

**ISTANBUL SABAHATTIN ZAIM UNIVERSITY  
GRADUATE EDUCATION INSTITUTE  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**EXAMINING THE ROLE OF MARKETING MIX IN  
CONSUMER PURCHASING BEHAVIOUR  
(The Case Of Indonesian Students In Istanbul)**

**MA THESIS**

**Adifa Adnan Beva**

**Istanbul  
April-2022**

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**Supervisor  
Asst. Prof. Nicoleta Isac**

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This study has been approved in partial fulfillment of the requirements for MBA  
Degree in Master Of Business Administration

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Director, Graduate Education Institute

## **DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY**

Hereby declare that the MA thesis entitled “Examining The Role of Marketing Mix in Consumer Purchasing Behaviour” is the result of my own work, and during the making of this work, I have followed procedures in accordance with scientific ethics and academic rules. I have compiled this scientific paper in accordance with the guidelines for thesis writing at the University of Sabahattin Zaim. I have also compiled this work and explained the bibliography, all direct and indirect quotations and all sources that I used in this writing.

**Adifa Adnan Beva**

Istanbul, April 2022

## **ACKNOWLEDGEMENTS**

My deepest gratitude My God, Allah SWT who has given me pleasure, affection, and help so that I can achieve at this time. My Prophet Muhammad SAW, He who taught me lightness in my life. My lovely Parents I love you so much!!! Thanks for everything. Your prayers, your sacrifices, and your love always accompanied me in every step I take. My beloved sisters and brothers. Thanks for everything. Your prayers, your affection, your support, your time is always there for me, stood beside me and held on my hands tightly. My Advisor, Dr. Nicoleta Isac, who sincerely dedicates her time and energy, and for her unceasing guidance to complete this research, may Allah grant her blessings and favors in particular.. My beloved friend, especially “Resi”, Thanks for the understanding, prayers, and expectation for finishing this writing, We have passed our journey; keep spirit to reach our goals of life. All of my teachers, you have taught me a variety of science every time, everywhere may Allah bless you..

**Adifa Adnan Beva**

Istanbul, April 2022

**ABSTRACT**  
**EXAMINING THE ROLE OF MARKETING MIX IN**  
**CONSUMER PURCHASING BEHAVIOUR**  
**(Case Study on Indonesian Students In Istanbul)**

Adifa Adnan Beva

Master, Business Administration

Thesis Advisor: Asst. Prof. Nicoleta Isac

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In In this modern era, people are more busy, so fast food has become more popular. Indomie is a brand of instant noodles that are widely known, especially in Istanbul. This study is to examine the effect of the marketing mix (product, price, place, and promotion) on purchasing power regarding indomie products in Istanbul, and which factors influence consumer behavior.

The method used in this study is a quantitative method and is used in primary and secondary research. The primary data is obtained from questionnaires, while the secondary data are taken from journals, books, and the internet. The population in this study is all Indonesian students in Istanbul with the sample taken from 100 respondents. The sampling technique used is simple random sampling and the technique of sample determination is Slovin's Formula. Data analysis techniques are multiple regression analysis, F-test, t-test, and coefficient determination R<sup>2</sup>. The data is processed using the program SPSS.

The finding indicates that the variable of Marketing Mix simultaneously has a positive and significant effect on variable consumer purchasing power on Indomie products in Istanbul with F count  $15.987 > 2.47$  (F table) and significance value of  $0.001 < \alpha$  (0.05). The Product variable has the biggest contribution with the t count being more than the t table ( $3.902 > 1.98525$ ) and the significance value is less than alpha ( $0.001 < 0.05$ ). On the other hand, the independent variable of product and promotion has a positive and significant effect, while price and place have no significant effect on Consumer Purchasing Power Behavior regarding Indomie products.

**Keywords** : *Marketing mix, Product, Price, Promotion, Place, Consumer Purchasing Buying Behaviour.*

## ÖZET

# TÜKETİCİ SATIN ALMA DAVRANIŞINDA PAZARLAMA KARMASININ ROLÜNÜN İNCELENMESİ (İstanbul'daki Endonezyalı Öğrenciler Üzerine Örnek Olay)

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Bu modern çağda insanlar daha meşgul, bu yüzden fast food daha popüler hale geliyor. Indomie, özellikle İstanbul'da yaygın olarak bilinen bir fast food. Bu çalışma, İstanbul'da indomie ürününde pazarlama karmasının (ürün, fiyat, yer ve tutundurma) satın alma gücü üzerindeki etkisini ve tüketici davranışları üzerinde hangi faktörlerin etkili olduğunu incelemek amacıyla hazırlanmıştır.

