



BUNDLING POWER: A STRATEGY TO INCREASE SALES VOLUME IN A COMPETITIVE MARKET AT INDOMARET

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Article info	ABSTRACT
<p><i>Corresponding Author:</i></p> <p>Mutia Nurul Apriza Mutianurulapriz80@gmail.com Departement of Management University of Muhammadiyah Bengkulu</p>	<p>The purpose of the study was to determine the effect of product, price, promotion and place on Purchasing Decisions at Indomaret Simpang Kandis Bengkulu. Data collection using questionnaires to 95 people who shop at Indomaret Simpang Kandis. Data analysis techniques use multiple linear regression, coefficient of determination and hypothesis testing. The results showed that the product has a positive and significant influence on purchasing decisions at Indomaret Simpang Kandis area, Bengkulu city, meaning that the more product quality increases, the purchasing decisions will also increase. Price has a negative and significant effect on purchasing decisions at Indomaret Simpang Kandis area, Bengkulu city. This means that if there is an increase in price at Indomaret Simpang Kandis area of Bengkulu city, the purchasing decision will decrease. Promotion has a positive and significant effect on purchasing decisions at Indomaret Simpang Kandis area of Bengkulu city, which means that if the promotion increases, the purchasing decision will also increase. Place has a positive and significant effect on purchasing decisions, Indomaret Simpang Kandis area Bengkulu. This means that the more strategic the place, the purchasing decisions will also increase.</p> <p><i>Keywords: Marketing Mix, Purchasing decisions, Indomaret</i></p>
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INTRODUCTION

Marketing mix activities play an important role in the survival of a company. The use of a good marketing concept can lead to the success of the business carried out by the company, namely the production can be well received by consumers so that the company's product sales results can increase. The marketing concept states that consumers have different needs and marketing programs will be more effective when designed for each target customer group. One indicator of the success or failure of a marketing activity of a product can be seen from the size of the purchasing decision achieved by the company concerned in the following period. Generally, if the purchase decision is low, the profit will also be low. This has a directly proportional correlation between buyer decisions and the revenue of a company (Sakinah & Aslami, 2021)

Quoted from (Hermansyah, 2020) during the Covid-19 Pandemic, of course, people's purchasing power automatically restrains the company's business development. Indomaret excels because Indomaret is more in demand by consumers, recorded in January 2020, Indomaret branches have 17,681 outlets. Sales achievements throughout 2019 also showed the superiority of the Indomaret company. Indomaret's branch business posted a sales value of IDR 80 trillion. In terms of economic impact, Indomaret Simpang Kandis is an effort for the Indomaret company to be able to boost the market by opening various branches in each region. In marketing Indomaret products, of course, it has a special strategy that other companies do not have. Here are some marketing strategies that Indomaret applies in the short term, among others:

1. Market penetration strategy by combining promotional marketing and price, namely through, among others, increasing the number of salespeople, increasing the advertising budget, offering aggressively various sales promotion items, or even increasing publicity activities.
2. This market development strategy to new markets is carried out by expanding new geographic areas, adding new segments, changing from non-users to users, attracting competitors' customers.
3. Product development strategy a strategy implemented to increase sales by improving or modifying existing products. Carrying out this strategy means that it involves spending a lot of research and development costs (Pranadita et al., 2021)

Based on the results of pre-research conducted with one of the visitors to Indomaret Simpang Kandis, namely Mrs. Sri, she said that she often shops at Indomaret Simpang Kandis because the products are complete and of various types, but there are still visible deficiencies in product packaging such as old products that are dusty, product packaging that is starting to dull and also incomplete product packaging sizes.

Another thing was also conveyed by Mrs. Ratna that there was no matching between the promotional brochure and the price of goods in the store, on the promotional brochure it said buy two for one free, however, at the time of payment the cashier said the item that was made a bonus was not available or empty.

