THE EFFECT OF MARKETING MIX ON DAIHATSU CAR PURCHASE DECISIONS IN PT. ASTRA INTERNATIONAL KARAWANG

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ABSTRACT---Marketing is an important factor in the development of the company. Good marketing is done through product, price, place, and promotion. Lack of knowledge of consumer taste are changing or dynamic, and ineffective marketing strategies implemented will affect less well on achievement target market. Purpose of this study was to determine the effect of product, price, price, place,and promotion in the PT. Astra International Karawang. Type of associative research study used the method to search for a correlation causal relationship (causal relationship). Consumers with a population 531 samples of 84 respondents. Methods of analysis used multiple linear analysis. Results of research conducted simultaneous product, price, place, promotion significantly influence purchasing decisions on the PT. Astra Karawang. Partially or significantly influence produc, price, place, and promotion purchasing decisions. Powerful variable is the product, price , and place, and for the weak variable is a variable promotion.

Keywords---marketing mix and purchasing decisions.

I. PRELIMINARY

Background

The progress of the Indonesian economy today is marked by the industry's rapid growth. The business world continues to experience a very significant development, where each company is competing to expand their wings or in other words expand business by carrying out various strategies such as promoting or conducting various kinds of product innovations to introduce and sell their products in areas that have not they reach.

Good marketing of how goods or services produced can be known and purchased by the public, and proper marketing is not accidental, but the result of execution and careful planning. Marketing practices must be constantly improved and renewed, this is certainly inseparable from the needs and desires of these consumers. Companies to achieve good marketing of course must first plan products and services, determine prices, promote and distribute goods and services to consumers in the end.

In today's practice, many companies seem to be in a hurry to introduce and offer their products and services to the

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public, without first doing research into what the needs and desires of consumers are. As a result, marketing is not achieving maximum results. In this competitive condition, every company must always be able to maintain the quality of products marketed or offered to consumers, in order to improve the competitiveness of the company, in this case companies in determining their marketing strategies, of course, must be determined and planned steadily and mature for the creation of good, effective and efficient marketing, so that the desired target market can be achieved optimally.

PT Astra International Daihatsu is a company engaged in the automotive sector with a business focus, namely cars, where its daily activities are to serve customers. The Daihatsu Group continues to establish itself as a "global brand that is loved all over the world" and a company that has confidence and pride through innovative and leading car production in every era. Daihatsu's slogan "Innovation for Tomorrow" is the company's commitment to always realize innovation by producing high quality products that can provide benefits to the wider community and environmentally friendly.

II.   Research purposes

The purpose of this study is to find out:

1.   Product, Price, Location, Promotion simultaneously influence the car purchase decision Daihatsu at PT. astra International Karawang

2.   The product partially influences the Daihatsu car purchase decision on PT . Astra Karawang International

3.   The price partially influences the Daihatsu car purchase decision on PT.Astra International Paal 2 Karawang

4.   Place / Distribution partially influences the Daihatsu car purchase decision on PT.Astra Internasional Karawang

5.   Promotion partially influences the Daihatsu car purchase decision on PT.Astra Karawang International

III.   LITERATURE REVIEW

Marketing Mix

Assauri (2011: 198) Marketing mix is One of the elements in integrated marketing strategy is the marketing mix strategy which is a strategy implemented by the company, which is related to determining how the company presents its product offerings in certain market segments, which is its target market. The marketing mix of a series of integrated tactical marketing tools that can be controlled (products, prices, places, and promotions) to find out the target market response desired by the company (Machfoedz, 2005). Understanding the Marketing Mix is a set of variables that are mastered and can be used by marketing managers to attract consumers to influence sales or company revenue.

Product

Tjiptono (2008: 95) Product is everything that a manufacturer can offer attention, sought, purchased, used or consumed by the market as meeting the needs or desires of the relevant market. Products offered include physical goods such as motorbikes, computers, televisions while service products include restaurants, lodging and transportation. Products can be tangible or intangible benefits that can satisfy customers. Conceptually products, namely a subjective understanding of the producer of something that can be offered in an effort to achieve organizational goals through meeting the needs and desires of consumers in accordance with the competence and capacity of the organization and market purchasing power.

