

Research article

Reflection on Purchase Decisions for Ulos Handicraft Products from the Marketing Mix Aspect

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Abstract.

Ulos is one of the handicrafts which is one of the typical Indonesian clothing and has been developed from generation to generation by the Batak people, North Sumatra. The existence of Ulos handicraft products in the modern consumer market today cannot be separated from the efforts of Ulos artisans and Ulos marketers. This research is here to provide more profound knowledge related to aspects of the marketing mix (4P) which consists of elements of product, price, place and promotion on purchasing decisions of ulos handicraft products. The sample in this study amounted to 140 respondents who were determined by a convenience sampling approach. Data collection using a questionnaire instrument which is then distributed online. Data analysis using the SPSS application by displaying data processing results through research instrument tests with validity and reliability tests, multiple regression analysis, coefficient of determination, and hypothesis testing. Based on the results of data analysis, it is concluded that the marketing mix aspects of product, place and promotion have a significant influence on purchasing decisions. Then, the element of the marketing mix viewed from the part of price does not significantly affect purchasing decisions. With the presence of this research, it is hoped that it can provide additional information for Ulos artisans and Ulos business actors in developing a marketing mix with the marketing mix concept to make it more optimal.

Keywords: Purchase Decision; Ulos Products; Marketing Mix

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1. Introduction

Effective marketing mix management allows marketers to create combinations of mix elements to achieve sales growth (1). An effective marketing mix strategy can influence consumer behavior to choose products and the implications are expected to foster high purchasing decisions (2). One of the efforts of business actors to influence high buying interest from consumers is to integrate elements of the marketing mix into the

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product marketing concept (3). Business owners have long used marketing mix in many countries to develop an effective marketing strategy (4). Interestingly, the idea of the marketing mix can be used to promote a new business and develop a company that has been running for a long time, such as the integration of marketing mix elements in Ulos handicraft products.

Ulos cloth is used at official events or traditional Batak ceremonies, but is now often found in the form of souvenir products, pillowcases, belts, bags, clothes, table mats, ties, wallets, and curtains. With distinctive colors, namely red, black, and white decorated with various woven from gold or silver threads as a symbol of the favorite color of the Batak people (5). Ulos for the ancestors of the Batak people became 3 sources of warmth in the world, namely the sun, fire and ulos. In the past, the manufacture of ulos usually used a weaving machine with gold or silver colored threads spun from cotton (5). However, at this time, the manufacture of Ulos products has undergone several innovations, including equipment and supplies to make them. The Ulos motif is used as a material for designing shirts and Ulos woven into various crafts such as bags and wallets. Therefore, with the advancement of information technology today, it is necessary to study the current marketing mix level for Ulos products while still paying attention to aspects of the marketing mix, such as product, price, place, and promotion.

The first element of a marketing mix marketing strategy is the product. Business actors must determine what products or services will be offered to consumers in the market (6). Marketers must ensure the quality of the product is good, besides that consumers must also feel the need to buy the product and not just be interested (7). The basis of product development is that when creating a product, business actors must produce products following the market demands (8). That's why product research is needed to determine the market needs and what solutions we can offer. Many businesses fail halfway through the poor quality of the product research that was done upfront. Many companies get stuck in creating products that rely solely on subjective ideas, without investigation. This underlies the need for an in-depth understanding of how to take the proper steps to develop quality products following consumer desires to create high purchasing decisions (2). Research from (9), focusing on research on the influence of marketing mix on purchasing decisions, concluded that good product quality will encourage a high increase in purchasing decisions for these products. Then research from (10), confirming the same thing regarding the significant effect of product quality on decisions purchase. The next element of a marketing strategy with a marketing mix is price. The amount of money spent by customers to purchase a product is reflected in price (11). Price is the main element that refers directly to the value of the company's

revenue (turnover). Price refers to the value of money given by consumers to get the product or service being sold (12). Regarding the price, it is necessary to consider the amount of costs that have been incurred to obtain a combination of goods and services that will be provided to consumers (13). Setting prices that are too low can put a company's survival in risk (14). A price that is excessively high, on the other hand, will deter customers (15). If a business actor wants to sell at a higher price, it is necessary to provide a striking difference perbedaancompared to existing competitors, such as quality and variants(16). According to research results (17), price is one of the crucial factors in influencing the purchasing decisions. Discussion results from research(18) confirm the purchase decision is determined by the pricing factor.

