The Effect of Marketing Mix Strategy on Consumer Decision to Choose Modern Berastagi Supermarket in Buying Plums in Medan

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Abstract: *In today's modern business world, demanding the role of marketing strategies that can support the progress of a business, the progress of the business will be determined by the success of the business marketing activities, because marketing activities are business activities that are directly related to the wider community. This study aims to analyze the effect of marketing mix strategy on consumer decision to choose modern berastagi supermarket in buying plums in Medan. This type of research is causal associative research. This research was conducted at Modern Brastagi Supermarket, Medan. This research was conducted from August to November 2018. Respondents in this study were 96 respondents. Data collection methods are secondary and primary using questionnaires. The results of this study are product, price, location and promotion have a positive and significant effect on consumer decision to choose modern berastagi supermarket in buying plums in Medan.*
Keywords: *Marketing Mix Strategy, Product, Price, Location, Promotion, Consumer Decision*

I. Introduction

Marketing activities are always there in every business, both business oriented in terms of profit and non profit, it's just that marketing practitioners still do not understand the true meaning of marketing and have not mastered the theory of marketing science. In conducting marketing activities, a company has several goals to be achieved, both short-term and long-term goals. In the short term it is usually done by business people to win the hearts of consumers, especially for newly promoted product, while in the long run businesses do to maintain existing product to stay long in the market, and become the first brand to be remembered and sought after by consumers. The importance of marketing causes a company to design a specific strategy in order to remain competitive with other companies. Thus the company must take strategic steps called marketing strategies.

Marketing strategies are various alternatives used by the company for market development which are carried out by expanding the market to new areas to achieve the stated goals. In this marketing strategy there is another strategy, namely marketing mix.

The marketing mix strategy is to describe all marketing elements and factors of production that are deployed to achieve the company's goals, the marketing elements include product, place, price, and promotion (Solihin, 2007). In the opinion of Philip Kotler and Gary the marketing mix is a group of four controllable marketing variables that are mixed to produce the desired reaction in the destination market. The marketing mix consists of everything that a company can do to influence the demand for its product.

Marketing mix is a combination of variables that can be controlled and used by companies to influence consumer responses in their target markets. Variables or activities such as product determination, price, place, and promotion need to be combined or coordinated by the company as effectively as possible in carrying out its marketing activities. Thus the company does not only have the best combination of activities but can coordinate various marketing mix variables to implement an effective marketing program.

Based on the results of interviews of the authors to several consumers who have shopped at Berastagi Supermarket Medan, some of them said that the price of vegetables offered by the supermarket is relatively cheaper, the plums and vegetables are still fresh and more complete than the competitor's modern market so consumers still choose to shop for vegetables and fruits at Berastagi Supermarket Jalan Gatot Subroto Medan.

With the rapid growth of scientific advances and supported by the presence of sophisticated technology so as to create a lot of intense competition in the economic field, thus the producers, businesses should be required to determine the right strategy in order to maintain their product in the market.

Based on the background above, the authors are interested in studying more deeply to be used as research with the title Effect of Marketing Mix on Consumer Decisions to Choose Modern Berastagi Supermarket Market in Buying Vegetables and Plums in Medan City.

II. Literature Review

2.1 Consumer Behavior

The purchase decision is an action taken by consumers because of the impulses or motives that are felt so as to cause interest or encouragement to meet needs. Because consumers have an important meaning for a company that is as a buyer, then in meeting the needs of consumers, marketers must know what they want and need.

Knowing these things the company can create product as desired and needed by consumers, which in turn will encourage consumers to buy our product. Consumer behavior is one important aspect in marketing, because through an understanding of consumer behavior, marketers can understand customer expectations about their product, so that customer behavior as a business focus today can be better understood by marketers (Tjiptono, 2003).

The term behavior is closely related to human problems. Consumer behavior is an action that is directly involved in getting, consuming, and consuming product and services including the decision process that precedes and follows this action (Setiadi, 2003).

