

MARKETING MIX ANALYSIS: DAILY FOOD PURCHASE DECISIONS IN TRADITIONAL MARKETS

AHMAD BADAWI SALUY^{1*}, SRI MARTI PRAMUDENA², NOVAWIGUNA
KEMALASARI³, ABDUL BARI⁴ and SUDJONO⁵

^{1, 2, 3, 5}Universitas Mercubuana.

⁴STISIP.

*Correspondence Author Email: ahmad.badawi@mercubuana.ac.id

Abstract

A traditional market is an open place where there is a process of buying and selling transactions that are made possible by the bargaining process. In traditional markets, visitors do not always become buyers, but visitors can become sellers, and even everyone can sell their wares in traditional markets. Traditional markets are a very important economic sector for the majority of the population in Indonesia. There are many poor people who depend on traditional markets for their lives, becoming traders in traditional markets is an alternative job in the midst of the large number of unemployed in Indonesia (Masitoh, 2013). As the economic center of the small people, traditional markets are quite numerous and spread in various parts of the country, one of which is the Ciluar market. whose address is Jl. Ps. Ciluar No.9, Cijunjung, Kec. Sukaraja, Bogor Regency, West Java 16710. In traditional markets, consumers are not always oriented towards the marketing mix: Price, Prouck, Promotion and Place, they only think of getting goods only. Only meet basic needs, while theory says that product quality, price promotion and place are very important in meeting needs and influencing the level of purchasing decisions. This research will analyze the marketing mix in traditional markets.

Keywords: Price, product quality, Promotion, Place, buying decision

1. INTRODUCTION

A traditional market is an open place where there is a process of buying and selling transactions that are made possible by the bargaining process. In traditional markets, visitors do not always become buyers, but visitors can become sellers, and even everyone can sell their wares in traditional markets. Traditional markets are a very important economic sector for the majority of the population in Indonesia. Many poor people who depend on traditional markets for their lives, become traders in traditional markets as an alternative job in the midst of the large number of unemployed in Indonesia (Masitoh, 2013). According to Wicaksono et al. (2011) traditional markets are places where sellers and buyers meet and are marked by direct buyer-seller transactions, buildings usually consist of kiosks or outlets, booths and open grounds opened by the seller or a market manager. Traditional markets tend to sell local goods and imported goods are less common, because goods sold in traditional markets tend to be the same as modern markets, the quality of goods sold is relatively the same as in modern markets. In terms of quality, traditional markets generally have a small supply of goods in accordance with the capital owned by the owner or demand from consumers. In terms of price, traditional markets do not have a fixed price tag because the price is fixed because the price is adjusted to the amount of profit desired by each business owner individually. In addition, market prices are always changing, so using a price tag is more troublesome because you have to change the

price tag according to changes in prices in the market (Dewi and Winarni, 2011). Traditional markets in rural areas are also connected to traditional markets in urban areas. Which used to be a wholesale center for market traders - rural markets and surrounding areas. Traditional markets are the driving force of the community's economy. Currently, traditional markets are experiencing many challenges. Competition becomes unbalanced due to differences in capital between traders in traditional markets and modern markets (Masitoh, 2013). However, traditional markets also have advantages compared to modern markets. These advantages include: 1. In traditional markets, buyers can bargain prices with traders. 2. The price offered is quite affordable. 3. Buyers don't really prioritize product quality. 4. Sellers in traditional markets rarely do promotions. 5. Culturally, traditional markets are public places where social interaction occurs (Masitoh, 2013).

Traditional markets are actually a representation of the people's economy, the lower class economy, as a place to depend on small and medium scale traders. Traditional markets are the hope of farmers, breeders, craftsmen or other producers as suppliers. Most of the Indonesian population who are still classified as lower middle class still depend on traditional markets. As the economic center of the small people, there are quite a number of traditional markets scattered throughout the country, one of which is the Ciluer market which is located at Jl. Ps. Ciluar No.9, Cijunjung, Kec. Sukaraja, Bogor Regency, West Java 16710.

