

The Influence of Marketing Mix on Purchase Decisions for Cake and Bread Products at Sari Delicatessen Store, Jakarta, Indonesia

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ABSTRACT: This study aims to analyze the influence of the marketing mix (product, price, promotion, and place) on consumer purchase decisions at Sari Delicatessen. The study uses a quantitative approach with multiple regression methods to measure the simultaneous and partial effects of each variable on purchase decisions. Data were collected through the distribution of a 1-4 Likert scale questionnaire to 100 respondents, who were visitors to Sari Delicatessen. The results show that all variables in the marketing mix—product, price, promotion, and place have a significant effect on purchase decisions. Product has the greatest influence, followed by price, promotion, and place. The coefficient of determination (R^2) value of 0.682 indicates that 68.2% of the variability in purchase decisions can be explained by these four variables. Based on the t-test, all variables have p-values less than 0.05, indicating significant partial effects. The F-test also shows that the regression model has a significant simultaneous effect on purchase decisions. This study concludes that Sari Delicatessen needs to focus more on improving product quality, adjusting competitive pricing, and implementing effective promotions to enhance consumer purchase decisions. The study also provides practical contributions to marketing strategies in the delicatessen industry.

KEYWORDS: product, price, promotion, place, buying decision

I. INTRODUCTION

As competition in the food retail and delicatessen sector intensifies, many consumers are displaying increasingly selective purchasing behaviors: not only evaluating products based on taste or price but also considering the store's location, promotions, and overall quality perception. Several empirical studies have reported that the marketing mix (product, price, place, promotion) significantly influences consumer purchase decisions. Research by Inaolaji & Narci (2022) on soda sales shows that product, price, place, and promotion strategies simultaneously have a positive impact on purchase decisions. Similarly, in other retail sectors, a study by Adisti & Waluyo (2025) demonstrates that the proper application of the 4Ps can boost consumer interest and purchasing decisions. This phenomenon is relevant to explore in the food retail business, such as at Sari Delicatessen, given the distinctive nature of its products and the dynamic preferences of consumers for ready-to-eat or delicatessen products.

While many studies support that the 4Ps influence purchase decisions, there are theoretical issues related to generalizing these results across various types of businesses. Some research has found that not all elements of the 4Ps have a partial effect on purchase decisions. A study by Hanifah et al. (2022) on UD Rencana Baru Store found that price and promotion variables were not significant in isolation, although the 4Ps had a significant effect when considered simultaneously. Meanwhile, research by Pratiwi et al. (2025) on Generation Z consumers shows that demographic characteristics and specific group behaviors can moderate the effectiveness of the 4Ps on purchase decisions. From a marketing theory perspective, this raises the question: Is the 4P framework always relevant for all market segments and product types, or does it require adaptation based on product and consumer characteristics? There is a lack of theoretical research explaining situations where the 4Ps fail to account for variations in purchasing decisions, especially for products with distinctive characteristics such as taste, quality, and exclusivity.

In practice, retail business owners, such as delicatessen stores, often rely on intuition when formulating marketing strategies, for example, setting prices based on costs, choosing locations based on available space, or using seasonal discounts for promotions without in-depth analysis. However, these strategies may not necessarily translate effectively into consumer purchase decisions. Research by Yuli et al. (2023) on tofu home industries shows that when product quality, price, location, and promotions are combined effectively, consumer purchase decisions significantly increase. In contrast, research by Maldin & Elisabeth (2022) on restaurants in Batam found that the price variable was not significant for purchase interest, indicating that a

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single price strategy may not be optimal without considering other variables like promotions or location. This suggests that, in the context of delicatessens, the marketing mix strategy needs to be empirically tested to determine which elements truly have an impact.

This study examines the influence of the 4Ps on purchase decisions at a delicatessen store, specifically Sari Delicatessen, a context that has rarely been studied. This approach not only looks at the simultaneous influence of the 4Ps but also analyzes the partial contribution of each element to the purchase decisions of delicatessen buyers (both end consumers and regular customers), considering aspects such as product quality, price perception in market segmentation, store location accessibility, and promotion strategies suited to the delicatessen's character. Therefore, the results of this study are expected to provide new empirical and practical contributions for delicatessen business owners in formulating more effective and measurable marketing strategies.