2.1.1 The Stages of The Consumer Purchasing Decision Process

According to Kotler, et al. (2012) there are several stages in the consumer purchasing decision process, namely:
a)Introduction of needs.
Recognition of needs is the first stage in the purchasing decision process where consumers recognize problems or needs. Needs can be triggered by internal stimulation when one of a person's normal needs arises at a higher level so that it becomes an impulse. Needs are also triggered by external stimuli.
b)Search for information.
Information search is the stage of the buyer decision making process where consumers are moved to search for additional information, consumers may simply increase attention or may also actively seek information. Interested consumers may or may not find more information. If the drive is strong and a satisfying product is near the consumer, the consumer might buy it. If not, the consumer can store those needs in his memory or search for information.
Consumers can get information from various sources, which are as follows:
i)Personal resources (family, friends, neighbors, coworkers).
ii)Commercial sources (advertisements, sales, retailers, wrappers, websites, etc.).
iii)Public sources (mass media, ranking organizations).
iv)Resources based on experience (holding, researching, using product).
v)Evaluating Alternatives Alternative evaluating is the stage of the buyer's decision process where consumers use information to evaluate various alternative brands in a series of choices. Related to this there are consumers who evaluate purchases and some do not evaluate at all.
c)Determine the purchase.
Determining the purchase is the stage of the decision process where the consumer actually purchases the product. In general, consumer purchasing decision are buying the brand they like the most, but there are two factors that can influence this, the attitude of others and the expected situational factors.
There are two things that can influence purchasing decision, namely the attitude of other people and the unexpected situation factors that can change the tendency of a purchase. According to Kotler (1997: 159), that there are five roles for purchasing decision, namely:
i)Initiator, that is, the person who first realizes that a desire or need has not been met and proposes an idea to buy a certain item or service.
ii)The giver of influence, that is, the person whose views, advice or opinion influences the purchase decision.
iii)Decision making, i.e. people who make purchasing decision.
iv)Buyers, i.e. people who make purchases.
v)Users, those who consume or use the goods or services purchased.
vi)Behavior after purchase. Behavior after purchase is a stage of the decision process of consumer buyers to take further action after purchase based on their satisfaction or dissatisfaction. After buying a product, consumers will feel satisfied or dissatisfied and engage in post-purchase behavior that must be considered by marketers.

2.2 Marketing Strategies

According to Marrus (2002), strategy is defined as a process of determining the plans of top leaders who focus on the long-term goals of the organization, accompanied by the preparation of a way or effort on how to achieve these goals.

According to Quinn (1999), strategy is a form or plan that integrates the main objectives, policies and series of actions in an organization into a unified whole.

Understanding of marketing according to terminology, comes from the word "market" which means the place where a meeting of buying and selling transactions or a meeting place for sellers and buyers. Conditions of community dynamics and economic insistence, the term "marketing" is known, which means carrying out a sale and purchase activity of a product or service, based on the interest or desire to buy and sell (Kotler, 1999).

According to Kotler (1999), marketing is a social and managerial process in which individuals and groups get what is needed and desired by creating, offering, and exchanging valuable product with other parties.

Based on this understanding, it means that marketing contains social aspects both individually and in groups to meet their needs and desires, due to the desires and needs, an interaction is called an exchange of goods and services. The goal is how to meet the desires and needs of customers both individuals and groups.

2.3 Marketing Mix

According to Rambat Lupiyoadi (2013), the marketing mix is a tool / tool for marketers consisting of various elements of a marketing program that needs to be considered so that the implementation of the marketing strategy and the determination of the position set can run successfully.

According to William (1999), that the marketing mix is to inform that to increase the high competitiveness of a company, mastery of marketing strategies is the main target. The marketing mix consists of product, price, place and promotion. Where the link is when examined specifically, the principles of marketing strategy are not separated from each other.

The consequence of applying the marketing mix is to increase the quantity, the number of services, and the number of customers from applying the marketing strategy. Kotler (2002), that marketing mix is a set of marketing tools that companies use to continuously achieve their marketing goals in their target markets. Marketers generally use this marketing mix as a tool to get the responses that companies want from their markets for product offered by companies or to create purchases of company product. From this opinion it can be concluded that the marketing mix influences consumer purchasing decision.

2.3.1 Marketing Mix Factors that Affect Consumer Purchasing Decision
a)Product

According to Kotler (2000), a product is anything that is offered to the market to be noticed, owned, used, or consumed, which can satisfy desires or needs. Every company in increasing its sales volume and target market parts, needs to make efforts to improve and change the product towards a better, so that it can provide more appeal, uniqueness, usability, and level of satisfaction to consumers.

b)Price

According to Fandy Tjiptono (2014:196), price is one element of the marketing mix requiring careful consideration with the following strategic pricing dimensions:
i)Price is a statement of the value of a product.
ii)Price is the aspect that seems obvious to buyers.
iii)Price is the main determinant of demand.
iv)Price are directly related to income and profits.
v)Price are flexible, meaning they can be adjusted quickly.
vi)Price affects the image and positioning strategy.
vii)Price is the number one conflict faced by managers.
c)Promotion

A company can choose the means that are considered suitable for promoting goods / services by taking into account the identification factor towards the target audience, determining the purpose of promotion, and developing the message delivered.

