that can satisfy wants or needs (Kotler dan Armstrong, 2008; Peter & Olson, 2014; Sunyoto, 2014; Wahyuningsih & Tanamal, 2008). In the development of its business is the achievement of objectives to create and retain customers. In its development, consumers are the key determinants of success or failure in marketing their citizens. Companies must be able to recognize early the needs and expectations of consumers. A marketing manager must have extensive knowledge of consumer behavior in order to be able to take advantage of the slightest opportunity available (Kilgour, 2006; Purba, 2012; Swastha, 2008)

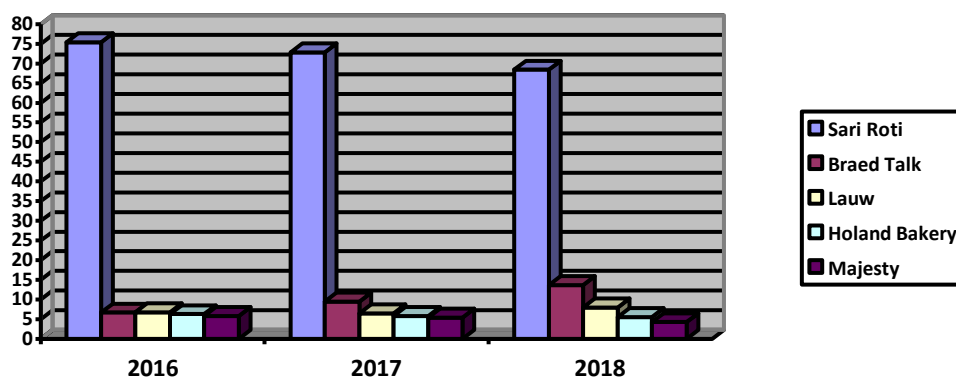


Figure 1
Top Brand Index of Tawar Bread

Based on the Top Brand Index graphic data, it can be seen that Sari Roti in 2016 is still the market leader with 75.40% market management, but in 2017 it decreased to 72.80% and in 2018 it also decreased to 68.40%. This clearly must be a concern of the company given the competition in this industry is very tight and competitive.

In a business, a company needs to think about how to make decisions about the product mix that will be produced now and in the future (Al Badi, 2015; Riaz & Tanveer, 2012). The product mix is one element that must be considered by a business (Adi & Soepangkat, 2012; Mayer, Melitz, & Ottaviano, 2014; Shinta, 2011). With a good product mix, the company can attract consumers to make purchases. According to (Kotler, 2013) the product mix consists of width, length, and depth of a certain consistency.

Promotional mix is an effective promotional activity tool in an effort to increase sales of products and services (Hollensen, 2010; Mayer et al., 2014; Susanti, 2015; Wariki, Mananeke, & Tawas, 2015). The use of this promotional mix is one of the strategies to build communication carried out by companies with the aim of increasing value and building relationships with consumers. According to (Kotler dan Armstrong, 2008) berpendapat bahwa bauran promosi adalah campuran spesifik dari alat-alat promosi yang used by the company to persuasively communicate customer value and build customer relationships. Building

communication can be done with forms of advertising promotion. sales promotion, personal selling, public relations, direct marketing.

Brand image has an important role in the development of a brand (Keller, 2001; Mukherjee, 2011; Zhang, 2015). Brand image concerns the reputation of a product as a guide for consumers to try and consume a particular product or service (Fristiana, 2012; Habibah & Sumiati, 2016; Tingkir, 2014).

Purchasing decisions are greatly influenced by consumer behavior. The purchase decision process is the solution of problems in order to meet the desires or needs of consumers. According to (Alma, 2011), purchasing decisions are decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical, people and processes so as to form an attitude to consumers to process all information and draw conclusions in the form of responses that appear what products will be bought. In choosing a product, customers will have to consider several factors such as price, product quality, brand, and so on. With a brand, it will be easier for the public to remember a product that will differentiate it from other similar products. Brands in shifting need to be perceived as high-quality products so that consumers can understand a product only through function, image, and quality. In general, consumers face difficulties in assessing and understanding the quality of a product rationally and in the true sense (Jasmani, 2018)

METHOD

The type of research used is associative, where the aim is to find out the relationship between variables. The population in this study amounted to 96 consumers who bought Sari Roti products in South Tangerang. The sampling technique in this study is purpose sampling using the (Purba, 2012) formula, where the number of consumers is not known with certainty. With the use of the formula obtained samples in this study amounted to 96 consumers. In analyzing the data used the instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