Bu çalışmada kullanılan yöntem nicel yöntem olup, birincil ve ikincil araştırmalar kullanılmıştır. Birincil veriler anketten, ikincil veriler ise dergi, kitap ve internetten elde edilmiştir. Bu çalışmanın evreni 100 katılımcıdan oluşan bir örnekleme İstanbul'daki tüm Endonezyalı öğrencilerdir. Kullanılan örnekleme tekniği basit rastgele örnekleme ve örnekleme tekniği Slovin Formülü idi. Veri analizi teknikleri, çoklu regresyon analizi, F-testi, t-testi ve katsayı belirleme R2 idi. Veriler SPSS programı kullanılarak işlendi.

Sonuçlar, Pazarlama Karması değişkeninin İstanbul'daki Indomie ürünü üzerindeki değişken tüketici satın alma gücü üzerinde F sayısı  $15.987 > 2.47$  (F tablosu) ve anlamlılık değeri  $0.001 < \alpha$  (0.05) ile hem olumlu hem de anlamlı etkileri olduğunu buldu. Araştırmamıza göre Ürün değişkeninin en büyük katkısı t sayısının t tablosundan büyük ( $3.902 > 1.98525$ ) ve anlamlılık değerinin alfadan küçük ( $0.001 < 0.05$ ) olmasıdır. Öte yandan, Indomie ürününün Tüketici Satın Alma Gücü Davranışı üzerinde ürün ve promosyon bağımsız değişkeni fiyat ve konum açısından negatif ve anlamlı bir etkiye sahipken, ürün ve promosyon bağımsız değişkeni pozitif ve anlamlı bir etkiye sahiptir.

**Anahtar Kelimeler** : Pazarlama karması, Ürün, Fiyat, Tutundurma, Yer, Tüketici Satın Alma Gücü Davranışı

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# CHAPTER I

## INTRODUCTION

### 1.1. The Subject Issue

The era of modernization that is currently rolling has encouraged changes in human behavior in meeting their needs and desires. At this time, there are several factors that can cause some increased need and increased community activity, affecting people to need products or food that can be provided practically and instantaneously so that it is easy to consume and does not waste time.

These changes in behavior create opportunities for companies to be able to solve everyone's needs. One of the goals of any company is to create a variety of markets and reach consumers. Consequently, every company faces challenges because currently, customers have a wide choice of products, brands, and prices. To make sellable products, a company needs to focus on consumer behavior and pay special attention to their satisfaction level regarding those products.

Consumer behavior alludes to the process of gaining and ordering information towards a purchase decision and employing as well as assessing products and services. This process has several ways and steps: starting from looking for, buying, then evaluating and spreading it after using the product (Mountinho, 2000, p. 41).

There are some ways of finding consumer behavior. One is factors having the ability to affect the decision of purchasing made by the consumers. *4P Marketing mix* is the mixture of distinct variables of marketing decision utilized by a company to sell its products and services that are of the following steps: recognizing the market and collecting the essential information, programing the market direction, deciding instruments as well as the strategy to provide what the customers' needs are and the competitors' challenge. The marketing mix is a collection of variables of control in which the firm has the capability of employing them to affect the responses of the buyers. And it is classified into four components: Product, Price, Place, and promotion (M. Singh, 2012, p. 40).

The Product constitutes the first component of the marketing mix impacting the other three components owing to their nature and features. The product may differ in its features depending on the diversity of the intended market in respect of various needs and wants constituting the elements and the environment of the market. Product is also described as whatever is sold in the market, attentiveness, buy, usage, or utilization that may fulfill a necessity or desire (al Badi, 2018, p. 3).

In regards to the quality definition, some studies point out that it is not considered unified. Yet, it rather depends on the distinct perspective from which it is evaluated. The definition of the terms regarding technical and production could vary, depending on the perception of the consumers. The fact is that out of the consumers' perspective, some aspects put up defining a food product quality in which not only intrinsic qualities like taste and other sensorial properties but also outer factors for instance origin and labeling (Sadílek, 2019, p. 58).

