

The Effect of Supply Chain Strategy and Marketing Mixes on Purchase Decisions Sharia Productin Palembang Region

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Abstract- The formulation of the problem in this study is is there any influence of the marketing mix (product, price, distribution and promotion) on the purchase decision of Palembang sharia products. The purpose of this study was to determine the effect of the marketing mix (product, price, distribution and promotion) and supply chain strategy on purchasing decisions on sharia products in the Palembang region. This research includes associative research that connects two or more variables, namely the independent variable (Product, Price, Distribution, Promotion) and the dependent variable (Purchasing Decision). The population in this study were consumers in the Palembang region. The sampling technique is the accidental sampling technique. The number of samples taken 100 respondents. The data needed is primary data while the method of data collection uses the questionnaire method. The analysis technique used is multiple linear regression, f test and t test. The results of the F-test study together / simultaneous indicate that there is an influence of the marketing mix (product, price, distribution and promotion) on purchasing decisions on sharia products in Palembang. The results of the t test one by one / partial shows that there is an influence of the marketing mix (product, price, distribution and promotion) on the purchase decision of sharia products in Palembang.

Keywords- Marketing Mix and Purchasing Decision, sharia product, supply chain strategy.

1. Introduction

Islamic products are sold in the market Indonesian is now highly developed and no exception in Palembang region which is an area drained by many rivers, with vary rivers in the region easier for people to meet the water needs of a healthy and fit for drinking so much produk bottled drinking water (AMDK) and not separated from the packaging of

drinking water packaged in syari. pruduk bottled drinking water (AMDK) of uses Sharia product is mineral water Ajwa, Ajwa as a new player in the real mineral water have shown success dijalkannya marketing mix strategy. Ajwa mineral water is bottled water created by Habib Ahmad Habsyi produced by CV. SuperMineral for company PT. Ajwa Tirta Mulia, Ajwa mineral water offers mineral water products with two variations of packaging, bottles and glasses. This innovation turned out to get a positive response from the market. Unlike most newcomers on the mineral water market who play at affordable prices, Ajwa became the first challenger to Aqua mineral water which was included in the relatively expensive price category, but did not make consumers' Ajwa mineral water attractive because the price matched the quality. Ajwa mineral water is already available in stores and in online sales. In addition, the promotion carried out by the Ajwa company was very interesting to decide the purchasing decision for the product, so that Ajwa's products are still well known and sought after by consumers. Customer loyalty cannot be achieved, but requires a long process to ensure that Ajwa mineral water is the best mineral water. Building consumer trust has been carried out by Ajwa mineral water since its establishment. These innovations include developing and verifying Ajwa products. As for the advantages of Ajwa products compared to other products: 1) Has an alkaline content with PH more than 8+ which functions to destroy germs in the body, 2) Has a rich oxygen content, 3) Has gonal hexa content, 4) Can improve endurance and health the body because it contains bio energy, so the quality is undoubtedly. The marketing mix strategy can be developed on Ajwa mineral water.

The results of preliminary research on the opinions of respondents to the Ajwa mineral water are taken in the following table:

Table 1. Consumer opinion in the Palembang region towards ajwa mineral water

| No. | Indicator | S | TS |
|-----|--|----|----|
| 1 | Ajwa mineral water can increase endurance and body health | 10 | 10 |
| 2 | Ajwa mineral water can facilitate blood circulation | 13 | 7 |
| 3 | The famous Ajwa mineral water brand | 8 | 12 |
| 4 | The price is expensive compared to other brands of mineral water | 20 | 0 |
| 5 | Ajwa mineral water is available at all minimarkets | 7 | 13 |
| 6 | Adverts of Ajwa mineral water are interesting | 10 | 10 |

Source: Interview of consumers in the Nigata area of Plaju Palembang

Based on the table, it can be concluded that the opinion of consumers about Ajwa mineral water turns out that Ajwa mineral water actually can improve endurance and body health, then Ajwa mineral water can facilitate blood circulation. Sharia mineral drinking water in the Palembang market which is most interested by consumers is Ajwa mineral water which has an alkaline content with PH of more than 8+, although there are still many people who do not know the Ajwa mineral water brand, and all respondents agree that the price offered Ajwa mineral water is more expensive than other brands of mineral water because it matches the Ajwa mineral water quality, and Ajwa mineral water is also available at all minimarkets so consumers are easy to get, in terms of consumer advertising, it is argued that Ajwa mineral water ads must be attractive. So that researchers are interested in conducting research on the Effect of Marketing Mix on Sharia Product Purchase Decisions in Palembang.

