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ANALYSIS OF THE INFLUENCE OF MARKETING MIX (7P) ON INTENTION TO BUY USED

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ABSTRACT

Lautan Berlian Mobil is a company in the field of buying and selling used cars which currently does not have a trading place, so it only sells online through Instagram, Facebook, Olx and WhatsApp, the absence of a car showroom causes consumers to have less time to obtain information, consumers must arrange schedule in advance when going to see the car in person and have an impact on limited sales, where the company starts to create relationships by providing satisfaction to consumers, by providing products of interest so as to provide big profits. The variable components of the marketing mix include product, price, place, promotion, people, process, physical evidence that have a positive and significant impact on purchasing decisions at CV Lautan Berlian Mobil. However, of all these variables, there are still variables that have a major influence on purchasing decisions, namely promotion, people, and physical evidence. The marketing mix through (product, price, place, process) is very good and good product quality can increase buyer confidence in purchasing decisions.

1. INTRODUCTION

The automotive industry is currently growing rapidly, especially in big cities. The automotive industry also has a positive trend in sales. The car is one of the means of transportation that people are interested in for reasons of needs, lifestyle, safety, and increasingly affordable car prices [1]. Figure 1.1 explains the increase in the number of motorized vehicle users from 2018 to 2020. According to the Central Statistics Agency (BPS) the increase in vehicles increases every year from various types of vehicles such as passenger cars, buses, freight cars, and motorcycles, in 2018 the demand for passenger cars continues increased until 2020. Passenger cars have increased from 2018 with a total of 14,830,698, in 2019 with a total of 15,592,419, and in 2020 it reached 15,797,746. So that the Automotive Industry in cars is growing rapidly in sales [2].

CV. Lautan Berlian Mobil is a company engaged in buying and selling used cars located on Jalan Valencia Icon, Gedangan District, Sidoarjo Regency, East Java. CV Lautan Berlian Mobil does not currently have a trading place, so it only sells online via Instagram, Facebook, Olx and Whatsapp. CV Lautan Berlian Mobil does not yet have a trading place or showroom. The absence of a car showroom causes a lack of time for consumers to obtain information and causes consumers to arrange schedules beforehand when they are going to see the car in person, resulting in limited sales. CV Lautan Berlian Mobil sells used cars with good quality because they have standards for the cars they will sell, starting from engine conditions, low kilometers, car age that is not too old, car electricity, complete paperwork, car body, service history cars that are routine, legs and car frames that are still sturdy and not traces of accidents, so the cars sold by CV Lautan Berlian Mobil have the quality of cars that consumers want. Figure 1.2 is sales data for CV Lautan Berlian Mobil for the period April to December 2022.

