

The Influence of Marketing Mix on Laptop Purchasing Decisions (Study at One's Computer Store in Krueng Geukuh, North Aceh Regency)

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ABSTRACT

One's Computer shop is a shop that sells various kinds of laptops and other laptop equipment. This study aims to determine the effect of marketing mix on laptop purchasing decisions at One's Computer stores in Krueng Geukuh, North Aceh Regency. This study uses descriptive quantitative research methods and obtained 97 respondents as a research sample obtained from the Lemeshaw formula. The data analysis method used in this study is simple regression analysis, instrument test, classical assumption test and hypothesis testing and the coefficient of determination with the help of the SPSS 20.0 program. The results of data processing that has been done previously show that the H_a hypothesis is accepted. Through the t-test with a 5% error rate ($\alpha=0.05$), the value of T_{hitung} is 19.079 and the value of T_{tabel} is 1.986 so that $(19.079 > 1.986)$ or a sig of $0.000 < 0.05$. So it can be concluded that the Marketing Mix variable (X) has a positive and significant effect on the Purchasing Decision variable (Y) at the One's Computer Store in Krueng Geukuh, North Aceh Regency. Based on the research that has been done, it means that consumers think that the One's Computer store implements the marketing mix well so that it can improve purchasing decisions.

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INTRODUCTION

Marketing is an important process in promoting products, goods, or services with the aim of meeting consumer needs, providing satisfaction, and generating profits for the company. As it evolves, companies must realize that consumers have many product choices, so success is determined by the ability to identify market opportunities. Marketing plays an important role in business growth, because product information can be conveyed to consumers. Effective marketing increases consumer knowledge about products, which has the potential to increase company sales.

According to Nurohman (2020) in Seprianti et al. (2023), the development of information technology today makes marketing increasingly important. Competition between companies in capturing consumers in every line and market segment requires marketers to continue to provide more value to consumers. Marketers need to develop efforts to compete for potential markets and retain existing consumers.

To increase competitiveness, companies must have the ability to win in the competitive market. One strategy is to implement tactical planning, including the concept of marketing mix which includes product, price, promotion, and distribution (Seprianti et al., 2023).

According to Alma (2014: 143), the marketing mix is a strategy for mixing marketing activities to achieve maximum results. Kotler and Armstrong (2014: 76) call the marketing mix a set of tactical marketing tools combined to get a target market response. Swastha (2009: 42) states that the marketing mix is a combination of four core variables of a company's marketing system: product, price, promotion, and distribution (Herwati, 2018).

The basic concept of marketing refers to the various elements used to promote and sell products or services. Companies must prioritize consumers as the main factor, because understanding the needs and desires of consumers allows companies to compete well. Kotler and Armstrong (2018: 158) in Gunawan (2021) state that consumer purchasing decisions focus on the process of purchasing goods and services for personal use. Satriah et al. (2023) explain purchasing decisions as customer activities to buy products. This decision reflects how far marketers have succeeded in marketing products to consumers, influenced by personal preferences, previous experiences, brands, prices, and recommendations from others (Iskandar et al., 2018).

In the era of globalization, technology is advancing rapidly, including computers. Originally large, computers now come in smaller and more portable forms, such as laptops. Laptops have the same components as PCs, but are made smaller, lighter, and power efficient (Seprianti et al., 2023). Various laptop brands with their respective advantages have emerged. In Indonesia, laptops were originally used by certain workers, but are now used by various groups because of their advantages over desktop computers (Iskandar et al., 2018).

Various laptop brands such as Asus, Acer, Toshiba, Apple, Lenovo, HP, and Samsung are available in the Indonesian market. Consumers are looking for quality laptops at affordable prices. Entrepreneurs must understand customers, their needs, their preferences, and how they make decisions to provide maximum satisfaction (Iskandar et al., 2018).

One's Computer store in Krueng Geukuh, North Aceh, provides various laptop brands, accessories, service, and laptop service recommendations. Based on observations, this store faces problems in the marketing mix. Minimal marketing leads to unstable revenue. The store only provides stock on demand to avoid high storage costs and damage, as well as to ensure the products remain good.

In terms of pricing, the store faces difficulties determining a competitive pricing strategy. Prices are heavily influenced by market competition. In terms of promotion, the store relies on social media and direct explanation to consumers, which may be less effective. In terms of distribution, the store only has one physical location, making it difficult for consumers from distant areas to access the products.

