

The Impact of Marketing Mix on Consumer Purchasing Decisions: A Case Study of Batik Minang Houses in Negeri Panyankalan, Solok Regency

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Abstract

This study investigates the influence of marketing mix elements on consumer purchasing decisions at Batik Minang houses in Negeri Panyankalan, Solok Regency. The research focuses on four key variables: product, price, place, and promotion. Data analysis was conducted using multiple linear regression analysis to examine the relationships between these variables and consumer purchasing decisions. The findings reveal that all four elements of the marketing mix significantly affect consumer purchasing decisions at Batik Minang houses. Specifically, products, prices, places, and promotions all exhibit positive impacts on purchasing decisions. However, the study acknowledges certain limitations, including the exclusion of other potentially influential variables beyond the marketing mix and the need for a broader sample representation. Recommendations for future research include incorporating additional variables, exploring different research subjects, and enhancing sample selection techniques. This study contributes to the understanding of consumer behavior in the context of traditional Indonesian textile businesses and provides valuable insights for marketers seeking to optimize their marketing strategies in similar settings.

Keywords: *Marketing Mix, Purchase Decision, Batik Minang*

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INTRODUCTION

Batik, originating from India and Sri Lanka, was first introduced to the Javanese region. Over time, this traditional technique has spread beyond Java to other areas such as Jambi, Minahasa, Madura, Aceh, and West Sumatra, known as Batik Minang Kabau. Each region boasts unique patterns and motifs, reflecting their cultural identity. Famous Javanese batiks include truntum from Central Java, sidoluhur from the Surakarta Palace, kawung and gurda motifs from Yogyakarta, and mega mendung from Cirebon. Meanwhile, Minang batiks showcase diverse patterns like limpapeh rumah gadang, kaluak paku, and pucuak rabung, influenced by the scenic landscapes

of Solok Regency. Solok's natural beauty, comprising mountains and hills, supports its agricultural livelihood, with rice being a primary crop. The region's high-quality rice is not only consumed locally but also exported across West Sumatra and beyond. Furthermore, Solok's mountainous areas yield various crops like vegetables and spices, catering to both local and international markets. Despite the growing popularity of batik among all societal levels, the sales of Minang batik from the Solok Regency have yet to reach satisfactory levels since the establishment of the Minang Batik House in 2009. Efforts are being made by the government to support the development of batik micro, small, and medium-sized enterprises (UMKM) in Solok, aiming to capitalize on the expanding market for batik apparel, which has become a staple attire for both formal and casual occasions, domestically and abroad.

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,-

The sales of Minang Batik House in Nagari Panyakalan, Solok Regency peaked in 2013, reaching 400,000,000 IDR, primarily attributed to regular purchases from governmental institutions. However, sales have declined annually due to ineffective marketing strategies, according to Roza, the manager of Minang Batik House. Effective sales strategies are integral to boosting batik sales, relying on planned and reliable marketing strategies encompassing the 4Ps: product, price, place, and promotion. While the quality of Minang batik products is competitive, consumer interest remains limited, potentially due to a focus on traditional, darker color schemes. To enhance appeal, incorporating modern, trendy colors and combining Minang motifs with those from other regions like Java could attract a broader consumer base. Additionally, adjusting pricing to be more competitive and establishing retail outlets in more accessible locations such as Simpang Pulai or Pasar Raya Solok could increase visibility and consumer engagement. Furthermore, diversifying promotion methods, including leveraging social media advertising and expanding distribution channels, could effectively enhance brand awareness and stimulate consumer purchasing decisions in Nagari Panyakalan, Solok Regency.

Marketing is a crucial factor in driving a company's product sales. Sales volumes significantly impact a company's economic and financial profitability. Competent marketing determines future sales potential. Modern marketing practices, as noted by Kotler in "Marketing Management," emphasize maximizing three key dimensions: depth, breadth, and relevance. Marketing, according to various experts, is essential for showcasing a company's services, particularly in defining its significance in the market. Effective marketing revolves around the distribution of goods and services to target markets. Hence, well-crafted marketing techniques are necessary for achieving the company's objectives efficiently and effectively.

