

THE INFLUENCE OF MARKETING MIX ON THE PURCHASE DECISION OF PRISTINE 8.6+ DRINKING WATER PRODUCTS IN SIDOARJO REGENCY, EAST JAVA

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ABSTRACT

Pristine is a product manufactured by PT. Super Wahana Tehno, which applies high pH drinking water in its composition. This research aims to determine the influence of the marketing mix (4P) on purchasing decisions for the Pristine 8.6+ high pH drinking water product in Sidoarjo Regency, East Java. This study is Explanatory Research with a quantitative approach using a survey method through the distribution of questionnaires. Explanatory research is intended to explain the causal relationship between research variables and test the formulated hypotheses. The sample consists of 100 respondents with the criteria of being over 17 years old, residing in Sidoarjo City, and being consumers who are currently purchasing or consuming Pristine 8.6+ drinking water. The validity test uses Pearson's Product-Moment correlation formula, while the reliability test uses Cronbach's Alpha. Partial Least Square analysis is used for hypothesis testing in this study. The results show that 1) The product variable influences purchasing decisions for Pristine 8.6+ consumers, 2) Price has a positive influence on purchasing decisions for Pristine 8.6+ drinking water consumers, 3) The place variable does not positively influence purchasing decisions for Pristine 8.6+ drinking water, 4) Promotion has a positive influence on purchasing decisions for Pristine 8.6+ drinking water consumers, 5) There is an influence of the marketing mix on purchasing decisions.

KEYWORDS Marketing Mix; Purchasing Decision; Consumer Behavior; High pH Drinking Water



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How to cite:

E-ISSN:

Published by:

Budi Setyo Utomo, Ignatia Martha Hendrati (2024). The Influence of Marketing Mix on the Purchase Decision of Pristine 8.6+ Drinking Water Products in Sidoarjo Regency, East Java. *Journal Eduvest*. 4(9): 8228-8237

2775-3727

<https://greenpublisher.id/>

INTRODUCTION

In the current situation of rapid economic growth, business competition is becoming increasingly fierce. Producers need to be more conscientious and responsive to changes that occur in various aspects, such as politics, socio-culture, and economics. To face this competition, producers must make new strategic policies in selling products and services, and compete with other producers by providing more benefits to consumers. In this competitive situation, consumers have more choices and have become smarter in choosing products. Therefore, manufacturers must continue to develop products, expand market share, and design effective marketing strategies to win business competition.

Marketing strategy is a plan consisting of various elements that are integrated and influence the marketing success of a company. The elements of integrated marketing, also known as the 4Ps (Product, Price, Promotion, Place), continue to evolve in line with changes in the marketing environment and consumer behavior. Consumer behavior has a very broad influence on the formulation of marketing strategies. Companies must understand how consumers think, feel, and act in buying a product or service. Knowledge of consumer behavior helps companies to identify consumer needs, preferences, and desires, so that they can formulate the right marketing strategy. Marketing strategy consists of two main activities. First, market share selection, which is choosing the market segment that is the company's main target. Market segments can be selected based on demographic, geographic, psychographic, or consumer behavior criteria. By choosing the right market share, companies can be more focused and effective in developing marketing plans. The second activity is to formulate and organize an appropriate set of marketing mix. The marketing mix includes four main elements: product, price, promotion, and distribution.

According to (Nugraha 2016) According to Nugraha 2016), marketing is very important for all businesses, regardless of whether the business is large or small. If in a business there is no marketing, then consumers will not know about a product produced from the business and make sales low. The definition of marketing itself according to (Stanton 2008) Marketing is an overall system of various business or business activities aimed at planning, pricing goods or services, promoting them, and distributing them to consumers and can satisfy consumers. Marketing is very important for all businesses, regardless of whether the business is large or small. Marketing is a comprehensive, integrated, and planned activity, carried out by an organization or institution in doing business in order to be able to accommodate market demand by creating products of selling value, determining prices, communicating, delivering, and exchanging offers of value to consumers, clients, partners, and the general public. In companies, the main goal of marketing is to maximize profits with sales strategies.

