



RESEARCH ARTICLE

The Influence of Marketing Mix Variables on Consumer Decisions to Choose Panasonic Brand LED Television In Banda Aceh City.

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Abstract

This research is descriptive in nature, namely to reveal the problems that arise especially in the marketing world of electronic television products produced and marketed by PT. Panasonic Indonesia. The purpose of this study is to determine how much influence the marketing mix variable has on consumer decisions to choose Panasonic Brand Televisions in Banda Aceh City. The scope of this study is the field of marketing science that focuses on the marketing mix on consumer behavior in choosing products and the location of the research is in Banda Aceh City. The number of research samples was 100 people taken by Purposive Sampling. The results of the F Test (overall) show that the product factors (x1), price (x2), distribution (x3), Promotion (x4), together have a significant effect on the decision to purchase Panasonic products in Banda Aceh City, this can be seen from the F count of 31.511 and F table 2.467. This means that statistically it proves that the alternative hypothesis (Ha) proposed can be accepted and rejects the null hypothesis (Ho). While partially the price variable does not have a significant effect on the decision to purchase Panasonic products, while the product distribution and promotion variables have a significant effect on the decision to purchase Panasonic products in Banda Aceh City.

Keywords

Influence of Variables, Marketing Mix, Consumer Decisions

1 | INTRODUCTION

The potential of the electronic market in Indonesia is still considered large, especially since the level of product selection is still relatively low. However, market distortion due to smuggling and counterfeiting of brands makes it difficult for domestic products to compete because the market is crowded with products that are below standard, which actually harms lower class consumers. Because their purchasing power is low, they then want to buy cheap goods, so they run to products below the standard. This situation makes it difficult for national products to compete in terms of price, especially since people's purchasing power is still low and price is still the main consideration rather than quality. Rizal, S. & Wali, M. (2018). However, the problem of smuggling and counterfeiting will be disruptive, if the government together with the private sector can overcome this problem, the impact will be very positive. The government's attention to industry is considered very minimal, it is not surprising that the industry in Indonesia does not develop. In facilities, for example, the government is still reluctant to provide, unlike China, if they are careful, investors will move to Vietnam, because Vietnam is very serious about creating a conducive climate, both in terms of taxation and government policies, the government needs to study how they attract investors to Vietnam. In order to find out the factors that influence consumer satisfaction, Rizal, S. (2019) needs to conduct research on consumer behavior in purchasing a product in Banda Aceh City. According to Basu Swastha and T. Hani Handoko (1987: 19), consumer behavior is "individual activities directly involved in obtaining and using goods and determining the goods". Thus, studying consumer behavior is basically studying the purchasing process carried out by consumers. One important stage in the purchasing process is the purchasing decision-making stage.

2 | LITERATURE REVIEW

Definition of Marketing

Basu Swatha, (1991:175) said that marketing is a whole system and business activities that are derived to plan, determine prices, promote and distribute goods and services that can satisfy the needs of existing and potential buyers. While in the book Marketing Management by Kotler, (1995:8) marketing is a social process in which individuals and groups get their needs by creating, offering and exchanging something of value to each other.

Marketing Mix Variables

Marketing Mix or Marketing Mix is a series of constrained marketing variables used by a company to produce the desired response from its target market, (1984:41) Philip Kotler. While in the book Ensklipedi Ekonomi Bisnis dan Manajemen, (1992:97) states that marketing mix or marketing mix is various marketing strategies such as promotion costs, products, distribution and so on in order to compile an effective marketing plan with minimal cost Rizal, S. & Munawir, M. (2017). The marketing mix consists of everything a company can do to influence demand for its products. some of these possibilities can be collected into four groups known as the "4Ps" of product, price, place and promotion.

1. Product
2. Price
3. Place
4. Promotion

Consumer Decisions

According to the book by Philip Kotler and Armstrong, (1999:197) consumer decisions in purchasing a product are based on factors that influence consumer behavior, these factors include:

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors

Types of Purchasing Decision Behavior

The most fundamental difference in the decision behavior of Rizal, S. & Wali, M. (2013) than buying a product differs between brands, with the following discussion:

1. Complex Buying Behavior
2. Buying behavior that reduces incompatibility
3. Buying behavior due to habit
4. Buying behavior that seeks variety

Buyer Decision Process

The buyer decision process and observing all the developments that occur when consumers face a new and complex purchasing situation.

Figure 1. Buyer Decision Process



Source: Philip Kotler, Marketing Essentials, 1984, page 124.