Based on the background of the problem raised, the author draws on a problem statement, namely is there an effect of the marketing mix (product, price, distribution and promotion) on purchasing decisions on sharia products in Palembang? Based on the formulation of the problem above, the purpose of this study was to determine the effect of the marketing mix (product, price, distribution and promotion) on the purchasing

decisions of sharia products in the Palembang region.

2. Literature Review

According to [1] in general, consumer purchasing *decisions* are buying the most preferred brand, but two factors can be between purchase intentions and purchasing decisions. According to [1] the marketing mix is a collection of controlled technical marketing tools that the company integrates to produce the desired response from the target market. [1] products are everything that can be offered to market to attract attention, acquisition, use or consumption that can satisfy a desire or need. Prices in the strict sense, prices are money that is billed for a product or service. More broadly, price is the amount of value that consumers exchange for the benefits of owning or using a product or service. [1]. Distribution is a marketing activity that seeks 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 (type, amount, price, place, and when needed). [2] According to [3] describing promotion is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold.

3. Research Methods Types of research

The type of research used in this study is associative research [4].

3.1. Population and Samples

Population is a region of generalization consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were consumers in the Nigata Plaju region of Palembang. This population is infinite which means the population is not known exactly. [5] According to [5] the sample is part of the number and characteristics possessed by the population. The population in this study is not known exactly the number. If the population is not known for certain then it can use the formula as follows:

$$n = \left\{ \frac{Z_{\alpha/2} \sigma}{e} \right\}^2$$

$$n = \left\{ \frac{(1,96) \cdot (0,25)}{0,05} \right\}^2 = 96,04$$

Thus researchers believe with a 95% confidence level that the sample to be used based on the formula of 96 respondents is rounded up to 100 respondents.

3.2. Required data

The data needed in this study are primary data. According to [6] Primary data is data collected by researchers directly from the first source or place of research object.

3.3. Method of collecting data

The data collection method used in this study is a questionnaire (Questionnaire). According to [5] Questionnaire is a technique of data collection conducted by giving a set or written question to the respondent to answer.

3.4. Data analysis

The data analysis used in this study is qualitative analysis which is quantified [5].

3.5. Analysis Techniques Validity test

Validity is the degree of accuracy between data that occurs in the object of research with the power that can be reported by researchers. Validity means the extent to which the test can measure precisely and can be justified. [4]

3.6. Reliability Test

Reliability is to find out the extent to which measurement results remain consistent, if measurements are taken twice or more for the same symptoms using the same measuring device. [6]

3.7. Multiple Linear Regression

According to [7] multiple linear regression is a regression that is used to predict the state (ups and downs) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (increased value decreases). So multiple linear regression analysis will be carried out if the number of independent variables is at least 2. The multiple linear regression equation as follows is used the validity, reliability and multiple analysis models, namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information :

Y = Purchase decision

a = Constant

b_1, b_2, b_3, b_4 = Variable regression coefficient X

X_1 = Product

X_2 = Price

X_3 = Distribution / Place

X_4 = Promotion

e = Error

3.8. Joint Hypothesis Testing (F test)

The F test is to determine the effect of independent variables together on the dependent variable. The testing steps are as follows: Determine the hypothesis Ho: There is no influence of the marketing mix (product, price, distribution and promotion) on the decision to purchase sharia products in Plata Nigata Palembang. Ha: There is an influence of the marketing mix (product, price, distribution and promotion) on the decision to purchase sharia products in Plata Nigata area in Palembang.

3.9. Testing hypotheses one by one (t test)

The t test is to find out the effect of independent variables one by one on the dependent variable. Determine the hypothesis Ho: There is no influence of product, price, distribution and promotion one by one on the decision to purchase sharia products in Plata Nigata Palembang. Ha: There is the influence of products, prices, distribution and promotions one by one on the decision to purchase sharia products in Plata Nigata Palembang.