Idayanti also said that the prices are indeed affordable, but there are often problems with the prices posted on the product shelves that are not the same as the prices paid at the cashier. Another thing is also seen from not all prices sold at Indomaret Simpang Kadis are cheap and affordable, because there are still many other products that are sold at prices that are more expensive than market prices. There are certain products that are sold at cheaper prices but products that are not very marketable are sold at more expensive prices. Mrs. Ida also said that the parking lot provided is still inadequate because when the visitors are crowded it is very difficult to park the car. From the description or background above, the authors are interested in conducting a study with the title: "The Effect of Marketing Mix on Purchasing Decisions at Indomaret Simpang Kandis Bengkulu".

METHOD

This research was conducted at minimarket Indomaret Bengkulu City which is located at Simpang Kandis Sumber Jaya Kampung Melayu Bengkulu City. This research was conducted in April 2021. The number of samples in this study was determined as many

as 95 samples, which were felt to be sufficient to represent the population. The samples taken were consumers who shopped at Indomaret Simpang Kandis.

RESULT AND DISCUSSION

Finding

Classical Assumption Test

The purpose of testing this classical assumption is to provide certainty that the regression equation obtained has accuracy in estimation.

Normality Test

The results of the normality test using scater plott can be seen in the following figure:

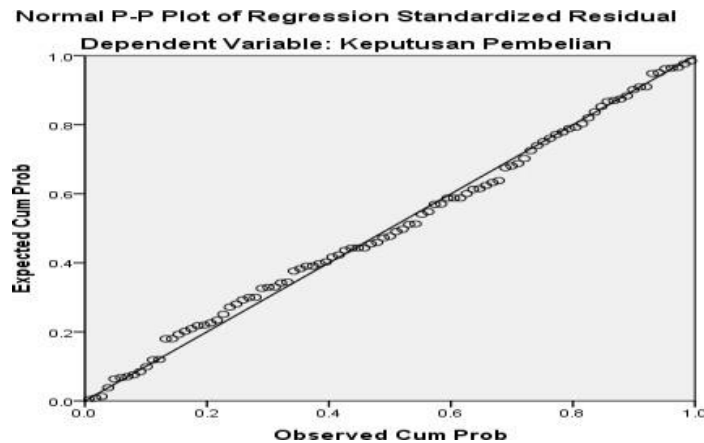


Figure 1 Normality Test Results

Source: SPSS 24.0 output, 2021

The graph above shows that the normality test graph describes the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this study fulfills the assumption of normality.

Multicollinearity Test

The multicollinearity test is used to determine whether the proposed regression model has found a strong correlation between the independent variables. To detect whether the linear regression model has multicollinearity. Many studies say that if the tolerance value <0.10 or the VIF value > 10 means that there is multicollinearity.

Table 1 Multicollinearity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.459	1.893		1.828	.071		
Produk	.199	.095	.204	2.043	.043	.895	1.117
Harga	-.154	.069	-.235	-2.129	.038	.968	1.033
Promosi	.200	.094	.221	2.138	.035	.831	1.204
Tempat	.174	.068	.259	2.564	.012	.873	1.146

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 21.0 Output

Based on table 4.10 above, it can be seen that all variables have a tolerance value above 0.1 and a VIF value below 10, thus it can be concluded that the variables in this study are free of multicollinearity.

Heteroscedasticity Test

How to test the presence or absence of heteroscedasticity, namely by using scatterplot graph analysis. Scatterplot testing, regression models that do not occur heteroscedasticity must meet the following conditions:

- If there is a certain pattern, such as the existing points forming a certain regular pattern (wavy, widening then narrowing), it indicates that heteroscedasticity has occurred.
- If there is no clear pattern and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

The following is a picture of the results of heteroscedasticity testing:

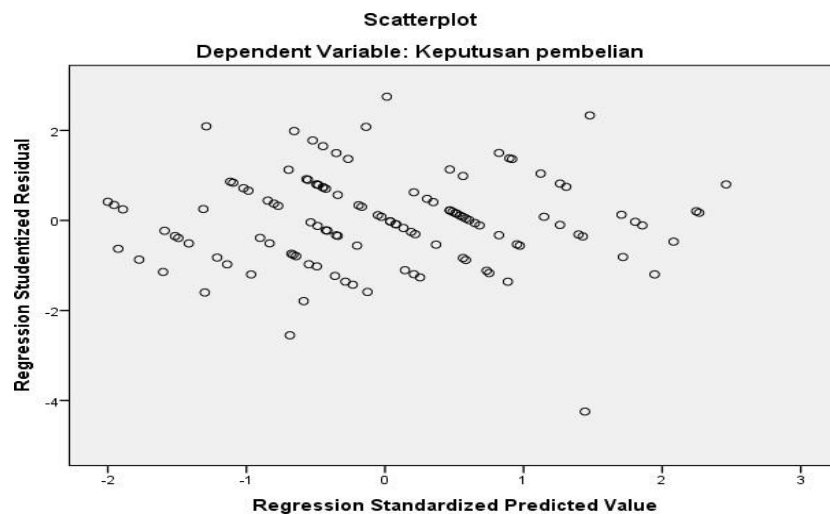


Figure 2 Heteroscedasticity Test Results
Source: Research Results (SPSS output), 2021

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine the effect of product, price, promotion and place on purchasing decisions at Indomaret Simpang Kandis area of Bengkulu. Statistical calculations in multiple regression analysis are described in the following table:

Table 2 Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.459	1.893		1.828	.071
Produk	.199	.095	.204	2.043	.043
Harga	-.154	.069	-.235	-2.129	.038
Promosi	.200	.094	.221	2.138	.035
Tempat	.174	.068	.259	2.564	.012

a. Dependent Variable: Purchasing Decision

From the results of multiple linear regression calculations using the SPSS 21.00 program, the following multiple linear regression equation can be obtained:

$$Y = 3,459 + 0,199 X_1 - 0,154X_2 + 0,200X_3 + 0,174X_4$$

The regression equation can be explained as follows:

1. The constant value of 0.356 means that if the product variable (X1), price (X2), promotion (X3) and place (X4), are considered constant, the purchasing decision variable (Y) will remain at 0.356.
2. The effect of product (X1) on purchasing decisions (Y)
The regression coefficient value of variable X1 (product) is 0.199, which means that if X1 (product) increases by one unit with the assumption that X2, X3, X4 are constant, Y (purchasing decisions) will also increase by 0.199 units. This illustrates that purchasing decisions will increase at Indomaret in the simpang kandis Bengkulu area if product quality increases.
3. The effect of price (X2) on purchasing decisions (Y)
The regression coefficient value of the X2 (price) variable is -0.154 with a negative regression direction, which means that if X2 (price) increases by one unit with the assumption that X1, X3, X4 are constant, Y (purchasing decisions) will decrease by 0.154 units. This illustrates that purchasing decisions at Indomaret simpang kandis Bengkulu area will decrease if the price of goods sold increases.
4. The effect of Promotion (X3) on purchasing decisions (Y)
The regression coefficient value of variable X3 (promotion) is 0.200, which means that if X3 (promotion) increases by one unit with the assumption that X2, X2, X1 are constant, Y (purchasing decisions) will also increase by 0.200 units. This illustrates that purchasing decisions will increase at Indomaret simpang kandis Bengkulu area if there is an increase in promotion.
5. The effect of place (X4) on purchasing decisions (Y)
The regression coefficient value of variable X4 (place) is 0.174, which means that if X4 (place) increases by one unit with the assumption that X4, X2, X3, remains, Y (purchasing decisions) will also increase by 0.174 units. This illustrates that purchasing decisions will increase at Indomaret simpang kandis Bengkulu area if the company pays attention to matters related to place.

