# The Influence of Marketing Mix on Consumer Behavior on Vegetable Purchases at Jumbo Mart Delima Modern Market Inhandsome Sub-District of Pekanbaru City

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## ABSTRACT

The modern market is a market that is managed using more modern management, in modern market management a good marketing mix is needed to convey information widely, introduce a product of goods and services, stimulate consumers to buy and even create personal preferences for the image of a product. Tampan District has 140 modern markets, one of which is the Modern Jumbo Mart Delima market which sells various community needs, one of which is vegetables with the most complete type. The objectives of this study are 1) Knowing consumer perceptions of the marketing mix 2) Analyzing the marketing mix of products, prices, places, services and promotions on consumer behavior. This research was conducted at the Jumbo Mart Delima Modern Market in the Handsome District of Pekanbaru City. The determination of respondents was carried out by *purposive sampling* with the criterion that consumers are 17 years old and have shopped at least twice. The data analysis used in this study was descriptive analysis and multiple linear regression analysis. The results of this study are products, prices, places and services have a significant effect on consumer behavior, while service does not have a significant effect.

**Keywords** : Marketing Mix, Consumer Behavior, Modern Market

## INTRODUCTION

The modern market is a market that is managed using more modern management. The advantages of the modern market include cleanliness, comfort, safety, product quality and adequate facilities and infrastructure. The modern market comes by utilizing advantages that are not owned by traditional markets. The modern market has advantages in three aspects, namely aspects of physical condition characteristics, range of services and consumer perception.

The modern market in Pekanbaru City began to grow rapidly, this is due to the better economic growth of the people of Pekanbaru. In 2020, a total of 561 retailers have been established with the largest number, namely 140 retailers in Tampan District (Pekanbaru City Trade and Industry Office, 2021). A total of 140 modern markets are mostly minimarkets such as Indomaret, Alfamart and one of them is the modern market Jumbo Mart Pomegranate, Handsome District, Pekanbaru City. This modern market sells a variety of household necessities, daily goods, fruits, vegetables, and more. Based on a pre-survey conducted by researchers, Jumbo Mart Delima is a modern market that sells vegetables with the most and most complete types of vegetables in Handsome District.Vegetable commodities have great market opportunities both domestically and abroad because they have high economic value. Vegetable crops are a type of food that is always consumed at all times, so the demand is always available. Taking into account the continuous needs of vegetable crops, the value of this type of food crop becomes quite good.

The population growth recorded in 2020 Tampan District has the largest population in Pekanbaru City, which is 203,238 thousand people (Central Bureau of Statistics Pekanbaru City, 2021). The large population in Tampan District certainly provides a good opportunity for business people to continue to

develop a modern market by selling the needs that consumers want. The high population growth and driven by public awareness of the importance of the nutritional value of food through healthy food makes vegetables a commodity that is in great demand.

The Covid-19 pandemic period that has passed has changed a lot of consumer behavior in changing purchasing decisions. One example of changing consumer behavior at this time can be seen from the existing marketing mix such as considerations in choosing products, prices, places, services and also promotions carried out. Based on the explanation above, this is the background for the author to conduct research on "Marketing Mix Analysis of Consumer Behavior in Purchasing Vegetables at the Jumbo Mart Pomegranate Modern Market in the Handsome District of Pekanbaru City" which includes products, prices, places, services and promotions carried out.

## RESEARCH METHODOLOGY

### Place, Time and Method of Sampling

This research was conducted at the Jumbo Mart Delima Modern Market in the Handsome District of Pekanbaru City. The research was conducted as a whole from February 2022 – September 2022 starting from proposal writing, data collection to comprehensive exams. Sampling of this study through the Purposive Sampling method is one of the non-random sampling techniques where researchers determine sampling by determining special characteristics in accordance with the purpose of the study. Respondents must meet the criteria, one of which is over 17 years old, it is believed that at that age consumers can already make decisions to make purchases and are felt to be able to provide their perceptions well in accordance with what is seen, felt, and experienced at the time of purchasing vegetable products, then consumers have bought vegetables at least twice.