1. Need Recognition
2. Information Search
3. Alternative Evaluation
4. Purchase Decision
5. Post-Purchase Behavior

3 | METHOD

Data Collection Techniques

Data collection was carried out using questionnaire data distributed directly to respondents. The nature of the data in this study is primary data.

Table 1. Operational Variables

No	Variable	Definition of Variables	Indicator	Scale	Items
Dependent					
1	Dependent Y=Consumer decision	Consumer decisions are activities of individuals or groups directly involved in obtaining and using products.	1. Loyal to brand television 2. types of television 3. sure brand	1-5 1-5 1-5	A1 A2 A3
Independent					
1	Independent X1=Product	A product is a combination of goods and services that a company offers to the target market.	1. Brand quality 2. Type and shape 3. Color and appearance	1-5 1-5 1-5	B1 B2 B3
2	X2=Price	Price is the amount of money that consumers must pay to get a product.	1. Affordable prices 2. Discount 3. Sales system	1-5 1-5 1-5	C1 C2 C3
3	X3= Distribution	Distribution is a variety of activities that make products accessible to target consumers.	1. Distribution 2. Panasonic is very satisfying 3. No more doubts	1-5 1-5 1-5	D1 D2 D3
4	X4= Promotion	Promotion is a variety of activities carried out by companies to highlight the special features of their products and persuade target consumers to buy them.	1. Promotion 2. Desire to buy 3. Like promotional media	1-5 1-5 1-5	E1 E2 E3

Data Analysis Tools

In researching how much influence the marketing mix variables have on consumer decisions in choosing Panasonic brand televisions, the multiple linear regression analysis method is used with the formulation (formula) as in the Advanced Statistics book by Soegyarto (1999:261) as follows:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+b_4X_4$$

Where:

Y = Consumer Decision

X1 = Product

X2 = Price

X3 = Distribution

X4 = Promotion

a = Constant (fixed value)

b1 = Regression Coefficient

b1 = Product Regression Coefficient

b2 = Price Regression Coefficient

b3 = Distribution Regression Coefficient

b4 = Promotion Regression Coefficient

Hypothesis Testing

Ho: This means that the marketing mix variable does not significantly influence consumer decisions.

Ho: This means that the marketing mix variable significantly influences consumer decisions.

With the following provisions:

If $f_{\text{count}} > f_{\text{table}}$ then accept H_a and reject H_o

If $f_{\text{count}} \leq f_{\text{table}}$ then accept H_o and reject H_a

If $t_{\text{count}} > t_{\text{table}}$ then accept H_a and reject H_o

If $t_{\text{count}} \leq t_{\text{table}}$ then accept H_o and reject H_a

4 | RESULTS AND DISCUSSION

Validity Testing

Table 2. Critical Values of Product Moment

No	Statement	Correlation Value	Critical Value (N = 100)
1	A1	0.817	0.195
2	A2	0.727	0.195
3	A3	0.783	0.195
4	B1	0.742	0.195
5	B2	0.711	0.195
6	B3	0.798	0.195
7	C1	0.689	0.195
8	C2	0.811	0.195
9	C3	0.770	0.195
10	D1	0.791	0.195
11	D2	0.687	0.195
12	D3	0.771	0.195
13	E1	0.835	0.195
14	E2	0.778	0.195
15	E3	0.765	0.195

Source: Primary data (processed), 2024

Reliability Test

Table 3. Reliability of Research Variables (Alpha)

No	Variable	Average	Number of Variables	Alpha Value	Reliability
1	Product Variable (X1)	3.5700	3	0.6660	Reliable
2	Price Variable (X2)	3.7233	3	0.6133	Reliable
3	Distribution Variable (X3)	3.5433	3	0.6180	Reliable
4	Promotion Variable (X4)	3.6100	3	0.6112	Reliable
5	Consumer Buyer Decision (Y)	3.5200	3	0.7032	Reliable

Source: Primary data (processed), 2024

Discussion

By using multiple linear regression models in the discussion of data analysis, classical assumption testing is carried out first, where in this case there are 4 types of assumptions used, namely:

a. Normality

The first classical assumption tested is normality. Based on the normal P-P Plot image on the attachment page,

it shows that the distribution of standardized residuals is in the range of the diagonal line, (SPSS output attachment):

b. Multicollinearity Testing

Gujarati (1999.-157) states that in detecting collinearity, there are several indicators:

1. The clearest sign of multicollinearity is when R² is very high but none of the regression coefficients are statistically significant on the basis of conventional t-tests.
2. In a model that only includes two explanatory variables, a fairly good idea of collinearity can be obtained by examining the zero-degree correlation between the two variables. If this correlation is high, multicollinearity is usually the cause.
3. If R² is high but partial correlation is low, multicollinearity is a possibility. However, if the average R² is high and partial correlation is also high, multicollinearity is unlikely.

