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The Effect of Marketing Mix (4P) on Buying Decision: Empirical Study on Brand of Samsung Smartphone Product

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Abstract

Objectively, this study addresses research focuses such as: 1). Do pricing strategies, product factors, strategic sales locations, and promotional factors influence Samsung brand smartphones' purchasing decision in Makassar City. The implication to be achieved in this study is that it can provide a positive implementation both from a theoretical point of view, which is useful for the development of marketing studies for learners and impacts managerial implication for stakeholders and actors. This study was conducted in Makassar City, with the research subjects being 211 Samsung smartphone users who were taken using the purposive random sampling method. The method of analysis is a quantitative approach with linear regression as the unit of analysis. The study results indicate that all variables (e.g., price, product, place, promotion) have a positive and significant effect on buying decisions.



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1 Introduction

The development of the world economy today is very fast, forcing economic activity actors to play their brains even harder (Putra & Perdana, 2017; Alibekova et al., 2019; Suriyanti et al., 2020; Dahliah et al., 2020; van den Brink et al., 2006). The improvement of useful marketing techniques is taken to reap comprehensive benefits among competitors. For the company's survival in the future, it is not surprising why the world economy is said to be a dynamic discipline. As former President Jusuf Kalla once stated, "*The progress of a country can be seen from its technological research.*" Advances in technological research that refer to instant value but still refer to the rules of healthy competition so that in its application, marketing managers and companies have to be more careful in determining markets and production processes that are always innovative to satisfy diverse

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consumer taste (Nguyen et al., 2019). Various facilities are presented to obtain everything easily and quickly so that there is no term impossible for those who move in the business world. This situation makes life patterns change according to the times, the pace of the world, and the progression of increasingly extreme life patterns to satisfy oneself in the concept of satisfaction and self-existence as a social being (Indahingwati et al., 2019). People use this factor to determine the production results, which then sells it to the market. In other words, "nothing can turn into money if we start thinking about selling it. This cannot be separated from the role of promotional strategies and pricing strategies to market a product to stimulate consumers to decide to buy. It turns out that this raises a bit of a problem that becomes a confrontation among the people themselves (Jiang & Zhang, 2016; Mohd Suki et al., 2008; Mashur et al., 2020).

The marketing concept states that profit reflects the company's business through the wants and needs of the partners given; by obtaining a profit, it will remember the company can grow and develop and provide a better satisfaction level to work partners (Liu et al., 2019). It is necessary to have a marketing mix to give joy to partners and maintain the quality and quantity of products. It is a tool that determines the level of marketing success, which consists of product, price, distribution, and promotion (Kotler & Armstrong, 2010; Ahmad et al., 2020; Firman et al., 2020). Consequences are an essential element in the marketing mix. In the marketing of the products, what is necessary is selling the product's essence, namely the benefits of the product, the usefulness, or the product's are imperative services that work partners want. The company's price is to generate revenue from sales and is also a determinant of market demand. In determining the price for its products, companies must look at the market situation and the goods' quality to be sold (Cao et al., 2003). Promotion is an essential thing that must be carried out by companies to facilitate marketing. A company can be promoted utilizing advertising, personal selling, and publicity. To carry out all of the marketing mix element, it must be adjusted to company funds (Schiffman & Wisenblit, 1995; Valkenburg & Buijzen, 2005; Camisón-haba et al., 2018); .