Effective marketing strategies entail various components, including planning, pricing, promotion, and distribution. The marketing concept encompasses understanding needs,

developing products to satisfy those needs, generating consumer desire, and facilitating exchange through purchasing decisions. Marketing strategies, as per Utami, involve long-term goal achievement through coordinated decision-making amidst competitive uncertainties and limited resources. Crafting marketing strategies requires assessing opportunities and threats, setting short- and long-term goals, and implementing, executing, and evaluating strategies meticulously.

The segmentation, targeting, and positioning (STP) process plays a crucial role in marketing. With consumers exhibiting diverse needs and behaviors influenced by factors like income, lifestyle, and preferences, companies must identify and serve market segments effectively. Segmentation categorizes heterogeneous markets into potential groups, enabling targeted marketing efforts. Targeting involves selecting and addressing specific market segments based on marketing strategies. Positioning focuses on creating a distinct identity for products in consumers' minds, ensuring they stand out amidst competition. This involves highlighting unique selling propositions, such as the natural motifs of Minang batik, to enhance brand recall and attract consumers.

An integral part of marketing strategy is the marketing mix, comprising the four Ps: product, price, place, and promotion. This blend of marketing elements aids companies in consistently achieving their market objectives. The marketing mix serves as a toolkit for continuous use in reaching target markets effectively. It enables companies to present product offerings to specific market segments, ensuring alignment with market objectives. Ultimately, the marketing concept revolves around customer satisfaction, planned marketing activities, and achieving long-term company goals for maximum profitability.

The research aims to investigate the impact of product, price, place, and promotion on consumer purchasing decisions regarding Minang batik in Nagari Panyakalan, Solok Regency. Specifically, the study seeks to examine how these marketing mix elements influence consumer behavior in the context of Minang batik purchases. The objectives include assessing the effect of product quality, variety, brand, and service on consumer decisions, evaluating the impact of pricing strategies, discounts, and payment systems, analyzing the influence of location, availability, security, comfort, and distribution channels, and examining the effectiveness of promotional activities such as sales promotions, advertising, and interactive marketing in influencing consumer purchasing decisions. Through these objectives, the research aims to provide insights into enhancing marketing strategies for Minang batik businesses in the target area.

The research offers several benefits across various stakeholders. Academically, it serves as a valuable comparative and reference material for researchers examining the influence of marketing mix on Minang batik businesses and other trading ventures. For Minang Batik House, the study provides insights on overcoming marketing mix challenges and developing effective strategies to expand their business in Nagari Panyakalan, Solok Regency. Additionally, for the government, the research serves as a foundational reference for policy-making processes aimed at enhancing the capacity of Micro, Small, and Medium Enterprises (UMKM) in Solok Regency, thereby contributing to the region's economic growth in the future.

METHODOLOGY

The research methodology employed in this study involves a quantitative approach through survey methods. The research aims to formulate and address issues concerning the marketing mix's influence on consumer purchasing decisions regarding Minang batik in Nagari Panyakalan, Solok Regency. The population consists of potential consumers and neighbors around the Minang batik house, estimated at

150 individuals per month. A sample size of 60 respondents was determined using the simple random sampling technique. Data collection techniques include questionnaires, utilizing Likert scales to measure respondents' attitudes and perceptions. Additionally, documentation is utilized to gather information on Minang batik marketing strategies and sales data. The study's variables include independent variables such as product, price, place, and promotion, influencing the dependent variable, consumer purchasing decisions. Operational definitions are provided for each variable to facilitate data measurement. Data analysis will be conducted using SPSS software. Overall, the research employs both quantitative and qualitative data to comprehensively investigate the impact of marketing mix elements on consumer behavior in Minang batik purchasing decisions

RESULTS AND DISCUSSION

Product (X1)

The variable "product" is measured and operationalized using 10 statement items. The results of the validity test for these 10 statement items can be observed in Table 2 below.

Table 2. Product Validity Test Results (X1)

No	Statement Items	Corrected item total correlation	Critical value	Information
1	X1.P1	0,488	0,30	Valid
2	X1.P2	0,548	0,30	Valid
3	X1.P3	0,413	0,30	Valid
4	X1.P4	0,516	0,30	Valid
5	X1.P5	0,463	0,30	Valid
6	X1.P6	0,324	0,30	Valid
7	X1.P7	0,475	0,30	Valid
8	X1.P8	0,322	0,30	Valid
9	X1.P9	0,524	0,30	Valid
10	X1.P10	0,499	0,30	Valid

Based on the data processing results from Table 2, it can be observed that the 10 statement items have corrected item to total correlation values ranging from 0.322 to 0.548. In other words, all 10 statement items used to measure the product variable have corrected item to total correlation values greater than the critical value of 0.30. Therefore, it can be concluded that these 10 statement items are valid, indicating that they effectively measure the product variable. Consequently, further data processing steps can proceed with confidence.