This market is a traditional market that provides various needs of the surrounding community which covers an area with coordinates of 6.55259633384. And 106.821977199 this market is surrounded by housing residents consisting of various social levels so that it will affect the level of product purchases. Ciluer market is located on the edge of the Bogor-Jakarta highway, making it easier for consumers to shop. This research focuses on the marketing mix of the needs of vegetable products for daily food needs that are sold in the Ciluer traditional market with the middle to lower income community environment, generally they buy products according to the money they have so that the marketing mix factor will be ignored. In fact, the theory which states that price greatly affects demand, the higher the price, the less demand, good product quality will increase demand, the place and location of sales will affect the level of demand for strategic locations that are easy to reach, safe and clean, will increase demand for the products offered, and with a high level of promotion, more goods will be sold in the market, but the phenomenon that occurs in this ciluer market is that the price of daily basic goods is not more expensive than the price in other markets in the city of Bogor, the product is also not better than products in the Bagor market for example, and there is no excessive promotion of staple products such as vegetables.

The market looks crowded and increasingly crowded, but those who buy vegetable products at the cileur market do not increase. This information is obtained from 35 vegetable traders who trade in the ciluer market both in their stalls and in their kiosks. For this reason, it is necessary to research the marketing mix of the product in that market. This research is deemed necessary to find out the problems that occur with the busy market but do not increase the income for vegetable traders in the Ciluer market. The expected results of this research will produce solutions to increase sales by taking advantage of the crowded situation in the small market.

LITERATURE REVIEW

I. Price

According to Kotler (2009: 67) "Price is the amount of money that consumers exchange for the benefits of having or using products and services. Price is the main determinant of buyer choice. Price is the only element of the marketing mix that generates revenue, the other elements create costs."

Goals of Pricing According to Saladin (2020), there are 5 (five) goals that companies can achieve through pricing, namely:

1. Survival Under certain conditions (due to idle capacity, increasingly intense competition or changes in consumer desires, or perhaps financial difficulties), the company sets its selling price below the total cost of the product or below the market price. The goal is price is survival (survival) in the short term. To survive long term, have to find another way out.

2. Maximizing short-term profit (maximum current profit) The Company believes that high sales volume will result in lower unit costs and higher profits. The company sets the price as low as 2015 with the assumption that the market is very price sensitive. This is called "market penetration pricing". This can only be done if:

- a. The market is very price sensitive, and low prices are very stimulating market growth.
- b. Production costs from distribution decrease as production increases.

Low prices will weaken competition.

3. Maximizing sales results (maximum current revenue) to maximize

sales results, companies need to understand the demand function. Many companies argue that maximizing sales results will lead the company to obtain profit maximization in the long run and share growth market.

Maximum market skimming Many companies set prices to filter the market (market skimming price). This is done to attract new segments. First introduced to the market for new products high, some time later the same product with the same price is also appeared the lower one.

4. Determining demand (determinant demand) The determination of the selling price has an effect on the number of requests.

Price Indicator

Price Indicators According to Kotler and Armstrong (2020), there are four indicators that characterize prices, namely:

- a. price affordability,
- b. Price match with product quality,
- c. Price competitiveness, and

d. Price match with benefits.

II. Product

Something that can be offered to the market to get attention, so that the product being sold is bought, used or consumed that can fulfill a consumer's desire or need. Consumers will decide to purchase needs depending on the condition of the goods themselves, so that the fulfillment of these needs and desires is closely related to product quality. Quality in the view of consumers has different characteristics from one consumer to another. Product quality is a characteristic of a product or service that supports its ability to satisfy customer needs. Kotler & Armstrong (2020)

Product Quality Indicator

There are several product quality benchmarks according to Kotler & Keller (2020), which consist of:

1. Form (form). The shape of a product can include the size, shape, or physical structure of the product.
2. Features (features). Product features that complement the basic functions of a product
3. Customization. Marketers can differentiate products by tailoring them to individual preferences
4. Performance Quality. The degree to which the main characteristics of the product operate. Quality becomes an increasingly important dimension for differentiation when companies adopt a value model and deliver higher quality for less money
5. Quality of Conformance (Conformance Quality). The degree to which all units produced are identical and meet the promised specifications.
6. Durability is a measure of the expected operating life of a product under normal or stressful conditions, which is a valuable attribute for certain products.
7. Reliability (Reliability). A measure of the probability that the product will not experience damage or failure within a certain period of time.
8. Ease of Repair (Repairability). A measure of the ease of repair of a product When the product is malfunctioning or failing.
9. Style (Style). Describe the appearance and taste of the product to the buyer.
10. Design (Design). Design is the totality of features that affect the look, feel and function of a product based on customer requirements.

