

Research.

## **Purchasing Decisions Through the 4C Marketing Mix (To Customers of The Gade Coffee & Gold Bogor)**

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**Abstract:** *This research purposes to determine the effect of the 4C marketing mix on the purchasing decisions of the customers of The Gade Coffee & Gold Bogor. This research uses a quantitative approach with research data collection through questionnaires. The population in this research were all customers of The Gade Coffee & Gold Bogor and the sample used was 150 respondents with accidental sampling technique. The results showed that partially customer value, cost to customer, convenience and communication had a positive and significant effect on purchasing decisions. Meanwhile, simultaneously, the 4C marketing mix has a positive and significant effect on purchasing decisions.*

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**Keywords:** *Purchase decision, Customer value, Cost to customer, convenience, Communication.*

### **INTRODUCTION**

Currently for the competition in the business world, there is intense competition in gaining market share, basically business actors are equally trying to increase market share and embrace new markets which are business prospects in the future. Business people are required to develop an accurate marketing strategy so that the business they run is able to compete and survive or even win the competition with competitors so that the business goals that they have set can be achieved. In essence, intense competition will make consumers have a variety of alternative product choices that can realize their expectations and satisfy their desires. This forms the behavior of consumers who are selective in determining their purchasing decisions for a product or service.

The main goal of a company is to influence customer purchasing decisions, with everything sought after that customer decisions lead to purchases. Many things must be studied in influencing purchasing decisions, such as providing the best service by being communicated through marketing communication programs so that information about product advantages can reach the target market. As business actors do business by exploring consumer expectations as well as the characteristics and quality of products desired by consumers so that in reaching the hearts of consumers to determine their purchasing decisions, they fall on the products they market and achieve the expected profits through. Consumer expectations become a success factor in competition in a market, so that the company is required to have an advantage over the products it markets and make a better difference compared to the products of its competitors in the market.

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The process of offering and recognizing products to achieve the ultimate goal of purchasing decisions is a measure of the success of marketers or companies in marketing their products. The business feasibility test becomes a basis that marketers must do in assessing the strength of the product to be able to compete in a pre-existing market, so that when the product comes to the market it can be well received by consumers. If marketers can identify consumer needs, such as being able to provide solutions to consumer problems, providing costs to customers in accordance with expectations, being able to please, making it comfortable to obtain products and being able to communicate well with customers, the products offered will be in demand in the market. In an effort to win the market competition, marketers must be able to formulate a marketing mix strategy that is accurate and can satisfy consumers. The marketing mix strategy that is relevant to today's market competition is more focused on meeting customer expectations by paying attention to customer value, costs offered to customers, service convenience and also the right communication strategy in delivering products to consumers, currently this strategy is better known as a mix strategy. 4C marketing.

PT Pegadaian is not only involved in the world of pawning and gold, PT Pegadaian has penetrated into other business units. One of them is The Gade Coffee & Gold, which is managed by a subsidiary of Pegadaian, which is engaged in coffee shops or commonly known as cafes. Established since 19 September 2018, The Gade is already in several cities in Indonesia. The Gade Coffee & Gold Bogor is precisely located at Jalan Merdeka 156 Ciwaringin, Central Bogor and is included in the 15th branch of the target destination of 36 outlets to be opened throughout Indonesia. The Gade Coffee & Gold Bogor provides the store with an attractive atmosphere, the outdoor section also has a small garden with a small fountain that can be enough for air to enter, the coffee menu is quite diverse, including lintong silaban coffee, garut kasuga coffee, latimojong coffee, palintang coffee, dewata madu coffee, and various snacks.

As a company that is a combination of products and services, The Gade Coffee & Gold must be able to carry out its marketing strategy on a 4C basis, where understanding the desires and expectations of customers for the products and services that they expect can be applied by marketers with an emphasis on customer value, after that the appropriate pricing With purchasing power and customer perception of the price set being a sensitive matter that must be adjusted by marketing, then marketers must be able to create comfort to their customers by providing convenience for every access related to service elements to customers and as a final part, marketers are able to communicate all three This is through its promotional program in influencing customer purchasing decisions.

