

MARKETING MIX IMPROVES CONSUMER PURCHASE DECISIONS

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ABSTRAK

Perkembangan industri tekstil menimbulkan persaingan yang sangat “ketat”. Kondisi ini memberikan tantangan buat pelaku usaha untuk memberikan yang terbaik kepada konsumen. Sehingga, pendekatan metode pemasaran menjadi penting agar tetap bertahan. Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran terhadap keputusan pembelian pada Ramayana M’Tos Makassar. Metode penelitian yang di gunakan dalam penelitian ini dengan pendekatan kuantitatif. Penerikan sampel dalam penelitian ini adalah teknik accidental sampling, jumlah sampel yang didapatkan 80 responden dengan rata-rata jumlah pengunjung 1446 perhari. Metode pengolahan data dengan cara *editing, coding, dan scoring*. Analisis data dengan menggunakan uji regresi liner sederhana hasilnya bauran pemasaran berpengaruh signifikan terhadap keputusan pembelian. Bauran pemasaran dengan indikator produk yang dijual sesuai dengan kebutuhan, kualitas standar dan desain yang menarik cuma kurang memberikan rasa nyaman dikarenakan mereknya kurang familiar. Harga jual produk sesuai dengan kualitas ditawarkan dan terjangkau cuma kurang bersaing dengan merek lainnya. Lokasi Mall M’Tos Ramayana cukup strategis mudah dijangkau. Sedangkan indikator promosi untuk memilih membeli masih kurang, baik dimedia elektronik maupun dimedia cetak.

Kata Kunci : Produk, Harga, Lokasi, Promosi, Pembelian

ABSTRACT

The development of the textile industry raises a very "tight" competition. This condition provides a challenge for business actors to provide the best for consumers. Thus, the marketing method approach becomes important to survive. This study aims to determine the effect of the marketing mix on purchasing decisions at Ramayana M'Tos Makassar. The research method used in this research is a quantitative approach. The sampling in this study was an accidental sampling technique, the number of samples obtained was 80 respondents with an average number of visitors of 1,446 per day. Data processing methods using editing, coding, and scoring. Data analysis using a simple linear regression test results that the marketing mix has a significant effect on purchasing decisions. The marketing mix with product indicators that are sold according to needs, standard quality and attractive designs just doesn't give a feeling of comfort because the brand is not familiar. The selling price of the product is by the quality offered and affordable, it's just less competitive with other brands. The location of M'Tos Ramayana Mall is quite strategic and easy to reach. Meanwhile, promotional indicators for choosing to buy are still lacking, both in electronic and print media.

Keywords: Product, Price, Location, Promotion, Purchase

INTRODUCTION

At present, increasing population growth in Indonesia results in increased community needs (Ilmiyani & Djamaluddin, 2020). The very diverse needs of the community are matched by the emergence of various companies that produce goods and services so that today many companies are engaged in the same type of business.

Because of the textile industry's current rapid expansion, it is simpler for customers to choose products that meet their wants and preferences. Along with that, producers competing for consumers face tougher competition in the textile business, particularly in the garment sector (Prasetyani et al., 2020). Therefore, producers must first comprehend consumers, ascertain their needs and preferences, as well as how they choose products (Kotler & Keller, 2018).

As a means of meeting current needs, clothing is an indispensable fulfilment for their daily needs. As we can see, there are many markets or manufacturers selling products to meet people's needs, especially clothing, in the case of the Ramayana supermarket, the Ramayana supermarket. In 1978, Ramayana was just a small clothing store located in Jalan Sabang, Central Jakarta. At that time, the retail world was not as vibrant as it is now. However, Ramayana, which dared to be different with the concept of serving the lower middle class, was able to become an idol shopping centre for the community. Designed in a building that seems simple, Ramayana Exemplary, which has three floors, can pamper consumers with a complete range of products and a comfortable atmosphere (Ramayana Dept Store, 2022).

There are many ways to deal with business in an increasingly tight market situation. One way is to echo the concept of cheap plus discount programs. If this one concept,

Ramayana who is quite experienced, surely understands very well. Ramayana is already familiar with discounts, even these discounts also have their terms such as Discount Time, which provides a 20 per cent discount for certain product brands. There is also a Time Service-style discount which provides a 70 per cent discount for a certain period (Ramayana Dept Store, 2022).