On the other side, quality is an assessment from consumers about excellent products/services that are carried out thoroughly. Quality can also be interpreted as the degree of capability of a certain product in executing the anticipated function. If the product quality has good results, consumers tend to repurchase, and if the product quality is not as expected, then buyers will shift to other matching goods. Purchase decision refers to a stage in the purchasing decision-making process. (Assauri, 2014, p. 211)

Meanwhile, price is an attribute contained in a product/service employed by most buyers to assess products or services. Then, the price can provide an idea for buyers to know how to allocate their purchasing power to several services and products. Consumers contrast prices of different available options and later make decisions on the wanted funds' allocation.

Promotion is a crucial thing that has to be accomplished by businesses to assist in marketing. A firm can be developed via commercial, individual selling as well as publicity (Putra &Asdi, 2020, p. 122). Another idea is, promotion concerning selling price is a vital strategy to affect buyers' behavior in trading both in regard to traders and the brands of the manufacturers (Munusamy et al., 2008, p. 44).

The Place is the location where the goods or services are accessible to the buyers as well as the channels of the distribution. For the buyers, a place where they can easily

obtain the product means a lot. Deciding a place should be taken into account by an institution because the essence of the goods/products and consumption happen at the same time as well as in a similar place. A place supplies buyers, competition, promotion, and marketing task information (Khan, 2015, p. 96). Kotler & Keller (2008) states that purchase decision is the intention of the buyers to purchase the most favored brand .

Considering the theoretical framework, I choose Indomie - a brand of instant noodles that are produced by Indofood to analyze consumer behavior. Indofood is the founding father of instant noodles company in Indonesia as well as one of the world's biggest instant noodles producers. Its product – indomie instant noodles shows up in various flavors like chicken, chicken curry, and vegetables, to the most famous one *Mi Goreng*. The product is accessible all over the world in over 100 countries like Asian and Middle Eastern countries, Europe, the USA, New Zealand, Canada, and Australia. It's not surprising that Indomie is readily obtainable around the world as its annual capacity production is 19 billion packages.

Being a worldwide product, Indomie is capable of grabbing the eyes of the buyers and competitors and managing to snatch a share of the instant noodle market in the international market, especially in Istanbul. Many types of instant noodle products are circulating among the public, continuously innovating its products.

Entering Turkey at the beginning of 2010, Indomie is at the hand of Adkoturk company Gida Sanayi, a joint business between Indonesia and Turkey which at the start was an Indofood distributor in a small town of Adana importing and trading the products of Indomie. As a distributor, not only does Adkoturk lead active market research, but also learns the buyers' preferences of tastes and how to market them.

Research reveals that sales through retail networks are more prevalent than that of traditional markets. For instance, the opening of the Adkoturk branch in Istanbul which is the home of Turkey's retail network headquarters in mid-2011. The market share of Indomie in Turkey in 2019 has reached 90%, according to pieces of information from the Indonesian Ministry of Trade (*Kemendag*), with a distribution network reaching 81 provinces. Enggartiasto Lukita, Indonesian former Minister of Trade, said that at present, around 45% of the ingredients of Indomie in Turkey

supplied by Indonesia are valued around US\$ 20 million annually" Lukita said. (Yanti, 2019, p. 1)

Considering the above explanation about Indomie, the researcher has his own goal, and the goal is to know what factors have influenced consumer behavior. To analyze the impact of the 4p marketing mix on purchasing power regarding indomie products in Istanbul, the survey is done on Indonesian students in Istanbul. Therefore, the researcher is keen on doing research entitled *“Examining The Role Of Marketing Mix In Purchasing Behaviour (The Case Of Indonesian Students In Istanbul)”*.

## **1.2. Statement of the Problem and Research Questions**

Currently, being in the modern era, a lot of people are busy, so they prefer to consume instant food because it doesn't take long to serve it. As a result, entrepreneurs have started to take this opportunity to create a food products that can be served quickly and efficiently.

Indofood company is one of the companies whose instant product - indomie brand caters to the needs of the people in big cities as an easy to serve food. This product can also be effortlessly found in Istanbul which is one of the big cities in Turkey, especially among the Indonesian students studying there. It is not a surprise that Indofood has a joint venture with a Turkish company owning a factory that produces Indomie. At present, the monthly company production capacity of indomie is 555,000 cartons having sales of 450,000 packages as well as 50,000 cartoons monthly. Furthermore, there is an increase of 1 million cartons monthly of production capacity due to new machines added. (Yanti, 2019, pp. 1–2)

From the explanation above, I want to investigate the impact of the 4p marketing mix on purchasing power regarding indomie products in Istanbul, and which factors influence consumer behavior.