In the digital era and the ease of the current system, there is a change in people's lifestyle from a traditional lifestyle to a more modern lifestyle. This can also be seen in how people start to choose what they consume. For people who are health-conscious, they will choose what is good for consumption. Like drinking water, many people already understand what is good for consumption for the body. The factor that causes people to switch to high pH drinking water is by looking at

the lifestyle of people today who consume water for health. seeing from the lifestyle of people today who have begun to shift towards a healthier direction. With increasing public awareness, many manufacturers are looking at high pH drinking water. The growth of high pH drinking water companies is also due to people who are starting to care about their health regarding the importance of cleanliness of bottled drinking water.

As one of the products present in Indonesia, Pristine 8.6+ comes with the advantage of being a drink with a high pH content. High pH drinking water has a function as a neutralizer of excess acid from the human body. Foods that contain excess acid can also be reduced in acidity by drinking drinking water in Pristine 8.6+ packaging. By looking at the lifestyle of today's society, Pristine 8.6+ drinks are able to become drinking water that will be used as a primary need by many people. Pristine 8.6+ also uses ionization technology from Japan called Nihon Trim. Pristine 8.6 + also contains micro molecules which function to absorb into the body faster. However, Pristine needs more effort to be recognized by the wider community with the right marketing strategy.

According to the Top Brand Index data, it can be seen that the existence of Pristine 8.6+ from 2019 to 2023 has increased significantly, namely from 0%; 9.8%; 9.4%; 11.1%. this shows that the Top of Mind, Top of Market Share, and Top of Commitment Share owned by Pristine 8.6+ are successfully implemented and get their own attention for consumers. Through Pristine 8.6+ advertisements, they convey that there are three advantages possessed by Pristine 8.6+, namely having a pH of 8.6+, using ionization technology from Japan, and containing micro molecules that can be absorbed by the body quickly. These advantages are seen by consumers of pristine 8.6+ to keep buying and consuming according to the needs of each individual.

The purpose of this study was to test and analyze the effect of the marketing mix on community purchasing decisions in the Sidoarjo city sub-district. In order for this research to be used by future researchers who will assess using similar methods but with different products or analytical tools.

Theoretical Review

Product

(Kotler and Keller 2007) and (Sutojo 2009) states that "a product is anything that can be offered to the market to satisfy wants or needs". Marketed products include physical goods, services, experiences, events, people, places, property, organizations and ideas. According to (Ninemeier and Hayes 2006) there are several indicators of food and beverages in the restaurant business, including appearance, quality, aroma, quantity, consistency standards, taste and texture, temperature, color, and shape.

Price

According to (Kotler and Keller 2006) "price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service". According to (Zeithaml, Bitner, and Gremler 2009)(Zeithaml, Bitner, and Gremler 2009), the definition of price to

value from the consumer's side can be grouped into four, namely affordable prices, prices that match the quality of the product or service, prices that match the function of the product obtained, and prices that match the sacrifices made.

Place

(Kotler 2006) suggests that, "location shows the various activities carried out by the company to make products obtainable and available to target consumers". (Mischitelli 2000) classifies a place into four elements that can influence and be an indicator for selecting a location, namely location or position, access, visibility, and infrastructure.

Promotion

(Kotler and Armstrong 2006) states that promotion is "the activity of communicating product advantages and persuading target customers to buy". The promotion mix consists of four main tools. (Kotler 2000) namely advertising, sales promotion, publicity, and *personal selling*. In addition, there is one more promotion strategy called *direct selling* (Hurriyati 2008). (Hurriyati 2008).

Purchase Decision

(Kotler 2012) purchasing decision is the stage in the decision-making process where consumers actually buy. (Kotler and Keller 2012) states that there are six stages of purchasing decisions made by consumer customers, namely Product Selection, Brand Selection, Purchase Channel Selection, Purchase Amount, and Purchase Time.

RESEARCH METHOD

This research is Explanatory Research with a quantitative approach using a survey method through distributing questionnaires. Explanatory research is research aimed at explaining the causal relationship between research variables and testing the hypotheses formulated. (Masri Singarimbun 2005). The data obtained from the questionnaire were then analyzed using PLS statistical modeling techniques to answer the problem formulation.