The phenomenon that occurs in business is that there are many similar businesses popping up in the Bogor City which causes competition to seize the market. The following is the sales report data for The Gade Coffee & Gold Bogor for the January - December 2020 period, as follows:

**Table 1. Sales data for The Gade Coffee & Gold for January – December 2020**

Month	Sales Target	Sales (IDR)	Realization Percentage (%)	Remarks
January	85,000,000	62,500,000	73.5	Not Achieved
February	75,000,000	49,100,000	65.4	Not Achieved
March	95,000,000	67,000,000	70.5	Not Achieved
April	80,000,000	64,150,000	80.1	Not Achieved
May	90,000,000	72,500,000	80.5	Not Achieved

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June	85,000,000	55,000,000	64.7	Not Achieved
July	90,500,000	78,400,000	60.1	Not Achieved
August	87,000,000	72,500,000	83.3	Not Achieved
September	78,000,000	52,650,000	67.5	Not Achieved
October	80,000,000	51,450,000	64.3	Not Achieved
November	85,000,000	49,100,000	57.7	Not Achieved
December	70,500,000	47,650,000	67.5	Not Achieved
Total	1,001,000,000	722,000,000	74.1	Not Achieved

Source: sales of The Gade Coffee & Gold, (Data processed in 2021)

From table 1 above, it can be seen that The Gade Coffee & Gold Bogor sales fluctuated and tended to decline. The average target achievement in 2020 is 72.1%. The highest sales target achievement occurred in August at 83.3% while the lowest achievement occurred in November at 57.7%. The decline in sales is of course caused by several indicators that influence it, According to information obtained from The Gade Coffee & Gold, the highest factor is the occurrence of the Covid-19 pandemic which reduces the intensity of opening time restrictions so that customers feel limited time in enjoying time hanging out at the cafe, sluggish the economy because of Covid-19, the number of new cafes mushrooming in the city of Bogor, the lack of sales promotions in attracting customers' buying interest, and the lack of interesting events.

In addition, According to the researcher's observations, the decline in purchasing decisions is also thought to be caused by The Gade Coffee & Gold's marketing mix that is not yet optimal, as follows (1) Customer Value: The Gade Coffee & Gold employees do not provide optimal service. For example, there are still employees who do not smile to customers. So that it creates a less friendly impression to customers when serving, which in turn creates a bad impression. (2) Cost to Customer: The price offered is relatively expensive, for example, the price for a glass of espresso affogato is IDR 30,000 while in similar cafes it is only IDR 25,000. (3) Convenience: Convenience can be seen from the place or location, time and minimal effort that occurs at the time of the transaction. Location of The Gade Coffee & Gold is not located in the center of the youth hangout indicated a decline in purchasing decisions. (4) Communication: The communication conducted by The Gade Coffee & Gold Bogor is less than optimal in attracting consumers, the promotions conducted are only giving discounts or one-way communication. The Gade Coffee & Gold Bogor should build two-way communication so that customers feel involved in the company's business activities.

The four things above are indicators of the marketing mix that every business owner must optimize. When the marketing mix does not go well, it is suspected that this will have an impact on the low purchasing decisions of customers, especially what happened to The Gade Coffee & Gold Bogor.

### **Formulation of the Problem**

According to the phenomenon of declining sales and observations, there are many factors that cause a decrease in customer purchasing decisions at The Gade Coffee & Gold Bogor, on this basis this research purposes to empirically reveal the influence of customer value, cost to customer, convenience and communication on purchasing decisions, with the following initial steps:

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1. Does customer value affect purchasing decisions?
2. Does cost to customer affect purchasing decisions?
3. Does convenience affect purchasing decisions?
4. Does communication affect purchasing decisions?
5. Do customer value, cost to customer, convenience and communication simultaneously affect purchasing decisions?

## **LITERATURE REVIEW**

### **The Effect of Customer Value on Purchase Decisions**

According to Kotler and Armstrong (2016) there are five core marketing concepts in creating customer purchasing decisions, including understanding needs, wants, and demands, market and product offerings, customer value and satisfaction, exchanges and relationships, exchanges and markets. According to Katrin, Setyorini and Masharyono (2018), the opinion of purchasing decisions is the behavior of determining a product to be purchased According to need recognition, product introduction, product information search, alternative evaluation. According to Riatmaja (2018) the marketing mix as an initial strategy in understanding customer needs for products, pricing, determining distribution channels and determining marketing communication programs through promotional activities, as the times change from the point of view of the producer to the point of view of the interests of the customer, shifting the marketing mix from 4P to 4C. From this description it can be concluded that customer purchasing decisions can occur if marketers are able to understand the needs and desires of customers for a product, so that with this suitability marketers are able to create customer purchasing decisions. The results of research from Mustika and Andari (2015), Ali, Ilyas and Rechman (2016), Riatmaja (2018), Putra, Hidayati and Wahyuni (2019), Hutahuruk (2020) state that customer value has a positive and significant effect on purchasing decisions, so it can be assumed the research hypothesis:

**H1:** *Customer value has a significant effect on purchasing decisions*

### **The Effect of Cost to Customer on Purchase Decision**

According to Harahap (2015) Purchasing decisions are the result of an individual's choice of various alternative products and determine the final result on the product he likes the most. According to Alma (2013) argues that the marketing mix is very important to consider when launching a business plan, the complete marketing mix consists of products , price, place and promotion. According to Riatmaja (2018), cost to customer means that the price paid by the customer to get the product and furthermore Robert F. Lauterborn in <https://masoemiversity.ac.id> argues that the operational meaning of cost to customer is the price is formed According to the customer's ability to buy the product. offered by marketers. From this description it can be concluded that the cost to customer is formed by marketers in order to influence purchasing decisions by analyzing the purchasing power of customers, the suitability of prices with quality and customer perceptions of the prices set by marketers. Research results from Riatmaja (2018), Mardiasih (2019). Anissa, Zaini and Ramdani (2020), Hutahuruk (2020) state that cost to customer has a positive and significant effect on purchasing decisions, so it can be assumed the research hypothesis:

**H2:** *Cost to customer has a significant effect on purchasing decisions*

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### **The Effect of Convenience on Purchase Decisions**

According to Lauterborn in <https://masoemiversity.ac.id> convenience means that marketers in marketing their products must be able to provide convenience to customers in consuming products. The meaning of the convenience that is able to be created by the customer can be an attraction for customers to want to decide to buy what is marketed by marketers. The results of research from Soemarno, Soesanto and Sufian (2016), Ali, Ilyas and Rechman (2016), Riaatmaja (2018), Hutahuruk (2020) state that convenience has a positive and significant effect on purchasing decisions, so it can be assumed the research hypothesis:

**H3:** *Convenience has a significant effect on purchasing decisions*

### **The Effect of Communication on Purchase Decisions**

According to Kotler and Armstrong (2016), promotion is defined as a specific blend of advertising, sales promotion, public relations, personal selling and direct marketing that marketers use to communicate customer value persuasively and build customer relationships. to purchase. According to Tjiptono (2016) promotion as a means of delivering information to customers has the purpose of providing information to consumers on certain brands, both new products and existing products that are still not widely understood by consumers, persuade or encourage consumers to make purchases of the products offered by instilling a positive image to consumers to influence buying behavior and remind consumers of the product in an effort to maintain the existence of the product. By trying to communicate to customers about the products they sell, marketers can influence customers on the superiority of products and programs that offer superior products. The results of research from Bintoro, Yuniawan and Sukresna (2016), Ali, Ilyas and Rechman (2016), Pratiwi and Lubis (2017), Riaatmaja (2018), Hutahuruk (2020) state that communication has a positive and significant effect on purchasing decisions, so that it can be assumed the research hypothesis:

**H4:** *Communication has a significant effect on purchasing decisions*

### **The Effect of Customer Value, Cost to Customer, Convenience and Communication Simultaneously on Purchase Decisions**

According to Ningsih, Nilasari and Saiffudin (2021) Business competition in the cafe-type culinary business during the current Covid-19 pandemic forces marketers to be able to carry out innovative strategies in determining their marketing mix program, in an effort to market a product, customers can be influenced by the initial concept of the marketer. who plans the current marketing mix in line with customer expectations (Sutrisno, Widodo and Zulianto, 2018). The higher level of competition between similar companies forces marketers to be able to create innovative and effective marketing mix strategies to be able to compete in the market (Leawaty and Sulistiadii, 2018). The existence of market segmentation from product competition in the market requires marketers to be able to analyze the right marketing mix. to reach the target market (Vitridzky and Wahyuni, 2017). With the right marketing mix strategy the company is able to enter the market and maintain the existence of market products because the marketing mix is an important variable that must be considered by marketers before launching a product to enter the market (Natakusumah and Yulia, 2016). According to Hutahuruk (2020) in the 4C marketing mix principle, the marketing system is developed from the customer's point of view, where that point of view understands what customers need and also in providing solutions to meet customer needs, understanding customer perceptions of pricing by marketers so that the price offered is in accordance with the purchasing power of the customer and responds to the customer's perception of the price, understanding of customers on the expectation of ease and convenience in obtaining

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products and consuming products and being able to communicate the products they market through promotional efforts. According to the description above, it can be concluded that purchasing decisions can be formed if marketers are able to understand customer wants and needs, match prices with customer expectations, fulfill customer expectations for the expected convenience and the ability of marketers to communicate on the products they market. The results of research from Riatmaja (2018), Hutahuruk (2020) state that simultaneously customer value, cost to customer, convenience and communication on purchasing decisions have a positive and significant effect on purchasing decisions, so it can be assumed the research hypothesis:

**H5:** *Customer value, cost to customer, convenience and communication simultaneously have a significant effect on purchasing decisions*

## RESEARCH METHODS

This type of research is included in associative descriptive research with a quantitative approach. According to Sugiyono (2017) "Descriptive research is research conducted to determine the value of independent variables, either one or more variables without making comparisons, or connecting with other variables". While associative research is research in measuring the influence or relationship between research variables (Sugiyono, 2017). According to Sugiyono (2017) "A quantitative approach is a research method According to the philosophy of positivism which is conducted to examine certain samples. So it is concluded that this research purposes to describe the actual situation about the influence of the independent variable on the dependent variable with data in the form of numbers obtained from the quality value of respondents' answers.