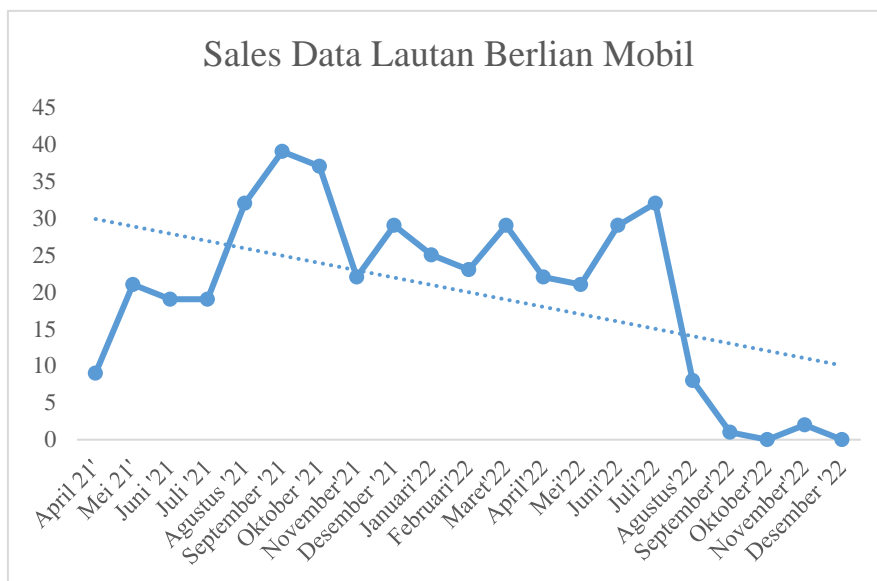


Figure 1.1 Graph of CV Laut Berlian Mobil Sales Data

Based on Figure 1.1, the sales results of CV Lautan Berlian Mobil have fluctuated but have decreased as evidenced by the trendline which declined from April 2021 to December 2022. The number of car purchases decreased from September to December. The decrease in the number of car purchases at CV Lautan Berlian Mobil is the reason for researchers to find out the factors that can increase the number of used car purchases at Lautan Berlian CV. In general, interest is a deep desire to do something you like. Purchase intention is a feeling of interest experienced by consumers towards the goods or services they see, from there arises an interest in buying and being able to have it [3]. Increasingly fierce competition makes business people provide services to customers to provide customer satisfaction. Therefore the marketing strategy must be able to provide a clear and systematic picture of what the company is and take every opportunity or opportunity in several target markets [3].

The marketing mix is a set of marketing tools that the company uses to continuously achieve its marketing objectives in the target market. The marketing mix in the e-marketing strategy is based on the 4Ps (product, price, promotion and people) which make up the classic marketing mix. With current consumer behavior, the marketing mix does not only focus on 4P but is developed to 7P which consists of the dimensions of product (product), price (price), place (location/place), promotion (promotion), process (service), people (people), physical evidence is needed in a company so that it can develop very rapidly [9]. The marketing mix is often referred to as a means of marketing planning in practice which has a significant effect on purchasing decisions. Marketing mix consisting of products or services tailored to optimal customers, prices according to the buyer's ability to pay for the product, a place for customers to buy, and promotions so that potential buyers know how much the number of enthusiasts about the products offered [5]. In the marketing mix, there are variables that mutually support each other and are then combined by the company to obtain the desired response in the target market, so that the company can make a difference in product demand [6]. Previous research stated that the 4P method could be used as a strategy to increase Xpander car sales at PT Bosowa Berlian Motor Kairagi with the results of a lowered price strategy that was very influential in increasing sales [7]. Analysis of the 7P mix marketing strategy at the Sabamban Yoga Body Repair Car Workshop found that there was a lack of promotion on social media [8]. Previous research also states that one of the dimensions of the marketing mix that reduces sales is a place that is less strategic [1]. Therefore, the marketing mix is used to help analyze permasalahan penjualan tempat pada CV Lautan Berlian Mobil dengan mencari faktor pada bauran pemasaran yang dapat meningkatkan intensi membeli produk mobil bekas.

2. RESEARCH METHODS

Previous research stated that the 4P method could be used as a strategy to increase Xpander car sales at PT Bosowa Berlian Motor Kairagi with the result of a lowered price strategy that was

very influential in increasing sales [7]. Analysis of the 7P mix marketing strategy at the Sabamban Yoga Body Repair Car Workshop found that there was a lack of promotion on social media [8]. Previous research also states that one of the dimensions of the marketing mix that reduces sales is a place that is less strategic [1]. Therefore, the marketing mix is used to help analyze Identifying problems based on the results of a survey that CV Lautan Berlian Mobil sells used cars, but does not yet have a showroom or sales area. These problems will be solved using the 7P method, namely product, price, place, promotion, process, people, physical evidence using questionnaire.