Seven department stores with the best discount offers, become competitors to the Ramayana department store to attract consumers to shop. One of the fashion brands worth visiting when going to the mall is Zara. Retailers from Spain are now given discounts of up to 60%. Not only in malls but sales can also be found at Shop Zara online. Stradivarius is also running a 60% discount program. H&M, being one of the mainstay retailers from Sweden, also held a sale. Until now, discount offers are continuing both in stores and online. On the site, some items are on sale for up to 75% off, Payless Counter. Brad is giving a half-price discount for the second purchase. The Star Department Store is holding a Big Sale by cutting almost all items in half. Central offers a Fantastic Deals program with discounts of up to 70% and Levi's brand. No need to come to the store, you can get discounts of up to 50% plus 10% (Anjani, 2020).

When companies compete to offer discounts and special offers, consumers often benefit through lower prices. companies to become more innovative in attracting customers increasing their competitiveness and reducing the company's profit margin. If companies are too aggressive in offering discounts, this can harm their profitability. Discount competition can lead to stiffer competition in the market. The negative impact of long-term discounts can often temporarily increase demand. Companies must be careful not to rely too heavily on this strategy because too many discounts can damage a company's brand image as consumers begin to associate the brand with low prices and low quality. Companies need to carefully consider how they manage their discount strategy so as not to damage their brand image (Pawiro, 2018).

In order for a business to fulfill its long-term objectives, management must first decide which marketing strategies, such as the marketing mix strategy and service quality, would be used to attain those objectives (Varadarajan, 2020). Consumers use a variety of scales when choosing a product category, such as clothing, because their reactions to a category can be seen in their interests, beliefs, desires, and actions, which ultimately lead them to make purchases based on their needs and wants (Qazzafi, 2019). Consumers are typically the

passive beneficiaries of business decisions; it is up to them to decide whether or not to purchase the product (Wichmann et al., 2022). Customers have a significant impact on how a product is developed. If customers believe that a product meets their wants and appeals to their preferences, they will be satisfied and tell other customers about their positive experiences (Torabi et al., 2021). A marketing plan's foundational and tactical parts include marketing elements such the 4Ps (product, pricing, place, and promotion) (Nikolic et al., 2023). The goal of Waluya et al. (2019), is to investigate how product quality affects consumers' purchase decisions. Marketing professionals may create effective plans with the use of pricing, distribution, and marketing communications (Chikweche et al., 2022). According to the marketing paradigm is changing from being business-focused to being customer-oriented (Mehraj & Qureshi, 2020).

Research on the 4P relationship with purchasing decisions has been carried out by several studies such as the service marketing mix strategy which is still needed to maintain long-term relationships (Elgarhy & Mohamed, 2022). Pricing tactics are used more intensively, while distribution channel measures and product services are used to a lesser extent (Cruz-Milán, 2022). Tan et al. (2019), that price has a positive effect on purchasing decisions. Herliansyah et al. (2020), found that product quality, price and location influence purchasing decisions. Promotions affect purchase interest and purchasing decisions (Solihin, 2020). Environment-based marketing mix has a positive impact on customer-based brand equity (Nguyen-Viet, 2023). Wahyuni & Ginting (2017), shows that product quality and distribution do not have a significant effect on purchasing decisions, price has a significant positive effect on purchasing decisions. Product quality hurts consumer risk and has a positive impact on perceived value (Shashi et al., 2023). Alsharif et al. (2023), advertising is the most widely used marketing mix in companies. Altay et al. (2022), consumers have become more sensitive to “price-related criteria” except for shipping costs during COVID-19.

The description of the results of previous research shows that the relationship between the marketing mix and purchasing decisions has become the focus of research. However, research results vary widely as Tan et al. (2019); Herliansyah et al. (2020); Solihin (2020); Nguyen-Viet (2023); found that the marketing mix is influential. Whereas Wahyuni & Ginting (2017), had no effect, Altay et al. (2022), focused on price, and Alsharif et al. (2023), an emphasis on strategy, and marketing mix hurt purchasing decisions (Shashi et al., 2023). In addition, research focuses on manufacturers. In this case, manufacturers develop, produce,

and advertise products, while retailers (stores) distribute products and set prices facing consumers (Wichmann et al., 2022). Thus, further research is needed to see the relationship between the marketing mix and consumer-oriented purchasing decisions. Therefore, the purpose of this research is to empirically prove the influence of the marketing mix on purchasing decisions. Thus, the results of the research can be input for retail businesses in developing long-term marketing tactics.