According to Bilson Simamora (2002), promotional activities not only function as a communication tool between companies and consumers, but also to influence consumers in purchasing or using services in accordance with their wants and needs. The indicators used are price discounts and advertisements.
Based on the explanation above, it can be concluded that promotion is a communication that is used by producers to influence consumers to make purchases. Promotion can be done by giving discounts and giving certain bonuses or coupons. Promotion can be done through print and electronic media. The more attractive and often the promotion is carried out, the more interest consumers will buy.
d)Place

According to Basu Swastha (2008), location is a place where a business or business activity is carried out. Important factors in developing a business are the location of the location to urban areas, how to achieve and the travel time of the location to the destination.

A good location factor is relative for each different type of business. According to Kotler (2008), one of the keys to success is location, location begins by choosing the community. This decision depends heavily on the potential for economic growth and stability, competition, political climate, and so on.

According to Rambat Lupiyoadi (2013), location is related to where a company must be based and carry out its operations or activities. Location is one of the most important factors that influence the development of a business, including supermarkets.

III.   Research Methods

3.1 Type of Research

This type of research is causal associative research. Causal associative research is research that aims to analyze the relationship between one variable with another variable or how a variable affects other variables (Umar, 2003). Therefore this study will explain the influence of marketing mix strategies namely product, price, location and promotion on consumer decisions to choose the modern market of Berastagi Supermarket in buying vegetables and plums in Medan.

3.2 Research Place and Time

This research was conducted at Modern Berastagi Supermarket, Medan. This research was conducted from August to November 2018.

3.3 Population and Samples

a)Population

Population is a generalization consisting of subjects or objects that have certain qualities and characteristics that are applied by researchers to be studied then a conclusion is drawn (Sugiyono, 2005). The population in this study is the average number of consumers who have made purchases at Modern Berastagi Supermarket, Medan as many as 2,606 per day from January to June 2018.

b)Samples

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2005). This research uses incidental sampling technique, which is a technique of collecting samples based on coincidences, ie anyone who accidentally meets a researcher can be used as a sample. The sample in this study was 96 respondents.

IV.   Results and Discussion

4.1 Results

Descriptive Data

The population in this study are consumers who shop at Berastagi Supermarket Gatot Subroto Medan City. Berastagi supermarket comes from CV. Sumber Fresh Fresh (CV.SSU), a Berastagi Fruit Market (PT. Central Fruit Utama/CBU) company located on the Wajir road in Medan. To expand its market, Berastagi Fruit Market formed a management to manage its new business precisely in Berastagi Supermarket on Jalan Gatot Subroto Medan. Berastagi Supermarket was established on 6 June 2006 and started operating.

The data in this study were obtained by delivering a questionnaire directly to consumers who shop at Berastagi Supermarket Gatot Subroto Medan City selected to be sampled through the sample process described in the research methodology chapter. The distribution of questionnaires is done by delivering the questionnaire directly to consumers who shop and become research samples. The sample in this study amounted to 96 respondents and 96 questionnaires were well filled.

Descriptive Respondents

The 96 questionnaires that can be processed, the general description of respondents detailed in table 4.1 is seen from the sex of the respondents, 23 men (24%) and 73 women (76%), meaning that most respondents are women. Judging from the education level of the respondents, 22 S2 people (23%), 29 S1 people (30%), 18 Diploma people (19%) and 27 SMA/SMK (28%), this means that most of the respondents are bachelor and high school/SMK. And seen from the type of work, 34 Housewives (35%), Civil Servants (PNS) 19 people (20%), BUMN Employees 22 people (23%) and Entrepreneurs 21 people (22%). This shows that most of the respondents are Ibu Rumag Tangga which means that most respondents have experience in understanding matters relating to this research. In terms of monthly income of respondents, monthly income of Rp. 2,000,000 to Rp. 3,000,000 11 people (11%), monthly income of Rp. 3,000,000 to Rp.4,000,000 23 people (24%), Monthly income of Rp. 4,000,000 to Rp.5,000,000 27 people (28%) and incomes above Rp.5,000,000 35 people (37%).

Validity Test

Validity test is done to measure the validity or validity of a questionnaire. An item is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2013). Based on the table which is a summary of the validity test results, it can be seen that the instruments in each variable in this study are valid. This is evidenced by the value of rcount > rtable.