Table 4. VIF Values of Independent Variables

Independent Variable	VIF	Information
Product(X1)	1482	Non Multikolinieritas
Price(X2)	1215	Non Multikolinieritas
Distribution(X3)	1272	Non Multikolinieritas
Promotion(X4)	1226	Non Multikolinieritas

Source: Primary data (processed), 2024

Analysis of Purchase Decision Factors of Panasonic Products in Banda Aceh City.

To determine the influence of independent variables, namely product (x1), price (x2), distribution (x3) promotion (x4) on the decision to purchase Panasonic products (Y) among consumers of Panasonic products. The influence of each independent variable on the dependent variable in detail can be seen in the following table:

Tabel 5. Pengaruh Variabel Bebas Terhadap Keputusan Pembelian Produk Panasonic

Variable Name	β	Standar Error	F _{count}	t _{table}	Sig.
Constant (a)	1.508	0.325	1.561	1.984	0.122
Product(X1)	0.256	0.093	2.766	1.984	0.007
Price(X2)	0.048	0.088	0.549	1.984	0.584
Distribution(X3)	0.331	0.095	3.495	1.984	0.001
Promotion(X4)	0.331	0.102	3.259	1.984	0.002
Correlation Coefficient (R)	0.755	a. Predictors: (Constant), Product, Price, Distribution, Promotion b. Dependent Variable: Purchase decision of Panasonic products.			
Determination Coefficient (R ²)	0.570				
Adjusted (R ²)	0.552				
F _{count}	31.511				
F _{table}	2.467				
Sig. F	0.000				

Source: Primary data (processed), 2024

Based on the computer output results through the SPSS program as seen in the table above, the following multiple regression equation is obtained:

$$Y = 1.508 + 0.256x_1 + 0.048x_2 + 0.331x_3 + 0.331x_4$$

From the regression equation above, the following research results can be seen:

1) Correlation Coefficient (R)

Based on the computer output above, the correlation coefficient in the study obtained a value of 0.755 where with this value there is a relationship between the independent variable and the dependent variable of 755%. This means that the decision to purchase Panasonic products is closely related to the factors of product (x1), price (x2), distribution (x3), promotion (x4).

2) Determination Coefficient (R²)

While the determination coefficient obtained with a value of 0.570. This means that 57.0% of changes in the dependent variable (the decision to purchase Panasonic products) can be explained by changes in the factors of product (x1), price (x2), distribution (x3), promotion (x4). While the remaining 43.0% is explained by other factors outside the five variables as explained above.

3) Regression Coefficient (b):

- In the study, a constant value of 1.508 was obtained. This means that if the Product Factors (x1), Price (x2), Distribution (x3), Promotion (x4) are considered constant, then the magnitude of the decision to purchase Panasonic brand television products is still low.
- The Product regression coefficient (x1) is 0.256. This means that every 100% change in the product variable will increase the decision to buy Panasonic products by 25.6% assuming the Price variables (x2), Distribution (x3), Promotion (x4) are considered constant.
- The Price regression coefficient (x2) is 0.048. This means that every 100% change (improvement) in the price variable will relatively increase the decision to purchase Panasonic products by 4.8% assuming the product variables (x1), distribution (x3), promotion (x4) and are considered constant.
- The Distribution regression coefficient (x3) is 0.331. This means that every 100% change (improvement) in the distribution variable will relatively increase the purchasing decision of Panasonic products in Sabang City by 33.1% with the assumption that the variables (x1), price (x2), promotion (x4) are considered constant.
- The regression coefficient of Promotion (x4) is (0.331. This means that every 100% change (improvement) in the promotion variable will relatively increase the purchasing decision of Panasonic products in Sabang City by 33.1%, with the assumption that the variables Product (x1), price (x2), distribution (x3), are considered constant.

Based on the results of the analysis above, it can be seen that of the four variables studied, it turns out that the distribution and promotion variables provided by the manufacturer have the most dominant influence in increasing the purchasing decision of Panasonic brand television products in Sabang City, because the regression coefficients obtained are 33.1% and 33.1% respectively.