Operational Definition of Variables

According to (Sugiyono 2015) research variables are anything in the form of anything that is determined by the researcher to study so that information about it is obtained. The operational definitions of the research variables are as follows:

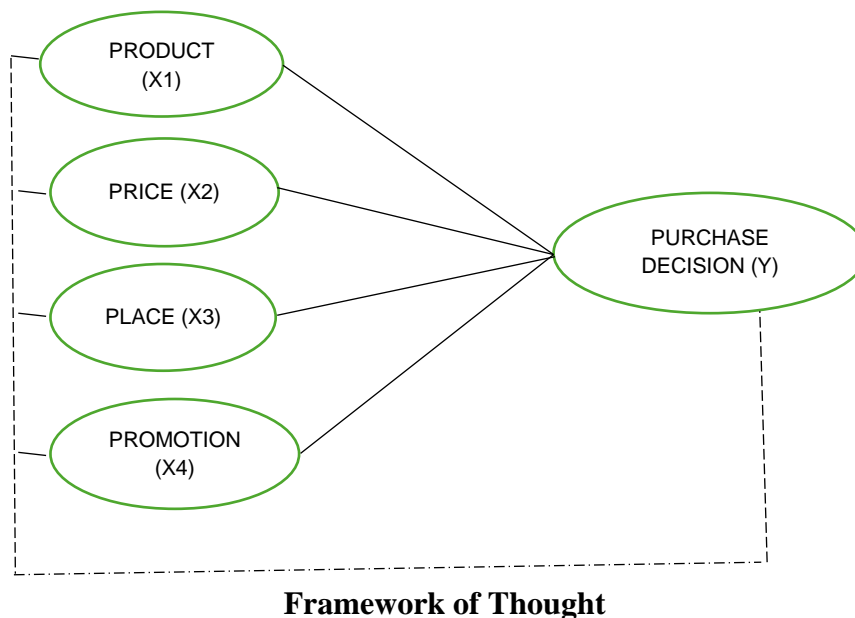
- a. Product
- b. Price
- c. Place
- d. Promotion
- e. Purchase Decision

Population and Sample

According to (Sugiyono 2015) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were

consumers of Pristine 8.6 + Drinking Water in the Sidoarjo City District, Sidoarjo Regency.

Samples are subjects and populations, consisting of several members of the population (Augusty 2006). This subject is taken because in many cases it is impossible to examine all members of the population, therefore a representative of the population is formed called a sample. The sampling technique used in this study is Non Probability Sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The type of Non Probability Sampling used is Purposive Sampling with the formula $n \times 5$ to $n \times 10$ (n is the number of indicators in the study). In the process, this research uses SEM PLS as an analytical tool in finding the answer.



RESULT AND DISCUSSION

Demographics of Research Respondents

In this study the sources invited to conduct research were 104 respondents. This research was conducted in Sidoarjo City sub-district, Sidoarjo Regency. In practice, of the 104 respondents who have been taken, there are demographics summarized in the table below:

Table 1. Respondent Demographics

	Description	Frek	%
Age	17 - 25 years	43	41.3
	26 - 35 years old	51	49.0
	36 years old	10	9.6

Last Education	HIGH SCHOOL	37	35.6
	S1	56	53.8
	S2	11	10.6
Purchase Location	Grocery store/wholesale/retail	33	31.7
	Minimarket	49	47.1
	Supermarket	22	21.2

In the table above, it can be seen that 104 respondents have demographics in age, latest education, and purchase location. It can be concluded that in the Sidoarjo city sub-district, most respondents who answered were at the age of 26-35 years with 51 respondents. For the last education of the respondents, it can be seen that many S1 graduates in this study answered the questionnaire given by the researcher with a total of 56 respondents. And for the location of the purchase, it can be seen that 49 respondents answered that they often make Pristine 8.6 + purchase transactions at Minimarket because of the easily accessible location.