RESEARCH METHODS

The author's research object is the influence of marketing mix and service quality on purchasing decisions at Ramayana M'Tos Makassar. Respondents in the 80 sample research this time were consumers who could meet research needs and could provide answers objectively by experience when shopping with a population of 1,446 per day, in obtaining data the researchers went down for 8 days to collect data and interview respondents.

This research uses a quantitative approach. Collecting research data using interviews, observation and questionnaires. Questionnaires as the main data collection tool are arranged in the form of open and closed questions. The data analysis used in this research is qualitative analysis and quantitative analysis. This qualitative analysis is used to discuss and explain the results of research on various symptoms or cases that can be described in sentences. While quantitative analysis is an analysis that is used on data in the form of numbers and how to discuss it. This study uses simple linear regression with the SPSS for Windows ver 24.0 programs. The processing methods are editing, coding and scoring. In calculating scoring, a Likert scale is used (Sugiyono, 2017). The types and sources of data needed in this study consist of primary data and secondary data. Primary data is information collected by researchers directly from the source (Ferdinand, 2014). In this study, the data analysis method used was regression analysis. The data collected were first tested for validity and reliability. Ghozali (2018), said that the reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct and a validity test is used to measure whether a questionnaire is valid or not. The customer value relationship model with these variables can be arranged in a function or equation as follows: $Y_1 = a + b_1 X_1 + e$. Where: Y_1 = Purchase decision; b_1 = Regression coefficient; X_1 = Marketing Mix; e = error; a = Constant. The standard said to have influence is the sig value < 0.05

RESULT AND DISCUSSION

In this section, we will explain the results of research that has been conducted and processed to determine the effect of product quality on customer loyalty. The author distributed questionnaires to 80 respondents, where the respondents were visitors to the M'Tos Ramayana Mall. Description of the characteristics of respondents based on gender, age, income and occupation are presented in Table 1 which can be seen in the table below:

Table 1. Distribution of Respondent Characteristics by Gender, Age, Income and Occupation

Characteristics of Respondents	Frequency	Percent
Gender		
Man	30	37.5
Women	50	62.5
Age		
<20 Year	18	22.5
20-29 Year	44	55.0
30-40 Year	8	10.0
>40 Year	10	12.5
Income		
<Rp. 1.500.000	40	50.0
Rp.1.500.000-2.000.000	10	12.5
Rp.2.000.000-3.000.000	13	16.3
>Rp.3.000.000	17	21.3
Occupation		
Student	40	50.0
Self-employed	17	21.3
Government employees	8	10.0
Private employees	8	10.0
Other	7	8.8
Total	80	100.0

Source: Processed Data for 2023

From Table 1 above it is known that most of the respondents were male, 30 people or 37.5% of 80 respondents, while the smallest number of respondents were female, 50 people or 62.5% of 100 respondents. For the characteristics of respondents based on age, it was found that 18 respondents aged 20 years and under were 18 people or 22.5% of 80 respondents, then aged 20-29 years were 44 people or 55% of 80 respondents, aged 30-40 years were 8 people or 10% of the 80 respondents and over 40 years of age as many as 10 people or 12.5% of the 80 respondents. Table 1 above also shows characteristics based on income with respondents who have an income of Rp. 1,500,000 and below as many as 40 people or 50% of the 80 respondents, then have an income of Rp. 1,500,000 to Rp. 2,000,000 for 10 people or 12.5% of the 80 respondents, income Rp. 2,000,000 to Rp.3,000,000 for 13 people or 16.3% of 80 respondents and income above Rp.3,000,000 for 17 people or 21.3%

of 80 respondents. Meanwhile, the characteristics of respondents based on work found that the majority of respondents had Student and Student jobs as many as 40 people or 50% of the 80 respondents, then had self-employed jobs as many as 17 people or 21.3% of 80 respondents, Civil servants as many as 8 people or 10% of 80 respondents, 8 private employees or 10% of 80 respondents and others 7 people or 8.8% of 80 respondents.