The preparation of the Questionnaire is a series of lists of questions that are arranged systematically, then filled in by the respondents. Quantitative questionnaires function to make it easier for researchers to ask questions to respondents. This questionnaire will later be given to respondents or car buyers at CV Lautan Berlian Mobil. Preparation of a questionnaire based on the 7P marketing mix conducted to customers and used car owners using a Likert scale. The Likert scale is easy to use, using questions to measure individual behavior which contains 5 levels of preference for answers Strongly Agree (SS), Agree (S), Simply Agree (CS), Disagree (TS), Strongly Disagree (STS)

The data collection used in this study was carried out by distributing questionnaires using which were distributed directly to the buyer or customer respondents at CV Lautan Berlian Mobil. The respondents in this study used purposive sampling, namely taking certain considerations in this case consumers who bought cars at CV Lautan Berlian Mobil in 2023. The size of the population is determined using Slovin's theory because determining the size requires the smallest respondent from the population. so that respondents can describe and represent population data. Equation 3.1 is the formula used to calculate the minimum data that must be obtained according to Slovin's theory.

The method used in data processing in this study consisted of a quantitative method. Quantitative method by distributing questionnaires to customers.

a. Validity test

Validity test is used to measure the data that has been studied whether valid or not a questionnaire is valid. The questionnaire is said to be valid if the questions to the respondent are able to reveal something that can be measured by the questionnaire [3]. An instrument is said to be valid if it is able to measure what it wants to measure, if t count is more than the rtable value then it is declared valid, and in research the level of tolerance or standard error used by researchers is 0.05 or 5%.

b. Reliability Test

Reliability test to measure the consistency of constructs or indicators of operational variables. A questionnaire of operational variables is said to be reliable if the respondents' answers to these questions are consistent or stable over time. To test the constant or reliability of the questionnaire used, a reliability analysis was carried out based on the Cronbach Alpha coefficient,

an indicator said to be constant or reliable if the Alpha value was more than the rtable value [3]. Furthermore, the data obtained will be processed using multiple linear regression methods.

3. RESULTS & DISCUSSION

This study uses data from questionnaires that have been filled out by customers or buyers at CV Lautan Berlian Mobil. The form of the questionnaire in this study was formulated as a closed question, where respondents chose answers for each observation item. Data collection was carried out for 2 months starting from March 2023 to April 2023. The data obtained in this study were 134 respondents consisting of gender, age, education level, occupation, income and expenses. The data that has been collected is then processed for validity and reliability test data so that it can carry out further tests.

The validity test states that the significant value of each variable has a valid value. This is evidenced by a significant value of $0.001 < 0.05$, so that the data can be used for the next step. The reliable test shows that the Cronbach's Alpha value for each dimension has a value > 0.06 , which means that the questionnaire results are reliable for each dimension.

In the multiple linear regression test stage, two variables are tested, namely the x and y variables. The regression test in this study begins with the classical assumption test which includes the linearity test and correlation test, then the model test includes the Partial T Test, R2 Test, F Test, Multicollinearity Test, Autocorrelation Test, Homoscedasticity Test, Normal Error Test, and Test Random Errors.

The results of the linearity test for each variable show that the significance value of linearity for all variables is less than 0.05. This indicates that the relationship between the 7P variable (X) and the purchase intention variable (Y) is linear.

In the correlation test the data was processed using the Pearson correlation test to determine the significant value between the two variables, the correlation test had a value of less than 0.05 and was stated to be correlated between the 7P variable and the car buying decision variable CV Lautan Berlian Mobil.

This study uses multiple linear regression analysis which can be formulated as follows:

$$Y = 4.330 + 0.020 X_1 + 0.049 X_2 + 0.068 X_3 + 0.171 X_4 + 0.189 X_5 + 0.444 X_6 + 0.227 X_7 + e \quad (4.1)$$

Formation of a Linear Regression Model

The results of linear regression testing on each variable obtained a significant value for variable x which was more than 0.05, but for variables X4 (promotion) and X5 (people) and X7 (physical evidence) the values were 0.171, 0.189, and 0.227. If the significant value is more than 0.05 it indicates that H0 is rejected and H1 is accepted. Then the variables that are the object of improvement are X4, X5 and X7 in the decision to buy a used car at CV Lautan Berlian Mobil.

Test Models

The model test is used to examine the relationship between the dependent and independent variables. In this study, the model test consisted of R2 test, F test, T test, multicollinearity test, autocorrelation test, homoscedasticity test, normal error test, random error test.

a. R² Test

Based on the tests carried out, it shows that the adjusted R² value is 0.475 which means that the independent variables product, place, price, promotion, people, process, physical evidence have an influence on the decision to buy a used car by 0.475.