Price

Assauri (2011: 223) defines price as the only marketing mix element generate sales revenue, while the other elements are only cost elements. Prices can be expressed in various terms such as fees, rates, rent, interest, premiums, commissions, wages, salaries, honorariums, spp and so on. From a marketing point of view, price is a monetary unit or other measure (including interest and other services) exchanged in order to obtain ownership or use rights of an item or service (Tjiptono: 2008).

Location

Tjiptono (2008: 185) outlines, distribution can be interpreted as an activity marketing that seeks to expedite and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place, and when needed). In other words the distribution process is a marketing activity that is able to: (1) Create product added value through marketing functions that can realize the use of form, place, time and ownership: (2) Streamlining the flow of marketing channels physically and non-physically. What is meant by the marketing flow is the flow of activities that occur between marketing institutions involved in the marketing process. Marketing flows include fission goods, ownership flows, information flows, promotion flows, negotiation flows, payment flows, funding flows, risk bearer flows and order flows.

Promotion

Babin (2011: 27) defines promotion as a communication function of the company responsible for informing and persuading / inviting buyers. Promotion is one of the determining factors for the success of a marketing program. Promotion is a special way of personal advertising, sales promotion and public relations that companies use for advertising and marketing purposes (Saudi, 2018). The essence of promotion is a form of marketing communication that is meant by marketing communication is a marketing activity that seeks to spread information, influence / persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned Tjiptono (2008: 219)

Buying decision

The seller can understand consumers well through the experience of selling products directly to them. But along with the development of larger companies and increasingly broader markets, marketing decision makers lose contact with consumers. So to understand their behavior, consumer research is needed. For this reason, consumers must make a decision. The decision chosen by a consumer will be followed by action. Efforts to learn must be related to the consumer's social status, manner, time, place and reason for purchase.

Previous Research

Tan's research (2011) entitled the effect of price, promotion and service factors on consumer decisions to shop at Alfamart Surabaya. The results of hypothesis testing can be seen that prices, sales promotions, services have a simultaneous and significant influence on consumer decisions to shop. The partial hypothesis test results are known that the second hypothesis is proposed, namely the alleged influence of sales promotion has a dominant influence on

consumers' decision to shop.

Khasanah Research (2009) entitled the effect of implementing the marketing mix to the decision of consumers in the purchase of wind-reject herbal medicine in Surakarta. Analysis tools using multiple linear regression, marketing mix variables as independent variables. While the dependent variable is the consumer's decision in choosing herbal medicine in Surakarta. as an independent variable

Conceptual Framework
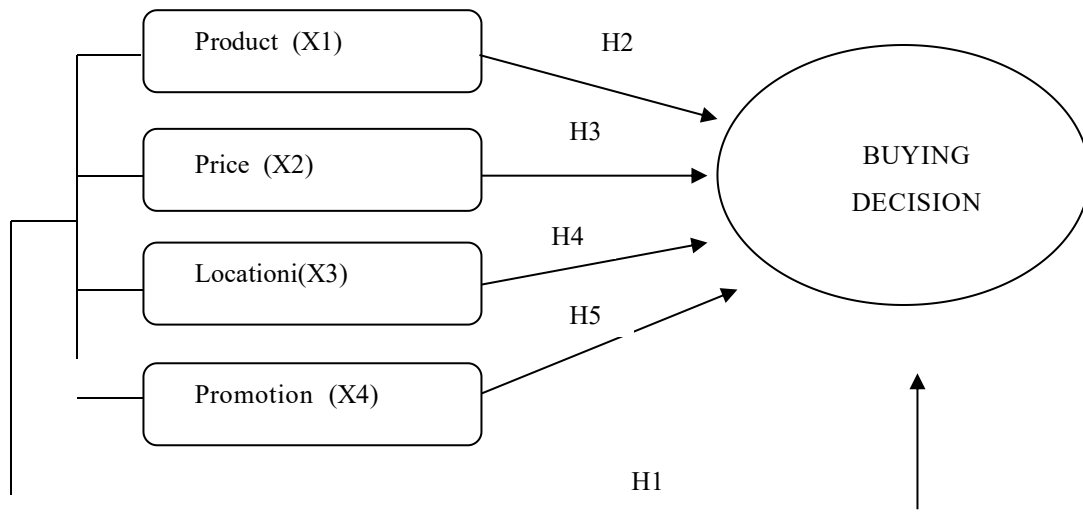
Gambar 1. Framework of thinking

Source: Study theory

Hypothesis

The hypotheses in this study are as follows:

1. Product, price, place / distribution and promotion are allegedly jointly influencing the Daihatsu car purchase decision at PT. Astra International Karawang.