Price (X2)

The variable "price" is measured and operationalized using 10 statement items. The results of the validity test of the 10 statement items can be seen in Table 3 below.

Table 3. Price Validity Test Results (X2)

No	Statement Items	Corrected item total correlation	Critical value	Information
1	X2.P1	0,491	0,30	Valid
2	X2.P2	0,481	0,30	Valid
3	X2.P3	0,607	0,30	Valid
4	X2.P4	0,375	0,30	Valid
5	X2.P5	0,679	0,30	Valid
6	X2.P6	0,334	0,30	Valid
7	X2.P7	0,642	0,30	Valid
8	X2.P8	0,674	0,30	Valid
9	X2.P9	0,640	0,30	Valid
10	X2.P10	0,569	0,30	Valid

Based on the data from table 3, it is evident that the 10 statement items have corrected item total correlations ranging from 0.334 to 0.679. This indicates that all 10 statement items used to measure the variable have corrected item total correlations greater than the critical value of 0.30. Therefore, it can be concluded that these 10 statement items are considered valid, and the subsequent data processing steps can proceed accordingly.

Place (X3)

The variable "Place" is measured and operationalized using 10 statement items. The results of the validity test of the 10 statement items can be seen in Table 4 below.

Table 4. Place Validity Test Results (X3)

No	Statement Items	Corrected item total correlation	Critical value	Information
1	X3.P1	0,597	0,30	Valid
2	X3.P2	0,411	0,30	Valid
3	X3.P3	0,592	0,30	Valid
4	X3.P4	0,351	0,30	Valid
5	X3.P5	0,429	0,30	Valid
6	X3.P6	0,446	0,30	Valid
7	X3.P7	0,383	0,30	Valid
8	X3.P8	0,517	0,30	Valid
9	X3.P9	0,590	0,30	Valid
10	X3.P10	0,503	0,30	Valid

Based on the data from table 4, it is evident that the 10 statement items have corrected item total correlations ranging from 0.351 to 0.597. This indicates that all 10 statement items used to measure the variable "place" have corrected item total correlations greater than the critical value of 0.30. Therefore, it can be concluded that these 10 statement items are considered valid, and the subsequent data processing steps can proceed accordingly.

Promotion (X4)

The variable "Promotion" is measured and operationalized using 10 statement items. The results of the validity test of the 10 statement items can be seen in Table 5 below.

Table 5. Promotion Validity Test Results (X4)

No	Statement Items	Corrected item total correlation	Critical value	Information
1	X4.P1	0,700	0,30	Valid
2	X4.P2	0,514	0,30	Valid
3	X4.P3	0,743	0,30	Valid
4	X4.P4	0,314	0,30	Valid
5	X4.P5	0,531	0,30	Valid
6	X4.P6	0,476	0,30	Valid
7	X4.P7	0,561	0,30	Valid
8	X4.P8	0,684	0,30	Valid
9	X4.P9	0,697	0,30	Valid
10	X4.P10	0,401	0,30	Valid

Based on the data from table 5, it is evident that the 10 statement items have corrected item total correlations ranging from 0.314 to 0.743. This indicates that all 10 statement items used to measure the variable "promotion" have corrected item total correlations greater than the critical value of 0.30. Therefore, it can be concluded that these 10 statement items are considered valid, and the subsequent data processing steps can proceed accordingly.

Purchase Decision (Y)

The variable "Purchase Decision" is measured and operationalized using 10 statement items. The results of the validity test of the 10 statement items can be seen in Table 6 below.

Table 6. Purchase Decision Validity Test Results (Y)

No	Statement Items	Corrected item total correlation	Critical value	Information
1	Y1	0,522	0,30	Valid
2	Y2	0,399	0,30	Valid

3	Y3	0,497	0,30	Valid
4	Y4	0,328	0,30	Valid
5	Y5	0,465	0,30	Valid
6	Y6	0,313	0,30	Valid
7	Y7	0,488	0,30	Valid
8	Y8	0,546	0,30	Valid
9	Y9	0,600	0,30	Valid
10	Y10	0,444	0,30	Valid

Based on the data from table 6, it is observed that the 10 statement items have corrected item total correlations ranging from 0.313 to 0.600. This indicates that all 10 statement items used to measure the variable are above the critical value of 0.30, implying their validity. Therefore, it can be concluded that these 10 statement items are valid, and subsequent data processing steps can be continued accordingly.