Table 1.1 Test R²

R	R Square	Adjusted R Square
0,709	0,502	0,475

b. F Test

The significance value of table 1.2 is 0.00 < 0.05 indicating that the independent variables namely product, place, price, promotion, people, process, physical evidence all combine to influence the purchasing decision to purchase used cars at CV Lautan Berlian Mobil.

Table 1.2 Test F

F	Sig.
18,171	0,000

c. T Test

T test is used to determine whether the independent variable has a partial effect on the dependent variable. In table 1.3, the independent variables used must have a t-count and a significant value < 0.05, but the most important or partially influential are the promotion, people, and physical evidence variables. While those that have no effect are product, price, place, process variables.

Table 1.3 T Test

Variabel	B	Sig.	Kesimpulan
(Constant)	4,330		
<i>Product</i> (X1)	0,020	0,829	No effect
<i>Price</i> (X2)	0,049	0,637	No effect
<i>Place</i> (X3)	0,068	0,173	No effect
<i>Promotion</i> (X4)	0,171	0,044	No effect
<i>People</i> (X5)	0,189	0,037	No effect

<i>Process (X6)</i>	0,084	0,444	No effect
<i>Physical Evidence (X7)</i>	0,227	0,015	No effect

The results of simple regression testing show that the constant value (α value) is 4.330 and for promotion (β value) is 0.171 and people (β value) is 0.189 and Physical Evidence (β value) is 0.227. So that the multiple linear regression equation can be obtained as follows:

$$y = 4.330 + 0.171 X4 + 0.189 X5 + 0.227 + e$$

From the above equation it is explained that the constant value (Y) is 4.330 which states that if the 7P variable equals zero it is 4.330. Promotion variable $X4 = 0.171$ and Physical Evidence $X7$ of 0.227. So that there is a need for improvement in the field of promotion, people, physical evidence on purchasing decisions. This was done to increase sales at CV Lautan Berlian Mobil.

d. Uji Multikolinieritas

The results of the analysis of 134 respondents, in this study there were no symptoms of multicollinearity of the independent variables of the regression model, because the tolerance value was > 0.100 and the VIF value < 10.00 can be seen in table 1.4, so the regression model has no multicollinearity problem.

Variabel	Collinearity Statistics			
	Tolerance	Keterangan	VIF	Keterangan
<i>Product (X1)</i>	0,399	Tidak Ada Gejala	2,504	No Symptoms
<i>Price (X2)</i>	0,329	Tidak Ada Gejala	3,040	No Symptoms
<i>Place (X3)</i>	0,612	Tidak Ada Gejala	1,635	No Symptoms
<i>Promotion (X4)</i>	0,513	Tidak Ada Gejala	1,950	No Symptoms
<i>People (X5)</i>	0,476	Tidak Ada Gejala	2,100	No Symptoms
<i>Process (X6)</i>	0,349	Tidak Ada Gejala	2,865	No Symptoms
<i>Physical Evidence (X7)</i>	0,397	Tidak Ada Gejala	2,520	No Symptoms

The multicollinearity test on the product variable has a tolerance value of 0.399 and a VIF value of 2.504 it can be said that this variable has no symptoms, the price variable has a tolerance value of 0.329 and a VIF value of 3.040 it can be said that there are no symptoms, the place variable has a tolerance value of 0.612 and a VIF value 1.635 it can be said that there are no symptoms, the promotion variable has a tolerance value of

0.513 and a VIF value of 1.950 it can be said that there are no symptoms, the people variable has a tolerance value of 0.476 and a VIF value of 2.100 it can be said that there are no symptoms, the process variable has a tolerance value of 0.349 and the VIF value of 2.865 can be said that there are no symptoms, the physical evidence variable has a tolerance value of 0.397 and a VIF value of 2.520 so that it can be said that the regression model has no symptoms of multicollinearity.

e. Uji autokorelasi

A good regression model is a model that does not have autocorrelation. In the autocorrelation test, the data were processed using the Durbin-Watson test to see the comparison of D-W values with d values. Table 1.5 is an overview of autocorrelation test data.