4. Results 1. Instrume Test a. Validity test

Value of validity for each variable, as follows:

Table 2. Purchase Decision (Y)

| No | Indicator | r _{count} | r _{table(n-2)} | Information |
|----|-----------|--------------------|-------------------------|-------------|
| 1 | Y.P1 | 0.932 | 0.3061 | Valid |
| 2 | Y.P2 | 0.849 | 0.3061 | Valid |
| 3 | Y.P3 | 0.877 | 0.3061 | Valid |
| 4 | Y.P4 | 0.916 | 0.3061 | Valid |

Source: Based on SPSS Calculation, 2019

Table 3. Products (X₁)

| No | Indicator | r _{count} | r _{table(n-2)} | Information |
|----|-----------|--------------------|-------------------------|-------------|
| 1 | X1.P1 | 0.935 | 0.3061 | Valid |
| 2 | X1.P2 | 0.878 | 0.3061 | Valid |
| 3 | X1.P3 | 0.836 | 0.3061 | Valid |
| 4 | X1.P4 | 0.930 | 0.3061 | Valid |

Source: Based on SPSS Calculation, 2019

Table 4. Price (X₂)

| No | Indicator | r _{count} | r _{table(n-2)} | Information |
|----|-----------|--------------------|-------------------------|-------------|
| 1 | X2.P1 | 0.897 | 0.3061 | Valid |
| 2 | X2.P2 | 0.880 | 0.3061 | Valid |
| 3 | X2.P3 | 0.930 | 0.3061 | Valid |
| 4 | X2.P4 | 0.879 | 0.3061 | Valid |

Source: Based on SPSS Calculation, 2019

Table 5. Distribution (X₃)

| No | Indicator | r _{count} | r _{table(n-2)} | Information |
|----|-----------|--------------------|-------------------------|-------------|
| 1 | X3.P1 | 0.879 | 0.3061 | Valid |
| 2 | X3.P2 | 0.874 | 0.3061 | Valid |
| 3 | X3.P3 | 0.931 | 0.3061 | Valid |

| | | | | |
|---|-------|-------|--------|-------|
| 1 | X3.P1 | 0.879 | 0.3061 | Valid |
| 2 | X3.P2 | 0,874 | 0.3061 | Valid |
| 3 | X3.P3 | 0.931 | 0.3061 | Valid |

Source: Based on SPSS Calculation, 2019

Table 6. Promotion (X₄)

| No | Indicator | r _{count} | r _{table(n-2)} | Information |
|----|-----------|--------------------|-------------------------|-------------|
| 1 | X4.P1 | 0.943 | 0.3061 | Valid |
| 2 | X4.P2 | 0.884 | 0.3061 | Valid |
| 3 | X4.P3 | 0.893 | 0.3061 | Valid |
| 4 | X4.P4 | 0.824 | 0.3061 | Valid |

Source: Based on SPSS Calculation, 2019

Based on the validity test in Table IV.1, the overall indicators used in each item in this study are said to be valid, because the entire indicator used has the value of $r_{count} > r_{table}$.

4.2 Reliability Test

Reliability test can be carried out together on all questions. If the value of *Cronbach Alpha* ≥ 0.60 is reliable. If the value of *Cronbach Alpha* < 0.60 is not reliable. Then the reliability test results for each variable are as follows:

Table 7. Reliability Test

| Variable | Cronbach's Alpha | Standard Reliability | Information |
|--------------------------------|------------------|----------------------|-------------|
| Purchase Decision (Y) | 0.956 | 0.60 | Reliable |
| Products (X ₁) | 0.957 | 0.60 | Reliable |
| Price (X ₂) | 0.957 | 0.60 | Reliable |
| Distribution (X ₃) | 0.948 | 0.60 | Reliable |
| Promotion (X ₄) | 0.953 | 0.60 | Reliable |

Source: Based on SPSS Calculation, 2018

Based on reliability testing in Table IV.2, the overall indicators used in each item in this study are said to be reliable, because the overall indicator used has a value of > 0.60 .