The data obtained in this study will be analyzed using statistical methods to test hypotheses and variables. The analysis will be conducted using SPSS (Statistical Program for Science) version 24.0. Multiple linear regression analysis is the statistical technique employed to examine the influence of several independent variables on a dependent variable (Sekaran, 2006). The results of the multiple linear regression analysis can be observed in Table 7.

Table 7. Results of Multiple Linear Regression Analysis

Dependent variable	Constants and Independent Variables	Coefficients ^a	
		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

The constant value of 0.509 indicates that without the influence of independent variables, the value of the dependent variable is only 0.509. This implies that if the independent variables remain constant (product, price, place, and promotion), the value of the purchase decision variable would be 0.509. Furthermore, the positive coefficient of the product variable implies that an increase in the product variable leads to an increase in the purchase decision. This positive coefficient suggests a positive relationship between the product and the purchase decision, where a better product leads to a higher purchase decision. The coefficient value for the product variable is 0.335 units, indicating that a one-unit increase in the product variable, assuming price, place, and promotion variables remain constant, results in a 0.335 unit increase in the purchase decision. Similarly, the positive coefficient for the price variable suggests that an increase in the price variable leads to an increase in the purchase decision. The

coefficient value for the price variable is 0.119 units, meaning that a one-unit increase in the price variable, assuming product, place, and promotion variables remain constant, results in a 0.119 unit increase in the purchase decision. Likewise, the positive coefficient for the place variable indicates that an increase in the place variable results in an increase in the purchase decision. The coefficient value for the place variable is 0.269 units, suggesting that a one-unit increase in the place variable, assuming product, price, and promotion variables remain constant, leads to a 0.269 unit increase in the purchase decision. Finally, the positive coefficient for the promotion variable implies that an increase in the promotion variable leads to an increase in the purchase decision. The coefficient value for the promotion variable is 0.152 units, indicating that a one-unit increase in the promotion variable, assuming product, price, and place variables remain constant, results in a 0.152 unit increase in the purchase decision.

The analysis of the data reveals that the product variable has a positive coefficient with a t-value of 2.279 and a significance level of 0.027, which is less than 0.05 (5%). This indicates a significant positive influence of the product on consumer purchase decisions at Batik Minang houses in Nagari Panyankalan, Solok Regency. This finding is consistent with previous research conducted by Arum Puspa Utami (2016) on the impact of marketing mixes on purchase decisions at Mini Market Kopma Universitas Negeri Yogyakarta, Rusli (2017) on the analysis of the impact of marketing mixes on Yamaha motorcycle purchase decisions in Makassar, Hasrina (2017) on the impact of marketing mixes on Toyota Yaris purchase decisions at PT. Hadji Kalla Cabang Urip Sumoharjo in Makassar, and Heni Susanti, Maskuri Sutomo, and Benyamin Parubak (2017) on the impact of marketing mixes on Samsung smartphone purchase decisions among students at Universitas Alkhairat Palu. These studies collectively support the significant and positive influence of the product on consumer purchase decisions across various industries and contexts.

The analysis indicates that the price variable has a positive coefficient with a t-value of 2.077 and a significance level of 0.042, which is less than 0.05 (5%). Comparing this with the critical t-value at a 95% confidence level (significance level of 0.05) with degrees of freedom (df) = 55, the critical t-value is 2.004. Therefore, the calculated t-value (2.077) exceeds the critical t-value, and the significance value (0.042) is less than 0.05. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that the price has a significant positive effect on consumer purchasing decisions at Batik Minang houses in Nagari Panyankalan, Solok Regency. This finding aligns with previous research by Arum Puspa Utami (2016) on the impact of marketing mixes on purchase decisions at Mini Market Kopma Universitas Negeri Yogyakarta, and Hasrina (2017) on the impact of marketing mixes on Toyota Yaris purchase decisions at PT. Hadji Kalla Cabang Urip Sumoharjo in Makassar. However, it contradicts the findings of Rusli (2017) regarding the impact of marketing mixes on Yamaha motorcycle purchase decisions in Makassar, which concluded that price does not influence purchasing decisions. Furthermore, this study's findings regarding the price variable are supported by research conducted by Heni Susanti, Maskuri Sutomo, and Benyamin Parubak (2017) on the impact of marketing mixes on Samsung smartphone purchase decisions among students at Universitas Alkhairat Palu, which found a significant positive effect of price on purchasing decisions.