This test is conducted to test the validity of each statement item in measuring the variable. Validity testing in this study was carried out by correlating the scores of each item statement addressed to the respondent with the total score for all items. The correlation technique used to test the validity of the statement items in this study is the Pearson Product Moment correlation. If the value of the correlation coefficient of the item statement being tested is greater than the critical $r=0.3$. it can be concluded that the item statement is a valid construct. The results of the validity test of the questionnaire for the variables studied are presented in the following table:

Table 2. Test the Validity of the Marketing Mix and Purchasing Decisions

Research Variable	Validity Coefficient	r-critical	Description
Marketing Mix			
Product			
P1	0.278	0.220	Invalid
P2	0.463	0.220	Valid
P3	0.556	0.220	Valid
P4	0.707	0.220	Valid
P5	0.481	0.220	Valid
Price			
P6	0.444	0.220	Valid
P7	0.590	0.220	Valid
P8	0.741	0.220	Valid
Location			
P9	0.504	0.220	Valid
P10	0.559	0.220	Valid
P11	0.496	0.220	Valid
P12	0.612	0.220	Valid
Promotion			
P13	0.031	0.220	Invalid
P14	0.501	0.220	Valid
P15	0.513	0.220	Valid
P16	0.182	0.220	Invalid
Purchase Decision			
P1	0.343	0.220	Valid
P2	0.493	0.220	Valid
P3	0.650	0.220	Valid
P4	0.630	0.220	Valid
P5	0.628	0.220	Valid
P6	0.763	0.220	Valid
P7	0.609	0.220	Valid
P8	0.373	0.220	Valid
P9	0.576	0.220	Valid

Research Variable	Validity Coefficient	r-critical	Description
P10	0.636	0.220	Valid

Source: Processed Data for 2023

The validity category's statement items are subjected to reliability testing. The instrument is tested only once during the reliability testing process. then the alpha Cronbach method was used for analysis. If the reliability coefficient is positive and higher than 0.6, the questionnaire is considered to be reliable. The reliability test's findings are as follows:

Table 3. Marketing Mix Reliability Test and Purchasing Decisions

Research Variable	Reliability Statistics	
	Cronbach's Alpha	N of Items
Marketing Mix	.758	16
Purchase Decision	.771	10

Source: Processed Data for 2023

Simple linear regression analysis is used to determine whether there is a significant effect between Marketing Mix (X) on Purchase Decision (Y). The analysis in this study was carried out using a simple linear regression coefficient formula with the SPSS version 24.0 program as follows:

Table 4. T Test (Partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.909	4.321		2.756	.007
Marketing Mix	.463	.089	.508	5.209	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data for 2023

From the calculation results, the regression equation is obtained as follows: $Y = 11.909 + 0.463 X$, this means that every time there is a one-unit change in the Marketing Mix variable (X), it will be followed by a change in the average Consumer Purchase Decision variable (Y), which means that each component of the X variable will affect each component of the Y variable.

Table 5. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	558.875	1	558.875	27.133	.000b
	Residual	1606.612	78	20.598		
	Total	2165.487	79			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Marketing Mix

Source: Processed Data for 2023

From the ANOVA table, the F value is 27.133 with a significance test of 0.000. Because the significance of the test is less than 0.05, it can be concluded that the form of the linear equation $Y = a + bX$ is correct and can be used.

Correlation analysis is used to determine the degree of closeness of the relationship between research variables. In this study, data analysis used SPSS version 24.0. From the results of the analysis obtained the following data:

Table 6. Correlation Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508a	.258	.249	4.538
a. Predictors: (Constant), Marketing Mix				

Source: Processed Data for 2023

Based on the calculation of the correlation coefficient, the value of $r = 0.508$ is obtained. So the strength of the relationship between the Marketing Mix variable and the Purchase Decision is shown by the correlation coefficient $r = 0.508$, this means that there is a strong and positive relationship between the Marketing Mix variable and the Purchase Decision variable. From the results of the analysis, it is known that the influence of the marketing mix variable on purchasing decisions is indicated by the value of multiple determination (r^2) or r square = 0.258. This means that the influence of the marketing mix on purchasing decisions is 25.8%, while the remaining 74.2% is the contribution or influence of other variables that are not included in this research model. The results of this study indicate that the marketing mix influences consumer purchasing decisions at the M'Tos Ramayana Makassar Mall.

After analyzing the correlation coefficient, then the correlation coefficient was tested for significance using the t-test. The t-test is carried out by comparing t-count with the t-table at $\alpha = 0.05$, based on a two-tailed test and degrees of freedom ($n-k-1$) where k is the number of independent variables and n is the number of samples studied.

