



**THE INFLUENCE OF THE MARKETING MIX ON THE DECISION TO PURCHASE
MINANG BATIK IN NAGARI PANYAKALAN, SOLOK REGENCY**

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ABSTRACT

The purpose of this study was to determine the effect of marketing mix on the purchasing decisions of Batik Minang in Nagari Panyakalan, Solok Regency. The data analysis technique used to test the hypothesis is multiple linear regression. In this study there are four independent variables, namely product, price, place and promotion. For product variables, price, place and promotion significantly influence the purchasing decisions of Batik Minang in Nagari Panyakalan, Solok Regency. From the results of data analysts using multiple linear regression tests in the study it was found that product, price, place and promotion variables had a positive effect on the purchasing decisions of Batik Minang in Nagari Panyakalan, Solok Regency. This research provides practical recommendations for the management of the Batik Minang House to continue working to improve products, prices, places and promotions in the future. This is because the product, price, place and promotion have a significant influence on the purchasing decisions of Batik Minang in Nagari Panyakalan, Solok Regency.

Keywords: *product, price, place, promotion*

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INTRODUCTION

The Minang batik house has been established since June 1 2009, which was inaugurated by Vita Gamawan Fauzi as Head of West Sumatra MSMEs during the administration of Governor Gamawan Fauzi, then launched the product on June 8 2009. The founder and shareholder of the Minang batik house Panyakalan, Solok Regency is Liza Mustafa daughter of the Panyakalan area, Solok Regency. Since it was founded in 2009, the Minang batik house has not shown satisfactory sales figures if seen from the development of sales from year to year.

Table 1
**Development of Minang Batik House Sales in Nagari Panyakalan,
Solok Regency 2010–2017**

No.	Year	Sales / rupiah
1.	2010	265,000,000,-
2.	2011	305,000,000,-
3.	2012	350,000,000,-
4.	2013	400,000,000,-
5.	2014	175,000,000,-
6.	2015	115,000,000,-
7.	2016	110,000,000,-
8.	2017	80,000,000,-

Source: Direct interview with Roza, the manager of a Minang batik house in Nagari

Panyakalan, Solok Regency

From the data above, it can be seen that sales of Minang batik houses in Nagari Panyakalan, Solok Regency reached peak sales in 2013, namely reaching 400,000,000.-. This is dominated by routine purchases from government agencies. In the following year, sales of Minang batik houses in Nagari Panyakalan, Solok Regency decreased from year to year. This is caused by less effective marketing strategies. Marketing management achieves success thanks to its ability to maximize the three dimensions that determine marketing character, namely, depth, breadth and relevance (Rahadian & Wardhana, 2016).

The marketing strategy that has been used by Minang batik houses in Nagari Panyakalan, Solok Regency has not achieved the expected targets. Everything is inseparable from the marketing mix used by the Minang batik house, namely 4P which includes product, price, place and promotion. Batik products at Minang batik houses have very good quality, but consumer interest is still low in buying these products. From a consumer's point of view, Minang batik products are still rigidly focused on natural and dark colors, while most consumers prefer modern batik with trendy, bright colors and can be combined with batik motifs from other regions, even though Minang batik motifs are characteristic. Minang Kabau batik motif, but there is nothing wrong if the Minang batik motif is combined with batik motifs from other regions such as batik from Java, and in terms of color, it can also be designed in such a way as to attract consumer interest so that consumers make the decision to make a purchase.

The location of Minang batik is in Solok Regency. Although it is not too far from the center of the community settlement, it is a bit inland so that consumers who really want to buy only come to the Minang batik house. The author is of the opinion that if Minang batik also sets up a shop as a place to display the work of Minang batik motifs in the Simpang Pulai area, Pasar Raya Solok or Simpang Rumbio area which is often passed by crowds of people doing activities, so that even though they haven't bought it yet, consumers will already know about Minang batik and through this method. promotion, the public can make purchasing decisions on Minang batik products in Nagari Panyakalan, Solok Regency. Promotion can be done in various ways, such as placing resellers in several areas to make sales, opening several branches in other places, or through advertising on social media which has proven effective as a promotional medium today. Indirectly, the Minang batik house has implemented a marketing strategy through identifying the marketing mix.

Similar research conducted by Utami (2016) shows that product, price, place and promotion have a significant influence on purchasing decisions. Utami's findings are in line with research conducted by Hasrina (2017) which shows that the marketing mix has a significant effect on the purchasing decision process.

