Analysis of the Effect of Marketing Mix on Consumer Decisions to Use Service Services at Anugerah Perdana Palu Official Workshop

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ABSTRACT

This study aims to see whether there is a relationship between the independent variables, namely the marketing mix including product, price, promotion, location, people/HR, physical evidence, and processes, and the dependent, namely the consumer decision at Bengkel Anugerah Perdana Monginsidi Palu. Using multiple regression analysis techniques. "In this study, for a population of 11,147, people and samples obtained by the 'incidental sampling method are 99 people." This study has seven variables, namely product, price, promotion, location, people/HR, physical evidence, and processes for the independent variable (X)" and consumer decisions as to the dependent variable (Y)." The results contained in this test are simultaneously the marketing mix consisting of product, price, promotion, location, people/ Human resources, physical evidence, and processes have a significant effect on consumer decisions with count 784.106 with 0.000, whereas partially the marketing mix consisting of product, price, promotion, location, people/HR has a positive and significant effect on physical evidence, and the process has no significant effect. The coefficient of determination (r2) in this study was 0.775 at a significant level of 0.05. It can be interpreted that 77.5% of consumer decisions at the Anugerah Perdana Monginsidi workshop in Palu are affected by the seven marketing mix variables, namely product, price, promotion, location, physical evidence, pouring/HR, and process, for 22.5% p is influenced by variables that are not examined carefully.

Keywords – Marketing Mix; Decision; Consumer

INTRODUCTION

Marketing is an activity carried out by producers/businesses to survive in carrying out the sustainability of their business (1). Therefore, marketing is the main activity that must be considered properly. This is due to marketing activities that are directly related to consumers/customers in offering products/services produced by producers. In developments in the modern world, competition between producers is very high. So it is necessary to change activities that create goods and services and how producers provide services to consumers to market their products amid today's competition.

In this modern era, every company not only produces goods, but the company also accompanies them with services (2). So the company must have a good marketing strategy and system to overcome the existing competition. Marketing mix activities are strategies that can be used in facing competition in today's modern era. The marketing mix concept (Marketing Mix) consists of m products, prices, places/locations, and promotions. People/HR (People), physical evidence (physical evidence), and process (process) (3). So that the marketing mix with the 7P concept is very suitable for the motorcycle repair business, which is a business engaged in the service sector.

Along with the development of motorcycle sales in Central Sulawesi, the distribution of motorcycles in Central Sulawesi in 2016 amounted to 45,381 units while Honda motorcycles in the same year were 26,494 units. In 2017, the distribution of motorcycles was 30,012 units and Honda 23,429 units. For 2018 and 2019, respectively, the number of motorcycle distribution was 40,763 units and 45,718 units, while Honda in the same period was 24,908 units and 29,474. In 2020 CDI, where the Covid-19 pandemic occurred in the world, and no exception in Indonesia, especially the city of Palu, the number of distributions fell to 31,763 units, and Honda itself sold 21,221 units. This has spurred more and more motor vehicle repair services that have sprung up to meet consumer needs in maintenance and repairs.

One of the workshops that must pay attention to its marketing strategy is the Anugerah Perdana Workshop on Wolter Monginsidi Street, Palu, if we look at the condition of visitors at the Prime Award workshop in 2016, as many as 16,754, while in 2017 there were 13,356 where the growth rate decreased -20.28%. In 2018 there were 9,708 workshop visitors, a growth of -27.31% from the previous year. In 2019, growth rose by 18.12% from the previous year, with 11,467 visitors. Meanwhile, in 2020 the number of visitors was 11,147, with a decreased growth of -2.79%.

This illustrates the declining condition of visitors, so that the Anugerah Perdana Monginsidi workshop needs a marketing strategy in the form of a marketing mix to stay afloat at this time.

METHODOLOGY

This research is included in the quantitative group, which is described in brief, which is composed of the fundamental research. This research is an associative type, which is a research that is useful for finding the effect of interacting variables between one variable and another (4). The source of data is from consumers of Anugerah Perdana Monginsidi workshop in Palu and data collection is by incidental sampling technique.

RESULTS
Validity analysis

Table 1. Validity test results

Statement	Correlation Coefficient r	
	Count	Table

X1.1	0,701	0,207
X1.2	0,641	0,207
X1.3	0,703	0,207
X2.1	0,869	0,207
X2.2	0,625	0,207
X3.3	0,829	0,207
X4.4	0,700	0,207
X3.1	0,666	0,207
X3.2	0,706	0,207
X3.3	0,673	0,207
X4.1	0,696	0,207
X4.2	0,834	0,207
X4.3	0,443	0,207
X4.4	0,536	0,207
X4.5	0,834	0,207
X5.1	0,562	0,207
X5.2	0,601	0,207
X5.3	0,570	0,207
X5.4	0,599	0,207
X5.5	0,578	0,207
X6.1	0,779	0,207
X6.2	0,535	0,207
X6.3	0,721	0,207
X6.4	0,729	0,207
X6.5	0,748	0,207
X6.6	0,488	0,207
X7.1	0,581	0,207
X7.2	0,488	0,207
X7.3	0,651	0,207
X7.4	0,600	0,207
Y1.1	0,550	0,207
Y1.2	0,654	0,207
Y1.3	0,590	0,207
Y1.4	0,666	0,207

Source of 2021 Data Processing

So it can be concluded that all the statements above are declared valid based on r-count > from t-count with all sig 0.000 below 0.3.