## **1.3. The Scope and Content of the Thesis**

As explained above, the researcher wants to ascertain consumer behavior, through the analysis of the 4P marketing mix to Indonesian students' buyers' power in the year 2021. From the problem identification having been explained, the research problem limitation is: Will the impact of the 4P marketing mix (product, price, place, and promotion) influence the instant noodle purchase decision of the indomie brand?

To focus on this research and to get an in-depth result, the writer only wants to research it with the population of Indonesian students who are in Istanbul amounted to 452 people using probability sampling (random sampling).

### 1.3.1. Basic Questions of the Thesis

In regard to the background having been explained above, the questions of the problem in this research are:

- Do 4p marketing mix (product, price, place, and promotion) components affect buyers purchasing decisions on Indonesian students in Istanbul for indomie products ?
- Which elements have the greatest influence on purchasing power?

To answer the above questions, the researcher uses quantitative research methods and random sampling. Generally, quantitative research is a kind of empirical research into social aspects of the problems of mankind, theory testing that contains variables measured numerically and statistically analyzed with the purpose of determining whether the theory describes or foresees phenomena of interest. (Yilmaz, 2013, p. 311)

The sample is in the form of a questionnaire and is published to several Indonesian students in Istanbul. From the questionnaire, various kinds of tests and hypotheses are carried out. The sampling technique in this study is a sampling of probability (random sampling) where every element of the population is entitled to have an equal chance to be sampled. The technique administered to decide the samples' numbers is Slovin Formula (Priyono, 2016, pp. 106–107), which are:

$$n = N : (1 + N \cdot e^2)$$

$$n = 452 : (1 + 452 \cdot (0,1)^2)$$

$$n = 452 : 4,53$$

$$n = 99,78$$

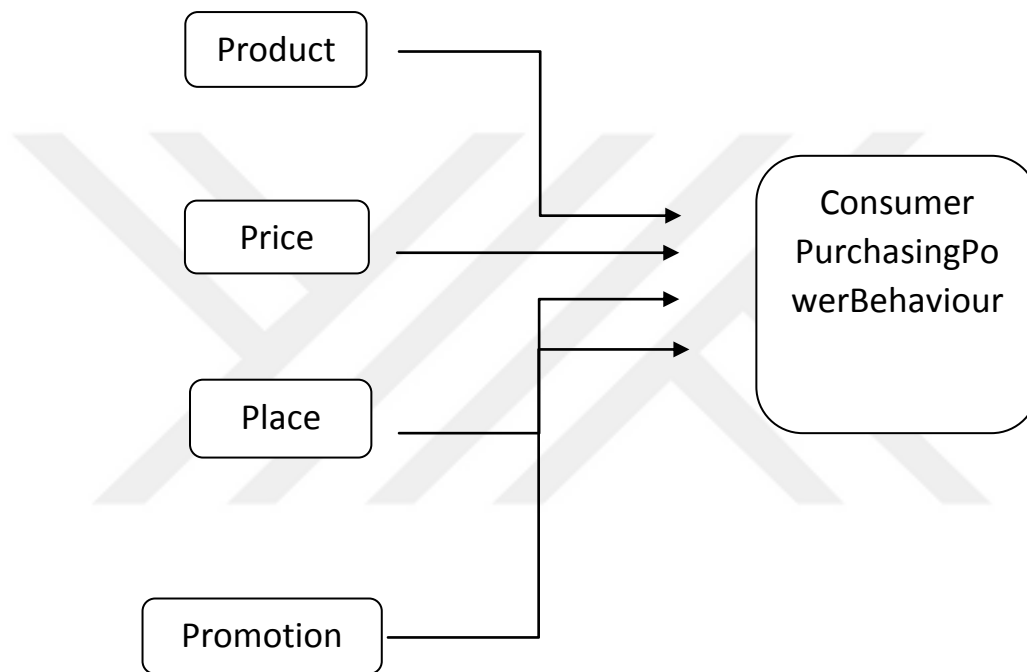
**n = Equals Sample**

**N = Equals population**

**e = Equals error rate**

The sample number in this research was 99.78, and rounded to 100 respondents, using an error rate of 10%..