Other research conducted by Natakusumah and Yuliati (2016) found that product, price, place and promotion have a significant influence on purchasing decisions and these findings are in line with research by Susanti, et al (2017) which shows that product, price, place and promotion have an influence. significant to purchasing decisions.



RESEARCH METHODS

Research was conducted on Minang Batik in Nagari Panyakalan, Solok Regency. The research was conducted using a survey method in the form of data collection using a questionnaire which was distributed and collected to Minang batik buyers. Sampling was a simple random sampling technique with a sample size of 60 respondents.

Table 2
Operational Definition of Variables

No	Variable	Definition	Indicator	Source
1.	X1 Product	All batik materials offered are either basic materials or materials that have been made into clothing	1. Product quality 2. Diversity 3. Brand 4. Service 5. Product Safety Guarantee	Masrita (2013) entitled the influence of the marketing mix on batik purchasing decisions Jambi
2.	X2 Price	Consumers have to pay a number of costs to buy batik	1. Pricing 2. Discount 3. System Payment	Masrita (2013) entitled the influence of the marketing mix on decisions purchasing Jambi batik
3.	X3 Place	A company's sales place	1. Location 2. Availability 3. Security 4. Convenience 5. Distribution channel	Masrita (2013) entitled the influence of the marketing mix on batik purchasing decisions Jambi
4.	X4 Promotion	How about batik Minang carries out introductions to the wider community so that batik products are known and in demand by consumer	1. Sales promotion 2. Advertising 3. Interactive Marketing	Masrita (2013) entitled the influence of the marketing mix on purchasing decisions for Jambi batik
5.	Y DecisionPurchase	How Minang batik attracts consumers to make purchasing decisions	Frequency level of respondents making purchases at Minang batik houses	Masrita (2013) entitled the influence of the marketing mix on purchasing decisions for Jambi batik

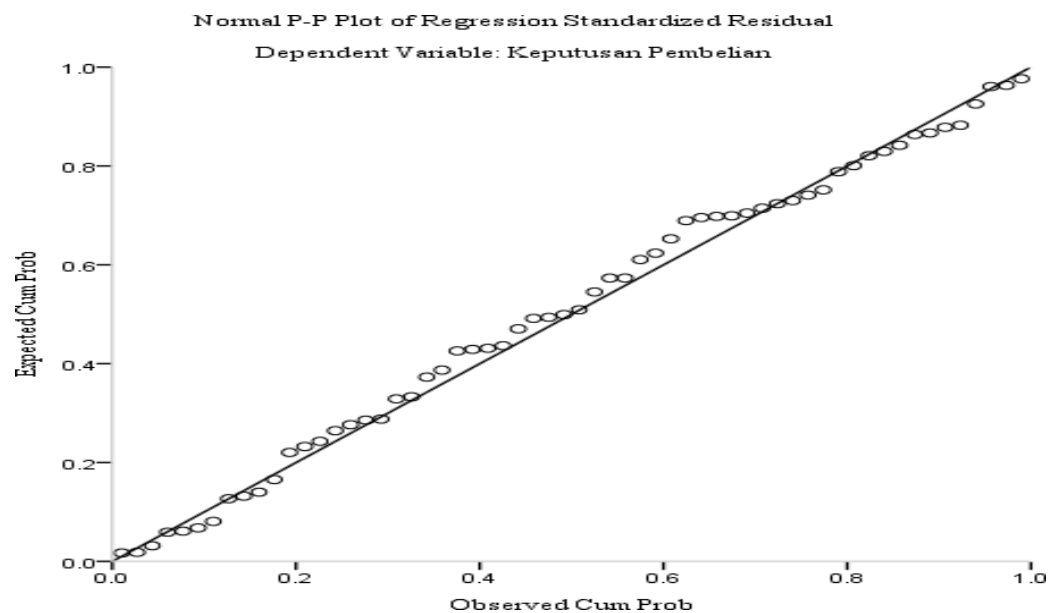
Variable measurements are carried out so that conclusions can be drawn from the data that has been collected. Data analysis techniques use research instrument tests (validity test, reliability test), classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression, and hypothesis testing (T test).

RESULTS AND DISCUSSION

1. Normality Test Results

The normality test uses graphic analysis, namely by spreading statistical data on the diagonal axis of the normal distribution graph.

Graph 1
Normality Test Results



Source: Processed SPSS Data

From the graph it can be seen that the data is normally distributed because the data or points are spread around the diagonal line and follow the diagonal line. So it can be concluded that the variables product, price, place, promotion and purchasing decisions are normally distributed and the next stage of data processing can be continued.