Furthermore, for marketing with the marketing mix concept, we also consider the element of place. Place is one thing that needs to be considered and is closely related to the products (13). Furthermore, A physical site where a firm operates or a distribution method to reach the target market is referred to as a place (11). A business needs an ideal sales location to get the target market (19). This aims to describe easier access for consumers and customers who will buy and make purchases of products (20). The head office, warehouse, factory, physical store, branch office, and branch store are all included in this component of the marketing mix (21). Currently, business actors do not have to place their head office, factory, and physical store in one location. Business actors need to change their minds to consider internet facilities as a place to sell. Places to sell products today are increasingly diverse, this can be carried out on various social media channels, marketplaces, to online store websites. Research result (22), concluded that a place is very crucial in influencing a consumer's purchase decision. Furthermore, the results of the research discussion(23), confirming the same thing regarding place influence to purchasing decisions. The last element of a marketing strategy with the concept of a marketing mix is promotion. Promotion is any effort to increase brand awareness and product sales (24). Promotion is an activity of disseminating persuasive information, influencing and reminding the market that the product is ready to be sold and bought by consumers (25). In the digital era, marketing strategies with promotions are straightforward because many social media will help their implementation(16). Websites, social media, newspapers, radio, television, digital advertising, online media, online videos, and podcasts may all be used for promotion (26). The essence of the promotion strategy includes marketing communications made externally from the company about the products being sold (27).

The elements of the marketing mix that are considered in this element include marketing channels, media strategy, number of promotional communications, and so

on (28). Research results (29), with a research study on purchasing decisions in terms of promotion, concluded that the role of promotion affects purchasing decisions. Research that examines the relationship between promotions and purchasing decisions was also carried out by (3), which states the high and low of the decision consumer purchases are determined by promotional factors. Following the findings of several previous studies that examined the relationship between the marketing mix and the concept of the marketing mix on purchasing decisions, this research is here to facilitate relevant previous research by placing Ulos handicraft products as the object of research, and the researcher believes that it is essential to understand more about the mix marketing with the concept of marketing mix. The essence of this research is to find out the extent of consumer purchasing decisions on Ulos handicraft products in Medan City. The marketing mix with the concept of marketing mix consisting of product, price, place and promotion is used as a measuring tool for purchasing decisions. It is hoped that with the findings of this research.

2. Methodology

Quantitative research design with associative approach is used in this study. The data used in this study used primary data by collecting through online questionnaires. The research population is consumers who buy Ulos handicraft products in Medan City. Due to the unknown number of the population, the sample was taken using a convenience sampling technique. According to (30), if the number of the population is not known ideally the size of the representative respondents depends on the sum of all indicators in the variable multiplied by 5-10. This study has 21 indicators, so the minimum number of respondents for this study is $21 \times 7 = 147$. Therefore, the number of respondents who were taken for this study after being rounded up involved 140 respondents. This number is considered representative to be observed as a representative of the population because it has met the minimum sample threshold. Testing the questionnaire data using a validity test, where if $r_{count} > 0.3$ with 95% significance it is declared valid (31) and the reliability test, where a variable is said to be reliable, if it has a Cronbach alpha value > 0.60 (32). Furthermore, multiple regression tests were carried out, hypothesis testing with simultaneous and partial methods and correlation tests with the coefficient of determination.

3. Result and Discussion

TABLE 1: General Profile of Respondents.

Category	Details	Amount	Percentage (%)
Gender	Men	47	42.79
	woman	93	57.21
Age (years)	20-29	38	17.67
	30-39	95	44.19
	40-49	53	24.65
	50-59	29	13.49
Level of education	High School	7	3.26
	Diploma	54	25.12
	Bachelor	133	61.86
	Master	21	9.76
Profession	Employee	45	4.26
	Entrepreneur	25	25.12
	Government employees	40	21.86
	Others	30	19.76
Income (in per mont Rupiah)	< 1 million	27	17.26
	1 – 5 million	73	15.12
	5 – 10 million	68	31.86
	> 10 million	11	10.76

3.1. Validity and Reliability Test

TABLE 2: Validity Test Results.

