

The Effect of Product, Price, Location, Promotion on Consumer Decision to Choose Modern Berastagi Supermarket in Buying Plums in Medan

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Abstract: Marketing activities are always there in every business, both businesses that are oriented in terms of profit and non-profit, it's just that marketers 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. The number of Brastagi Supermarket Medan visitors is increasing every month. Usually the trigger for an increase in the number of visitors is due to big celebrations during the month, a factor of consumer satisfaction that is quite satisfied so that visitors still choose Berastagi Supermarket as their choice for shopping and fruits in the modern market in Medan. This research uses incidental sampling technique, which is a sample collection technique based on coincidence, ie anyone who accidentally meets a researcher can be used as a sample. Determination of the number of samples in this study was carried out using the formula slovin of 96 respondents. The method of analysis in this research is multiple linear regression analysis that is regression that has one dependent variable and more than one independent variable. To obtain the results of data analysis, researchers used the SPSS 20 program. Product have a positive and significant effect on consumer decision. Price have a positive and significant effect on consumer decision. Location has a positive and significant effect on consumer decision. Promotion has a positive and significant effect on consumer decision.

Keywords: Product, Price, Location, Promotion, Consumer Decision

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I. Introduction

Marketing activities are always there in every business, both businesses that are oriented in terms of profit and non-profit, it's just that marketers 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 products, while in the long run businesses do to maintain existing products in order to remain 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.

Table 1. Number of Visitors at Brastagi Supermarket from January to June 2018

Month	January	February	March	April	May	June
Visitors	76.478	76.540	77.404	77.771	79.568	81.409

Source: Brastagi Supermarket Medan, 2018

It can be seen that the number of Brastagi Supermarket Medan visitors is increasing every month. If seen from the table, usually the trigger for an increase in the number of visitors is due to big celebrations during the month, a factor of consumer satisfaction that is quite satisfied so that visitors still choose Berastagi Supermarket as their choice for shopping and fruits in the modern market in Medan. In theory, consumer decisions are greatly influenced by product, place, price, comfort, convenience, and company image (Kuswadi, 2004). Apart from the convenient location, Berastagi Supermarket also has a strategic position on the edge of the city with a wide and certainly comfortable area. With increasingly intense competition, companies must be responsive to what must be done related to the survival of their businesses, because consumers will be more selective and critical in choosing where to shop and make purchases to meet their needs. In this case the researcher focused on the aspect of purchasing plums at the Berastagi Supermarket Medan Modren Market. In this study, visitors to the Berastagi Supermarket Medan Modren Market will study the sample selection using

incidental sampling techniques, which are accidental sampling techniques, ie anyone who accidentally meets a researcher can be used as a sample.

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 prices offered by the supermarkets were relatively cheaper, plums and were still fresher and more complete than their competitor's modern markets so consumers would still choose to shop and fruits in Berastagi Supermarket, Gatot Subroto Street, 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 products in the market.

According to Yuswohady (2012), 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. According to Kotler & Armstrong (2001), a product is anything that is offered to the market to be noticed, owned, used, or consumed, which can satisfy desires or needs. According to Tjiptono (2014:196), price is one element of the marketing mix requires careful consideration with several strategic dimensions. According to 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. According to 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.

II. Research Methods

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 which are product, price, location and promotion on consumers' decision to choose the modern market of Berastagi Supermarket in buying plums and fruits in Medan.

This research was conducted at Supermarket Brastagi Medan. This research was conducted from August to November 2018.

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 Medan Supermarket Brastagi as many as 2,606 per day from January to June 2018. The sample is part of the number and characteristics possessed by that population (Sugiyono, 2005). This research uses incidental sampling technique, which is a sample collection technique based on coincidence, ie anyone who accidentally meets a researcher can be used as a sample. Determination of the number of samples in this study was carried out using the formula slovin in Ginting (2008:132) of 96 respondents. The method of analysis in this research is multiple linear regression analysis that is regression that has one dependent variable and more than one independent variable (Sugiyono, 2005:211). To obtain the results of data analysis, researchers used the SPSS 20 program.