2. Multicollinearity Test

Table 3
Multicollinearity Test Results

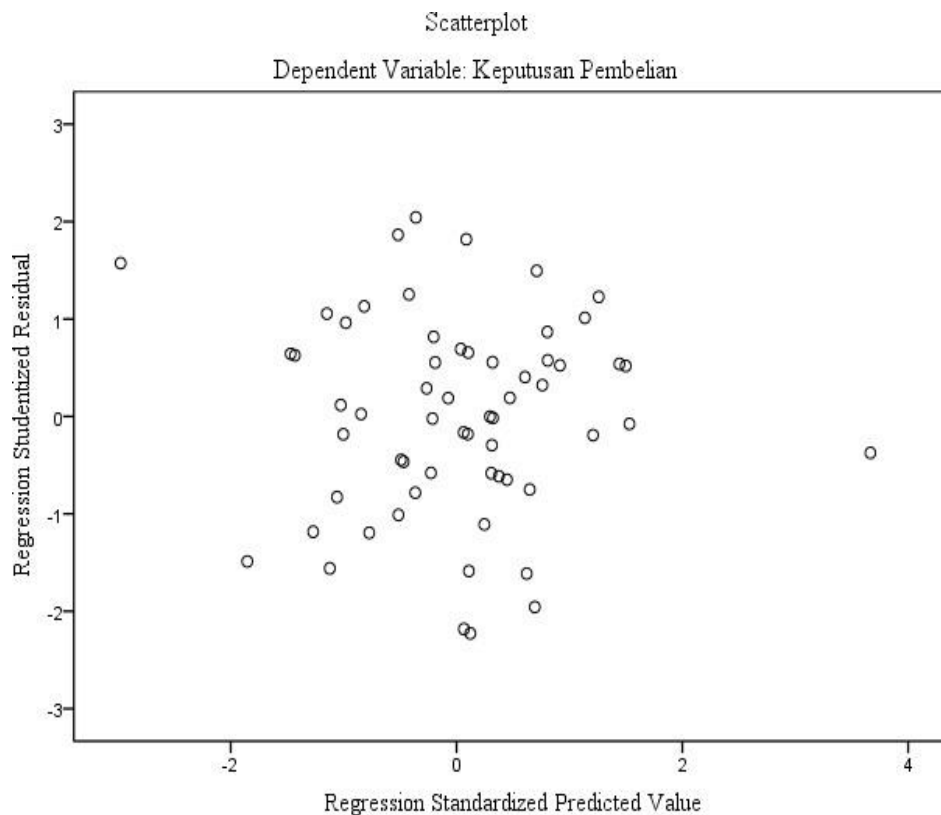
Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Product (X1)	0.919	1,088	There is no multicollinearity
Price (X2)	0.972	1,029	There is no multicollinearity
Place (X3)	0.840	1,190	There is no multicollinearity
Promotion (X4)	0.918	1,089	There is no multicollinearity

Source: Processed SPSS Data

From the table it can be seen that the product tolerance value is 0.919, price is 0.972, place is 0.840 and promotion is 0.918, the tolerance value of all these independent variables is much greater than 0.1. Likewise, the VIF value for product is 1.088, price is 1.029, place is 1.190, promotion is 1.089 and all independent variables have a VIF value smaller than 10. Based on this description, it can be concluded that there is no multicollinearity or between independent variables in This research does not influence each other, so that the next stages of data processing can be carried out.

3. Heteroscedasticity Test

Graph 2
Heteroscedasticity Test Results



Source: Processed SPSS Data

From the graph above, it can be seen that the data or points are spread above and below or around zero, and the distribution of the points does not form a clear pattern. So from this description it can be concluded that this research does not have heteroscedasticity problems. In this way the next stage of data processing can be carried out.

4. Multiple linear regression

Table 4
Results of Multiple Linear Regression
Analysis

Dependent variable	Constants and Independent Variables	Regression Coefficients	Significant
Purchase Decision (Y)	Constant (a)	0.509	0.963
	Product (X1)	0.335	0.027
	Price (X2)	0.119	0.042
	Place (X3)	0.269	0.032
	Promotion (X4)	0.152	0.035

Source: Processed SPSS Data

Based on the results of the multiple linear regression analysis from table 4.17, the multiple linear regression equation can be prepared as follows:

$$Y = 0.509 + 0.335X_1 + 0.119X_2 + 0.269X_3 + 0.152X_4$$

The regression coefficient for each research variable can be interpreted as follows:

1. A constant value of 0.509 means that without the influence of the independent variable, the value of the dependent variable is only 0.509. This means that if the value of the independent variables is constant (product, price, place and promotion), then the value of the purchasing decision variable is only 0.509.
2. The magnitude of the product variable regression coefficient is positive, meaning that if the product variable increases, purchasing decisions will increase. A positive coefficient means that there is a positive relationship between the product and purchasing decisions, the better the product, the higher the purchasing decision will be. The magnitude of the product variable regression coefficient is 0.335 units. This means that if there is an increase in the product by one unit assuming that the price variable, place variable and promotion variable are fixed, it will increase purchasing decisions by 0.335 units.
3. The magnitude of the regression coefficient for the price variable is positive, meaning that if the price variable increases, purchasing decisions will increase. A positive coefficient means that there is a positive relationship between price and purchasing decisions. The regression coefficient for the price variable is 0.119 units. This means that if there is an increase in price by one unit assuming the product variables, place variables and promotion variables remain constant, it will increase purchasing decisions by 0.119 units.
4. The magnitude of the regression coefficient for the place variable is positive, meaning that if the place variable increases, the purchase decision will result
5. purchases have also increased. A positive coefficient means that there is a positive



relationship between the place variable and purchasing decisions. The magnitude of the regression coefficient for the place variable is 0.269 units. This means that if there is an increase in the place variable by one unit assuming the product variable, price variable and promotion variable are constant, it will increase purchasing decisions by 0.269 units.

6. The magnitude of the regression coefficient for the promotion variable is positive, meaning that if the promotion variable increases, purchasing decisions will also increase. A positive coefficient means that there is a positive relationship between promotional variables and purchasing decisions. The regression coefficient for the promotion variable is 0.152 units. This means that if there is an increase in the promotion variable by one unit assuming the product variable, price variable and location variable are fixed, then there will be an increase in purchasing decisions by 0.152 units.

5. Hypothesis test (T test)

Table 5
Partial Test Results (t Test)

Constants and Independent Variable	Regression Coefficients	Q	Sig.
Constant	0.509	0.046	0.963
Product	0.335	2,279	0.027
Price	0.199	2,077	0.042
Place	0.269	2,195	0.032
Promotion	0.152	2,167	0.035

Source: Processed SPSS Data

From the table above, the hypothesis proposed in the research can be interpreted as follows:

1. The product has a positive coefficient value with a calculated t value of 2.279 and a significant level of 0.027 which is smaller than 0.05 (5%). When compared with the t table at degrees of freedom (df) = $nk-1 = 60-4-1 = 55$, where n = number of samples and k = number of independent variables, the t table value is at the 95% confidence level (5% significance or 0 .05) is 2.004. Thus the calculated t is greater than the t table ($2.279 > 2.004$) and the significant value is $0.027 < 0.05$.
2. The price variable has a positive coefficient value with a calculated t value of 2.077 and a significance level of 0.042 which is smaller than 0.05 (5%). When compared with the t table at degrees of freedom (df) = $nk-1 = 60-4-1 = 55$, where n = number of samples and k = number of independent variables, the t table value is at the 95% confidence level (5% significance or 0 .05) is 2.004. Thus the calculated t is greater than the t table ($2.077 > 2.004$) and the significant value is $0.042 < 0.05$.
3. The business location or place has a positive coefficient value with a calculated t of 2.195 and a significance value of 0.032 which is smaller than 0.05 (5%). The calculated t value of 2.195 is greater than the t table value of 2.004 and the significant value of 0.032 is smaller than 0.05.
4. Promotion has a positive coefficient value with a calculated t value of 2.167 and a significance level of 0.035. From this explanation it can be seen that the calculated t value of 2.167 is greater than the t table value of 2.004 with a

significant value of 0.035 which is smaller than 0.05 (5%).

DISCUSSION

Product Influence on Purchasing Decisions

Based on the results of data processing, it can be seen that based on the calculated t value and the significance obtained, it can be concluded that the alternative hypothesis (Ha) is accepted, meaning that the product has a positive and significant influence on consumer purchasing decisions at Minang batik houses in Nagari Panyankalan, Solok Regency.

The results of this research are also in line with the research results of Rusli (2017) where the results of his research concluded that the product had a positive and significant influence on the decision to purchase Yamaha motorbikes in Makassar. Apart from that, this research is also supported by research by Hasrina (2017) where the results of her research show that the product has a significant and influential impact on the decision to purchase the Toyota Yaris at PT. Hadji Kalla Urip Sumoharjo Branch in Makassar City.

This research too in line with the results of research conducted by Heni Susanti, Maskuri Sutomo and Benyamin Parubak (2017) with the results of their research concluding that products have a significant and influential effect on the decision to purchase Samsung brand smartphones among students at Alkhiarat University, Palu.