There are several kinds of alternative distribution channels and are usually based on groups of consumer goods and production goods. The company's decision to choose one of the channels is a very important decision, because the company is faced with various options to distribute production results, so that the company's goals are achieved and help the company run smoothly (Pötzl, 2000; Huang & Sarigöllü, 2012). Marketing mix is very important in the company. If the marketing mix is successful, meaning that it has a high level of effectiveness, it will result in a larger percentage of total sales volume (Kipnis et al., 2019). If the marketing mix fails, it will cause a decrease in people's purchasing power, which will result in the company experiencing losses (Trinugroho et al., 2018). More deeply about the introduction to this research. As social beings, humans always want to connect with other humans. For that they realize that communication is a very fundamental need for someone in social life. Harold D. Laswell, one of the founders of communication science, mentions three basic functions which are the causes, why humans need to communicate. First, is the human desire to control the environment. Through communication, humans can find out the opportunities that exist to be used, maintained and avoid things that threaten the natural surroundings. Through communication, humans can find out an event or event. Even through communication humans can develop their knowledge, namely learning from their experiences, as well as through the information they receive from their surroundings. Second, is human effort (Merdika et al., 2019). 1

The development of technology makes communication diverse and very easy. Cellular phones or cell phones are products that show the sophistication of communication technology. Cellphones, from time to time, have also experienced very rapid development. Smart phones have become the latest technology that can be used by all ages because they are an ordinary communication tool and can access various applications that children can use as adults. Definition of Smartphone According to Technology Experts Are: According to Gary B, Thomas J & Misty E, a smartphone is an internet-enabled phone that usually provides Personal Digital Assistant (PDA) functions, such as calendar functions, agenda books, address books, calculators, and notes. According to David Wood, Executive Vice President of PT Symbian OS, "Smartphones can be distinguished from regular cell phones in two fundamental ways: how they are made and what they can do." A smartphone is a mobile device that can be used for necessary communication (SMS and telephone), but also includes a PDA (Personal Digital Assistant) function and can work like a mini-computer (Poushneh, 2021). Currently, consumers are faced with several smartphone choices, some of which are the favorite products of the Indonesian people are Samsung

smartphones, Apple. In 2013, for the first time, more than 1 billion smartphones were sold. This figure increased by 3.4% compared to 2013. Samsung dominated the sales by 31.4%, an increase of 40.5% from 2012 while shifting Nokia's position as the leader in the mobile phone market for fourteen years, followed by Apple with 13, 8% only experienced an increase of 25.7%. However, there was a decline in sales in 2015. According to the website Counterpointresearch.com, for the mobile market as a whole (smartphones and feature phones), Samsung's market was significantly eroded from 32.9% in Q1 2015 to 24.2 percent in Q2 2015. This is due to the increasing number of brands taking the middle-class smartphone segment, which Samsung previously controlled, such as Asus, Vivo, Oppo, and Xiaomi. The decline in sales volume of Samsung smartphones in South-east Asia is not only the emergence of many competitors of telecommunications companies that issue similar products and more attractive features than Samsung, but in terms of price, one of which triggers a decrease in sales volume is believed to be the reason that begins the decline.

In connection with the problems in this research, it is necessary to have theories or concepts that require explanation. In many companies today, marketing plays a role as an essential factor to survive in running a business and wrestle in running its business, which is primarily related to consumers (Calvo-Porrall & Lévy-Mangin, 2017). The word marketing itself comes from the word market, or usually, it means a mechanism that brings together supply and demand. Marketing is everywhere. Formally, people and organizations are involved in many activities, which we can call marketing. Good marketing has become an increasingly vital element of business success. Marketing dramatically affects our lives every day. Marketing is inherent in everything we do, from the clothes we wear, be it the internet sites we click on to the advertisements we see. The good marketing is not a coincidence, but the result of careful planning and execution. Marketing is both an art and a science. There is a constant tension between its formulated side and its creative side. The science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value (Kumar & Nayak, 2018; Lim, 2017; Kusuma et al., 2020).

A company's success is facing fierce competition from its success in combining the four marketing mix variables, namely, products, prices, promotions, and distribution channels (Festa et al., 2016). From a marketing point of view, a fee is a monetary unit or other exchanged measures to obtain ownership rights to a good or service. Price is the only marketing mix that generates revenue for the company through sales (Grew et al., 2018). Therefore, companies must be able to price their products precisely and adequately so that consumers are interested and want to buy the products offered to profit. Price, which is the only element of the marketing mix, is often used to consider consumers in making purchases and cannot be ruled out by companies. Price as the amount of money (plus several products) needed to get a combination of products and services. From the definition above, it can be seen that the price paid by the buyer includes the services provided by the seller. Many companies approach pricing based on the goals they are trying to achieve (Granero, 2019). The objectives can be to strengthen sales, maintain market share, maintain price stability, achieve maximum profit, etc.