There are 4 core variables that are chosen by the research for this research. They are presented as a conceptual framework below:



**Figure 1.1 Conceptual Framework**

Source :(Noviyanto& Basri, 2019, p. 297)

For comprehensible data analysis purposes, this research covers a validity test, a test of reliability, a test of normality, a test of classical assumption, a hypothesis test, and an analysis of multiple linear regression.

This study is done in the city of Istanbul. The main reason to conduct the research on Istanbul students was that this city has fast and dense activities. Another reason is that this city is the economic center of Turkey, and there are lots of advertisements for Indomie products in the city of Istanbul.

#### **1.4. Importance and Originality of the Thesis**

The main important aims of this research are :

1. To find out and analyze the impact of the 4p marketing mix (product, price, place, and promotion) on Indomie products purchasing decisions on Indonesian students in Istanbul city
2. To know which factors have the greatest impact on the behavior of the consumer

What proves the originality of this study is that there are several factors in regard to the impact of the 4p marketing mix and other variables on buyer interest from different locations. We try to research it in foreign markets, even the objects are Indonesian students in Istanbul, with different prices, economies, cultures, and so forth.

#### **1.5. Significance of Study**

The research findings give valuable benefits for:

- a. For Company, this will give the company an idea of what evaluations should be taken and which should be improved. It can also be used as input or additional information for the company that can be taken into consideration for establishing new company policies regarding marketing strategies that affect consumer purchasing decisions.
- b. The researcher himself: this study will raise his awareness of keeping up with fast-growing business administration education and add to its expertise in regards to the 4p marketing mix and their effects on consumer behavior.
- c. The other parties: as a reference that can be used as a comparison material for other researchers who conduct research related to 4p marketing mix items and purchasing decisions for different products.

#### **1.6. Design and structure of Thesis**

This research is conducted by following a systematic discussion in order to make it easier for the researcher to complete the thesis. The researcher classifies it into five chapters as follows:

CHAPTER I: Introduction which covers a problem that occurs including The subject issue, Statement of the Problem and Research Questions, The scope and content of

the thesis, basic question of the thesis, Importance and originality of the thesis, research objectives, research benefits, and Design and structure of thesis

CHAPTER II: Theory Basis which discusses the theoretical framework including an understanding of purchase decisions, and 4p marketing mix. And describes previous research or literature review, frame of mind, and hypotheses while.

CHAPTER III: Research methodology which discusses location and time research, type of research, population and sample, data sources, instruments data collection, a test of validity, a test of reliability, a test of normality, a test of classical assumption of multiple linear regression and hypothesis testing (using SPSS)

CHAPTER IV: Research Results consists of the research object description, the data analysis tests results that are calculated using SPSS computer.

CHAPTER V : Closing, which includes conclusions and recommendations.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

This chapter explains more deeply some of the definitions of each element and variable in the marketing mix, such as the definition of product and their quality, price and their method of fixing the price, place and distribution strategy, promotion and their elements as well as finding out their effects on consumer purchasing power behavior.

The researcher will also explicate the related concepts and research pertinent to the marketing mix factors as well as consumer purchasing power behavior. The correlation between the marketing mix along with consumer purchasing power behavior will also be utilized in the act of the base for this study. This chapter describes several previous studies that are similar and related to consumer behavior, purchasing decisions, and marketing mix as well.

#### **2.2. Previous Study**

There are many studies done by researchers to find out how the marketing mix influences the buying decision (Putra & Asdi, 2020, p. 122) In their studies, they found that all marketing mix variables (place, price, product, promotion) positively and significantly impact purchasing decisions. Other research from (Noviyanto & Basri, 2019, p. 297), shows that prices, products, places, and promotions impact purchasing decisions positively and significantly. Also, the research conducted by (Munusamy et al., 2008, p. 44) reveals that just the pricing technique positively affects buyers' motives. Meanwhile, promotion techniques significantly impact the buyers' motives negatively.