III. Promotion (Promotion)

Harper Boyd promotion is an effort to persuade people to accept products, concepts or ideas Harper Boyd (2019.) Promotion is one of the important aspects in the marketing mix in terms of marketing goods or services. According to Lydia Herlina Mal and I Gede Agus Mertayasa, (2018), promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers. Promotion is one of the determining factors for the success of a marketing program. No matter how good the quality of a product, if consumers have never known it and believe that the product is useful for them, they will never buy it.

IV. Place

Place includes all the company's activities in making products that will be available to target consumers. Place can be said to be one of the important aspects in the distribution process. In carrying out the distribution, the producers will not only be involved directly, but will also involve retailers and distributors. Place includes the company's activities that make the product available to target customers. Place does not mean only the location of the company but also includes: marketing channels, collection and arrangement of locations, supplies and transportation. In the service industry, place mainly refers to the location and distribution that can provide convenience for customers in obtaining company services. Location can be measured by how strategic the place is, the facilities that can be obtained by potential customers, and the ease of accessing the location. Location and sales channel decisions include considerations about how the product will be delivered to customers and where the product should be placed. Location relates to where the company should be headquartered and conduct its operations or activities. Location is one of the most important factors influencing the development of a business, including minimarkets (Rambat Lupiyoadi, 2019). A strategic location will bring in many consumers so as to increase sales and turnover graphs. In choosing a location, several important things can be considered, namely the following:

- a) Access, for example the ease of location that is easily accessible by transportation general.
- b) Visibility, namely the location can be seen clearly within normal viewing distance.
- c) Traffic (traffic), involves two main considerations, namely the number of people passing by so that it can affect purchasing decisions and congestion or congestion that an obstacle to reach the location.

Place Indicator

- a) Spacious and convenient parking.
- b) Expansion, i.e. there is a large enough space for business expansion in Indonesia later.
- c) Environment, which is an area that supports business.
- d) Competition, namely the location of competitors.
- e) Government regulations, for example provisions prohibiting business establishment motorcycle repair shop near residential areas.

So it can be concluded that the location is the place chosen by the company to set up a business. The more strategic the location of the business, the better the development of the business and increase the desire of consumers to make purchasing decisions.

5. Purchase Decision

Decisions are the result of solving problems they face decisively. Decisions must be able to answer questions in relation to planning.

Astuti et al (2019), defines purchasing decisions as a strong sense of self-confidence in consumers or customers who believe that purchasing decisions for a product taken are correct. product, price, location, promotion, physical evidence, people and process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy (Alma, 2013) Purchasing decisions have Kotler & Armstrong (2020) suggesting purchasing decisions have the following dimensions:

1. Product selection.

In this case the company should focus its attention on people who are interested in buying a product and the alternatives they consider:

- a) Product advantages, namely the level of quality expected by consumers on the product they need from a variety of available choices.
- b) Product benefits, namely the level of usability that can be obtained by consumers on each product selection to meet their needs.
- c) Product selection, namely the consumer's choice of the product to be purchased according to the desired quality and the benefits that will be obtained.

2. Brand choice.

Consumers have to make decisions about which brand name to buy, each brand has its own differences. In this case the company must know how consumers make choices about a brand, namely:

- a. Interest in the brand, namely interest in the brand image that is already attached to the product needed.
- b. Habits on the brand, namely consumers choose products with brands certain, because they are familiar with the brand on products that bought it.

3. Price suitability, i.e. consumers always consider the best price

in accordance with the quality and benefits of the product to be obtained.

4. Choice of dealer.

Consumers have to make decisions about which dealer to buy visited. In this case the consumer chooses the dealer because of the following factors: close location, low price, complete availability of goods and convenience at the time of purchase.

- a) Ease of getting the desired product, consumers will feel more comfortable if the location of product distribution is easy to reach in a short time.
- b) The services provided, with good service, will lead to consumer convenience so that consumers will always choose that location.

c) The availability of goods, the needs and desires of consumers for the product cannot be ascertained when it occurs but with the availability of adequate goods at the dealer, consumers will choose to make purchases at that place.

IV. Time of purchase.

Consumer decisions in choosing the time of purchase can vary, for example, there are those who buy every day, once a week, once every two weeks and so on. Convenience at the time of purchase.

- a) Conformity to needs, when they feel they need something and feel the need make a purchase
- b) The perceived advantage, when consumers buy their needs for a product at a certain time, then at that time consumers will feel the benefits according to their needs through products that bought it.
- c) Reasons for buying, every product has a reason to meet needs consumers when they need them.