Based on the SPSS data analysis, it is evident that the location variable has a positive coefficient with a t-value of 2.195 and a significance level of 0.032, which is

smaller than 0.05 (5%). With the calculated t-value exceeding the critical t-value (2.004) and the significance value being less than 0.05, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This implies that the location significantly and positively influences consumer purchasing decisions at Batik Minang houses in Nagari Panyankalan, Solok Regency. These findings are consistent with previous studies by Arum Puspa Utami (2016) on the impact of marketing mixes on purchase decisions at Mini Market Kopma Universitas Negeri Yogyakarta, Nur Sitimah (2018) on the effect of marketing mixes on Samsung smartphone purchase decisions among students at Universitas Mulawarman, and Fiera Aryati Natakusumah and Al Lili Yuliati (2016) on the impact of marketing mixes on the purchase decisions of cookies at Ina Cookies in Bandung, all of which concluded that the location has a significant positive influence on purchasing decisions.

Based on the data analysis, it is evident that the promotion variable has a positive coefficient with a t-value of 2.167 and a significance level of 0.035. With the calculated t-value exceeding the critical t-value (2.004) and the significance value being less than 0.05, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that the promotion significantly and positively influences consumer purchasing decisions at Batik Minang houses in Nagari Panyankalan, Solok Regency. These findings are consistent with previous studies conducted by Arum Puspita Utami (2016) on the impact of marketing mixes on purchase decisions at Mini Market Kopma Universitas Negeri Yogyakarta, Rusli (2017) on the effect of marketing mixes on Yamaha motorcycle purchase decisions in Makassar, Hasrina (2017) on the influence of marketing mixes on Toyota Yaris purchase decisions at PT. Hadji Kalla Cabang Urip Sumoharjo in Makassar, and Heni Susanti, Maskuri Sutomo, and Benjamin Parubak (2017) on the effect of marketing mixes on Samsung smartphone purchase decisions among students at Universitas Alkhairaat Palu. These studies concluded that promotion has a significant positive impact on purchasing decisions.

CONCLUSION

Based on the findings and discussions of this research, several conclusions can be drawn. Firstly, the product significantly influences consumer purchasing decisions at Batik Minang houses in Negeri Panyankalan, Solok Regency, as evidenced by the rejection of the null hypothesis and acceptance of the alternative hypothesis, indicating a tangible partial effect of the product on purchasing decisions. Secondly, price also significantly affects consumer purchasing decisions in the same context, with the rejection of the null hypothesis and acceptance of the alternative hypothesis, implying a tangible partial effect of price on purchasing decisions. Thirdly, place likewise has a significant impact on consumer purchasing decisions at these establishments, with the rejection of the null hypothesis and acceptance of the alternative hypothesis, suggesting a tangible partial effect of place on purchasing decisions. Finally, promotion significantly influences consumer purchasing decisions at these locations, with the rejection of the null hypothesis and acceptance of the alternative hypothesis, indicating a tangible partial effect of promotion on purchasing decisions. Additionally, multiple linear regression analysis revealed that products, prices, places, and

promotions all have a positive impact on consumer purchasing decisions at Batik Minang houses in Negeri Panyankalan, Solok Regency.

However, this study has certain limitations. Firstly, it only analyzed the variables of product, price, place, and promotion, while there are other factors beyond the research model that may influence consumer purchasing decisions but were not included. Future researchers interested in studying the impact of marketing mixes on purchasing decisions are advised to incorporate additional variables to address this limitation. Secondly, the research was limited to consumers as buyers at Batik Minang houses in Negeri Panyankalan, Solok Regency, suggesting that future studies should explore different research subjects to deepen understanding of product, price, place, promotion, and purchasing decisions. Lastly, the difficulty in determining a sample that accurately represents the entire population may have affected the study's findings. Future researchers are encouraged to increase the sample size and be more selective in choosing respondents to enhance the quality of future research outcomes.

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