The paper of (Arthur et al., 2019, p. 1) identifies that place, price, promotion, and the process have no significant impact whereas, human resources, products, and physical evidence has a significant impact. (Mongdong & Tumewu, 2015, p. 1095) find that Brand equity and service quality significantly impact buyers' purchase decisions. If

the equity of the brand partially impacts significantly on buyers' decisions, the marketing mix and the quality of service partially do not significantly impact buyers' purchasing decisions. Regarding the work of Njuguna (Njuguna, 2018, p. 4) the results show the strategies of product, promotion, price, and place significantly and positively affect the export performance independently, meanwhile attributes of promotion are negatively affected. Yet, the attributes do not significantly impact the performance of export if assessed along with the other marketing abilities.

The article has been researched by (Setyani, 2015, p. 9) about purchase decision reveals that the price variable partially affects positively, while the product variables, location, and promotion partially do not give any impact on the buying decision. Contrary, the research of (Salim, 2017, p. 12) indicates that partly or significantly the image of the brand and the brand belief variables significantly and positively impact the loyalty of the brand in which the most controlling impact variable is the image of the brand. While the results of (Francia Antonella, 2017, p. 636) shows that price, product, and promotion are the crucial strands that the producers of cars must bear in mind and that the place ought to be cautiously examined before decision making.

On the other side, the article about marketing mix from (Sudari et al., 2019, p. 1385) indicates that price, product, and promotion are the crucial strands that the producers of cars must bear in mind and that the place ought to be cautiously examined before decision making. Meanwhile (Haider & Shakib, 2018, pp. 1–12) points out that there is a significant relation as well as comparison on the strength of correlation among entertainment, commercials spending, familiarity, and social imaging in the commercials with the buying attitude of the consumer. Furthermore (Azzam & Ali, 2019, p. 375) find that the quality of the product, information, the name of the brand, and packaging has a significantly positive correlation on the buying attitude of the consumer while the information about the product and the quality of the product contributed the most in which they influence the buying attitude of the consumers.

A study discussing the effect of marketing mix conducted by (Ahmad et al., 2013, p. 210) shows that the service of health, promotion, physical proof, process, and individual strategies significantly affect the satisfaction of the patient. On the other hand, pricing, as well as distribution, are not significantly affected. A study about the satisfaction of buyers by (Adi, 2012, p. 6) reveals that all independent variables

which are tested positively and significantly affect the satisfaction of the buyers. Another research by (Al-Salamin et al., 2016, pp. 62–73) indicates a positive correlation between the buying attitude of the buyers and the prices. However, there is no statistically significant distinction in the individual responses because of gender, age, qualification, marital status, and monthly income in regard to the questions of the research in relation to the odd strategy of pricing. Regarding the strategy of bundle and discount pricing, the study shows a statistically significant distinction concerning individual responses because of gender in the strategy of old pricing.

The research from (Gituma, 2017, p. 5) reveals that the quality of the product positively impacts the performance of sales, meanwhile, the awareness of the brand affects the performance of the organization and packaging which is very useful to express the image of the brand, goods, and loyalty that also impacted the profitability of the company. Yet, the strategy of pricing improves the volume of the sales. Another research about the 4P marketing mix by (Adera, 2018, p. 9) shows that four elements of the marketing mix are affected significantly. Yet, In regard to the individual element of 4Ps of the marketing mix, just the variable of the price that is tested has a significant impact on the satisfaction of the buyers. The research by (Teshome, 2018, p. 12) on the satisfaction of the buyers indicates that product on the satisfaction of the buyers and the other three elements such as price, place, and promotion show average impact while correlation matrix and regression reveal a strong correlation between independent variables - price, product, promotion, and place and the dependent variable - the satisfaction of the buyers.

Research conducted by (Ramadhan & Secapramana, 2020, pp. 197–205) analyzing marketing mix effect on consumer decisions shows that prices, place, and products significantly impact the decision of buying, whereas promotions have no impact on the decision of buying. Another research by (Mulyani et al., 2019, pp. 272–282) reveals that the marketing mix significantly affects the buying decision. Meanwhile, (Tarekegn, 2018, p. 10) shows a significant correlation among the marketing mix components such as price, product, place as well as promotion pertaining to the satisfaction of the buyer. Among those elements, price is the only component which negatively related to the satisfaction of the buyer while promotion contributes a small number of positive significance.

Studying the marketing mix and customer satisfaction, (Wardhana, 2020, pp. 1–5) finds out that the variables of price, product, location, and promotion significantly affect the Indosat customer satisfaction variables by around 82,6%, while the remaining 17,4% are caused by other variables such as company image, trustworthiness, and service quality. Another research by (Azhar, 2020, pp. 65–72) shows that elements of price, product, promotion, and location impact the decision of the customer positively and significantly in choosing Brastagi Supermarket to purchase plums in the city of Medan North Sumatra.