Purchase Decision Indicator

Sweeney (2008) states that the indicators of purchasing decisions are buy or not buy related to confidence in buying and would not expect any problem, namely the hope of not getting into trouble or risk.

1. Purchase amount. Consumers can make decisions about how much of a product to spend at a time. In this case the company must prepare the number of products according to different wishes, because consumers will determine:

d) The decision on the number of purchases, in addition to decisions on the choice of brands determined by consumers, consumers can also determine the quantity of goods to be purchased.

e) Purchasing decisions for inventory, in this case consumers have products in addition to meeting their needs, they also take some preparatory actions with a number of product supplies that they may need in the future.

2. Payment method. Consumers can determine the preferred payment method

will be used at the time of the purchase transaction. Consumers may use the payment method: cash, check, credit card, debit card, credit card

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METHODOLOGY

1. Type of Research

The type of research chosen by the researcher is an ex-facto quantitative approach where the author collects data from various sources to be processed and analyzed using SPSS software. The ex-facto method was chosen because the authors used factual data that had already occurred and were audited and the authors did not have control over the independent variables.

2. Operational Definition and Measurement of Variables

The independent variable or also called the independent variable according to the definition of Sugiyono (2012) is a variable that affects or is the cause of the change or the emergence of the dependent variable (bound).

The dependent or dependent variable is a variable that is influenced or becomes a result of the existence of the dependent variable.

The independent variable of this study is the price of a product, the quality of the product itself, promotion, the place of sale of the product and the deventen variable in the form of Y is the purchase decision.

3. Population and Sample

1. Population

The population in this study is all vegetable seller shops that offer daily food needs, vegetables, fish, chili, garlic, tofu, kitchen spices.

2. Sample

The sampling technique used is the purposive sampling technique, which is a technique for determining research samples with certain considerations.

The criteria for the shops that are sampled are shops that sell vegetables, fish, chilies, red and white onions, tofu, kitchen spices in the Bogor Ciluer market.

Based on the sampling criteria as mentioned above, the number of samples used in this study are: 20 complete stores like the kretaria

3. Unit of Analysis

The unit of analysis in this study is people who buy food for daily needs at 20 shops that offer daily food products, vegetables, fish, chili, garlic, tofu, kitchen spices. The data collection technique in this study was to use questionnaire. This questionnaire will be given to 100 respondents who make a purchase incidentally. Food products in the vegetable shop.

RESULT

1. Classic Assumption Result

b. Normality test

**Table V.20: Kolmogorov Smirnov result
One-Sample Komogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,77383734
Most Extreme Differences	Absolute	,067
	Positive	,067
	Negative	-,044
Test Statistic		,067
Asymp. Sig. (2-tailed)		,200 ^c

Resource: Primary Data is processed, 2020

Based on Table V.20 it can be seen that the results of the normality test using Kolmogorov Smirnov show a significance value of 0.200 which is more than the value of or 0.05 so it can be concluded that the research data is normally distributed or declared valid.

b. Multikolinearitas Test

**Table V.21: Multikolinearitas Result
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,820	2,376		1,608	,111		
	Price	,065	,118	,056	,553	,581	,542	1,844
	Product	,086	,099	,0,67	,865	,389	,919	1,088
	Promotion	,245	,069	,439	3,541	,001	,358	2,790
	place	,245	,069	,439	3,541	,001	,358	2,790
	Buying decision	,218	,084	,270	2,581	,011	,505	1,982

a. Dependent Variable: Y buying decision

Sumber: Primary Data is processed, 2020

Based on table V.21, it can be seen that the price variable has a tolerance value of 0.542 and a VIF of 1.844. The promotion variable has a tolerance value of 0.919 and a VIF of 1.088. The

product quality variable has a tolerance value of 0.358 and a VIF of 2.790 and the Place variable has a tolerance value of 0.505 and a VIF of 1.982. It is concluded that there is no multicollinearity in this model because all VIF values < 10.0 and/or tolerance values > 0.10.

2. Analisis Regresi Berganda

The variables proposed in this study are price, promotion, product quality, and place to purchase decisions.