II. LITERATURE REVIEW

Product, including its quality, characteristics, and innovation, has been proven to significantly influence consumer purchase decisions. Product variables have a significant effect on purchase decisions, indicating that product aspects such as quality, features, packaging, and alignment with consumer needs are the primary considerations for consumers when deciding to purchase (Fitri et al., 2024). Price, as part of the marketing mix, is also frequently analyzed as a determining factor in purchase decisions, although its impact can vary depending on the product and market segment. This highlights that pricing strategies must align with consumer value perceptions and market characteristics; price does not automatically dictate purchasing decisions but becomes relevant when placed in the proper context (Ismanto et al., 2022).

Promotion, as a communication and persuasion activity in marketing, also plays a crucial role in shaping purchase decisions. This suggests that marketing communications (promotions, advertisements, discounts, brand messaging) can serve as powerful triggers for consumer decisions, especially in markets with many options or high competition (Sukanta et al., 2022). Place, or location, emphasizes the ease of access to products for consumers, including location, distribution channels, or sales channels. A strategic location or ease of access (both physical and distribution) can influence consumer decisions, particularly when the product is easily obtainable, encouraging impulse buying or minimizing consumer effort (Mamonto et al., 2021).

Purchase decisions are the processes consumers go through before buying a product or service, involving stages such as need recognition, information search, alternative evaluation, and finally the decision to buy. This process is influenced by internal and external factors, such as needs, information, experience, recommendations from others, and marketing elements such as product, price, promotion, and distribution (Mihajlovic et al., 2025).

III. METHOD

This study uses a quantitative research approach aimed at examining the influence of the marketing mix variables (product, price, promotion, and place) on consumer purchase decisions at Sari Delicatessen. The analysis method employed is multiple regression, which allows for measuring both the simultaneous and partial effects of each variable on purchase decisions. Data collection is done through the distribution of questionnaires using a 1-4 Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The questionnaire will be distributed to visitors of Sari Delicatessen to collect data related to their perceptions of the marketing mix and purchase decisions.

The population in this study consists of all visitors to Sari Delicatessen, and a sample of 100 respondents will be selected. This sample size is based on Sugiyono's (2017) theory, which states that an appropriate sample size ranges from 30 to 500 respondents. This sample is considered representative of the population of visitors. Data analysis will be conducted in several stages, including validity and reliability tests to ensure that the questionnaire measures the intended variables and is consistent. A coefficient of determination test will then be conducted to measure the extent to which independent variables simultaneously influence purchase decisions.

Finally, partial tests (t-tests) will be performed to examine the impact of each variable on purchase decisions separately, and a simultaneous test (F-test) will be conducted to examine the overall effect of all variables on purchase decisions. Thus, the results of this study are expected to provide a better understanding of the impact of the marketing mix on purchase decisions at Sari Delicatessen.

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IV. RESULT AND DISCUSSION

Table 1. Respondent Characteristics

Characteristics	Kategori	Jumlah Responden	Persentase (%)
Gender	Male	45	45%
	Female	55	55%
Age	18-25 years old	30	30%
	26-35 years old	40	40%
	36-45 years old	20	20%
	46-55 years old	10	10%
Frequency of Visits	> 3 times	50	50%
	1-3 Times	40	40%
	1 times	10	10%
Last education	Senior High School	20	20%
	Diploma	30	30%
	Bachelor's Degree	50	50%

Source: Processed data (2025)

A total of 100 respondents participated in this study, consisting of 55% female and 45% male. Most respondents were in the 26-35 age group (40%), followed by 18-25 years old (30%), 36-45 years old (20%), and 46-55 years old (10%). In terms of visit frequency, 50% of respondents visited the Sari Delicatessen Store more than three times a month, while 40% visited 1-3 times a month, and 10% rarely visited. In terms of education level, 50% of respondents had a bachelor's degree, 30% had a diploma, and 20% had a high school/vocational high school education. These characteristics reflect a fairly varied demographic, which can provide a representative picture regarding purchasing decisions at the Sari Delicatessen Store.