Statistical Test Results

a. F-Test Results (Simultaneously)

Based on the test results from the ANOVA test or F-test (simultaneously) obtained Fcount of 31,511, while Ftable at a significance level of $\alpha = 5\%$ is 2,467. This shows that Fcount > Ftable with a significance level of 0.000. The results of this calculation can be concluded that accepting the alternative hypothesis and rejecting the null hypothesis, meaning that the product variables (x1), price (x2), distribution (x3), promotion (x4) together have a significant effect on increasing purchasing decisions for Panasonic brand television products in Banda Aceh City.

b. t-Test Results

Factors that influence purchasing decisions for Panasonic products in Banda Aceh City partially can be seen from the results of the t-test. the calculation results shown in table 12 can be seen that the tcount value for each variable is greater than ttable with a confidence level of 95% where the α value = 5%.

1. Product Variable (x1)

The results of the study on the product variable (x 1) obtained a value of 2,766 while the t table value was 1,984, the results of this calculation indicate that t count > t table with a significance level of 0.007. Thus the results of the statistical calculation indicate that partially the product variable has a significant effect on the decision to purchase Panasonic products in Banda Aceh City.

2. Price Variable (x2)

The findings of the research results on the Price variable obtained a t count value of 0.549, while the t table value was 1,984, the results of this calculation indicate that t count < t table with a significance level of 0.584. Thus the results of the statistical calculation indicate that partially the price variable does not have a significant effect on the decision to purchase Panasonic products in Banda Aceh City.

3. Distribution Variable (x3)

The results of the study on the distribution variable obtained a t-count value of 3,495, while the t-table value was 1,984, the results of this calculation indicate that t-count > t-table, with a significance level of 0.001 or a probability smaller than $\alpha = 5\%$. Based on the results of statistical calculations, it shows that partially the distribution variable has a significant effect on the decision to purchase Panasonic products in Banda Aceh City.

4. Hypothesis Variable

Based on the findings of the research results on the promotion variable, the t-count value was obtained at 3,259 while the t-table value was 1,984, the findings of this study indicate that t-count > t-table, with a significance level of 0.002. based on the results of statistical calculations, it shows that partially the promotion has a significant effect on the decision to purchase Panasonic products in Banda Aceh City.

Hypothesis Proof

Based on the results of the discussion above, it can be proven that the alternative hypothesis can be accepted that the decision to purchase Panasonic products in Banda Aceh City is greatly influenced by the marketing mix elements carried out by manufacturers and dealers of electronic products, especially those selling televisions in Banda Aceh City, which include product variables (x1), price (x2), distribution (x3) promotion (x4) all have an influence in increasing the decision to purchase Panasonic products in Banda Aceh City, namely by obtaining an F count value of 31.5111, and F table at a significance level of $\alpha = 5\%$ is 2.467, with a significance level of 0.000. This states that simultaneously (together) the indicator variables used in this research model have an effect on the decision to purchase Panasonic products in Banda Aceh City. While partially the variables studied are only the price variable which does not have a significant effect. While the other three variables, namely product, distribution, promotion, have a significant influence on the decision to purchase Panasonic products in Banda Aceh City, so that they partially affect the decision to purchase Panasonic products in Banda Aceh City. This is because people buy Panasonic products on credit, so whatever the price offered by the distributor, consumers will still buy, because they will pay it in installments. So it does not burden consumers when they have to pay to get Panasonic products according to their wishes. Usually credit for electronic products ranges from 6 months of installments to 12 months of installments.

5 | CONCLUSIONS AND FUTURE WORK

- a. Based on the results of the study, it can be explained that all indicators used as variables in the study are perceived positively by respondents, because all research indicators obtained an average value greater than 3 on the Likert scale, which means that respondents considered all variables used as indicators in this study positively.
- b. From the results of calculations using the SPSS program, the formulation of multiple regression equations in this study was obtained, namely: $Y = 1.508 + 0.250x_1 + 0.048x_2 + 0.331x_3 + 0.331x_4$
- c. Based on the results of the study, a determination coefficient of 0.570 was obtained. This means that 57.0% of changes in the dependent variable (purchase decisions for Panasonic products) can be explained by changes in product factors (x1), price (x2), distribution (x3) promotion (x4) While the remaining 43.0% is explained by other factors outside the five variables as explained above.
- d. The results of the F test (overall) show that the product factors (x1), price (x2), distribution (x3), promotion (x4), together have a significant effect on the decision to buy Panasonic products in Banda Aceh City, this can be seen from the F count of 31,311 and F table 2,467. This means that statistically it proves that the proposed alternative hypothesis (Ha) can be accepted and rejects the null hypothesis (Ho).
- e. While partially the price variable does not have a significant effect on the decision to buy Panasonic products, while the product distribution and promotion variables have a significant effect on the decision to buy Panasonic products in Banda Aceh City.

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