The data used in this research is in the form of primary data collected using a questionnaire. The population in this research were customers of The Gade Coffee & Gold Bogor with a number that is not clearly known, so that in determining the sample using the following calculations:

$$n = \frac{(Z_{\alpha/2})^2 p \cdot q}{e^2} = 0$$

$$n = \frac{1,96^2 \cdot 0,07 \cdot (1 - 0,07)}{(0,05)^2} = \frac{0,2500}{0,0025} = 100$$

From these calculations, in this research determined the number of samples as many as 100 respondents, in this research determined the number of samples as many as 150 respondents. The sampling technique was conducted using a non-probability sampling technique, namely accidental sampling where respondents were determined by chance or anyone they met at the research location. The following are the variables studied and the operationalization of each variable:

**Table 2. Operational Variables**

Variables	Definition	Indicators	Scales
<i>Customer Value</i> (X1)	Refers to the difference between the benefits that consumers get through access or ownership and use of a	<i>Emotional value</i>	Likert Point 1-5
		<i>Sosial value</i>	
		<i>Quality/performan</i>	

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Variables	Definition	Indicators	Scales
	product or service, and the costs incurred to obtain these benefits.	<i>ce value</i> <i>Price/value of money</i>  Sweneey and Soutar in Tjiptono (2016)	
<i>Cost to Customer (X2)</i>	Elements of the marketing mix that generate revenue, other elements generate costs, wherein any price can communicate the intended value position of the company's product or brand to the market.	Price affordability Competitive price Price match with quality Price match with perceived benefits  Anggito and Setiawan (2018)	
<i>Convenience (X3)</i>	is a customer's perception of the time and effort associated with the purchase or use of a product.	<i>Decision Convenience</i> <i>Access convenience</i> <i>Transaction convenience</i> <i>Post benefit convenience</i>  Berry et al in Tjiptono (2016)	
<i>Communication (X4)</i>	Marketing communication is an activity that communicates the advantages of a product and persuades customers to buy the product.	<i>Advertising</i> <i>Sales promotion</i> <i>Event and experience</i> <i>Online and social media marketing</i>  Kotler and Keller (2016)	
Purchasing Decisions (Y)	Purchasing decisions are a series of processes that begin with expressing a desire for the product, searching for information on the product and evaluating how well the comparison of choices is to answer their needs and lead to a purchase decision.	Place choice Reference group Quality perception External communication to customers Personal factor  Valaei, Rajael and Shahijan (2016), Joesyiana (2018)	

To test the truth of the research hypothesis that has been determined from the temporary answer to the problem formulation, multiple linear regression analysis is conducted, namely the method used to describe the simultaneous influence between the dependent variable (Y) and two or more independent variables (X1) and (X2). With the following regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Remarks:

- Y : Purchasing decision
- $\alpha$  : Intercept Value (constant)
- $\beta_1$  : Customer value regression coefficient
- $\beta_2$  : Cost to customer regression coefficient
- $\beta_3$  : Convenience regression coefficient
- $\beta_4$  : *Communication* regression coefficient
- X<sub>1</sub> : Customer value
- X<sub>2</sub> : Cost to customer
- X<sub>3</sub> : Convenience
- X<sub>4</sub> : Communication
- e : Residual value or other variables not examined

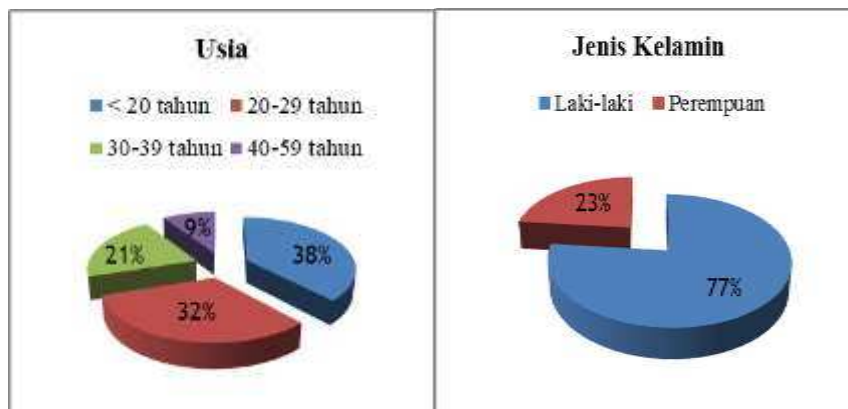
Coefficient of Determination Test. This test was conducted to measure the contribution of the independent variable to the dependent variable with the formula  $KD = r^2 \times 100\%$ .