The results of the pre-survey show that many respondents have never bought at this store, are not satisfied with the prices and promotions, and have difficulty accessing the location. The success of the company in offering products is greatly influenced by the entrepreneur's understanding of consumers. Based on this background, it is necessary to further investigate how the marketing mix affects laptop purchasing decisions at One's Computer Store in Krueng Geukuh, North Aceh Regency.

LITERATURE REVIEW

Marketing Mix

According to Kotler et al, in Samiruddin (2023) Marketing mix is a set of tactical marketing tools that companies use to generate the desired response in the target market. Marketing Mix Indicators according to Kotler et al, in Samiruddin (2023):

- a. Product
 - Product Diversity
 - Product Quality
 - Brand
 - Packaging
- b. Price
 - Price Affordability
 - Price Match with Product Quality
 - Price Competitiveness
 - Price Conformity with Benefits
- c. Place
 - Channels
 - Inventory
 - Market Coverage

d. Promotion

- Advertising
- Sales Promotion
- Public Relations

Purchase Decision

According to Kotler et al, in Edwin (2021) Purchasing decision is a decision-making process for a purchase which includes determining what to buy or not to make a purchase. Indicators of Purchasing Decisions Kotler et al, in Edwin (2021) :

- a. Product Choice
- b. Brand Choice
- c. Choice of Distributor
- d. Purchase Time
- e. Purchase Amount

RESEARCH METHODS

The research location chosen in this study is the One's Computer shop which is located at Jalan Ramai - Krueng Geukuh No. 102, Keude Krueng Geukuh, Kec. Dewantara, North Aceh Regency. The reason the researcher chose the research location at the One's Computer store was because after the researcher conducted a pre-survey to the location and the researcher also observed the website related to the store, that the One's Computer store has characteristic problems in terms of the marketing mix applied including in terms of product, price, promotion and distribution. And it is possible to analyze more comprehensively the marketing mix that is applied.

The approach in this study uses quantitative methods. Quantitative research relies on data collection in the form of numbers from measurements, therefore in this study statistics play an important role as a tool to analyze answers to problems. The type of quantitative research used in this research is descriptive research. Descriptive research is research intended to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report.

In this study using a sampling technique, namely the Simple Random Sampling technique. The implementation of random sampling samples is due to the fact that members of the research population are considered homogeneous because the samples taken are all consumers who make purchases at One's Computer stores in Krueng Geukuh, North Aceh Regency.

To determine the research sample from the population, researchers used the Lemeshow formula which uses a standard error rate of 10% and 5%. Researchers use the Lemeshaw formula because the population is not known with certainty. The Lemeshaw formula (Slamet Riyanto, 2020: 13) will be used:

$$n = \frac{z^2 p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,10^2} = \frac{0,9604}{0,01} = 96,04$$

The technique used in this research is simple linear regression analysis in this study using the help of the SPSS Statistics 20.0 for windows program.

$$Y_1 = a+bx$$

RESULTS

The research location chosen in this study is the One's Computer shop which is located at Jl. Ramai - Krueng Geukuh No. 102, Keude Krueng Geukuh, Kec. Dewantara, North Aceh Regency. Toko One's Computer is a shop that sells various kinds of laptops and other laptop equipment. Toko One's Computer is a trading business founded by Mrs. Ita Suryati in 2010, which initially started from scratch where the service was carried out at home. However, over time the business has progressed and developed. So that One's Computer Store can establish a better store outlet. This is because the service is very good and the goods provided are of high quality. This shop, engaged in IT retail, markets various brands of laptops and notebooks that have become community needs and also sells other laptop equipment.

One's Computer stores are widely recognized by the public as places that sell laptops and laptop equipment at affordable prices, quality that is in accordance with standards and easy to obtain. Products at One's Computer stores are in great demand by the public, because the products sold are up to standard and have attractive designs. In the current era of technological development, One's Computer stores also provide various kinds of laptop equipment such as mice, hard drives, flash drives and others, so that customers who need additional equipment for laptops don't have to bother looking elsewhere because One's Computer stores already provide it.

Description of Respondents

In this study, The gender of the respondents who are more dominant in this study are women, namely 70 people with a total percentage of 70%, and the number of male respondents is 26 people with a percentage of 26%, so it can be said that the average consumer who buys a laptop at One's Computer shop is female. All respondents are dominated by ages 17-25 years with a percentage of 68%, where teenagers at that age are many students who use laptops. Furthermore, followed by ages 26-30 years with a percentage of 14% then finally followed by ages > 30 years with a percentage of 14%.