The test criteria are if $H_0 =$ Marketing Mix does not significantly influence the purchasing decisions of consumers at the M'Tos Ramayana Mall Makassar and $H_a =$ Marketing Mix has a significant effect on the purchasing decisions of consumers at the M'Tos Ramayana Mall Makassar. So that if $t\text{-count} \leq t\text{-table}$: H_0 is accepted or H_a is rejected and if $t\text{-count} \geq t\text{-table}$: H_0 is rejected or H_a is accepted

Table 7. T Test (Partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.909	4.321		2.756	.007
Marketing Mix	.463	.089	.508	5.209	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data for 2023

From the calculation results obtained $t\text{-count} = 1.696$ while the t value at $\alpha = 0.05 = 1.671$. So the value of $t\text{-count} > t\text{-table}$, means that H_0 is rejected and H_a is accepted. So the hypothesis that the marketing mix affects purchasing decisions is acceptable.

Based on the results of the analysis, it is obtained that the regression coefficient $Y = 11.909 + 0.463 X$, which indicates that every time there is a one-unit change in the marketing mix variable (X), it will be followed by a change in the average purchase decision variable (Y), which means that each component variable the marketing mix will affect each component of the purchasing decision variable. From the results of the regression coefficient analysis, it can be said that the marketing mix which includes product, price, location and promotion influences purchasing decisions.

Discussion of research results shows that the marketing mix which includes product, price, location and promotion influences consumer purchasing decisions based on the results of the correlation coefficient and coefficient of determination tests. The correlation coefficients $r = 0.508$ and $r^2 = 0.258$ show how much the marketing mix variables affect purchasing choices. The marketing mix, which consists of product, price, location, and promotion, thus contributes 25.8% to the purchasing decision, with the remaining 74.2% being influenced by other factors not covered in this study. This means that the purchasing decision at the M'Tos Ramayana Makassar Mall is determined by the marketing mix. The marketing mix has a positive and significant impact on consumers' purchase choices. Therefore, with a significance level (of 0.000), it can be said that the marketing mix significantly influences consumers' decisions to buy at M'Tos Ramayana Mall.

Marketing mix Product indicators, the products sold at M'Tos Ramayana are according to needs, of decent quality and attractive designs, it just doesn't give a feeling of comfort but the brand is familiar. Price indicator, the selling price of products at M'Tos Ramayana is by the quality offered and affordable, but not competitive with other brands. According to Albari & Safitri (2018), it shows that fair prices and fixed prices together influence purchasing

decisions. This research is in line with the results of research conducted by Wahyuni & Ginting (2017), that price has a significant positive effect on purchasing decisions. The location indicator for M'Tos Ramayana Mall is quite strategic. The results of this study are in line with the results of research conducted by Septiano & Sari (2021), that the location variable is the variable with the highest value 3 during the pre-research survey and after research which influences purchasing decisions. Of course, not all factors influence the purchase decision. Necessary goods can be found and accessed easily as well as varied products and according to needs. This is in line with the location in this study, which is on the main road. Thus, consumer access to arrive at the location is not difficult. In addition, the community is already very wealthy with the supermarket. The quality standard label is significantly influenced by attitudes towards perceived risk (Rakhmawati et al., 2020). In the sense that consumers no longer doubt the quality of the goods presented at the Mall.

The indicator chooses to buy at the M'Tos Mall because advertising in electronic media is still lacking, only interested in advertisements at cheap rates which are quite good, advertisements are given in the form of quite informative brochures, they are still lacking and not yet available everywhere. Based on the results of research conducted by Brata et al. (2017), product quality, price, promotion, and location influence purchasing decisions, either partially or simultaneously. This research is supported by the results of research conducted by Herawati et al. (2019), that product quality is the most dominant variable in influencing purchase decisions and purchase motivation proves to be a good mediation between lifestyle variables, product quality and price on purchasing decisions. Signalling and decision-making processes between traders are interrelated in the investment market (Kromidha & Li, 2019). Signals help reduce information asymmetry between buyers and sellers in the pre-buy phase of a trade (Kirmani & Rao, 2000; Ye et al., 2019).. The sender's performance that is "packaged" in the marketing mix can influence the recipient (Wang et al., 2019). Signal senders honestly provide high-quality signals (Barker et al., 2019). sellers use observable signals to convey unobservable product quality to consumers (Zhang et al., 2020). To signify product positioning and quality, reduce risk perception, and increase customer purchase intention (Li et al., 2019). Thus, implicitly that consumers provide recognition regarding signal reception.