The Influence of Price on Purchasing Decisions

Based on the calculated t value and significance obtained from the processed data, it can be concluded that Ho is rejected and the alternative hypothesis (Ha) is accepted, meaning that price has a positive and significant effect on consumer purchasing decisions at Minang batik houses in Nagari Panyankalan, Solok Regency. The research results are in line with research conducted by Arum Puspa Utami (2016) where the results of his research show that price has a positive and significant influence on purchasing decisions at the Kopma Mini Market, Yogyakarta State University. The results of this research are also in line with research conducted by Hasrina (2017). From the results of her research, it was concluded that price had a positive and significant effect on the decision to purchase a Toyota Yaris car at PT. Hadji Kalla Urip Sumoharjo Branch in Makassar City. This research is not in line with research conducted by Rusli (2017) with research results which concluded that price had no effect on purchasing decisions for Yamaha motorbikes in Makassar. This research related to price variables is also supported by research conducted by Heni Susanti, Maskuri Sutomo and Benyamin Parubak (2017) on the Influence of the Marketing Mix on the Decision to Purchase Samsung Brand Smartphones among Students at Alkhiaraat University, Palu. The results of the research show that price has a significant and influential effect on the decision to purchase Samsung brand smartphones among students at Alkhairaat University, Palu.

The Influence of Place on Purchasing Decisions

Based on the calculated t value and the significance obtained, it can be concluded that Ho is rejected and Ha (Alternative Hypothesis) is accepted, which means that the place variable has a positive and significant effect on consumer

The Influence Of The Marketing...(Arnita)



purchasing decisions at Minang batik houses in Nagari Panyankalan, Solok Regency.

The results of this research are in accordance with previous research conducted by Arum Puspa Utami (2016). The results of his research concluded that place had a positive and significant influence on purchasing decisions at the Kopma Mini Market, Yogyakarta State University. The results of this research are in line with research conducted by Nur Sitimah (2018). The conclusion of her research states that place has a significant and influential effect on the decision to purchase a Samsung Smartphone for Business Administration Students at Mulawarman University. This research is also in accordance with research conducted by Fiera Aryati Natakusumah and Al Lili Yuliati (2016) with the results of their research concluding that place has a positive and significant influence on the decision to purchase cookies at Ina Cookies Bandung.

The Effect of Promotion on Purchasing Decisions

Based on the calculated t value and the significance obtained, it can be concluded that H_0 is rejected and H_a (Alternative Hypothesis) is accepted, which means that the promotion variable has a positive and significant effect on consumer purchasing decisions at Minang batik houses in Nagari Panyankalan, Solok Regency.

The results of this research are in line with previous research conducted by Arum Puspita Utami (2016) where the results of his research concluded that promotions had a positive and significant effect on purchasing decisions at the Kopma Mini Market, Yogyakarta State University.

This research is also supported by previous research conducted by Rusli (2017), the results of which concluded that promotional variables had a positive and significant effect on the decision to purchase Yamaha motorbikes in Makassar. Apart from that, the results of this research are also in line with research conducted by Hasrina (2017). The results of her research concluded that promotions had a positive and significant effect on purchasing decisions for Toyota Yaris cars at PT. Hadji Kalla Urip Sumoharjo Branch in Makassar City.

This research is also in line with the results of previous research conducted by Heni Susanti, Maskuri Sutomo and Benyamin Parubak (2017). The conclusion of the research results was that promotional variables had a positive and significant effect on the decision to purchase Samsung brand smartphones among students at Alkhairat University, Palu.

CONCLUSION

Based on the test results and discussion of this research, several conclusions can be outlined as follows:

1. Products have a significant influence on consumer purchasing decisions at Minang batik houses in Panyankalan State, Solok Regency. With H_0 rejected and H_a accepted, this means that the product variable partially has a real influence on purchasing decisions.
2. Price has a significant influence on consumer purchasing decisions at Minang batik houses in Panyankalan State, Solok Regency. Where H_0 is rejected and H_a is accepted which concludes that the price variable partially has a real

- influence on purchasing decisions.
3. Place has a significant influence on consumer purchasing decisions at Minang batik houses in Panyankalan State, Solok Regency. With H_0 rejected and H_a accepted, the conclusion is that the place variable partially has a real influence on purchasing decisions.
 4. Promotion has a significant effect on consumer purchasing decisions at Minang batik houses in Panyankalan State, Solok Regency. With H_0 rejected and H_a accepted, it can be concluded that promotion partially has a real effect on purchasing decisions.

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