Reliability Test Value

Table 2. Value Testing Reliability

Variable	Cronbach'c Alpha coefficient	
	r-count	**r-table**
Product	0,622	0,6
Price	0,747	0,6
Promotion	0,625	0,6
Location	0,713	0,6
People/HR	0,805	0,6
Physical Evidence	0,759	0,6
Process	0,647	0,6
Buying decision	0,750	0,6

Source of 2021 Data Processing

So it can be concluded that all variables are declared reliable with the results of r-count>r-table.

Multiple linear regression

Tablel 3. Hasic Ujic Regresic Linearc Multiple

	coef. Predictor(B)	Std Error	Beta	t-count	t-table	Sig.
Constant	7,443	1,236		4,344		0,002
X1	0,409	0,034	0,325	11,897	1,986	0,000
X2	0,102	0,020	0,151	5,067	1,986	0,000
X3	0,602	0,043	0,458	13,884	1,986	0,000
X4	0,320	0,027	0,488	11,796	1,986	0,000
X5	0,435	0,045	0,512	9,573	1,986	0,000
X6	0,012	0,014	0,021	0,859	1,986	0,393
X7	-0,018	0,019	-0,020	-0,957	1,986	0,341

R = 0,881
R Square = 0,775

F statistics = 784,106
F Table = 3,100
Sig F = 0,000

SPSS 26.0 Output Source, 2021

Partial Hypothesis Analysis Results (t-test)

Using SPSS 26.0 shown in the table above, it can be written in a multiple linear regression equation.

$Y=0.7443+0.409X1+0.102X2+0.602X3+320X4+0.435X5+0.012X6+(- 0.018)X7$

To clarify the multiple linear regression equation above, it can be interpreted as follows: 1) The constant value is positive at 7.443 this indicates the positive influence of

product, price, promotion, location, people/HR, physical evidence, and process which are independent variables. 2) The coefficient b1v for the product variable is t-count 11.897 > t-table 1.986 and the significance value is 0.000 <0.05. 3) The coefficient b for the bharga variable is t-count 5.067 > t-table 1.986 b and the significance value is 0.000 <0.05. 4) The coefficient b b3 b for the location variable is b t-count 13,883 > t-table 1,986 and a significance value of 0.000 <0.05. 5) The coefficient b4 for the promotion variable is t-count 11.796 > t-table 1.986 and a significance value of 0.000 <0.05. 6) The coefficient b5c for the variable person/HR is t-count 9.573 > t-table 1.986 and the significance value is 0.000 <0.05. 7) The coefficient b6 c for the physical evidence variable is ct-count 0.859 < t-table 1.986 and the significance value is 0.393 > 0.05. 8) The coefficient b7c for the process variable is c t-count -0.957 < t-table 1.986 and significance c value 341 > 0.05.

Simultaneous Hypothesis Analysis Results (F-test)

Testing the contribution found, the F value in the table above is 784.106 with a significance of 0.000. It can be said that simultaneously a product, price, location, promotion, people/HR, physical evidence, and process have a significant influence on consumer decisions.

Coefficient Determination (R Square)

Based on the results of calculations with USPS, it is known that the value of o Adjuster R Square is 0.758 or 75.8%. This means that the independent abelovariate (X) 's ability to explain the variance of the dependent variable (Y) is 75.8%. E While there are 24.5% influenced by other factors that were not studied in this study.

DISCUSSION
Simultaneous effect of all independent variables (X) on the dependent variable (Y)

From the results of this study at the Anugerah Perdana Monginsidi workshop in Palu, it showed that the variables of product, price, place, promotion, people, physical evidence, and the process had an F value of 784.106 and sig 0.000, so it can be seen that simultaneously have a positive and significant influence on the consumer decision variable.

The above is by what is happening in the field; all independent variables (X) are properly regulated to increase the number of customers who come to the Anugerah Perdana Monginsidi workshop in Palu. With this increase, the workshop target can achieve its expected goals. As well as making customers/consumers remain loyal to service and buy spare parts at the Anugerayh Perdana Monginsidi workshop in Palu.