2. The product is thought to influence the Daihatsu car purchase decision at PT. Astra International Karawang.

3. The price is thought to influence the Daihatsu car purchase decision at PT. Astra International Karawang.

4. Place / distribution is suspected to influence the Daihatsu car purchase decision at PT. Astra International Karawang.

5. Promotion allegedly influences the Daihatsu car purchase decision at PT. Astra International Karawang

IV. RESEARCH METHODS

Data Type

The type of research used is associative research, which is a method for finding correlations or causal relationships (causal relationships). This research was conducted to prove the effect of product, price, place / distribution and

promotion as independent variables (Independent) on purchasing decisions as dependent variables (Dependent).

Data Source

The data sources in this study are divided into two, namely primary data and secondary data, which are:

1. Primary Data

Data obtained directly consist of company history, organizational structure, sales list, filling out questionnaires and others.

2. Secondary Data

Data obtained indirectly through intermediaries, such as the internet, libraries and reference books.

Place and Time Of Research

The study was conducted at PT. Astra International Daihatsu Karawang. The time used in research is adjusted to the time after conducting a literature study, problem identification, problem formulation, objectives, and research benefits.

Population and Sample

Sugiyono (2010: 115) Population is a generalization area that consists of: objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population used in this study is that consumers who make purchases at PT Astra International Daihatsu Paal 2 Karawang based on consumer data in 2012, namely 531 consumers.

Variable Definition and Measurement

Product (X1) Everything that can be offered by producers to be considered, sought, bought, used or consumed by the market as meeting the needs or desires of the relevant market. Dimensions used to measure the Kotler & Keller product variables (2009):

a. Brand b. The design
b. Product variations
c. Product quality

Price (X2) Monetary units or other measures exchanged to obtain ownership or use rights of an item or service. Dimensions are used to measure the price variable or price Assauri (2011: 230):

a. Price level
b. Uniformity of prices c. Discounts
c. Payment term

Location (X3) Tjiptono (2008) Marketing activities that seek to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed and when needed. Dimensions used to measure in place variables

a. Product location
b. Product availability c. Competitor distribution
c. Completeness of spare parts Promotion (X4) Tjiptono (2008: 222) In general, the forms of promotion have the same function, but these forms can be distinguished by their specific tasks.

Some of these special tasks are often called promotional mixes, including:

a. Personal selling

b. Mass selling

c. Sales promotion d. Public relations

Purchase decision (Y) Tjiptono (2008: 23). The buying process starts long before someone buys a product and subscribes long after. This encourages producers or marketers to focuses on the entire buying process rather than just the buying process. a. Recognize needs

a. Recognize information

b. Decision to buy

c. Post-purchase behavior

Analysis Method

In this study the following analysis tools were used:

1. **Test Validity**

Validity Test is a measure that shows the extent to which the measuring instrument is able to measure what you want measured. The level of validity can be measured by comparing the calculated value of r (correlation item total correlation) with the value of table r with the provisions for degree of freedom (df) = n-k, where n is the number of samples and k is the number of independent variables. The criteria for evaluating the validity test are:

r count> r table, then the statement is valid r count <r table, then the statement is invalid

2. **Reliability Test**

A reliable instrument is an instrument that shows the consistency of a measuring instrument in measuring the same symptoms on other occasions. The results are shown by an index that shows how far a measuring instrument can be trusted or relied upon. A construct is said to be reliable if it has a Cronbach alpha value> 0.6.

3. **Classical Assumption Test**

The classic assumption test is carried out simultaneously with the regression test process. The classical assumption test is said to be good if it meets the classical statistical assumptions which include tests of normality, multicollinity, and heteroscedasticity.