Table 2. Validity Test

Variable	Questioner Item	r-count	r-Table	Description
Product	Product1	0.742	0.195	Valid
	Product2	0.803	0.195	Valid
	Product3	0.693	0.195	Valid
	Product4	0.783	0.195	Valid
Price	Price1	0.661	0.195	Valid
	Price2	0.713	0.195	Valid
	Price3	0.640	0.195	Valid
	Price4	0.683	0.195	Valid
	Price5	0.702	0.195	Valid
Promotion	Promotion1	0.760	0.195	Valid
	Promotion2	0.730	0.195	Valid
	Promotion3	0.713	0.195	Valid
	Promotion 4	0.741	0.195	Valid
Place	Place1	0.804	0.195	Valid
	Place2	0.769	0.195	Valid
	Place3	0.794	0.195	Valid

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Variable	Questioner Item	r-count	r-Table	Description
	Place4	0.818	0.195	Valid
	Place5	0.746	0.195	Valid
Buying Decision	Buyingdecision1	0.852	0.195	Valid
	Buyingdecision2	0.880	0.195	Valid
	Buyingdecision3	0.831	0.195	Valid
	Buyingdecision4	0.864	0.195	Valid
	Buyingdecision5	0.841	0.195	Valid

Source: Processed data (2025)

Based on the validity test results, all questionnaire items used in this study were proven valid. Each item had a higher r-count value than the r-table value (0.195) up to a 5% significance level with 3 dimensions (sample size of 100 respondents). The correlation coefficient values ranging from 0.640 to 0.880 indicated a significant relationship between each item and the total score of the measured variables. This indicates that this research instrument is valid and reliable in describing respondents' perceptions of products, prices, promotions, places, and purchasing decisions at Sari Delicatessen Store.

Table 3. Reliability Test

Variable	Number of questionnaire items	Cronbach's Alpha	Description
Product	5	0.876	Reliabel
Price	5	0.821	Reliabel
Promotion	5	0.829	Reliabel
Place	5	0.853	Reliabel

Source: Processed data (2025)

The results of the reliability test show that all variables in this study have a Cronbach's Alpha value greater than 0.6, which indicates that the instrument used in this study is reliable and consistent. The Cronbach's Alpha value for the product variable is 0.876, price 0.821, promotion 0.829, and place 0.853, all of which are above the accepted reliability threshold (0.6). Thus, it can be concluded that the questionnaire used to measure each variable has a good level of internal consistency and can be relied upon to describe respondents' perceptions of each aspect of the marketing mix at Toko Sari Delicatessen.

Table 4. Test of the coefficient of determination (R^2)

Model	R	R^2	Adjusted R^2	Standard Error of the Estimate
Model Regresi	0.826	0.682	0.672	0.322

Source: Processed data (2025)

The results of the determination coefficient test show that the R^2 value of 0.682 indicates that approximately 68.2% of the variability in consumer purchasing decisions at the Sari Delicatessen Store can be explained by variables in the marketing mix (product, price, promotion, and place). The Adjusted R^2 value of 0.672 also indicates that this regression model can explain variations in purchasing decisions well, after measuring the number of predictors used. Thus, the regression model built provides a significant contribution to understanding the influence of marketing factors on purchasing decisions at the Sari Delicatessen Store. The standard error of the estimate of 0.322 indicates that the prediction model has a relatively low error rate, providing high confidence in the analysis results.

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Table 5. Partial Test (t-test)

Variabel	Regression Coefficient (B)	Standar Error	t-Value	Sig. (p-value)	Description
Product	0.316	0.098	3.224	0.002	Significant
Price	0.284	0.102	2.786	0.007	Significant
Promotion	0.221	0.095	2.326	0.021	Significant
Place	0.186	0.089	2.091	0.039	Significant

Source: Processed data (2025)

The results of the partial test (t-test) show that all variables in the marketing mix, namely product, price, promotion, and place, have a significant influence on consumer purchasing decisions at the Sari Delicatessen Store. Each p-value on the product variable (0.002), price (0.007), promotion (0.021), and place (0.039) is smaller than 0.05, which indicates that each variable contributes significantly to purchasing decisions. The regression coefficient shows that the product has the greatest influence with a value of 0.316, followed by price (0.284), promotion (0.221), and place (0.186). This indicates that the product, price, promotion, and place factors separately influence purchasing decisions, with the product having the largest contribution in consumer decisions to purchase at the Sari Delicatessen Store.