Coefficient of Determination (R²)

Table 3 Value of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.447a	.200	.164	1.312

a. Predictors: (Constant), Place, Price, Product, Promotion
Source: Output SPSS 21.0

From the results of calculations using SPSS, it can be seen that the coefficient of determination of the R² (R Square) value is 0.200. This means that the product (X1), price (X2), promotion (X3) and place (X4), affect the purchase decision (Y) by 20% while the remaining 80% is influenced by other variables not examined in this study.

Test t

The results of testing the t test hypothesis using SPSS 21.00 are as follows:

Table 4. Results of the t test Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.459	1.893		1.828	.071
Produk	.199	.095	.204	2.043	.043
Harga	-.154	.069	-.235	-2.129	.038
Promosi	.200	.094	.221	2.138	.035
Tempat	.174	.068	.259	2.564	.012

a. Dependent Variable : Purchase Decision

Source: Research and processed, 2021

1. Variable X1 (Product): The test results for variable X1 (product) show a significance value of 0.043 < 0.05. Because the significance value is less than 0.05, the hypothesis in this study H0 is rejected and Ha is accepted. This means that X1 (product) has a positive and significant influence on purchasing decisions (Y).
2. Variable X2 (Price): The test results for variable X2 (price) show a significance value of 0.038 < 0.05. Because the significance value is less than 0.05, the hypothesis in this study H0 is rejected and Ha is accepted. This means that X2 (price) has a negative and significant effect on purchasing decisions (Y).
3. Variable X3 (Promotion): The test results for variable X3 (promotion) show a significance value of 0.035 < 0.05. Because the significance value is less than 0.05, the hypothesis in this study H0 is rejected and Ha is accepted. This means that X3 (promotion) has a positive and significant influence on purchasing decisions (Y).
4. Variable X4 (Place): The test results for variable X4 (place) show a significance value of 0.012 < 0.05. Because the significance value is less than 0.05, the hypothesis in this study H0 is rejected and Ha is accepted. This means that X4 (place) has a positive and significant influence on purchasing decisions (Y).

F Test

Table 5 F Test Results ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.641	4	9.660	5.610	.000 ^b
	Residual	154.980	90	1.722		
	Total	193.621	94			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Place, Price, Product, Promotion

Source: Research and processed, 2021

Based on the simultaneous test results, H0 is rejected, and Ha is accepted, between the independent variables, namely product (X1), price (X2), promotion (X3) and place (X4), have a significant influence together on purchasing decisions (Y).

Discussion

The Effect of Products on Purchasing Decisions

The results showed that the product has a positive effect on purchasing decisions. Thus, the hypothesis stating that products have a positive effect on purchasing decisions is proven. This illustrates that the more the quality of the product increases, the more purchasing decisions will also increase. The products sold by Indomaret Simpang Kandis area of Bengkulu city are of good quality, and the products sold are diverse so that they will attract buying interest from consumers so that they can increase sales at Indomaret in the Simpang Kandis area of Bengkulu city. Due to the increase in consumer buying interest, the purchasing decision will automatically increase.

The results of this study are in accordance with the opinion (Hidayat, 2020) "The product mix consists of product variety, product quality, product design, product features, product brand name, product packaging, service level, warranties, product size and returns. The results of this study support research conducted by (Destarini & Prambudi, 2020) and (Haque, 2020) that there is significant influence between products on purchasing decisions.