Variable	Corrected item- correlation	N of Items	Test results
Product	0.641	5	Valid
Price	0.679	5	Valid
Place	0.630	3	Valid
Promotion	0.564	3	Valid
Purchase Decisions	0.694	5	Valid

Based on the validity test of table 1 above, it is concluded that all indicators in the study have a value above 0.30, therefore the measurement items used in this research are valid. Next, a reliability experiment is carried out which is used to measure the measurement items on the questionnaire items that describe the indicators of the

variables. A questionnaire is reliable if a person's response to a question does not change or is normal from time to time.

TABLE 3: Reliability Test Results.

Variable	Cronbach's Alpha	N of Items	Test results
Product	0.896	5	Reliable
Price	0.889	5	Reliable
Place	0.888	3	Reliable
Promotion	0.890	3	Reliable
Purchase Decisions	0.889	5	Reliable

Based on the results of the reliability experiment shown in table 2 above, it proves that all indicators have a Cronbach alpha value for each instrument > 0.60 , so it can be concluded that all instruments used are reliable.

3.2. Multiple Regression Test

TABLE 4: Multiple Regression Test Results.

	Model	Unstandardized Coefficients		Standardized Coefficients	tcount	Sig.
		B	Std. Error			
1	(Constant)	5,227	1,901		2,750	.007
	Product	,275	,067	.317	4098	.000
	Price	,115	0.090	.108	1,273	.205
	Place	,315	,123	.215	2,573	.011
	Promotion	,235	,114	.166	2.055	.042

a. Dependent Variable: purchase decisions

The results of the multiple linear regression above, obtained the equation model: $= 5.227 + 0.275 X_1 + 0.115 X_2 + 0.315X_3 + 0.235X_4$, which means that the marketing mix elements of product, price, place and promotion have a positive effect on purchasing decisions. Based on these equations, it can be explained as follows:

1. The constant value of 5.227 may be understood as follows: if the product, price, location, and promotion variables are all zero, the purchase decision value will be in the 5.227 range.
2. The beta coefficient for the product variable is 0.275, which indicates that a one-unit change in the product variable will result in a 0.275-unit change in buying choices, provided the other variables remain constant.

3. The price variable's beta coefficient is 0.115, which indicates that a one-unit change in the price variable will result in a 0.115-unit change in buying choices, provided that the other variables remain constant.
4. The place variable's beta coefficient is 0.315, which indicates that a one-unit change in the place variable will result in a 0.315-unit change in buying choices, provided that the other variables remain constant.
5. The promotion variable's beta coefficient is 0.235, implying that a one-unit change in the promotion variable will result in a 0.235-unit change in buying choices, provided that the other variables remain constant.

3.3. Simultaneous and Partial Hypothesis Testing

To examine the variable binding simultaneously, experiment F is used. Simultaneous hypothesis testing is tried to identify whether the product, price, place and promotion variables that are tried affect the purchasing decision simultaneously.

TABLE 5: Simultaneous Test Results.

	Model	Sum of Squares	df	F	Sig.
1	Regression	148,737	4	18,359	.000b
	Residual	273,434	135		
	Total	422.171	139		

Based on the results of the simultaneous test analysis in table 5, the Fcount value is 18.359 > from Ftable with (0.05; 4 vs. 136) of 2.28 or with a significant 0.000 < 0.05, it can be interpreted that the marketing mix with product elements, price, place and promotions that are tried to influence purchasing decisions simultaneously. Furthermore, a partial test is carried out that aims to determine the relationship between product, price, place, and promotion variables that partially influence purchasing decisions. Based on the results of data analysis in table 4, the results of the t-test in this study are as follows:

1. The product obtained a significant level of 0.000 0.05, meaning that the product significantly affects purchasing decisions.
2. The price obtained a significant level of 0.205 > 0.05, meaning that the price has no significant effect on purchasing decisions
3. Place obtained a significant level of 0.011 0.05, meaning that place has a significant effect on purchasing decisions.