4. **Multiple Linear Regression Analysis Test**

(Priyatno 2011: 238) multiple linear regression analysis was used to determine the effect between the two or more independent variables with one dependent variable displayed in the form of a regression equation. The independent variable is denoted by X1, X2, X3 ... Xn while the dependent variable is denoted by Y.

The coefficient of determination (Adjusted R2)

(Priyatno 2011: 251) Analysis of determination is used to determine the percentage contribution of the influence of the independent variables together on the dependent variable

5. **Hypothesis Testing**

Testing the proposed hypothesis, the T test and F test statistics are used. The T test is to test the effect of the

independent variables partially, while the F test is to test the effect of the independent variables simultaneously or together.

V.   RESEARCH RESULTS AND DISCUSSION

Results of Analysis Validity test

Table 1. Validity Test

Variabel	Statement	r hitung	Sig.	Information
Produc (X1)	X1. 1	0.625	0,000	Valid
	X1. 2	0.713	0,000	Valid
	X1. 3	0.545	0,000	Valid
	X4. 4	0.813	0,000	Valid
Price (X2)	X2. 1	0.688	0,000	Valid
	X2. 2	0.563	0,000	Valid
	X2. 3	0.674	0,000	Valid
	X2. 4	0.787	0,000	Valid
Location (X3)	X3. 1	0,618	0,000	Valid
	X3. 2	0,762	0,000	Valid
	X3. 3	0,802	0,000	Valid
	X3. 4	0,500	0,000	Valid
Promotion	X4. 1	0,756	0,000	Valid
	X4. 2	0,619	0,000	Valid
	X4. 3	0,740	0,000	Valid
	X4. 4	0,573	0,000	Valid
Buying decision	Y. 1	0,792	0,000	Valid
	Y. 2	0,847	0,000	Valid
	Y. 3	0,650	0,000	Valid
	Y. 4	0,699	0,000	Valid

Information Source: Processed data 2013

In Table 1 all statements on variables X1, X2, X3, X4, Y are said to be valid because the significant value of the correlation results is smaller than 0.05 (5%)

Reliability Test

Table 2. Reliability Test Results

Variable	Nilai Cronbach's Alpha	Information
Produc(X1)	0,610	Reliabel
Price (X2)	0,602	Reliabel

Location (X3)	0,613	Reliabel
Promotion (X4)	0,601	Reliabel
Buying decision (Y)	0,734	Reliabel

Source: Processed Data 2013

In Table 2 all variables X1, X2, X3, X4, Y are reliable because the Cronbach Alpha value> 0.6

Multicollinearity Test

Tabel   3. Promotion   of Multicollinearity Tests

independent variable	Collinearity Statstics	
	Tolerance	VL
X1	0,633	1,57
X2	0,815	1,22
X3	0,654	1,53
X4	0,620	1,61

Source: Processed Data 2013

The results of multicollinearity test in the table above shows that the independent variable does not occur multicollinearity because it has VIF <5

The regression model fulfills the normality assumption because the data spreads around the diagonal and follows the direction of the diagonal line.

Results of Multiple Linear Regression and Hypotheses

Table 4. Multiple Linear Regression Test Results

Variable Y	VariableX	Regression Coefficient	t count	Sign.	Information

Buying decision	Price (X2)	0,313	3,313	0,003	Sig.
	Location (X3)	0,245	2,600	0,012	Sig.
	Promotion (X4)	0,234	2,213	0,31	Sig.

Simultaneous Correlation (R) = 0.844 Constants = -5,491

Simultaneous determination (Rsquare) = 0.712

F arithmetic = 35,234

Simultaneous Correlation (R) = 0.844

Probability = 0,000

Source: 2013 Processed Data

Based on Table 1 above, the results of multiple linear regression obtained are:

Y = -5,491 - 0,550 X1 + 0,313.X2 + 0,245 X3 + 0,224 X4 + e

The above-mentioned linear regression equation explains that:

a. For the product variable (X1), has a regression coefficient of 0.0550 and has a positive direction, it means that if the product variable (X1) goes up, the Purchase Decision (Y) will go up, and vice versa, if the product variable (X1) goes down then Purchase Decision (Y) will go down, where other variables are considered unchanged or constant.