RESULT AND DISCUSSION

PT. Nippon Indosari Corpindo (Tbk) is one of the industry players that produces bread. In an effort to maintain product quality, companies must have a high commitment to offering high quality, hygienic and halal products, therefore the Company implements the GMP system (Good Manufacturing Practice), SSOP (Sanitation Standard Operating Procedure), SJH (Sistem Jaminan Halal), ISO 9001: 2008 Standards (Quality Management System), and ISO 22000: 2005 (Food Safety Management System). Sari Roti products have been registered with the Badan Pengawas Obat dan Makanan (BPOM) and have received halal certification from the Majelis Ulama Indonesia (MUI).

Descriptive Analysis

This test is used to find out the minimum and maximum scores and the mean score and the standard deviation of each variable. The results are as follows:

Table 1.
Descriptive Statistics Analysis Results
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product Mix (X1)	96	28	46	38.05	3.737
Promotion Mix (X2)	96	31	46	37.80	3.849
Brand Image (X3)	96	31	48	38.04	3.656
Purchase Decision (Y)	96	30	47	38.57	3.565
Valid N (listwise)	96				

The product mix obtained a minimum variance of 28 and a maximum variance of 46 with a mean score of 3.80 with good criteria with a standard deviation of 3.737. Promotion mix obtained a minimum variance of 31 and a maximum variance of 46 with a mean score of 3.78 with good criteria with a standard deviation of 3.849. The brand image obtained a minimum variance of 31 and a maximum variance of 48 with a mean score of 3.80 with good criteria with a standard deviation of 3.656. Consumer purchasing decisions obtained a minimum variance of 30 and a maximum variance of 47 with a mean score of 3.86 with good criteria with a standard deviation value of 3.565.

Regression Multiple Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2
Multiple Linear Regression Testing Results
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.306	3.311		2.508	.014
	Product Mix (X1)	.211	.089	.221	2.363	.020
	Promotion Mix (X2)	.369	.091	.398	4.043	.000
	Brand Image (X3)	.218	.085	.224	2.565	.012

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the above table, the regression equation $Y = 8,306 + 0,211X1 + 0,369X2 + 0,218X3$ is obtained. A constant of 8.306 means that if there is no product mix, promotion mix, and brand image, then there is a value of a consumer purchasing decision of 8.306 points. The regression coefficient of the product mix variable is 0.211, this number is positive, meaning that every time there is an increase in the product mix of 0.211 points, the consumer purchasing decision will also increase by 0.211 points. The regression coefficient of the promotion mix variable is 0.369, this number is positive, meaning that every time there is an increase in the promotion mix by 0.369 points, the consumer purchasing decision will also increase by 0.369 points. The regression coefficient of the brand image variable is 0.218, this

number is positive, meaning that every time there is an increase in the brand image by 0.218 points, the consumer purchasing decision will also increase by 0.218 points.

Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship of the independent variable on the dependent variable both partially and simultaneously. The test results are as follows:

Table 3.

Test Results Correlation Coefficient of Product Mix on Consumer Purchasing Decisions.

Correlations^b

		Product Mix (X1)	Purchase Decision (Y)
Product Mix (X1)	Pearson Correlation	1	.551**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.551**	1
	Sig. (2-tailed)	.000	

**, Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results obtained by a correlation value of 0.551 means that the product mix has a moderate relationship to consumer purchasing decisions.

Table 4.

Test Results Correlation Coefficient Promotion Mix Against Consumer Purchasing Decisions.

Correlations^b

		Promotion Mix (X2)	Purchase Decision (Y)
Promotion Mix (X2)	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.000	

**, Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results obtained a correlation value of 0.642 means that the promotional mix has a strong relationship with consumer purchasing decisions.

Table 5.
Correlation Coefficient Test Results For Brand Image to Consumer Purchasing Decisions.

Correlations^b

		Brand Image (X3)	Purchase Decision (Y)
Brand Image (X3)	Pearson Correlation	1	.517**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.517**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results obtained a correlation value of 0.517 means that brand image has a strong relationship with consumer purchasing decisions.

Table 6.
Test Results Correlation Coefficient of Product Mix, Promotion Mix, and Brand Image Simultaneously on Consumer Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 ^a	.493	.477	2.579

a. Predictors: (Constant), Brand Image (X3), Product Mix (X1), Promotion Mix (X2)

Based on the test results obtained by the correlation value of 0.702 means that the product mix, promotional mix, and brand image simultaneously have a strong relationship with consumer purchasing decisions.

Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 7.
Test Results for the Product Mix Determination Coefficient on Consumer Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551 ^a	.303	.296	2.991

a. Predictors: (Constant), Product Mix (X1),

Based on the test results obtained a determination value of 0.303 means that the product mix has an influence contribution of 30.3% on consumer purchasing decisions.

Table 8.

Test Results for the Promotion Mix Determination Coefficient on Consumer Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.406	2.748

a. Predictors: (Constant), Promotion Mix (X2)

Based on the test results obtained a determination value of 0.412 means that the promotional mix has an influence contribution of 41.2% on consumer purchasing decisions.

Table 9.

Test Results for the Brand Image Determination Coefficient on Consumer Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517 ^a	.268	.260	3.067

a. Predictors: (Constant), Brand Image (X3)

Based on the test results obtained a determination value of 0.268 means that the brand image has an influence contribution of 26.8% on consumer purchasing decisions.

Table 10.

Test Results for the Determination Coefficient of the Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 ^a	.493	.477	2.579

a. Predictors: (Constant), Brand Image (X3), Product Mix (X1), Promotion Mix (X2)

Based on the test results obtained a determination value of 0.493 means that the product mix, promotional mix, and brand image simultaneously have an influence contribution of 49.3% to consumer purchasing decisions, while the remaining 50.7% is influenced by other factors.

Hypotesis Testing

Hypothesis testing with a t-test is used to find out which partial hypotheses are accepted.

Table 11.

Hypothesis Test Results Product Mix Against Consumer Purchasing Decisions.

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.578	3.140		5.917	.000
	Product Mix (X1),	.525	.082	.551	6.398	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the above table, the value of $t_{count} > t_{table}$ or $(6.398 > 1.986)$ is obtained, thus the first hypothesis proposed that there is a significant influence between the product mix on consumer purchasing decisions is accepted.

Table 12.

Hypothesis Test Results Promotional Mix Against Consumer Purchasing Decisions.

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.092	2.783		5.782	.000
	Promotion Mix (X2)	.595	.073	.642	8.119	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of $t_{count} > t_{table}$ or $(8.119 > 1.986)$ is obtained, thus the second hypothesis is proposed that there is a significant influence between the promotion mix on consumer purchasing decisions accepted.

Table 13.

Hypothesis Test Results of Brand Image Against Consumer Purchasing Decisions.

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.379	3.289		5.892	.000
	Brand Image (X3)	.505	.086	.517	5.862	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table 13, the value of $t_{count} > t_{table}$ or $(5.862 > 1.986)$ is obtained, thus the third hypothesis proposed that there is a significant influence between the brand image on consumer purchasing decisions is accepted.

Hypothesis testing with the F test is used to find out which simultaneous hypotheses are accepted.

Table 14.

Hypothesis Test Results Product Mix, Promotion Mix and Brand Image Against Consumer Purchasing Decisions.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	595.415	3	198.472	29.832	.000 ^b
	Residual	612.074	92	6.653		
	Total	1207.490	95			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Brand Image (X3), Product Mix (X1), Promotion Mix (X2)

Based on the test results in the above table, the calculated $F_{\text{value}} > F_{\text{table}}$ or $(29,832 > 2,470)$, thus the fourth hypothesis proposed that there is a significant influence between product mix, promotional mix and brand image on consumer purchasing decisions accepted.

CONCLUSION

Based on the results of the study, the product mix has a significant effect on consumer purchasing decisions with a contribution of 30.3%. Hypothesis testing obtained $t_{\text{count}} > t_{\text{table}}$ or $(6.398 > 1.986)$. The promotion mix has a significant effect on consumer purchasing decisions with an influence contribution of 41.2%. Hypothesis testing obtained $t_{\text{count}} > t_{\text{table}}$ or $(8.119 > 1.986)$. Brand image has a significant effect on consumer purchasing decisions with a contribution of 26.8%. Hypothesis testing obtained $t_{\text{count}} > t_{\text{table}}$ or $(5.862 > 1.986)$. Product mix, promotion mix, and brand image have a significant effect on consumer purchasing decisions with a contribution of 49.3% while the remaining 50.7% is influenced by other factors. Hypothesis testing obtained by the value of $F_{\text{count}} > F_{\text{table}}$ or $(29,832 > 2,470)$.

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