The Effect of Price on Purchasing Decisions

The results showed that price has a negative effect on purchasing decisions. This illustrates that if there is an increase in the price of the products sold by Indomaret Simpang Kandis area of Bengkulu city, the purchasing decision will decrease. This means that high prices will make consumers move to other places looking for cheaper prices. The results showed that the prices of goods sold by Indomaret Simpang Kandis area of Bengkulu city are said to be affordable by consumers because these prices are market prices. However, if there is an increase in prices for several types of goods, consumers will not buy these goods at Indomaret Simpang Kandis area of Bengkulu city and move elsewhere. This will cause a decrease in purchasing decisions. The results of this study support research conducted by (Destarini & Prambudi, 2020) and (Haque, 2020) that there is a significant influence between price on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

The results showed that promotion has a positive effect on purchasing decisions. Thus, the hypothesis stating that promotion has a positive effect on purchasing decisions is proven. This illustrates that the more promotion increases, the more purchasing decisions will also increase.

The results showed that the promotions carried out by Indomaret Simpang kandis Area, Bengkulu City really attracted the attention of consumers, because Indomaret Simpang Kandis area, Bengkulu city always has a promotional program every day. The promotion carried out by Indomaret in the Simpang Kandis area of Bengkulu city is to provide discounts for certain items, to carry out promotions Indomaret Simpang Kandis area Bengkulu city uses brochures that are distributed to the public, besides that Indomaret Simpang Kandis area Bengkulu city also puts up a banner in front of the store which contains what items are on promotion. This will attract consumer attention so that it will increase purchasing decisions.

The results of the study are in line with the theory presented by (Sri Wdyanti Hastuti & Anasrulloh, 2020), The promotion mix is defined as the best strategic combination of advertising variables, personal selling and other promotional tools, all of which are planned to achieve the objectives of the sales program. The results of this study support research conducted by (Destarini & Prambudi, 2020) and (Haque, 2020) hat there is a significant influence between promotion on purchasing decisions.

The influence of place on purchasing decisions

The results showed that place has a positive effect on purchasing decisions. Thus, the hypothesis stating that place has a positive effect on purchasing decisions is proven. This illustrates that the more strategic the place, the purchasing decisions will also increase.

The results showed that the location of Indomaret in the Simpang Kandis area of Bengkulu city is strategic and located on the side of the main road which can be visited easily by consumers because consumers feel comfortable and safe while shopping at Indomaret Simpang kandis area, Bengkulu City.

The results of this study are in line with the theory presented by (Sri Wdyanti Hastuti & Anasrulloh, 2020) which states that “Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with its economic aspects. The results of this study support research conducted by (Lukito & Fahmi, 2020) and (ANANDA MUHAMAD TRI UTAMA, 2022) that there is a significant influence between place on purchasing decisions.

The Effect of Marketing Mix (Product, Price, Promotion and Place on Purchasing Decisions)

Based on the results of testing simultaneously or together, all marketing mix variables consisting of product, price, promotion and place have a significant influence on consumer purchasing decisions at Indomaret Simpang Kandis, Bengkulu city. This illustrates that the more products, prices, promotions and places increase, the purchasing decisions will also increase.

The existence of complete products provided by Indomaret Simpang Kandis will increase consumer purchasing decisions, as well as promotions such as installing fanflets in front of the store for all discounted items will also generate consumer desire to buy. The results of the study are in accordance with research conducted by (Rombon et al., 2021) which found a joint influence between marketing mix variables on purchasing decisions.

CONCLUSION

Based on the results of the research and discussion previously described, it can be concluded as follows:

1. Products have a positive and significant influence on purchasing decisions at Indomaret Simpang Kandis area, Bengkulu city, meaning that the more product quality increases, the more purchasing decisions will also increase.
2. Price has a negative and significant effect on purchasing decisions at Indomaret Simpang Kandis area, Bengkulu city. This means that if there is an increase in price at Indomaret Simpang Kandis area, Bengkulu city, the purchasing decision will decrease.
3. Promotion has a positive and significant effect on purchasing decisions at Indomaret in the Simpang Kandis area of Bengkulu city, meaning that if the promotion increases, the sales volume will also increase.
4. Place has a positive and significant effect on purchasing decisions, Indomaret simpang kandis area Bengkulu. This means that the more strategic the place, the purchasing decisions will also increase.

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