b. For the Price variable (X2), has a regression coefficient of 0.313 and has a positive direction, it means that if the Price variable (X2) rises the Purchase Decision (Y) will rise, and vice versa, if the Price variable (X2) goes down then the Purchase Decision (Y) will go down, where other variables are considered unchanged or constant.

c. For the Location variable (X3), has a regression coefficient of 0.245 and has a positive direction, it means that if the Location variable (X3) goes up, the Purchase Decision (Y) will go up, and vice versa, if the Location variable (X3) goes down, the Purchase Decision (Y) will go down, where other variables are considered unchanged or constant.

d. For the Promotion variable (X4), having a regression coefficient of 0.224 and having a positive direction means that if the Promotion variable (X4) rises the Purchase Decision (Y) will rise, and vice versa, if the Promotion variable (X4) goes down the Purchase Decision (Y) will go down, where other variables are considered unchanged or constant.

VI. Discussion

Product and Purchasing Decisions

From the data analysis, the product (X1) has a significant influence on the decision

purchases because the indicated significance level is smaller than 0.05 which is 0.004. in its interpretation that

the greater the product perceived by consumers of Daihatsu products, it will greatly influence purchasing decisions at PT Astra International Karawang. But if the product has decreased, the purchasing decision will decrease so that PT. Astra International Karawang will experience a decline in car sales.

Price and Purchase Decision

From the data analysis, the price (X2) has a significant influence on purchasing decisions because the level of significance shown is less than 0.05, 0.004. in its interpretation that the greater the price perceived by consumers of Daihatsu products, it will greatly influence the purchase decision at PT Astra International Karawang. But if the price decreases, the purchasing decision will decrease so that PT. Astra International Karawang will experience a decline in car sales.

Location And Purchase Decision

From the analysis of the data obtained Location (X3) has a significant influence on purchasing decisions because the indicated level of significance is less than 0.05 which is 0.004. in its interpretation that the greater the location perceived by consumers of Daihatsu products, it will greatly influence purchasing decisions at PT Astra International Karawang. But if the location becomes an obstacle, the purchasing decision will decrease so that PT. Astra International Karawang will experience a decline in car sales.

Promotions and Purchasing Decisions

From the analysis of the data obtained Promotion (X4) has a significant effect on purchasing decisions because the level of significance shown is less than 0.05, 0.004. in its interpretation that the greater the promotion felt by consumers of Daihatsu products, it will greatly influence purchasing decisions at PT Astra International Karawang. But if the Promotion has decreased, the purchasing decision will decrease so that PT. Astra International Karawang will experience a decline in car sales.

Product, Price, Location, Promotion and Purchase Decisions

The results of this study can be seen simultaneously the independent variables (Product, Price, Location, Promotion) affect the dependent variable (Purchasing decision) seen from a significance level smaller than 0.05, namely: 0,000 with a percentage of 71% of purchasing decisions influenced by the product, price, location, and promotion so that from this data it can be seen that purchasing decisions are significantly influenced by product, price, location and promotion. The interpretation in the company, the greater the product, price, location and promotion felt by consumers towards Daihatsu, the greater the purchasing decisions by consumers themselves, this is seen from Daihatsu products that have varied and superior products, prices adjusted to quality , has a location that can be reached by consumers and good promotion in increasing consumer purchases Conclusion.

CLOSING

The conclusions of this research are as follows:
1.   Product, price, location, and promotion simultaneously have positive and significant effect on

purchasing decisions at PT. Astra International Karawang.

2. Product partially positive and significant effect on purchasing decisions at PT. AstraKarawang International.

3. Price is partially positive and significant effect on purchasing decisions at PT. Astra

4. Karawang International. 4. Location partially positive and significant effect on purchasing decisions at PT. Astra International Karawang.

5. Promotion partially positive and significant effect on purchasing decisions at PT. Astra International Karawang.

VII. SUGGESTION

Suggestions from this research are as follows:

1. PT. Astra International Karawang to maintain product quality, and can issue products The new Daihatsu to retain existing customers.

2. Price that is adjusted for quality affects one's purchasing decisions, therefore important to note by the company.

3. The company must make it easier for consumers in the purchasing process, because for some consumers the location of the company is classified as far to reach.

4. A good promotion is very positive effect on consumer purchasing decisions, thereforecompanies must carry out attractive promotions through media such as advertising or direct marketing.

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