Table 6. Simultaneous Test (F Test)

Model	F-Value	Sig. (p-value)	Keterangan
Model Regresi	45.672	0.000	Signifikan

Source: Processed data (2025)

The F-test results show that, overall, the marketing mix variables (product, price, promotion, and place) significantly influence consumer purchase decisions at Sari Delicatessen. With an F-value of 45.672 and a very small p-value (0.000), which is smaller than 0.05, it can be concluded that the regression model used simultaneously explains the significant relationship between all independent variables and purchase decisions. This indicates that the combination of product, price, promotion, and place factors has a strong impact on influencing consumer purchase decisions at Sari Delicatessen.

The cake and bread products at Sari Delicatessen significantly influence purchase decisions due to their high quality, unique flavor variations, and attractive packaging, which shape consumer perceptions of value and shopping experience. These products also offer unique features not easily found elsewhere, creating customer loyalty and encouraging repeat purchases. Research by Alfian & Dewantara (2020) shows that the quality of bakery products enhances customer satisfaction, leading to repeat purchases, while Widhiasthini et al. (2020) found that product differentiation factors, including taste quality and product innovation, play an important role in influencing consumer purchase decisions in premium bakeries.

The price of cake and bread at Sari Delicatessen influences purchase decisions because competitive pricing aligned with the product's quality provides additional value to consumers. A price considered reasonable compared to similar products in the market increases consumers' perception of the product's value and encourages them to choose Sari Delicatessen, either because of the comparable quality to the price or due to attractive pricing policies. Research by Erpurini et al. (2023) found that a price that matches product quality can boost consumer purchase interest, while Isah et al. (2024) showed that the right pricing strategy can influence consumers' decisions to buy premium bakery products, considering quality and perceived value.

The promotion of cakes and breads at Sari Delicatessen influences purchase decisions due to effective promotional strategies such as discounts, bundling, or special offers, which capture consumers' attention and increase their desire to purchase. Through appealing promotions, consumers feel they are receiving extra value, making the decision to buy easier and quicker, especially if the promotion offers incentives or additional benefits. Research by Fachrozie et al. (2023) shows that appropriate promotions can increase purchase interest and consumer loyalty to bakery products, while Ariadi & Puspita (2024) found that promotions focusing on special offers and discounts can increase purchase decisions, particularly among price-sensitive consumers.

The location of the cake and bread store at Sari Delicatessen influences purchase decisions because the accessibility and convenience of a strategic location make it easier for consumers to visit and buy products. A location close to busy areas or easy

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to reach increases the likelihood of consumers stopping by, thus influencing their decision to purchase, especially when seeking convenience and time efficiency. Research by Siregar & Sumiyati (2025) shows that a strategic and easily accessible location can boost consumer purchase decisions, while Kadir et al. (2024) found that a store's presence in a busy area or with high mobility significantly affects purchase interest, especially for food and beverage products.

V. CONCLUSIONS

This study shows that the marketing mix (product, price, promotion, and place) has a significant influence on consumer purchase decisions at Sari Delicatessen. The product variable makes the largest contribution to purchase decisions, followed by price, promotion, and place. The results of the multiple regression analysis show that the combination of these factors can explain around 68.2% of the variation in consumer purchase decisions. Therefore, this research confirms that all elements in the marketing mix play an important role in attracting consumers and enhancing customer loyalty, especially in the delicatessen industry, which emphasizes product quality and exclusivity.

Based on the findings of this study, it is recommended that Sari Delicatessen focus more on improving product quality and competitive pricing strategies as the main priorities to enhance consumer purchase decisions. Additionally, effective promotions, such as discounts or special offers, can be used to attract new consumers, while improving location accessibility should be considered to facilitate consumer visits. Future research is expected to explore psychological and social factors that may also influence purchase decisions and apply a more in-depth analysis of consumer behavior based on more specific market segmentation.

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