Analysis of Multiple Linear Regression Analysis of Multiple Linear Regression can be seen in the following table:

Table 8. Analysis of Multiple Linear Regression

| Model | | Unstandardized Coefficients | | Standardized Coefficients Beta |
|-------|----------------|-----------------------------|------------|--------------------------------|
| | | B | Std. Error | |
| 1 | (Constant) | 0,092 | 0,123 | |
| | X ₁ | 0,566 | 0,060 | 0,571 |
| | X ₂ | 0,335 | 0,055 | 0,339 |
| | X ₃ | 0,091 | 0,043 | 0,074 |
| | X ₄ | 0,153 | 0,060 | 0,160 |

Source: Based on SPSS Calculation, 2019
From table IV.11 above can be formulated multiple linear regression equations as follows:

$$Y = 0.092 + 0.566 X_1 + 0.335 X_2 + 0.091 X_3 + 0.153 X_4$$

From the multiple linear regression equation above shows that the product regression coefficient, price, distribution and promotion is positive, meaning that product, price, distribution and promotion have a positive effect on purchasing decisions of sharia products in Palembang. If the product, price, distribution and promotion increase, the purchasing decision will increase, and vice versa if the product, price, distribution and promotion decreases, the purchasing decision will decrease.

Test F (Together)

The F test can be seen in the following table:

Table 9. ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|-----------------|----------------|----|-------------|----------------|--------------------------|
| 1 Regression | 1007,132 | 4 | 251,783 | 106,461 | 0,000^a |
| Residual | 21,618 | 95 | 0,228 | | |
| Total | 1028,750 | 99 | | | |

Source: Based on SPSS Calculation, 2018
Based on Table IV.12, the F value is calculated (106,641) > F table (2,47), with the level of sig.F 0,000 < 0,05 (significant), then Ho is rejected and Ha is accepted, meaning there is the influence of the marketing mix (product, price, distribution and promotion) towards the decision to purchase sharia products in Plata Nigata Palembang .

T test (One by one)

The t test can be seen in the following table: **Table 10. T test**

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|----------------|-----------------------------|------------|---------------------------|--|--------------|--------------|
| | B | Std. Error | Beta | | | |
| (Constant) | 0,092 | 0,123 | | | 0,754 | 0,453 |
| X ₁ | 0,566 | 0,060 | 0,571 | | 9,459 | 0,000 |
| X ₂ | 0,335 | 0,055 | 0,339 | | 6,133 | 0,000 |
| X ₃ | 0,091 | 0,043 | 0,074 | | 2,101 | 0,038 |
| X ₄ | 0,153 | 0,060 | 0,160 | | 2,533 | 0,013 |

Source: Based on SPSS Calculation, 2018
Based on Table IV.13, the results of the t test analysis obtained the value of t_{arithmetic} for product variables which is equal to 9,459, the price variable that is equal to 6,133, the distribution variable that is equal to 2,101, the promotion variable that is equal to 2,533. While the value of t_{table} is 1.985, which means the value of t_{count} > t_{table}, so it can be concluded that Ho is rejected and Ha is accepted, meaning that there is a unified influence of product, price, distribution and promotion variables on sharia product purchasing decisions in Plaju Nigata Palembang.

5. Discussion

1. Effect of Marketing Mix on Purchase Decisions

Based on the results of multiple linear regression analysis, it is known that there is a positive effect caused by marketing mix variables (product, price, distribution and promotion) on purchasing decisions, as evidenced by the regression equation: $Y = 0,092 + 0.566 X_1 + 0.335 X_2 + 0.091 X_3 + 0.153 X_4$. These results are also in line with the theory stated [3], purchasing activities carried out by buyers are determined by marketing stimuli, other stimuli, buyer characteristics, and the process of purchasing decisions that end in the purchase decision box. As in line with the results of this study, because the marketing mix is a form of marketing stimulation, which consists of products, prices, distribution / place and promotion.

2. Product Effect on Purchasing Decisions

Based on the results of partial hypothesis testing at a confidence level of 95%, it shows the value of t_{count} (9,459) > t_{table}(1,985), with the level of sig.t 0,000 < 0,05 (significant), then Ho is rejected and Ha is accepted, meaning there is influence product to the decision to purchase sharia products in Palembang . According to [1], products are everything that can be offered to market to attract attention, acquisition, use or consumption that can satisfy a desire or need.