A product is a combination of goods and services offered by a company to its target market (Mashur et al., 2019; Klongthong et al., 2020). Products have a critical role in implementing the marketing mix because of other products the company sells to the market (Ma et al., 2020). The product sold to the market must match the marketing, production, and financial resources, but most importantly, there must be sufficient demand for the product. A product is produced or produced by a company in the form of goods or services to meet the desires and needs of consumers. For example, products' policies and procedures are the types of products to be sold, such as quality, design, packaging, and so on, and services to be dealt with the product. Location or distribution channel is a place or container to deliver services to target markets are two key decision areas (Gerber et al., 2016). This is of great relevance because services cannot be stored and produced, and consumed in the same place. Distribution services consist of 1) Location and distribution channels. Promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, or remind the company's target market and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Based on the above theories, it can be concluded that a marketing mix is a group of marketing components consisting of the 4Ps: product, price, place, and promotion, which are interrelated with each other to meet consumer needs and satisfaction and achieve company goals. Therefore, objectively, this study addresses research focuses, including 1). Do pricing strategies, product factors, strategic sales locations, and promotional

factors influence Samsung brand smartphones' purchasing decision in Makassar City. The implication to be achieved in this study is that it can provide a positive implementation both from a theoretical point of view, which is useful for the development of marketing studies for learners and impacts managerial implication for stakeholders and actors.

2 Research Method

The research location was conducted at PT. Samsung, which operates in Makassar City. The study was conducted from February to April 2019, and the data collection method used a questionnaire with the answer score criteria using a Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) (See Table 1). This study involved 211 respondents who came from consumers with a sampling model. The sampling technique used purposive random sampling. The method of analysis uses a quantitative approach with linear regression as a test tool for research. The test is carried out in two stages: testing the data's quality (e.g., validity, reliability, normality) and testing the hypothesis (e.g., the F test and the T-test). The probability level of significance <0.05 .

Table 1. List of Question

No.	Question List
1	The price of Samsung Brand smartphone products is quite affordable for me; that's why I decided to buy this Samsung brand smartphone.
2	A Samsung brand smartphone's price is very competitive in the market, not too expensive and not too cheap for a well-known brand smartphone.
3	For me, the price of an Apple brand smartphone is costly, making me unable to afford it enough. In my opinion, the price of a Samsung Brand Smartphone is quite affordable for a cellphone with a world-famous brand.
4	The design of the Samsung brand smartphone products is very charming, and I like that the design always brings something new in each of the different smartphone output series.
5	Samsung Brand Smartphones are durable when used, and the materials are of the highest quality. The cellphone does not heat up quickly when used to call for a long time, and the battery is durable.
6	I am interested in buying a Samsung brand smartphone because many outlets/stores are scattered in my city, and I can find the products in every existing cellphone shop.
7	I don't feel worried When buying a Samsung smartphone product; I also believe that there are many Service Centers in my city; I'm sure it's easy to claim the warranty if I encounter my cellphone problems.
8	Almost all the time, I can find Promotions for Samsung Brand Phones, whether on TV, Radio, or even in Print media.
9	I also bought the Samsung brand smartphone because one of them is because of the promotion everywhere.
10	I decided to buy a Samsung brand smartphone because it suits my current needs and comfort.
11	My friends, family, and relatives also use Samsung brand smartphones, which makes me interested in buying a Samsung smartphone.
12	Since the beginning, I was interested in buying Samsung Brand Smartphone Products, so I didn't overthink other similar brands' products.