Outer Model

Table 2. Measurement Model Results

Variables	Indicator	Outer Loading	AVE	Cronbach's alpha	CR
Product (X1)	X1.1	0.718	0.536	0.765	0.826
	X1.2	0.731			
	X1.3	0.650			
	X1.4	0.615			
	X1.5	0.645			
	X1.6	0.629			
Price (X2)	X2.1	0.756	0.533	0.753	0.835
	X2.2	0.735			
	X2.3	0.687			
	X2.4	0.724			
	X2.5	0.64			
Place (X3)	X3.1	0.853	0.713	0.799	0.881
	X3.2	0.854			
	X3.3	0.814			
Promotion (X4)	X4.1	0.863	0.747	0.831	0.899
	X4.2	0.872			
	X4.3	0.858			
Purchase Decision (Y)	Y.1	0.854	0.593	0.824	0.878
	Y.2	0.629			
	Y.3	0.831			

Based on the outer loading table above, all outer loading values are > 0.5 . Factor Loading is the correlation between indicators and variables. For example on Product, where the value is $X1.1 = 0.718$; $X1.2 = 0.731$; $X1.3 = 0.650$; $X1.4 = 0.613$; $X1.5 = 0.645$; and $X1.6 = 0.629$ declared to meet convergent validity because the value is > 0.5 . The analysis results from Table 4.25 which show the outer loading value in this research model show that all indicators on the research variables have factor loading > 0.5 so it can be concluded that these indicators meet convergent validity.

Inner Model

Testing of the structural model is done by looking at the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-Square value in the equation between latent variables. The R value² explains how much the independent variables in the model are able to explain the dependent endogenous variables.

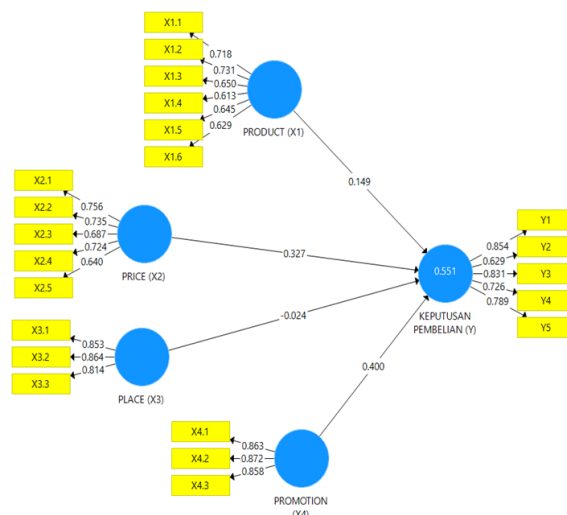


Figure 1. PLS Model Results

CONCLUSION

The conclusions that can be drawn based on the results of the tests on the hypotheses that have been proposed previously are as follows: 1. Pristine 8.6+ has content that PT Super Wahana Tehno hopes to maintain, because many people already understand the high pH content in Pristine 8.6+. The content in Pristine 8.6 + can make people understand the importance of high pH drinking water for the body. With quality that has been maintained, it can make consumers increasingly believe that the lifestyle lived by the community, starting from what is consumed daily, can increase acid levels in the body, and this is where Pristine 8.6 + comes with the content of alkaline levels in it can help reduce acid levels from various foods and pollution that enter the body. 2. In this case, price is an important thing for Pristine 8.6+ because of the content that matches the price sold. This price,

which is still competitive with its competitors, makes many consumers realize that the price of Pristine 8.6+ is in accordance with the product. 3. Place in this study does not have a significant influence on the Pristine 8,6+ Purchasing Decision because consumers feel that Pristine 8,6+ is well known enough to make it easy for consumers to find this product in the store they have determined. Basically, the Pristine 8.6 + product can be said to be a product that has been sought regularly for several consumers to fulfill their needs. 4. The promotion carried out by Pristine 8.6+ has made many people aware that the product is present in Sidoarjo city, Sidoarjo district. The promotional media run by Pristine 8,6+ has an impact, namely Brand Awareness to consumers. 5. In this study, the Marketing Mix simultaneously already has a significant influence. This can be seen from consumers who buy Pristine 8.6 + products based on Purchase Time, which is one of the indicators of Purchasing Decisions. By looking at the time of purchase, they adjust it to when they finish doing activities such as drinking coffee, eating spicy food or other activities that make the acid in the body increase.

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