Based on the characteristics of respondents based on profession, it is dominated by students with a percentage of 60% where these students are classified as consumers who need laptops the most to facilitate their activities. Then followed by public / private employees with a percentage of 19%, then followed by students 10% and finally followed by others with a percentage of 7%. Characteristics based on the highest level of education are S1 / S2 education, which is 78%. Then followed by high school education which is 6%, then followed by junior high school 4%. And the last other is 8%.

Simple Linear Regression Analysis

Before conducting simple linear regression analysis, instrument tests were carried out, namely validity and reliability tests. Based on the validity test, all instruments (question items / indicators) are declared valid, so they are suitable for use as research instruments. Meanwhile, based on the reliability test, the questionnaire used by each variable is declared reliable or reliable as a variable measuring instrument.

In addition to conducting instrument tests, classical assumption tests were also carried out, including normality and heteroscedasticity tests. Based on the classical assumption test, it is concluded that the data is normally distributed and there is no heteroscedasticity. The table below shows the results of simple linear regression:

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.410	.897		3.801	.000
	Bauran Pemasaran	.306	.016	.891	19.079	.000

a. Dependent Variable: Keputusan Pembelian

From the results of statistical calculations using the help of the SPSS program as shown in the table above, a simple linear regression is obtained as follows:

$$Y = 3,410 + 0.306 X$$

Based on this equation, it can be explained that the independent variable with the dependent variable partially, from this equation it can be concluded that the constant value is 3,410, where if the Marketing Mix variable (X) is 0, the Purchasing Decision value (Y) will also increase by 3,410. While the coefficient value of Marketing Mix (X) is 0.306. It means that for every increase in the value of X by 1, Y will increase by 0.306, meaning that if the One's Computer store applies the marketing mix by a unit, the purchasing decision (Y) will increase by 0.306.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.410	.897		3.801	.000
1 Bauran Pemasaran	.306	.016	.891	19.079	.000

a. Dependent Variable: Keputusan Pembelian

Based on the test results in the table above, the test results obtained marketing mix has a significant effect on purchasing decisions. This can be seen from the calculated T value of the marketing mix variable (X) has a value of 19.079 and a t table value of 1.986 so that $(19.079 > 1.986)$ so it can be concluded that the marketing mix has a positive and significant effect $(0.000 < 0.05)$ partially on purchasing decisions at One's Computer stores.

Correlation Coefficient

The results of the calculation using the help of SPSS of the independent variable Marketing Mix (X) with the dependent variable Purchasing Decision (Y), the correlation coefficient value $r = 0.891$ was obtained with a significant level of 5%. More details can be seen in the table below. This means that the independent variable (free) marketing mix will affect the dependent variable (bound) purchasing decisions by 89.1%.

Correlations

		Bauran Pemasaran	Keputusan Pembelian
Bauran Pemasaran	Pearson Correlation	1	.891**
	Sig. (2-tailed)		.000
	N	96	96
Keputusan Pembelian	Pearson Correlation	.891**	1
	Sig. (2-tailed)	.000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

So from the table above it can be concluded that the relationship between the independent variable (free) marketing mix (X) on the dependent variable (bound) purchasing decisions (Y) is very high and significant at the 95% confidence level. To determine the magnitude of the influence of the independent variable Marketing Mix (X) on the dependent variable Purchasing Decision (Y) can be done by squaring the correlation coefficient (r) which is 0.891 or 0.793, in other words, it can also be seen from the coefficient of determination (R²).

Coefficient of Determination

Based on the table above, it can be seen that there is no relationship between the independent variable and the dependent variable, it can be seen from the correlation coefficient (R), based on the table above, it is known that the R Square value is 0.795, this shows that the ability of the marketing mix variable relationship to explain the purchasing decision variable is 79.3%, the remaining 20.7% is explained by other variables not discussed in this study.

DISCUSSION

This study aims to explore the effect of marketing mix on consumer purchasing decisions at One's Computer Store, Krueng Geukuh, North Aceh Regency. The results showed that the marketing mix variable has a significant and positive influence on purchasing decisions. The following is a detailed discussion based on the findings of each marketing mix indicator which includes product, price, place/distribution channel, and promotion.

Product indicators in the marketing mix show that product diversification in accordance with consumer preferences and needs greatly influences purchasing decisions. The highest mean value is found in the statement "One's Computer Store provides a wide variety of products according to consumer wants and needs". This confirms that the availability of diverse products that are relevant to consumer needs is a major factor driving purchases. Consumers appreciate the flexibility and wide choice in selecting products that suit their specific needs, which ultimately increases customer satisfaction and loyalty.