3 Result and Discussion

3.1. Respondent Characteristics

Table. 2. Characteristics of Respondents Based on Gender

Gender	Frequency (people)	%
Men	117	55,4
Women	93	44,1
Total	211	100

Table 2. Shows the number of respondents in this study, namely as many as 117 men or with a percentage of 55.4%, while female respondents were 93 people or with a process of 44.1%.

3.2 Data Description of Research Variables

The survey uses a Likert scale with the highest weight for each question is five, and the lowest weight is 1 with 211 respondents, then:

$$\begin{aligned}\text{Highest Score} &= 211 \times 5 = 1.055 \\ \text{Lowest Score} &= 211 \times 1 = 211 \\ \text{Score Range} &= \frac{1.055 - 211}{5} = 168.8\end{aligned}$$

Result Score:

$$\begin{aligned}211 - 380 &= \text{Very Low} \\ 381 - 549 &= \text{Low} \\ 550 - 719 &= \text{Moderate} \\ 720 - 889 &= \text{High} \\ 890 - 1.055 &= \text{Very High}\end{aligned}$$

To see respondents' responses to indicators and also score calculations for the marketing mix which consists of several variables, namely Price, Product, Place, Promotion, and purchasing decisions can be seen as follows: Analysis of respondents' answers about price variables are based on statements such as contained in the questionnaire distributed to respondents. Variations in respondents' answers to price variables can be seen in Table 3 below:

Table 3. Frequency Distribution

Indicators	Score					Total Answer	Category
	5	4	3	2	1		
Affordability of Prices	20	150	34	5	2	814	High
Competitive	26	112	43	30	0	767	High
Customer perceptions of competitor prices	26	84	52	47	2	718	Moderate
Mean						766,3	High
Product Packaging Design	31	113	54	11	2	793	High
Durability & Product Features	32	90	54	35	0	752	High
Mean						772,5	High
Easy access to locations	53	127	27	3	1	861	High
Ease of claiming Product warranties	58	119	23	8	2	860	High
Mean						860,5	High
Frequency of promotions Promotional	38	112	47	14	0	807	High
Promotion Accuracy	28	85	72	24	2	746	High
Mean						776,5	High

Table 3 above concludes that the respondents' responses to the price variable are in the "High" range for two indicators of affordability & competitive prices. The customer perception of competitor prices is in the "Moderate" content. Smart Samsung brand. Analysis of respondents' answers about product variables is based on statements such as those in questionnaires distributed to respondents. The respondents' responses to product variables are in the "High" range for two indicators: product packaging design and product durability and product features. These two indicators make consumers decide to buy a Samsung smartphone. Respondents' responses to the variables in the range of "High" for 2 indicators, namely too easy access to locations and the ease of claiming product warranty. These two indicators make consumers decide to buy a Samsung smartphone. Respondents' responses to promotion variables are in the range "High" for two indicators: the frequency of promotion and the promotion's accuracy. These two indicators make consumers decide to buy a Samsung smartphone.

3.3. Goodness of Fit Data

Reliability test is used to determine the consistency of measuring instruments, whether the measuring instrument can be relied on for further use. The results of the reliability test in this study used Cronbach's alpha coefficient. The results of the analysis used SPSS v20. If Cronbach's alpha d coefficient is 0.60 or more, it can be said to be realistic. The results of the data reliability test can be seen in the following table:

Table 4. Reliability Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-To-tal Correlation	Cronbach's Alpha if Item Deleted
Price	15.0052	4.253	.506	.745
Product	14.9768	3.800	.533	.736
Place	14.5597	4.081	.514	.742
Promotion	14.9578	3.722	.522	.743
Buying Decision	15.0521	3.736	.673	.689

Based on the reliability test table above, it can be said that all items are reliable. This can be seen from the whole statement items having Cronbach's alpha above the Cronbach's alpha value, namely 0.77. So it can be concluded that all variable measuring items of the questionnaire are reliable, which means that the questionnaire used in this study is reliable. After collecting questionnaires from respondents, then the validity test was again carried out on the data obtained. Validity shows the accuracy and accuracy of a measuring instrument in performing its measuring function. This validity test can be done by looking at the correlation between each item's score in the questionnaire with the total score to be measured, using the complete Pearson correlation in SPSS v20. If the total Pearson correlation value > 0.50 is valid, conversely, it is invalid if the correlation value is below 0.50. The results of testing the validity of the data show that all the questionnaire items have a total Pearson correlation value or seen in the description of the Corrected item-total Correlation table above 0.50, which means that it is valid or correct to measure each variable.