4. Promotion obtained a significant level of 0.042 0.05, meaning that promotion significantly affects purchasing decisions.

3.4. Coefficient of Determination Test

The coefficient of determination is done to measure how far the ability of a model to explain the variation of the dependent variable. The results of the determination test in this study can be explained in Table 6 below:

TABLE 6: Coefficient of Determination Test Results.

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.594a	.352	.333		1.423

Based on the results of data analysis in table 6 above, the coefficient of determination value is 0.352, which means that the high and low purchasing decisions of 35.2% can be explained by product, price, place and promotion, while the remaining 73.5% can be explained by other factors that not discussed in this study.

4. Result and Discussion

Based on the results of partial hypothesis testing (H1), the product significantly affects purchasing decisions. These results prove that product quality is an essential thing in determining the selection of a product by consumers. The products offered should be thoroughly tested for their quality. Because for consumers the priority is the quality of the product itself. Consumers will prefer and like other similar products that can meet their needs and desires. On the other hand, Ulos handicraft products have advantages in motifs and colors, which influences customer purchasing decisions. The first hypothesis (H1) results strengthen the research of (7) who claim products that have good characteristics will tend to influence purchasing decisions. Based on partial hypothesis testing (H2) results, the price has no significant effect on purchasing decisions. This shows that the level of consumer purchases does not depend on the price given to Ulos products. The need factor based on culture is why the high price does not affect the intensity of purchasing Ulos products. On the other hand, Ulos is not just a body warmer, but is better known as a symbol of blessing, outpouring of love, hope, and other virtues. Usually ulos is given to them with prayers and hopes to carry out their duties well. Therefore, the price factor is not the only one that affects the desire to buy from consumers. Entrepreneurs must set a selling price for the first time,

especially when developing new products. Setting the selling price can be a problem because the decision to set the selling price is sufficient complex and must pay attention to the various aspects that influence it. This statement is supported by research results from (8), with the discussion results stating that price has no significant relationship and influences *pengaruh* to purchasing decisions.

Based on the results of partial hypothesis testing (H3), place has a significant effect on purchasing decisions. The importance of the availability of product sales points is also taken into account by business actors of Ulos handicraft products to market their products. Place is one factor that determines the success of the level of sales that comes from high purchases. The strategic location selection is a perspective framework for the development of a commercial activity. On the other hand, the availability of places in virtual form also has a significant impact on consumer purchases. Marketing products show this in virtual places such as Instagram and Facebook and marketplaces such as Shope and Lazada which also provide convenience for consumers who want to buy Ulos handicraft products. The results of the third hypothesis (H3) strengthen research from (20) which claims that the availability of strategic places will tend to influence purchasing decisions. Based on the results of partial hypothesis testing (H4), promotion significantly affects purchasing decisions. The influence of promotion on purchasing decisions is because most Ulos products and brands have successfully implemented maximum sales promotions, so that this creates and maintains a distinct advantage from what competitors offer. On the other hand, the ability of Ulos handicraft product business actors to implement promotional strategies in the form of short-term discounts and the provision of premium souvenirs also helps consumers' image of the products offered. The results of the first hypothesis (H4) strengthen the research of (16) who claim a competitive promotional strategy will tend to influence purchasing decisions.

5. Conclusion

This study suggests that of the four hypotheses developed, only three hypotheses can be accepted. The marketing mix with the marketing mix concept consisting of product, place and promotion has a positive and significant influence on purchasing decisions for Ulos handicraft products. As for the marketing mix elements, the price does not significantly influence purchasing decisions for Ulos handicraft products. This study provides additional information that for the marketing mix element in terms of price, it is necessary to improve its determination based on each product criteria. Price sensitivity

that is too high results in a decrease in consumer purchasing power, so this causes the price aspect to be unable to increase consumer purchasing power.

6. Authors' Contributions

Marisi Butarbutar as the first writer to carry out the research, Efendi and Sherly as the second and third authors who have compiled the article from the beginning and to the end, Acai Sudirman corresponding writer who has edited the manuscript and carried out the review process.

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