3. Price Influence on Purchasing Decisions

Based on the results of partial hypothesis testing at a 95% confidence level, it shows the value of t_{count} (6,133) > t_{table} (1,985), with the level of sig.t 0,000 < 0.05 (significant), then H_0 is rejected and H_a is accepted, meaning there is influence price of the decision to purchase sharia products in Plata Nigata Palembang . According to [8], price is a sum of money that is billed for a product or service, or the amount of value that is exchanged by customers to benefit from owning or using a product or service.

4. Effect of Distribution on Purchasing Decisions

Based on the results of partial hypothesis testing at a confidence level of 95%, it shows the value of t_{count} (2,101) > t_{table} (1,985), with the level of sig.t 0.038 < 0.05 (significant), then H_0 is rejected and H_a is accepted, meaning there is influence price of the decision to purchase sharia products in Palembang . According to [2], distribution is a marketing activity that seeks 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 (type, amount, price, place, and when needed).

5. Effect of Promotion on Purchasing Decisions

Based on the results of partial hypothesis testing at a confidence level of 95%, it shows the value of t_{count} (2,533) > t_{table} (1,985), with the level of sig.t 0.013 < 0.05 (significant), then H_0 is rejected and H_a is accepted, meaning there is influence promotion of purchasing decisions on sharia products in Palembang . According to [3], promotion is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold.

6. Comparison of Research Results with Previous Research

The results of this study are in line with the research conducted [9], which states that *Green Marketing* influences purchasing decisions, in line with the research, because it proves that purchasing decisions are factors that are influenced by other variables, but not in the same direction, because using different independent variables, previous research uses independent *Green Marketing* variables , while this study uses the marketing mix . When connected with research conducted [10], which states that the marketing mix influences purchasing decisions, the study is in line with and in line with this study, because it has similar results. As well as the research conducted [11], which states that *Brand Image* influences purchasing decisions, in line with this research with this research, because it proves that purchasing decisions are factors influenced by other variables, but on the other hand not in the same direction, because it uses different independent variables, previous research uses free *Image Brand* variables , while this study uses the marketing mix . This research is also in line with the research conducted [12], with similar results that show there is a product influence on purchasing decisions, then based on product aspects in the study support this research.

6. Conclusion

Based on the results of research and discussion, conclusions can be made as follows:

1. The results of early trials peng using t ingkat 95%, mak a can in a knot right that there is the influence of the marketing mix (product, price, distribution and promotion) the decision to purchase sharia products in Palembang [13].
2. The results of early trials peng by using 95% confidence level, it can be in the loop right that there is a product influence on the decision to purchase sharia products in Palembang [14].
3. The results of early trials peng by using 95% confidence level, then it can be in the knot mak a right that there is a price effect on the decision to purchase sharia products in Palembang .
4. The results of early trials peng by using a 95% confidence level, then it can be in the knot mak a right that there is a distribution effect on the decision to purchase sharia products in Palembang[15] .

5. The results of early trials peng using t ingkat 95%, it can be in the loop right that drawn the conclusion that there is a promotion effect on the decision to purchase sharia products in Palembang [16].

7. Suggestion

Based on the conclusions obtained, then proposed suggestions, as follows:

1. For the company

The Ajwa mineral water company should pay more attention to the effectiveness of its marketing mix strategy in the market, because in terms of product, price, distribution and promotion of Ajwa mineral water is still less well known and unknown to many consumers, even in the region which is one of the distributors who provide water even the Ajwa mineral, there are many consumers who visit still feel foreign to Ajwa mineral water, so the impact both in terms of product, price, distribution and promotion gets a very low rating in the eyes of consumers. Therefore, Ajwa mineral water companies are expected to be able to carry out more intensive strategies so that consumers become more interested in buying them [17, 18].

2. For Almamater Suggestions for future research that intends to take a similar title on the same object, it is recommended to use different independent variables, because in purchasing decisions there are many factors that influence, because this research is limited to the marketing mix which is a form of marketing stimulation as factors that influence purchasing decisions, while from various theories, according to Kotler, there are still other stimulation factors, psychological factors, and others, which also have great potential in influencing purchasing decisions. So it is very important for future research to examine these factors [19].

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