Simultaneous Test (f-test). In this test, the test is conducted to test whether there is a significant effect simultaneously or jointly between the independent variables of more than 1 variable on the dependent variable simultaneously, with the decision-making criteria, namely if the probability value is  $< 0.05$  or  $F_{count} > F_{table}$  then H<sub>0</sub> is rejected and H<sub>1</sub> accepted and if the probability value  $> 0.05$  or  $F_{count} < F_{table}$ , then H<sub>0</sub> is accepted and H<sub>1</sub> is rejected.

Coefficient of Determination Test. This test was conducted to measure the contribution of the independent variable to the dependent variable with the formula  $KD = r^2 \times 100\%$ .

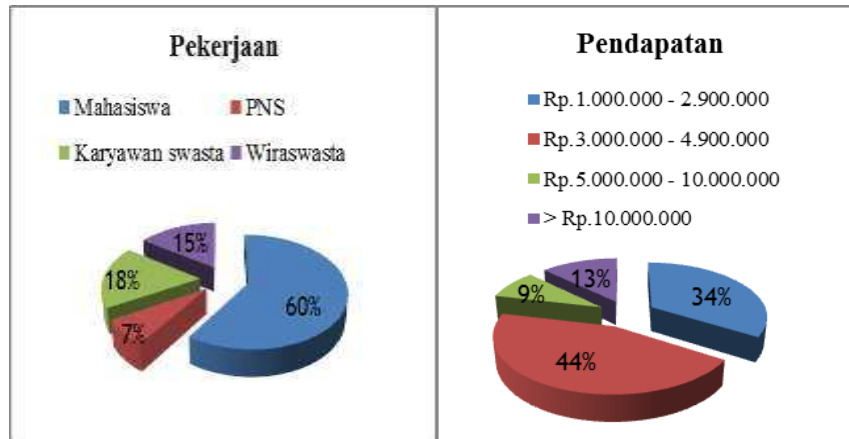
## RESULTS AND DISCUSSION

### Characteristics of Respondents



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**Figure 1. Characteristics of Respondents**

From the picture it explains the characteristics of the respondents where it is concluded that most are <20 years old with a percentage of 38%. In the gender category, the majority of respondents were male as much as 77%. Most respondents' occupations are students as much as 60% and in the income category, the most respondents are in the income range of IDR 3,000,000 – IDR 4,900,000 with a percentage of 44%.

### **Variable Description**

(1) According to the results of the analysis, respondents' perceptions of the object of research, on the emotional value indicator, most of the observations stated that the cafe atmosphere, service and menu served had been declared good. However, there are still around 24-28% of the total respondents stating that the emotional value aspects mentioned above at The Gade Coffee & Gold Bogor are still lacking. On the social value indicator, most respondents said it was good, meaning that the company's image, employee friendliness, service standards and information delivery about products were able to give a positive impression in the eyes of customers. social value has not been fully maximized properly. On the indicators of quality/performance value, some respondents stated that overall service, product quality and handling of customer complaints were stated to be good. However, there are still responses that rate less well about 23% of the total respondents. In the price/value of money indicator, most of the respondents said it was good, meaning that the appropriateness or suitability of the price given by the company was in accordance with customer expectations. However, there are still around 25% of respondents stating that the price set is not in accordance with what they get. This means that the appropriateness or suitability of the price given by the company is in accordance with customer expectations. Meanwhile, from the aspect of price suitability with quality and suitability with benefits, most consumers judge that what they sacrificed is in accordance with what they get. However, there are several aspects that need to be improved and improved such as packaging and product variations.

(2) According to the results of the analysis of respondents' perceptions of the object of research, the price affordability indicator has been declared good, meaning that the price is set according to the ability and purchasing power of the customer. However, there are still responses that rate less good with  $\pm 20\%$  of respondents, this indicates that the price set by the company to customers is still quite expensive. In the price indicator according to competitiveness, most of the respondents said it was good,

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meaning that the price set was in accordance with the ability or financial condition of the customer. However, there are still responses that rate it unfavorably with 22% of respondents stating that they still think that the discount given is still lacking, this shows that the discount provided has not fully attracted customers. Meanwhile, from the aspect of price suitability with quality and suitability with benefits, most consumers judge that what they sacrificed is in accordance with what they get. However, there are several aspects that need to be improved and improved such as packaging and product variations.