Tabel V.22: Multiple Regression Analysis Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,734	2,378		1,571	,120
	Price	-,139	,112	-,104	-1,246	,216
	Promotion	,178	,088	,149	2,031	,045
	Product Quality	,294	,061	,528	4,825	,000
	Place	,228	,080	,282	2,846	,005
a. Dependent Variable: Y buying decision						

Resource: Primary Data is processed, 2020

Based on table V.22, it can be seen that the regression analysis in this study used multiple linear regression analysis with the help of the SPSS 25 program and the following regression equation was obtained:

$$Y = 3,734 - 0,139X_1 + 0,178X_2 + 0,294X_3 + 0,228X_4$$

3. Uji Hipotesis

b. Simultaneous Significance Test (Uji F)

Tabel V.23: Simultaneous Significance Result (Uji F)

ANOVA^a

Model		Sum of Squares	Df	Mean Squares	F	Sig.
1	Regression	283,937	4	70,984	21,648	,000 ^b
	Residual	311,503	95	3,279		
	Total	595,440	99			

Sumber: Primary Data is processed, 2020

Based on table V.19, it is known that the Fcount results in the F test results table coefficients are 21,648 > 2.47 (Ftable) with a probability level of 0.000 (significance < 0.05). So it can be concluded that H0 is rejected, which means that price, promotion, product quality and place simultaneously have a significant effect on purchasing decisions for raw materials for daily needs in the Ciluer traditional market, Bogor.

b. Partial Test (t Test)

The t-test was used to test the significance of the constants of each independent variable, whether the variables of price, promotion, product quality and place really had a partial (separate) effect on the dependent variable, namely the purchase decision by taking into account the significance level of 0.05. If the significance value < 0.05 , it can be concluded that the independent variable partially has a significant effect on the dependent variable. If $t_{count} < t_{table}$, then H_0 is accepted and H_1 is rejected, whereas if $t_{count} > t_{table}$, then H_0 is rejected and H_1 is accepted.

Tabel V. 24: partial Result (t Test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,734	2,378		1,571	,120
	Price	-,139	,112	-,104	-1,246	,216
	Promotion	,178	,088	,149	2,031	,045
	Product Quality	,294	,061	,528	4,825	,000
	Place	,228	,080	,282	2,846	,005
a. Dependent Variable: Y Buying Decision						

Sumber: Data Primer diolah, 2020

Based on table V.24 the t-test table used in this study, it can be concluded as follows:

- a) The value of t_{count} on the price variable is $-1.246 < t_{table}$ (1.98422) at a significance of $0.216 > 0.05$, meaning that H_0 is accepted and H_1 is rejected. So it can be stated that the price has no significant effect on purchasing decisions.
- b) The value of t_{count} on the promotion variable is $2.031 > t_{table}$ (1.98422) at a significance of $0.045 < 0.05$, meaning that H_0 is rejected and H_1 is accepted. So it can be stated that promotion has a significant effect on purchasing decisions.
- c) The value of t_{count} on the product quality variable is $4.825 > t_{table}$ (1.98422) at a significance of $0.000 < 0.05$, meaning that H_0 is rejected and H_1 is accepted. So it can be stated that product quality has a significant effect on purchasing decisions. The t_{count} on the Place variable is $2.846 > t_{table}$ (1.98422) at a significance of $0.005 < 0.05$, meaning that H_0 is rejected and H_1 is accepted. Then it can be stated that place has a significant effect on purchasing decisions

c. Coefficient of Determination (R²)

In essence, it measures the ability of capital to explain variations in the dependent variable. The value of the coefficient of determination from the results of multiple linear regression shows how much the dependent variable (purchase decision) is influenced by the independent variable (price, promotion, product quality, and place). The results of the coefficient of determination can be seen in the following table:

Tabel V.25: Hasil Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,691 ^a	,477	,455	1,811

a. Predictors: (Constant), Price, Promotion, product Quality, Place

Sumber: Primary Data is processed, 2020

Based on Table V.25, it is known that the R Square value is 0.477 which indicates that the independent variables namely price, promotion, product quality, and place are able to explain the dependent variable, namely the purchase decision of 47.7% while 52.3% is influenced by other variables. Which were not included in this study.

CONCLUSION

Based on the data analysis, it can be revealed that the discussion of the research on the influence of price, promotion, product quality, and place on purchasing decisions of daily raw materials in the Ciluer market, Bogor.

a. Price affects purchasing decisions at vegetable shops in traditional markets Ciluer Bogor.