III. Results and Discussion

t Test (Partial)

The t test statistic basically shows how far a marketing mix variable is product, price, location, and promotion individually or partially in explaining the dependent variable of consumer decision. If the value of t-count > t-table can be concluded that one independent variable partially influences the dependent variable. This can be seen also in Table 2.

Table 2. t Test Regression Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.380	3.794		6.163	.000
	Product	.063	.187	.132	.546	.016
	Price	.076	.124	.115	.521	.032
	Location	.091	.110	.196	.640	.000
	Promotion	.086	.127	.109	.676	.000

a. Dependent Variable: Consumer Decision

Source: SPSS Output Results, 2019

Hypothesis Testing The Effect of Product on Consumer Decision

The significance value of the product (X_1) 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. Then it can be concluded that H_1 is accepted which means the product has an effect on consumer decision. The conclusion is that indicators of product freshness, product color, product size, and product packaging have a significant effect on consumer decision to buy. That is, the quality of the products in the Modern Market such as the Berasatagi Supermarket really influences the purchase volume and becomes the consideration of consumers in increasing the purchase volume. Product conclusions have a positive and significant influence on consumer decision. The results of this study are in line with Zuraika (2016) which shows that products on the modern market affect consumer decision.

Hypothesis Testing The Effect of Price on Consumer Decision

The effect of price (X_2) on consumer decision variables (Y) partially can be seen in Table 2 significant test results with a probability value ($0.032 < 0.05$) then the decision accept H_1 , partially it can be said that there is an influence between prices with the consumer decision to purchase plums. But directed negative (-) or opposite direction. This means that the policy will affect the price of purchasing decision by Medan supermarket consumers, the higher the price of plummaka fruit will reduce the consumer 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 Medan Supermarket Brastagi are consumers from the upper middle class. In this research, the price of plum fruit is high enough to be considered by consumers in buying fruit. This study is in line with Tumbel (2015) states that prices have a positive and significant effect on consumer decision. Price conclusions have a positive and significant effect on consumer decision.

Hypothesis Testing The Effect of Location on Consumer Decision

From Medan supermarket brastagi test results of location variables (X_3) can be seen in Table 2 the results of the significance value with a probability value $\alpha = (0.05)$ then $(0,000) < (0.05)$, the decision reject 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 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 Brastagi Supermarket Medan are not only the people around Medan, but there are also those from outside Medan, therefore the distance is driven by consumers, the consumer's decision will be reduced to shop and buy plums at Medan Supermarket Brastagi. This study is in line with Zuraika (2016) concludes that strategic location influences consumer decision in buying fruits. Conclusion location has a positive and significant effect on consumer decision.

Hypothesis Testing The Effect of Promotion on Consumer Decision

From Table 2 the Promotion variable (X_4) looks at the significance value at the 95% confidence level or $\alpha = 0.05$ 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 decisions 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 Plumdi Brastagi Supermarket Medan will be so high, meaning that the promotion variable will be influence consumer decision in purchasing plums. This is due to the development of increasingly advanced technology, making marketing of a product more widespread. Millennials who increasingly use social media such as Instagram in every way, resulting in the promotion of a product more quickly known by many people and increasingly attract consumers to buy products. So that promotion can be said to be one of the variables that influence consumer decision in buying plums at Brastagi Supermarket. This research is supported by the results of Dinawan's research (2010) concluding that promotion has a positive and significant influence on consumer decision. Conclusion promotion has a positive and significant effect on consumer decision.

IV. Conclusion and Suggestion

Conclusion

Based on the results of analysis and data processing in this study, the authors can make the following conclusions:

- 1.Product have a positive and significant effect on consumer decision.
- 2.Price have a positive and significant effect on consumer decision.
- 3.Location has a positive and significant effect on consumer decision.

4.Promotion has a positive and significant effect on consumer decision.

Suggestion

Based on the conclusions above, the researcher can give the following advice:

- 1.For consumers who make the decision to buy fruit should pay attention to all aspects that suit their needs, by always eating fruits that contain many health benefits for the body.
- 2.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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