Table 1. Product (X_1) Validity Test

Statement	Value rcount	Value rtable	Information
S1	0.667	0.461	Valid
S2	0.729	0.461	Valid
S3	0.598	0.461	Valid
S4	0.559	0.461	Valid
S5	0.744	0.461	Valid

Source: Primary Data Processed, 2019

Based on the results of the correlation coefficient table of each statement in the product variable r count is greater than the value of rtable, that is = 0.461 so that all items in the consumer decision questionnaire to buy valid plum fruit.

Table 2. Price (X_2) Validity Test

Statement	Value rcount	Value rtable	Information
S1	0.647	0.461	Valid
S2	0.652	0.461	Valid
S3	0.599	0.461	Valid

Source: Primary Data Processed, 2019

Based on the results of the correlation coefficient results table each statement in the price variable r count is greater than the value of rtable = 0.461 so that all items in the consumer's decision questionnaire to buy valid plum fruit.

Table 3. Location (X_3)Validity Test

Statement	Value rcount	Value rtable	Information
S1	0.487	0.461	Valid
S2	0.499	0.461	Valid
S3	0.500	0.461	Valid
S4	0.584	0.461	Valid

Source: Primary Data Processed, 2019

Based on the results of the correlation coefficient table of each statement in the location variable r count is greater than the value of rtable that is = 0.461 so that all items in the consumer decision questionnaire to buy valid plum fruit.

Table 4. Promotion (X_4) Validity Test

Statement	Value rcount	Value rtable	Information
S1	0.817	0.461	Valid
S2	0.848	0.461	Valid
S3	0.690	0.461	Valid
S4	0.593	0.461	Valid
S5	0.870	0.461	Valid

Source: Primary Data Processed, 2019

Based on the results of the correlation coefficient table of each statement in the promotion variable r count is greater than the rtable value that is = 0.461 so that all items in the consumer decision questionnaire to buy valid plum fruit.

Table 5. Consumer Decision (Y) Validity Test

Pernyataan	Value rcount	Value rtable	Information
S1	0.646	0.461	Valid
S2	0.862	0.461	Valid
S3	0.719	0.461	Valid
S4	0.769	0.461	Valid

Source: Primary Data Processed, 2019

Based on the results of the correlation coefficient table of each statement in the consumer decision variable r count is greater than the rtable value = 0.461 so that all items in the consumer decision questionnaire to buy valid plum fruit.

Reliability Test

A questionnaire is said to be reliable if a person's answer to a statement is consistent from time to time. The reliability test was carried out using the Cronbach Alpha statistical test. An instrument is said to be reliable if the Cronbach Alpha value is greater than 0.60 then the instrument used is reliable (Nunnaly, 1967). Table 6 is a summary of the results of the reliability test. Based on the following table, it can be seen that all variables in this study are reliable. This is evidenced by the Cronbach Alpha value > 0.60.
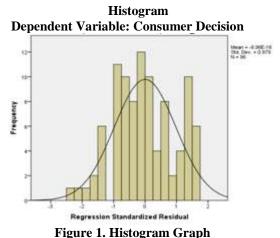
Table 6. Reliability Test

Variabel	Cronbach's Alpha	Keterangan
Consumer Decision (Y)	0,797	Reliabel
Product (X_1)	0,743	Reliabel
Price (X_2)	0,723	Reliabel
Location (X_3)	0,755	Reliabel
Promotion (X_4)	0,798	Reliabel

Source: Primary Data Processed, 2019

Classic Assumption Test
Normality Test

Normality test aims to test whether in the regression model, the dependent variable and the independent variable have a normal distribution or not. Normality test can be seen through the Histogram graph and the P-P Plots graph. In the test graph, data that has a pattern like a bell on the histogram diagram and on the P-P plot plot points that spread around the diagonal line is good data. The following is the normality test results based on the graph.

Histogram
Dependent Variable: Consumer Decision

Figure 1. Histogram Graph

4.2 Discussion
a)Hypothesis Testing The Effect of Product on Consumer Decision

The significance value of the product variable is 0.016. This shows that the significance value of this variable is smaller than 0.05. As explained earlier, the hypothesis will be accepted if the significance value is less than 0.05. So it can be concluded that H_1 is accepted, which means that the product influences consumer decisions. The conclusion is that indicators of product freshness, product color, product size, and product packaging have a significant effect on consumers' decision to buy. That is, the quality of product on the Modren Market such as the Berasatagi Sumpermarket is very influential on the purchase volume and is a consideration for consumers in increasing the purchase volume. Product conclusions have a positive and significant influence on consumer decisions. The results of this study are in line with Zuraika (2016) which shows that product in the modern market affect consumer decisions.