3.4. Linear Regression Analysis

Based on the research data collected for both the dependent variable (Y) and the independent variable (X1, X2, X3, X4,) which were processed with the help of the SPSS v20 program, the results of multiple linear regression calculations were obtained as follows:

Table 5. Results of Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.270	.260		1.039	.300
	Price	.352	.062	.321	5.687	.000
	Product	.277	.052	.311	5.354	.000
	Place	.255	.059	.255	2.926	.006
	Promotion	.216	.048	.255	4.470	.000
a. Dependent Variable: Buying Decision						

From table 5 of the regression equation, the following explanation can be given:

- $B_0 = 0,270$ is a constant value, which means that if the variable product, price, promotion and distribution channel constant, then the value of the purchase decision amounted to 0,270
- $B_1 = 0.352$ indicates that the price variable has a positive effect on Samsung smartphone purchasing decisions, namely an increase of 0.352 for each addition of 1 change in respondent's response to price variables, or in other words, whether the price change decreases or increases will affect the purchase decision by 35.2%
- $B_2 = 0.277$ indicates that product variables positively affect purchasing decisions for Samsung smartphones, namely an increase of 0.277 for each addition of 1 respondent's response regarding

product variables. In other words, when the product is felt to provide convenience and usefulness, it will affect the perception of the customer's decision to buy by 27.7% and vice versa.

- $B_3 = 0.05$ indicates that the place variable has a positive effect on Samsung smartphone purchasing decisions, namely an increase of 0.05 for every addition of 1 respondent's response to the place variable.
- $B_4 = 0.216$ indicates that the place variable has a positive effect on purchasing decisions for Samsung smart phones, namely an increase of 0.216 for each additional change in 1 respondent's response to promotional variables; the increased impact of promotion affects consumer perceptions to buy by 21.6%.

Based on the results of the regression equation above, it can be seen that the independent variable that most influences consumer decisions in choosing Samsung smartphone products is the price variable. This can be seen through the results of the regression coefficient which is equal to 0.352 which shows the largest regression coefficient value when compared with the regression coefficient value of other variables. Based on this explanation, it is stated that all hypotheses are accepted.

- Price Variable (X1). The t-statistic value for this variable is 5.687. Meanwhile, the value in the 5% distribution table is 1.94318. Then the t-statistic (5,687) > t-estimated (1,943) and the significance value (0,000 < 0.05) means that the price variable (X1) has a positive and significant effect on purchasing decisions.
- Product Variable (X2). The t-statistic value for this variable is 5.354. Meanwhile, the value in the 5% distribution table is 2.01505. Then the t-statistic (5,354) > t-estimated (2,015) and the significance value (0,000 < 0.05) means that the product variable (X2) has a positive and significant effect on purchasing decisions.
- Place Variable (X3). The t-statistic value for this variable is 0.926. Meanwhile, the value in the 5% distribution table is 6.31375. Then the t-statistic (0,926) > t-estimated (6,313) and a significance value (0.356 > 0.05) means that the place variable (X3) has no significant effect on purchasing decisions.
- Promotion Variable (X4). The t-statistic value for this variable is 4,470. Meanwhile, the value in the 5% distribution table is 2.13185. Then the t-statistic (4,470) > t-estimated (2,131) and the significance value (0,000 < 0.05) means that the promotion variable (X4) has a positive and significant effect on purchasing decisions.