(3) According to the results of the analysis of respondents' perceptions of the object of research, on the decision convenience indicator statement 37, about 44% of respondents stated that it was not good, this shows that the promotion program is not going well. However, customers who come are not only offered promos, there are other factors such as taste, it is proven that as many as 74% of respondents think that the taste offered is quite good. Meanwhile, from the aspect of comfort, the atmosphere of the cafe and music presented, 42% - 46% of respondents considered it unfavorable, this shows that these aspects have not given an attractive impression to customers. On the access convenience indicator 43, about 47% stated that ordering through online was considered unfavorable, it means that respondents assess not only the ease of access but there are other aspects that need to be considered such as product packaging, product availability and product completeness. Meanwhile, on the indicators of transaction convenience and post-benefit convenience, respondents stated that they were comfortable in terms of payment and service aspects when consuming goods.

(4) According to the results of the analysis of customer perceptions of the object of research, on the indicators of advertising and sales promotion most of the customers said they were good. This means that the delivery of products both through electronic and print media as well as the provision of discounted prices is considered good. While on the event and experience indicator statement 70 as many as 23% of customers stated that it was not good, this shows that an effort made by The Gade Coffee & Gold Bogor to interact directly with customers so that they get an experience has not fully attracted customers. On the online and social media marketing indicators, some respondents said they were good, meaning that activities and programs designed to engage customers were running well. This means that activities and programs designed to engage customers are working well. However, there are responses that rate it as not good with 26-32%, this shows that The Gade Coffee & Gold Bogor has not fully utilized social media to its full potential.

(5) According to the results of the analysis of customer perceptions of the object of research, the indicators of choice of place, reference group, perceived quality, external communication to customers and personal factors are stated to be good. However, there are still responses that rate the statement 92 unfavorably with 43% of customers stating that they still think that information about special promos for customers is still lacking.

## Hypothesis Test

**Table 3. Multiple Linear Regression Analysis**

Constant = 8.059			
Variables	Regression Coefficient	T test	F test
CUSTOMER VALUE	0.439	0.000	0.000
COST TO CUSTOMER	0.219	0.007	
CONVENIENCE	0.226	0.002	

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COMMUNICATION	0.170	0.011	
Coefficient of determination= 0.631			

According to table 3 above, the following multiple regression equation is obtained:

$$Y = 8,059 + 0,439 (X1) + 0,219 (X2) + 0,226 (X3) + 0,170 (X4)$$

(1) The regression coefficient value for the customer value variable has a positive direction of 0.439, which means that every 1 (one) increase in customer value will increase the purchase decision by 0.439 units on condition that the other independent variables are constant or unchanged. The partial significance test shows a comparison of the probability value of 0.000 <0.05 so that it is included in the H1 acceptance category that customer value has a significant effect on purchasing decisions.

(2) The regression coefficient value for the cost to customer variable has a positive direction of 0.219, which means that every 1 (one) increase in cost to customer will increase the purchasing decision by 0.219 units on condition that the other independent variables are constant or unchanged. The partial significance test shows a comparison of the probability value of 0.007 <0.05 so that it is included in the H2 acceptance category that the cost to customer has a significant effect on purchasing decisions.

(3) The regression coefficient value for the convenience variable has a positive direction of 0.226, which means that every 1 (one) increase in convenience will increase purchasing decisions by 0.226 units on condition that the other independent variables are constant or unchanged. The partial significance test shows a comparison of the probability value of 0.002 <0.05 so that it is included in the H3 acceptance category that convenience has a significant effect on purchasing decisions.

4) The value of the regression coefficient for the communication variable has a positive direction of 0.170, which means that every 1 (one) unit increase in communication will increase the purchasing decision by 0.170 units on condition that the other independent variables are constant or unchanged. The partial significance test shows a comparison of the probability value of 0.000 <0.05 so that it is included in the H4 acceptance category that communication has a significant effect on purchasing decisions.

(5) Simultaneous significance test shows a comparison of the probability value of 0.000 <0.05 so that it is included in the acceptance category H5 which means that simultaneously customer value, cost to customer, convenience and communication have a significant effect on purchasing decisions and the coefficient of determination value of 0.631 means that Simultaneously, customer value, cost to customer, convenience and communication have contributed 63.1% in improving purchasing decisions, and the remaining 36.9% is influenced by other factors not examined.

### ***Customer Value Affects Purchasing Decisions***

According to the research, this test shows that there is a significant influence between customer value on purchasing decisions. These results are in line with the results of previous studies from Mustika and Andari (2015), Ali, Ilyas and Rechman (2016), Riatmaja (2018), Putra, Hidayati and Wahyuni (2019), Hutahuruk (2020) which states that customer value has a significant effect on decision making. purchase. This means that The Gade Coffee & Gold is able to fulfill all aspects related to customer value through maximizing the quality received by customers and costs incurred. Like the theory put forward by Kotler and Armstrong (2016) that customer value is the perception of customer value as measured by the comparison of the difference between the benefits obtained by the customer and the total costs incurred by the customer, this theory proves

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that the fulfillment of customer expectations for the benefits they receive is comparable. the costs incurred will form a perception that is the suitability of needs with customer expectations, so that customers will find it easier to determine their purchasing decisions.