The decision to purchase product indicators at M'Tos Ramayana Mall is still not needed, lack of support for environmental factors to try shopping, looking for information

about the product is still lacking, especially information from friends, and relatives who have used the product still lacking and evaluates other products on the market but compares other products are pretty good. The decision to buy after a sales promotion is lacking, also purchase products based on other people's experiences is lacking, as well as the M'Tos Ramayana product, which is still unsatisfactory. Consumers feel they have not met their needs, so they rarely make repurchases at M'Tos Ramayana. According to Nekmahmud & Fekete-Farkas (2020), to inform consumers about sales products, this research provides valuable suggestions to companies, marketers and policymakers to design marketing tools in the form of advertising and branding to improve sales decisions, thereby providing some managerial insights for product promotion and marketing mode. In addition, brands seek to increase the persuasiveness of product promotions through physical appearance (Su et al., 2021). The use of signals can contribute to the creation of balance (sender and receiver) (Bove & Benoit, 2020). Signal senders are the company through the marketing mix they use. Meanwhile, signal recipients are consumers who buy products.

The marketing mix strategy that companies must implement during the COVID-19 pandemic in terms of product, price, promotion and place is explained (Nikbin et al., 2022). In addition, research conducted by Lăzăroiu et al. (2020), psychological determinants of consumer engagement on social media, decision mechanisms underlying price evaluation, types of perceived risk, and repurchase behaviour and intentions. Subsequent directives should clarify consumer decision-making, especially under reviews of products sold. In addition, research conducted by Septiano & Sari (2021), found that the variables of product quality, location and promotion were the variables with the highest values during the pre-research survey. A similar condition occurs in the service sector where tourists most often share their experiences about service products and physical evidence, while price and promotion are elements of the marketing mix that are rarely mentioned (Kwok et al., 2020). The consumer (recipient) of the marketing mix results engages in economic exchange with the sender, both benefit as long as the sender has the desired latent quality (Berger, 2019). Signalling in the marketing mix helps reinforce perceptions of product quality. So that the structure reflected in company signals strengthens consumer responses regarding products (Treiblmaier & Garaus, 2023).

Of course, not all factors influence purchasing decisions and consumer value. The results of the review show that all exogenous variables have a direct or indirect effect on

endogenous variables. These results indicate that the signal given by the company in the form of a marketing mix can be well received. So, the marketing mix is a good signal for consumers in deciding to make a purchase. In addition, an overview of the quality of the signal sent is very important for consumers. Therefore, the results are in line with the signalling theory.

CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and discussion that have been stated previously, the authors provide conclusions from the results of the overall analysis, which are as follows. From the results of simple linear regression analysis of the marketing mix variable on purchasing decisions, the value of t_{sig} (0.000) is obtained, which means that there is a significant influence between the mix marketing with Purchasing Decision Variables. With the coefficient of determination relationship level of 25.8%. The products offered are still not needed, searching for information about the products is still lacking and the brands offered are less competitive. Promotion especially for locations in the form of advertisements in electronic media is still lacking, advertisements are given in the form of informative brochures which are still lacking and not yet available everywhere and consumer loyalty needs to be increased to increase product repurchase. Judging from the low R Square value using product, price, location and promotion indicators with their relationship to the purchasing decision variable, it is necessary to add other variables in further research.

This research only focuses on the 4Ps (product, price, promotion and place, so further research is suggested to be able to use the 7Ps (human resources physical appearance and process) to compare them. The level of consumer purchasing decisions. This study also uses research objects which sell more fashion products and can be made in other places with more varied types of products offered, so that in future research it is hoped that more marketing mixes will be used and can increase purchasing decisions.

The practical implications of this research invite companies, especially department stores, in implementing a marketing mix, the products sold are adjusted to the needs of consumers, the products being marketed have attractive quality and designed as well as provide a sense of comfort to consumers and the brands sold are familiar to customers. The selling price of the product is by the quality and price offered and is affordable to potential customers as well as brands that are marketed to compete with similar goods. Necessary goods can be found and accessed easily as well as varied products and according to needs.

advertising in electronic media is increased and advertising rates are cheap to attract and add other advertisements outside of electronic media.

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