### Data Analysis Methods

The data analysis method used to answer the first goal is to use descriptive analysis using the Likert Summated Rating (SLR) Scale using the score method for each answer choice, the following is the rating scale

$$Average\ Score = \frac{Score\ amount}{Number\ of\ respondents} - 0.01$$

$$Class\ Interval = \frac{highest\ score - lowest\ score}{number\ of\ interval\ classes}$$

**Table 1. Consumer Perception Assessment Scale Interval**

| Decription (choic) | Skala | Skor |
|---|---|---|
| Very Agree (SS) | 5 | 4,21 – 5,00 |
| Agree (S) | 4 | 3,41 – 4,20 |
| Netral (N) | 3 | 2,61 – 3,40 |
| No Agree (TS) | 2 | 1,81 – 2,60 |
| Very no agree (STS) | 1 | 1,00 – 1,79 |

Meanwhile, to answer the second problem, analyze the influence of the marketing mix of products, prices, places, services and promotions using multiple linear regression analysis. with the formula :

$$Y = α + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e$$

Information:
Y          = Consumer Behavior
a          = Constant /intercept
X1         = Product
X2         = Price
X3         = Place
X4         = Service
X5         = Promotion
b          = Regression Coefficient
e          = Error

## RESULTS AND DISCUSSION

### Consumer Characteristics

Consumer characteristics of vegetable buyers at the Jumbo Mart Delima Modern Market, Handsome District, Pekanbaru City according to gender are dominated by women with a percentage of 66%, with the age category "late adulthood" because it is dominated by the age group of 36-45 years with a percentage of 44%, for marital status is dominated by married consumers with a percentage of 79%, the last education is dominated by S1 / S2 universities with a percentage of 59%, The type of work is dominated by civil servants and private employees with the same percentage of 24%, and the average income per month is dominated by an income range of > Rp8,000,000 which is categorized as "very high income" with a percentage of 63%.

### Consumer Perception of Marketing Mix

The marketing mix is a controllable variable that a company uses to influence consumer responses from a particular market segment intended by the company. Although marketing can be fully controlled by the company, but the market is still limited by external factors of the company, the marketing mix is limited by a collection of certain marketing variables from each P element (*Product, Price, Place, People and Promotion*) and as the core of the marketing system.

**Table 2. Recapitulation of Consumer Perception of Marketing Mix**

| Variabel | Score | category |
|---|---|---|
| Product | 4,03 | agree |
| Price | 3,71 | agree |
| Place | 4,02 | agree |
| Service | 3,96 | agree |
| Promotion | 3,63 | agree |

Consumer responses related to vegetable products sold in the modern market Jumbo Mart Delima as a whole were in the category of agreeing with a score of 4.03. According to the average consumer reason regarding the vegetables sold by the modern market Jumbo Mart Pomegranate is very diverse in types that are rarely found in traditional markets such as various types of mushrooms and so on, consumers also expressed great help in terms of convenience because the modern market Jumbo Mart Delima prepares the most complete types of vegetables so that consumers easily choose what vegetables are needed. This is in accordance with Dasipah (2010) research that in buying vegetable products consumers have different tastes in choosing the desired vegetables. Vegetables in the modern market Jumbo Mart Pomegranate every day are mostly filled with local farmers so that the vegetables sold are still in fresh condition, changing vegetables is also done every day with a sorting process first.