3.5. Coefficient of Determination (R^2)

The Adjusted R Square value is used to measure how far the model's ability to explain variations in the dependent variable; from the results of data processing in this study, the coefficient of determination is obtained as follows:

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.469	.46314

From the table above it can be seen that the Adjusted R Square value used to measure how far the model's ability to explain the variation in the dependent variable is 0.692. This shows that 69.2% of consumer purchasing decisions for Samsung smartphone products are influenced by variations of the four independent variables, namely Price (X1), Product (X2), Place (X3), and Promotion (X4), while the rest is 31.8% is influenced by other variables not examined in this study.

3.6 Simultaneous Test (F-Test)

Simultaneous test or F test is a joint test to test the significance of the effect of the variable Price (X1), Product (X2), Place (X3), and Promise (X4) simultaneously on the Purchasing Decision variable (Y). The F test is carried out by comparing F-calculate with F-Estimated. The results of the data calculations are presented

in table 7.

Table 7. Simultaneous Test (F-test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.671	4	10.168	47.403	.000 ^a
	Residual	44.186	206	.214		
	Total	84.857	210			

Based on the table above's simultaneous test results, the F-Calculated is 47.403, while the F-Estimated result in the distribution table with an error rate (5% Margin Error) is 6.39. This means that $F\text{-Calculated} > F\text{-Estimated}$ ($47.403 > 6.39$), thus it is obtained that the hypothesis that the variables Price, Product, Place, and Promotion together have a significant effect on purchasing decisions with a significance value of $p < 0.05$ or $0.000 < 0.05$.

Discussions

The marketing mix has a significant role in influencing customers to buy products or services offered by the market; therefore, the marketing mix is a tool that will show the level of marketing success. A product is provided to achieve the company's goals by meeting the needs and desires of consumers. Maintaining products to always be in demand by consumers requires creative efforts such as making innovations from the products offered, hoping that consumers will not switch to other similar products. The design itself is one of the determinants of a company's success, needed to survive or become more competitive. Innovation is a change or big idea in a collection of information related to input and output. From this definition, two things are obtained, namely product innovation and process innovation, which, in an economic sense, is called innovation. If the product or process is improved, it can be the beginning of the market's sales process (Alam et al., 2019). Thus, design in both process and product (pricing strategy and price structure) is a change in a set of information related to and related to efforts to increase or improve resources and combine resources into a new configuration or product specification that is more productive, either directly. or indirectly influenced by the certainty of profit or loss or the process of implementing it, to gain a competitive advantage.

Sales promotion is a form of marketing communication that aims to attract new consumers, influence consumers to try new products, encourage more consumers, attack competitor promotional activities, increase unplanned purchases or seek closer cooperation with retailers as a whole. Sales promotion techniques only have a short-term impact. Sales Promotion is a critical element of a marketing campaign, consisting of a collection of incentive tools, most of which are short term, designed to stimulate the faster or more immediate purchase of a particular product or service by consumers or commerce. Sales promotion consists of short-term incentives to encourage the purchase or sale of a product or service. Sales promotion is used to influence consumer attention by providing information that will lead consumers to buy the product. Consumer behavior refers to end-consumers' buying behavior - individuals and households purchase goods and services for personal consumption. All final consumers combined will form the consumer market. Marketers must look beyond the various factors that influence consumers and understand how consumers make purchasing decisions. This concludes that there are several types of behavior in purchasing decisions. Consumer behavior is influenced by habits, brands, situations, and the number of alternative options available. Purchasing behavior for food products tends to fall into the third type of behavior, namely buying out of habit, but it can also be a buying behavior that seeks diversity.

4. Conclusions

Based on the conclusions obtained in this study, suggestions are proposed as a complement to the research results that can be given is that even though the price, product, promotion factors are the main factors in making purchasing decisions in this study, it does not mean other factors (mainly in the marketing mix). Put aside, considering the marketing mix as a unit and become one of the factors that can be controlled by the company. We still need to maintain the continuity of the four elements of the marketing mix.

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