Data	
K	7
N	134
DU	2,087
Durbin - Watson	1,832
4 – DW	2,168
Signifikansi	5%

the Durbin-Watson value is 2.087, this value will be compared with a significance value of 5% with the number of samples (N) 134 and the number of independent variables is (K = 7). Then this test model has the formula:

$$DU < \text{Durbin- Watson} < 4\text{-DW}$$

So it produces $2.087 < 1.832 < 2.168$. The Durbin-Watson values range from 2.087 to 1.832. Thus, this study has a regression model without autocorrelation.

f. Uji Homoskedastisitas

Homoscedasticity test to determine whether the variance of the residual value is homogeneous or not. In this homoscedasticity test using the Glaser test (test looking for residual values) to determine whether the residual value is homogeneous or not.

Variable	Sig.	Information
<i>Product (X1)</i>	0,571	Homoscedasticity occurs
<i>Price (X2)</i>	0,64	Homoscedasticity occurs
<i>Place (X3)</i>	0,598	Homoscedasticity occurs
<i>Promotion (X4)</i>	0,169	Homoscedasticity occurs
<i>People (X5)</i>	0,96	Homoscedasticity occurs

<i>Process (X6)</i>	0,242	Homoscedasticity occurs
<i>Physical Evidence (X7)</i>	0,438	Homoscedasticity occurs

The results of the homoscedasticity test show that for the product variable, the sig. of 0.571, the price variable obtained a sig value. of 0.64, the place variable is obtained with a sig value. of 0.598, the promotion variable obtained a sig. of 0.169, the people variable obtained a sig value. of 0.96, the process variable obtained a sig value. of 0.242, and the physical evidence variable obtained a sig value. of 0.438. Because the significance values that have been obtained for each independent variable are all above 0.05, H0 is accepted. So it can be concluded that there is homoscedasticity (heteroscedasticity does not occur) in the regression model.

g. Normal Residual Error Test

The error test is normally distributed or not using the Shapiro-Wilk test (because the data does not total more than 1000). The results of the test show that the significant value is 0.764. Because the significance value is more than 0.05, H0 is accepted and the data is normally distributed.

h. Random Error Test

Error testing is random using the run-test formula. The hypothesis used in this test is: H0: data is random, H1: data is not random. If the Asymp. Sig in the table is greater than the value of α (0.05) then H0 is accepted and it is concluded that the data is random. Because the value being compared is Asymp. Sig (2-tailed), namely 0.862 greater than 0.05, it can be concluded that the data is random.

4. CONCLUSION & SUGGESTION

Conclusion

Based on the results of the 7P research (product, price, place, promotion, people, process, physical evidence), which was carried out using multiple linear regression, it can be concluded that the used car marketing mix at CV Lautan Berlian Mobil is through (product, price, place, process) already very good. The weakest dimensions that affect the intention to buy a used car are promotion, people, and physical evidence. promotion located at CV Lautan Berlian Mobil is an attempt to provide an introduction in the form of product information to customers. The second dimension of People CV Lautan Berlian Mobil needs to pay attention to customer service and comfort, such as providing a place to sit and rest, or providing drinks to customers when visiting the showroom. The goal is for customers to feel comfortable and respected. The third dimension is physical evidence because buyers consider it based on adequate, comfortable and clean facilities. In addition, customers need

to look at the various choices of cars being sold before deciding to buy, so customers need to see where they are sold first.

Suggestion

Based on the overall research results and the conclusions obtained, the following suggestions are obtained:

1. Future research is expected to be able to add variables other than marketing mix factors that influence purchasing decisions. In addition, future researchers can also add research samples using different analyzes so that the results of this study can be further developed.
2. In addition, future researchers can also add research samples using different analyzes so that the results of this study can be further developed.
3. Subsequent research can develop further strategies for the 3 variables that have a significant effect on purchase intention.

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