According to the results of the frequency distribution, there are factors that are considered by respondents (customers) to be unfavorable, these factors are about the atmosphere of the cafe and the services provided by the employees of The Gade Coffee & Gold Bogor. The atmosphere of the cafe which is a combination of the physical characteristics of the cafe such as layout, building model, lighting, accessories, color, temperature, music will create an image and perception in the minds of consumers Utami (2017). Levy and Weitz, (in Dian & Artanti, 2013) atmosphere or atmosphere is the creation of a store atmosphere through visuals, lighting, music, and aromas that can create a comfortable buying environment so that it affects consumer perceptions and emotions to make purchases. The atmosphere of the cafe is an important factor in building a first impression for consumers to enter. So that the atmosphere can affect when consumers are in the room and influence them to make a purchase. Consumer interest in a product is the main goal to influence purchasing decisions. One way is to make something different from its competitors, the atmosphere (atmosphere) can be an alternative to distinguish one cafe from another. Overall aspects related to the atmosphere at The Gade Coffe & Gold Bogor are quite good, but there are several aspects that need to be improved such as the lighting is not bright in some corners of the room, the layout of the chairs and tables is too close in the smoking area and the soundproofing is not installed in the room. Consumer interest in a product is the main goal to influence purchasing decisions. One way is to make something different from its competitors, the atmosphere can be an alternative to distinguish one cafe from another. Overall aspects related to the atmosphere at The Gade Coffe & Gold Bogor are quite good, but there are several aspects that need to be improved such as the lighting is not bright in some corners of the room, the layout of the chairs and tables is too close in the smoking area and the soundproofing is not installed in the room.

Service according to Kasmir (2017) is the act or deed of a person or an organization to provide satisfaction to customers. Service is important because it will have a direct impact on the company's image. A company when it gets a positive value in the eyes of consumers, the consumer will give good feedback and it is not impossible to become a regular customer. Service is one of the marketing strategies used by every company with a good service system, whether or not it is appropriate or not depends on consumer assessment.

### ***Cost to Customer Affects Purchasing Decision***

According to the test results in this research, it shows that there is a significant influence between cost to customer on purchasing decisions. The results of this research are in line with the results of research from Riatmaja (2018), Mardiasih (2019). Anissa, Zaini and Ramdani (2020), Hutahuruk (2020) state that cost to customer has a significant effect on purchasing decisions. This result means that the suitability of the price aspects offered by The Gade Coffee & Gold in the form of price affordability, price according to competitiveness, price suitability with quality and price compatibility with the benefits received by customers so that this suitability makes customers decide to visit The Gade Coffee & Gold. Like the theory put forward by Kotler and Keller (2016) that a company must set a price according to the value given and understood by the customer, which means that the purpose of pricing that can adjust to aspects of price affordability, price in accordance with competitiveness, The suitability of price with quality and suitability of price with benefits received by customers will easily influence customer purchasing

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decisions because of the conformity of customer expectations for the set price.

According to the results of the frequency distribution, there are factors that are considered by respondents (customers) to be unfavorable, these factors are about price affordability and price discounts. In determining the price of The Gade Coffee & Gold Bogor, it is better to consider several aspects such as competitor prices, facilities provided, service and taste quality of the product. According to these aspects, it becomes the basis for considering the price of food and beverages sold, because business people are unlikely to set the same price or even more if the offer made by competitors is more attractive.

Discounts are a strategy conducted by companies by providing price reductions that have been set in order to increase sales of products or services. Discounts in marketing are promotional tools that can attract consumers' attention to encourage potential consumers to buy the products offered. According to Assauri (2012) price discount is the value given as a form of cost reduction in the payment process. For now, the discount given is quite attractive, such as the early morning coffee promo 25% discount, the takeaway promo 25% discount and 25% discount at home. However, it is better for the company to innovate so that customers are more interested, for example implementing a cross sell bundling strategy, premium and advertising and so on.

### ***Convenience Affects Purchasing Decision***

According to the test results in this research, it shows that there is a significant influence between convenience on purchasing decisions. These results are in accordance with the results of previous studies from Soemarno, Soesanto and Sufian (2016), Ali, Ilyas and Rechman (2016), Riatmaja (2018), Hutahuruk (2020) which states that convenience has a significant effect on purchasing decisions. This happens because convenience aspects such as convenience because of convenience, convenience in getting services, convenience in terms of payment and convenience in speed of service can meet customer expectations. As is the case with Lauterborn's (1990) theory that marketers in marketing their products must be able to provide convenience to customers in consuming products,

According to the results of the frequency distribution, there are factors that are considered by respondents (customers) to be unfavorable, these factors are about the ease of ordering via online. According to Wardono and Andini (2017) convenience is the most important thing that must be considered by online providers or sellers. Perceived ease of use is a belief about the decision-making process. The presence of technology in the coffee industry has provided convenience, speed and convenience for consumers but important things are also considered such as product packaging, product availability and product completeness. Product availability includes variations of brands, types, sizes of packaging of goods sold and completeness of goods. Completeness of goods is an important factor to attract consumers, meaning that products sold offline and online must be available simultaneously.