Consumer responses to the price variable are agreeing with a score of 3.71, Based on the average consumer reason, the price of vegetables sold in the modern market Jumbo Mart Pomegranate is not too significant difference from the price of vegetables sold in the traditional market specifically for vegetables that are cultivated commercially, then in the modern market Jumbo Mart Pomegranate also the price of vegetables sold is relatively stable because of the many permanent suppliers both around the modern market itself and in other areas that are Can meet the needs of vegetable stocks every day, public awareness of the benefits of vegetables for health is also increasing so that consumers are not only concerned with low prices but consider the benefits for the body. Pasar Modern Jumbo Mart Delima provides a variety of vegetables with various types, one of which is organic vegetables that are free from chemical pesticides so that organic vegetables have better nutrients than commercially grown vegetables. This is in line with research conducted by Anggita and Ali (2017), showing that price has an influence on purchasing decisions. These results show that the price specified in the buying process will help consumers in deciding on the purchase of the product.

Consumer responses on the spot variable were affirmative with a score of 4.02. The availability of adequate parking spaces is also the average reason considered by consumers in the modern market Jumbo Mart Delima has a parking lot consisting of parking lots for two-wheeled and four-wheeled vehicles, parking lots are also provided very large so that consumers can easily park their vehicles, then security in the parking lot is also well maintained because of the parking attendants who are always ready to maintain the security of consumer vehicles, then the parking lot in the Jumbo Mart Delima modern market is provided free of charge for consumers, the existence of adequate asphalt road facilities, and the availability of clear directions in the Goggle Maps application makes consumers can easily get to the Jumbo Mart Delima modern market. This is in accordance with research conducted by Rosita (2016) that consumers have many alternatives in choosing a place to shop.

Consumer responses to the service variable were affirmative with a score of 3.69. This is in accordance with research conducted by Armaniah (2019), service is also a major factor that affects customer satisfaction. The reliability of the cashier officer is also an aspect that is highly considered by consumers, where the average reason consumers do not want to wait long during the payment process, consumer responses regarding the reliability of modern market cashiers Jumbo Mart Pomegranate. All employees are required to be ready to serve consumers well and quickly, the swiftness of waiters in responding to consumers occurs in various ways, for example in asking for the place of vegetables, vegetable stock and when payment must also take place swiftly because this will help consumers.

Consumer responses to the promotion variable were affirmative with a score of 3.63. Modern Market Jumbo Mart Pomegranate has several ways to promote its products, one of which is by using Instagram social media accounts, with promotions on social media expected to reach consumers more widely, This is in accordance with the opinion of Kotler & Armstrong (2012) Social media is currently one of the tools that are widely used by marketers in disseminating information about a products to consumers. This social media network is a new form of dialogue between "consumer-to-consumer" and "*business-to-consumer*" that has major implications for marketers for promotion using social media and print. The next promotion is carried out directly, promotions are carried out by waiters to offer the latest vegetable products, or those that are discounting prices. This offer really needs to be done so that consumers can easily make purchase decisions,

**Analysis of the Effect of Marketing Mix on Consumer Behavior**

Research results that have met the requirements of the classical assumption test can be carried out multiple linear regression analysis. Multiple linear analysis aims to determine the influence of the independent variable on the dependent variable. Data processing in this study used SPSS Windows version 20 software

**Table 3. Multiple Linear Regression Test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.487 | 3.358 | | 1.038 | .303 |
| | Product | .500 | .231 | .218 | 2.163 | .034 |
| | Price | .857 | .252 | .319 | 3.396 | .001 |
| | Place | .394 | .184 | .183 | 2.145 | .036 |
| | Service | .721 | .255 | .282 | 2.823 | .006 |
| | Promotion | .136 | .371 | .030 | .366 | .716 |

a. Dependent Variable: Perilaku Konsumen

From the results of the regression above, it can be known that the multiple linear regression equation in this study is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$
$$\mathbf{Y = 3.487 + 0.500\ X_1 + 0.857\ X_2 + 0.394\ X_3 + 0.721\ X_4 + 0.136\ X_5 + e}$$

a. Variable X1 Product

The product has a calculated t value of 2.163 with a significance of 0.034. Thus, it is known that t count (2.163) > t table (1.998) or significance (0.034) < 0.05. What this means is that product variables have a significant effect on consumer behavior. The results of this study are supported by the opinion of Tangkulung (2015) which explains that the quality, quality and benefits of products obtained by consumers in using a product can create consumer satisfaction. This research is also supported by the opinion of Hidayati (2014) who explained that good product quality and packaging can influence consumer preferences to shop for products so as to create real consumer satisfaction.