The price indicator shows that consumers feel that the price of the products offered by One's Computer reflects the quality they receive. The highest mean value lies in the statement "The price offered by One's Computer store is in accordance with the quality of the products on the market". Consumers value the balance

between price and quality, which can increase their trust and loyalty to the store. When consumers feel that they are getting value for money, they tend to be more satisfied and more likely to make repeat purchases.

The place/distribution channel indicator shows that consumers appreciate One's Computer's ability to ensure the availability of the products they need. The highest mean value lies in the statement "One's Computer Store manages to maintain product stock availability for consumer needs". Consistency in maintaining adequate product stock increases consumer confidence, because they feel confident that the products they are looking for will always be available. Consistent product availability reduces doubts and concerns that can hinder purchasing decisions and strengthen consumer loyalty to One's Computer stores.

The promotion indicator shows that consumers really appreciate the discounts or special offers offered by One's Computer stores. The highest mean value is found in the statement "One's Computer stores provide discounts or special offers with a certain purchase amount". Rebates and special offers are often decisive factors in purchasing decisions, especially in competitive markets. This effective promotional strategy not only attracts new customers but also encourages existing customers to make larger or more frequent purchases.

By implementing these four elements of the marketing mix, One's Computer Store can increase its appeal and sales. For example, if the store launches a new laptop (Product), they can set a special promotional price (Price), ensure the product is available both in physical stores and online (Place), and hold a massive advertising campaign on social media and the internet (Promotion). This integrated approach will help stores achieve their marketing objectives and achieve the desired response from the target market. Through the application of the marketing mix theory proposed by Kotler et al in Samiruddin, One's Computer Store can effectively attract and retain customers, as well as increase their sales and market share.

Previous research also supports these findings, such as research conducted by Mu'afiah (2020) and David R. P. Tulong et al (2022), which shows that marketing mix variables including product, price, place, and promotion have a significant influence on purchasing decisions.

CONCLUSIONS

Based on the research and discussion that has been carried out regarding the Effect of Marketing Mix on Laptop Purchasing Decisions at One's Computer Stores in Krueng Geukuh, North Aceh Regency which has been carried out according to the steps required and has been carried out. Through the t-test with a 5% error rate ($\alpha=0.05$), the value of *T*hitung is 19.079 and the value of *T*table is 1.986 so that ($19.079 > 1.986$) or a sig of $0.000 < 0.05$. So it can be concluded that the Marketing Mix variable (X) has a positive and significant effect on the Purchasing Decision variable (Y) at the One's Computer Store in Krueng Geukuh, North Aceh Regency. Based on the research that has been done, it means that consumers think that the One's Computer store applies the marketing mix well so that it can improve purchasing decisions.

The application of the marketing mix theory from Kotler et al, to One's Computer stores involves an integrated strategy of four main elements: product, price, place and promotion. By providing a variety of quality and exclusive products, setting attractive competitive prices, and ensuring product availability through physical and online stores, One's Computer stores can increase accessibility and convenience for customers.

In addition, effective promotion through various channels, such as social media and digital campaigns, will increase the store's visibility and appeal. This comprehensive approach enables One's Computer stores to achieve the desired response from their target market, increase sales, and strengthen their position in the market.

Suggestion

Based on the research results and conclusions above, the following suggestions can be given:

1. One's Computer stores should provide attractive and quality packaging for every purchase. Good packaging will protect the product, enhance the brand image, and give a professional impression. Attractive packaging design with store logos and product information can increase purchasing decisions. The use of environmentally friendly materials can also demonstrate a commitment to sustainability, increase customer loyalty and encourage repeat purchases.
2. One's Computer Store should maintain a competitive pricing strategy while ensuring the quality of products and services remains high. This strategy can attract more customers and increase market share. However, it is also important to monitor profit margins and consider operational costs to remain sustainable.
3. One's Computer store should continue to optimize its accessible distribution channels by opening more strategic branches and improving the efficiency of online sales. This will ensure products are more accessible to customers, increase satisfaction, and expand market reach.
4. One's Computer Store should continue to improve promotions by placing attractive advertisements in targeted media. In addition, diversifying into various digital platforms and social media can expand reach and attract more potential customers.

5. One's Computer store should continue to maintain and improve the quality standards of the products it distributes. By maintaining a reputation for high quality, the store can strengthen customer trust and encourage loyalty and repeat purchases.
6. It is hoped that this can be used as a study by obtaining or developing research variables such as the marketing mix, so that other variables can be obtained that are useful for the development of science.

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