### ***Communication Affects Purchasing Decision***

The results of this research are supported by Tjiptono (2016) that promotion is a means of delivering information to customers which purposes to provide information to consumers on certain brands, both new products and existing products that are still not widely understood by consumers. Persuade or encourage consumers to make purchases of the products offered by instilling a positive image in consumers to influence buying behavior and remind consumers of the product in an effort to maintain the existence of the product. From this theory, it can be concluded that if the information content in the marketing communication program is attractive, it will increase customer interest in

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visiting The Gade Coffee & Gold. Persuade or encourage consumers to make purchases of the products offered by instilling a positive image in consumers to influence buying behavior and remind consumers of the product in an effort to maintain the existence of the product. From this theory, it can be concluded that if the information content in the marketing communication program is attractive, it will increase customer interest in visiting The Gade Coffee & Gold. Persuade or encourage consumers to make purchases of the products offered by instilling a positive image in consumers to influence buying behavior and remind consumers of the product in an effort to maintain the existence of the product. From this theory, it can be concluded that if the information content in the marketing communication program is attractive, it will increase customer interest in visiting The Gade Coffee & Gold.

According to the results of the frequency distribution, there are factors that are considered by respondents (customers) to be unfavorable, these factors are promotions using social media. Promotion through social media is very helpful for sales of the business being managed because it is an action that increases the number of sales from before. Where promotion is an activity that needs to be done to provide information about a product so as to encourage customers to make purchases. In addition, the benefits of advertising through social media are that it makes it easier for marketers to find consumers and provide interesting information for potential consumers. Overall promotions conducted through social media have been very good, but there are aspects that need to be added such as building active interactions in social media, Active interaction is very effective for promotion, one of which is to build good relations between parties. Thus, potential consumers will be interested in buying the product.

#### ***Customer Value, Cost to Customer, Convenience and Communication Affects Purchasing Decision***

According to the test results in this research, it shows that customer value, cost to customer, convenience and communication have a significant effect in influencing purchasing decisions. The Gade Coffee & Gold is a determining factor in purchasing decisions. The results of this research are in line with the results of research from Riaatmaja (2018), Hutahuruk (2020) which states that simultaneously customer value, cost to customer, convenience and communication on purchasing decisions have a positive and significant effect on purchasing decisions.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

(1) The results of the analysis show that customer value has a significant effect on purchasing decisions, so it is predicted that an increase in customer value can improve purchasing decisions. (2) The results of the analysis show that the cost to customer has a significant effect on purchasing decisions, so it is predicted that an increase in cost to customers can improve purchasing decisions. (3) The results of the analysis show that convenience has a significant effect on purchasing decisions, so it is predicted that an increase in convenience will increase purchasing decisions. (4) The results of the analysis show that communication has a significant effect on purchasing decisions, so it is predicted that communication can improve purchasing decisions. (5) The results of the analysis show that simultaneously customer value, cost to customer, convenience and communication have a significant effect on purchasing decisions, so it is predicted that

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simultaneously if customer value, cost to customer, convenience and communication are increased, it will increase purchasing decisions.

### **Suggestions**

(1) It is hoped that this research can be used as input and consideration to continue to improve purchasing decisions for The Gade Coffee & Gold Bogor, because with increasing purchasing decisions, the company's goals can be achieved as expected. According to the results of research conducted at the level of perception of respondents is quite good. But there needs to be improvements in terms of service, providing maximum service to customers is an absolute thing that must be done by the company. The Gade Coffee & Gold Bogor is expected to be more effective and review its service procedures, so that the creation of good service quality will create a high purchasing decision at The Gade Coffee & Gold Bogor. (2) On the aspect of price affordability, should consider several aspects such as competitors' prices, facilities provided, service and taste quality of the product. The next suggestion is According to the online and social media marketing aspects, the researcher suggests building active interactions in social media. (3) Further researchers can develop this research with different objects and are expected to use more aspects that influence purchasing decisions other than the 4C marketing mix, for example, experiential marketing. and the company has provided value to its customers through benefits and costs (customer value), because it is important for companies to measure the extent to which customers perceive value through these aspects to the company. According to this, further research is needed to develop these aspects.

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