b. Variable X2 Price

The price has a calculated t value of 3.396 with a significance of 0.001. Thus, it is known that t count (3.396) > t table (1.998) or significance (0.001) < 0.05. What this means is that price variables have a significant effect on consumer behavior. Price variables are the most dominant influential variables among other variables, because consumers will consider prices first before other variables, this is in accordance with research conducted by Hasan et al (2019) that price will be the first consideration, then product variables, service variables, product variables and promotion variables.

c. Variable X3 Place

The place has a calculated t value of 2.145 with a significance of 0.036. Thus, it is known that t count (2.145) > t table (1.998) or significance (0.036) < 0.05. What this means is that place variables have a significant effect on consumer behavior. This is also supported by previous research conducted by Wulan et al,. (2019) that place variables have a significant effect on consumer behavior in purchasing fruit at the Pekanbaru fruit market.

d. Variable X4 Service

The service has a calculated t value of 2.823 with a significance of 0.006. Thus, it is known that t count (2.823) > t table (1.998) or significance (0.006) < 0.05. This means that service variables have a significant effect on consumer behavior. This is also supported by research conducted by Farida (2019)

The service mix has a real effect on repeat purchases. Service mix indicators consist of friendliness, care, accuracy, speed, employee responsiveness in providing information about products.

e.  Variable X5 Promotion

The promotion has a calculated t value of 0.366 with a significance of 0.716. Thus, it is known that t count (0.366) < t table (1.998) or significance (0.716) < 0.05. This means that the promotion variable does not have a significant effect on consumer behavior, Promotions carried out by the modern market Jumbo Mart Delima use Instagram social media which usually the majority of users of this application who have an average age of 18-24 years as much as 59 percent, ages 45-34 years 30 percent, and those aged 34-44 are 11% (Prihatiningsih, 2017), then the promotion carried out by the modern market Jumbo Mart Delima is not suitable because the average consumer who shop aged 36-45 years who very rarely use the Instagram app. This research is also supported by Christian (2013) who explains that promotion has no real effect on consumer behavior.

**Table 4. F Test Results**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | | | | **ANOVA$^a$** | | |
| 1 | Regression | 3166.568 | 5 | 633.314 | 36.416 | .000$^b$ |
| | Residual | 1113.018 | 64 | 17.391 | | |
| | Total | 4279.586 | 69 | | | |

a. Dependent Variable: Consumen Behavior
b. Predictors: (Constant), Promotion, Price, Place, Service, Product

The F test is used to determine whether the independent variables jointly or simultaneously affect the dependent variable Based on Table 4 above, the results of F count (36.416) > F table (2.358) or significance (0.000) < 0.05. Thus, it can be known that products, prices, places, services and promotions together have a significant effect on consumer behavior.

**CONCLUSION**

Consumer perceptions of product, price, place, service, and promotion variables that dijumbo mart realistically agree, then for the results of multiple regression analysis show that partially (t test) consumer behavior in buying vegetables in the modern market Jumbo Mart Delima District Handsome Pekanbaru City is influenced by price variables, then service variables, product variables and place variables while promotional variables do not have a significant effect. Simultaneously (test F), product variables, prices, places, services, and promotions together affect consumer behavior in purchasing modern market vegetables Jumbo Mart Pomegranate Handsome District Pekanbaru City.

Suggestions that can be given by Jumbo Mart Delima can maintain variables whose performance is considered good, namely product, price, place, and service variables, so that Jumbo Mart Delima consumers always feel satisfied so they make repeat purchases. Modern market Jumbo Mart Pomegranate can increase the promotion carried out, by promoting social media using endorsement services, then making attractive offers and promoting through print media, magazines, publications on social media, online advertising media, and building good relationships with consumers.

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