Partial effect of each independent variable (X) on the dependent variable (Y)

The t-count value for the product variable is 11.897, and the t-table is 1.986, and the significance value is 0.000. This means that the product variable has a positive and significant effect on consumer decisions. Consumers of the Perdana Anugerah workshop in Palu look at the price and quality of the product and see the durability of the product and

the originality of the manufacturer's product. The product's appearance is attractive, neatly wrapped in packaging, and sealed, and there is a guarantee for the product itself; it will attract interest in consumer purchases to buy products as a prime workshop.

It is obtained that the jet-count j for the price variable is j of 5.067 with an at-table of 1.986 j and a significance value of 0.000. So it means that the price variable (X2) has a significant effect on consumer decisions. This is related to the price, which can influence the psychology of consumers to buy. The cheaper and more quality, the consumer's interest to buy will be even higher. The prices offered by the Prime Anugerah Workshop in Palu are quite affordable and competitive for consumers.

The obtained t-count j for the place variable is 13.883, the t-table is 1.986, and the significance value is 0.000. Variable j place has a positive and significant impact on consumer decisions j. This is by the conditions in the field that a strategic location/place will bring in many consumers to increase the graph of both sales and turnover of the business itself. Where are the location of the Anugerah Perdanaj Monginsidijpalu workshop which may not be seen directly from the main road, perhaps because the location/place is in the middle of the city, it allows consumers to feel that it is still easy to know and the brand of the Anugerah Perdana jmonginsidi workshop which is the center of Honda's service center.

The t-count value for the location variable is 11.796, the t-table is 1.986, and the significance value is 0.000. One way to do this is to provide a discount. In addition, information on promotional activities can be widely known by consumers and promotions according to consumer needs.

Based on the research results, the kt-count for your variable is 9.573 k, the t-table is 1.986, and the significance value is 0.000. Then the variable of people/HR k(X5) has a positive and significant effect on consumer decisions. In terms of facilitating consumers when they buy/serve at the Anugerah Perdana Monginsidi Paluk workshop, consumers feel comfortable and want to do service or buy spare parts at the Anugerah Perdana Monginsidi workshop in Palu. In addition, the competence of people, especially mechanics who have been trained/certified, fosters a sense of consumer confidence.

Based on the results, the t-count value for the physical evidence variable is 0.859, the t-table is 1.986, and the significance value is 0.383. So it means that the physical evidence variable does not have a positive and significant effect on consumer decisions. The physical evidence at the Monginsidi Prime Award workshop in Palu includes the building and the infrastructure provided to consumers so that they are comfortable when they are in the workshop, consumers feel normal. Consumers feel that everything, including buildings, and existing infrastructure, is appropriate by the brand of the Honda motorcycle service center and the price given.

Based on the study results, it was obtained that the t-count for the process variable was -0.957 and the t-table was 1.986, and the significance value was 0.341. Then the process variable does not have a positive and significant effect on consumer decisions. From the results of this study, it was found that consumers still feel the process provided

by the Prime Monginsidi Award workshop in Palu. It is by the procedures as an official workshop. However, some notes are related to busy day conditions where the registration process is slow, and the service queue is long and slow. Another thing is also in ordering spare parts where the waiting time for the arrival of the order.

CONCLUSION

This study concludes that the product variable has a positive and significant influence on consumer decisions at the Anugerahy Perdanay Workshop Monginsidi Palu. Therefore, the product variable influences consumer decisions at the Anugerah Perdana Monginsidi workshop in Palu. Then the variable x price x has a positive and x significant x influence on consumer decisions at the Anugerah Perdana Mongins workshop in Palu. Therefore, the price variable influences consumer decisions at the Anugerah Perdana Monginsidi workshop in Palu. Furthermore, the place variable has a significant positive effect on the consumer decisions of the Anugeraaho Prime Monginsidi workshop consumer in Palu. Therefore, the place variable influences consumer decisions at the Anugerah Perdana Monginsidi workshop in Palu. And the promotion variable has a positive and significant effect on consumer decisions at the Anugerah Perdana Monginsidi workshop. Therefore, the location variable influences consumer decisions at the Anugerah Perdana Monginsidi workshop in Palu.

SUGGESTION

To manage the Anugerah Perdana Monginsidi Palu workshop, they should pay more attention to the physical evidence of the Anugerah Perdana Monginsidi Palu workshop, including decorations and workshop attributes that they can create a beautiful appearance in the Anugerah Perdana Monginsidi Palu workshop. As well as further improving a faster process to attract consumer purchases at the Anugerah Perdana Monginsidi workshop in Palu. Then for employees, they should always be responsive to all visitor needs more quickly and precisely, both in providing the assistance needed, especially for analyzing motor damage, honesty in recommending replacement of damaged spare parts, and providing solutions to consumers who find it difficult to find the required spare parts for services. Is given and will make a repeat purchase.

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