From the results of multiple regression analysis test shows that the influence of price on purchasing decisions Ciluer Bogor traditional market obtained a probability value of 0.216 greater than alpha (0.05), then H0 is accepted and H1 is rejected. This means that there is no significant effect of price on purchasing decisions at Ciluer traditional market, Bogor. This can explain that some consumers do not consider price as a purchasing decision, even though the price applied is high or low but not in accordance with the quality and benefits obtained, so that consumers feel disappointed. . These results are in accordance with Nurhayati's research (2017: 67) which states that price has no influence on purchasing decisions. For them, the most important thing is the product that suits them or the latest product that is becoming a trend. In addition, the price of the product must be in accordance with the benefits and quality provided to consumers. Based on the discussion of the research above, it can be revealed that product prices are very important in determining purchasing decisions made by consumers. Because the price includes elements of price affordability, prices with benefits received, the ability to compete with other stores, and good quality, so that the price of products in the Ciluer Bogor traditional market which is relatively the same as other stores or even from one of these price elements has not been felt by consumers. Consumer.

b. Promotion has an effect on purchasing decisions at the vegetable shop in the market
Ciluer traditional Bogor.

From the analysis test results of this study indicate that promotion has a significant effect on consumer purchasing decisions at the Ciluer Bogor traditional market, the probability value is 0.045 <0.05, then H0 is rejected and H1 is accepted. This means that there is an effect of promotion on purchasing decisions at Ciluer traditional market, Bogor. This can explain that

consumers will make a better purchasing decision process because the promotions carried out by the company have succeeded in attracting consumers. One of the promotional tools that can be used is social media, because through promotional activities it is able to attract the attention of consumers to be interested in buying products, and is able to provide a strong buyer response, dramatizing product offerings. These results are in accordance with Yanti's research (2017: 84) which states that the test results show that promotions have a significant influence on purchasing decisions on Asian Fashion consumers at Plaza Asia Tasikmalaya. This study is also supported by the opinion of Kotler & Armstrong (2009: 77) which states that promotion is an activity that communicates the superiority of a product and persuades buyers to be willing to buy the product. To that end, the Yogyakarta Togamas Discount Bookstore continues to increase the types of promotions carried out in order to increase the number of sales transactions each month, because the promotions carried out by the company both through print and online media are able to introduce products to consumers so that consumers have an interest in purchasing products.

c. The Influence of Product Quality on Purchase Decisions in Traditional Markets Ciluer Bogor

Based on the test results of multiple regression analysis which shows that product quality has a significant influence on purchasing decisions, 0.000 is smaller than alpha (0.05), then H₀ is rejected and H₁ is accepted. This means that there is a significant influence on product quality on purchasing decisions at Ciluer Bogor traditional market. These results are in accordance with the research of Hidayat Saputra and Sunarti (2017: 92) which states that having good product quality will make iPhone products benefit in the form of repeat purchases made by consumers. So that consumers will assume that information about the iPhone is related to quality and performance as important information. Based on the discussion of the research above, it is important for companies to continue to develop their products so that consumers can fulfill their wants and needs with the products offered. Because, with high product quality, it will stimulate consumer perceptions and emotions which have an impact on purchasing decisions through various variations, colors, designs, and others.

d. The Influence of Place on Purchase Decisions at Ciluer Traditional Market Bogor

Based on the results of the study, it can be seen that the place has a significant value of 0.005 < 0.05, thus H₀ is rejected and H₁ is accepted. This means that there is an influence of place on purchasing decisions at Ciluer traditional market, Bogor. This can indicate that the better the place given, the higher the decision-making by consumers. The results of this study are in accordance with research from Yanti (2017:81) which states that based on the results of the coefficient of determination of service quality, it has a significant effect on purchasing decisions. Companies must provide good service, so that they can attract consumers in making purchasing decisions. By providing good service quality for consumers, the company will provide trust and satisfaction for consumers. Quality is the best guarantee of consumer loyalty and the strongest defense in the face of competition.

e. The Influence of Price, Promotion, Product Quality and Place on Decisions Purchase at Ciluer Traditional Market, Bogor

Based on the results of the research above, it shows that the independent variables (price, promotion, product quality, and place) which have an F_{count} value of $21.648 > 2.47 F_{table}$ with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. This means that there are prices, promotions, product quality, and places that influence consumer purchasing decisions in the Ciluer Traditional market. , promotion, product quality, and Place. While the remaining 52.3% was caused by other factors not included in this study. The results of this study are in accordance with research from Yanti (2017: 87) that the quality of service, price, promotion and store atmosphere have a significant effect on purchasing decisions. Judging from the F_{count} value of $224.399 > F_{table}$ of (3.09).

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