b)Hypothesis Testing The Effect of Price on Consumer Decision

The effect of price (X_2) on the consumer decision variable (Y) partially significant test results with the probability value (0, 032) < (0.05) then the decision accept H_1, partially it can be said that there is an influence between price and consumer decision to purchase plum fruit. However, negative direction (-) or opposite direction. meaning that the policy will influence the price of purchasing decision by Medan supermarket consumers, the higher the price of plums will reduce the consumer's decision to buy. This is because the price of plums are quite high. High and low price become things that are considered by consumers in buying a product. Although most consumers who shop at Modern Berastagi Supermarket, Medan are consumers from the upper middle class. In this research, the price of plum is high enough to be considered by consumers in buying fruit. Conclusion price have a positive and significant effect on consumer decisions.

c)Hypothesis Testing The Effect of Location on Consumer Decision

From Modern Berastagi Supermarket, Medan the results of testing the location variable (X_3) can be seen the results of the significance value with a probability value α = (0.05) then (0,000) < (0.05) then the decision rejects H_0 and accept H_1 thus it can be concluded that the location variable whose indicators, strategic location, convenience of purchase, influence the consumer's decision to buy plums at Berastagi Supermarket Medan. This means that the policy will location variables greatly affect consumer purchasing decision. with the convenience of a place that makes consumers increasingly happy to shop at Brastagi Supermarket without having to jostle. But in this case the location of the supermarket Brastagi has a high consideration by consumers, because consumers who shop at Modern Berastagi Supermarket, Medan are not only the people around Medan, but there are those from outside Medan, therefore the further distance traveled by consumers, the consumer's decision will be reduced to shop and buy plums at Modern Berastagi Supermarket, Medan. Conclusion location has a positive and significant effect on consumer decisions.

d)Hypothesis Testing The Effect of Promotion on Consumer Decision

Promotion variable (X_4) see the significance value at the 95% confidence level or α = 0.05 then (0,000) < (0.05). Then it can be concluded that H_0 is rejected and H_1 is accepted. It can be stated that the promotion has a significant influence on purchasing decision for plums, the more intensified the promotion of a product, both on social media such as Facebook, WhatsApp and Instagram, the desire of consumers to shop and buy plums in Modern Berastagi Supermarket, Medan will be so high, meaning the promotion variable will influence consumer decisions in purchasing plums. This is caused by the development of increasingly advanced technology, making marketing of a product more widespread. Millennials who increasingly use social media like Instagram in every way, resulting in the promotion of a product more quickly known by many people and increasingly attract consumers to buy product. So that promotion can be said to be one of the variables that influence consumer decisions in buying plums at Supermarket Brastagi. The conclusion of promotion has a positive and significant effect on consumer decisions.

e)Hypothesis Testing The Effect of Product, Price, Location and Promotion on Consumer Decision

Significant value on F can be seen that the calculated F-value is obtained F-calculated value of 8.814 while the F-table at a 95% confidence level (α = 0.05) is 1.232. This shows that F-count > F-table (1,436 > 1,232) then the product (X_1), price (X_2), location (X_3) and Promotion (X_4) simultaneously affect consumer decisions. Based on this, H_5 is accepted. With a significance level of 0.001[b] (< 0.05) it can be concluded that the effect is simultaneous and significant.

V.   Conclusion and Suggestion

5.1 Conclusion

Based on the results of analysis and data processing in this study, the writer can make several conclusions about "The Effect of Marketing Mix Strategy on Consumer Decision to Choose Modern Berastagi Supermarket in Buying Plums in Medan" as follows:
a)Product has a positive and significant effect on consumer decision.
b)Price has a positive and significant effect on consumer decision.
c)Location has a positive and significant effect on consumer decision.
d)Promotion has a positive and significant effect on consumer decision.
e)Product, price, location and promotion simultaneously effect on consumer decision.

5.2 Suggestion

Based on the conclusion "The Effect of Marketing Mix Strategy on Consumer Decision to Choose Modern Berastagi Supermarket in Buying Plums in Medan", the researcher can give the following suggestions:

a)For consumers who make the decision to buy fruit should pay attention to all aspects that suit their needs, by always eating fruit that contains many health benefits for the body.

b)The next researcher is expected to be able to re-examine the marketing mix as an intervening or moderating variable, because it can be used as a comparison and supporter of the results obtained in this study.

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