## **2.3. Marketing**

### **2.3.1. Definition of Marketing**

In carrying out a business activity, both in the field of service and trade, a company or anyone definitely needs a concept of marketing that will determine the development of a business. Marketing plays a vital role in determining future business activities. Oftentimes we think that marketing is the same as sales and promotion, but it is not. Sales and promotions are parts of the marketing concept, namely Marketing Mix.

Marketing is not just about sales and promotion. Sale is the peak activity of a function of marketing. Good marketing activities, such as typing product, making sure of the availability of raw materials, determining price, as well as having good distribution and promotion, make the goods or services offered to be bought and liked by many consumers.

The marketing concept that defines marketing as a philosophy states that a company should base its activities on necessities and customers' desire for the market target. Obviously, the restrictions imposed by society (law, industry agreements, norms, etc.) must be recognized. However, if the basic concept is applied by the company, its operations must be successful and profitable. This is also referred to as the difference in views between market orientation and production orientation where the company's activities are directed at a technology, product, or production process. (Grönroos, 2007, p. 5)

The basic idea of marketing is that the organization will stay and flourish through the fulfillment of the necessities and desires of the buyers. This crucial is generally famous as the concept of marketing seen previously: the highest of which is the

philosophy as well as the orientation of business of adjusting company's abilities to customer desire. This process occurs in the field of marketing and strategy as well as desirable marketing within the structure of an organization. A business that is genuinely marketing intended is literally designed structurally to expedite the concept of marketing as a philosophy as well as a means of operation. (Whalley, 2014, p. 12)

Making the correct decisions in marketing is not always a simple thing to do. A survey involving a thousand senior marketing staff as well as sales executives showed that 83 % are of the opinion that marketing and sales capability is the pinnacle priority of their organization's success. In regard to assessing true marketing effectiveness, just 6% are of the opinion that the respondents do "a very good" job. The marketer must decide what features the new product or service will be designed, what the price should be, in which location will the product be sold or what service will be offered, and how much they cost of commercials will be whether through mobile marketing or internet. Being in the digitally controlled modern world, respondents are also challenged to make the right decision as to the buyers, technology, competition, and economic pressure are swiftly changing. Consequently, marketers' terms and actions might multiply fast (Kotler & Keller, 2012, p. 4).

### **2.3.2. The Marketing Mix Theory**

The marketing mix strategy is used by a company in order to convert its internal resources into a planned delivery of value to its target clients in export activities. The integration of the two types of marketing capabilities leads to a significant impact on market effectiveness.

McCarthy (1964) popularized the concept of the marketing mix as the means of transferring the plans of marketing into practice. It is a conceptual structure that pinpoints the key managers' decisions in making the product as well as service design in meeting the needs of the customer. The components of the marketing mix are able to be differently employed for any product allowing management to obtain either long or short target buyers. (Goi, 2009, pp. 2–4).

The theory of marketing mix is based on monopolistic competition industry (as faced by plenty of agribusiness sectors) showing that there is plenty of buyers and producers without any company owning full control of prices, both demanded and

supplied goods have unique attributes, and that competition requires additional distinction of competitors using customer insights and trends as a guide. (Möller, 2006, pp. 439–450)

The 4P approach is also the same as the marginal utility economics principle as well as studies of managerial research to recognize the maximum degree of marketing investment at any given period for every element of the marketing mix amid its product, buyer sector as well as the market. The primary is to undertake that the buyers' reaction to every strategy within 4P must be familiarized. The notional marketing investment portion can further be resolved along the way of the allocation of frontier utility.

### **2.3.3. Elements in The Marketing Mix**

#### **2.3.3.1. Product**

Product is a type of service an organization offers aiming to achieve the goals of the organization by way of fulfilling the needs of the buyers and their desires. Within this scope, a product might be anything being able to be tendered to potential buyers to fulfill particular necessities as well as wants. A product is also a global concept of an item or process providing several value buyers in which buyers do not merely purchase physical products, but also the benefit and value of the product. (Noviyanto & Basri, 2019, p. 297)

Product has an important part or position in executing the marketing mix since there are definitely different products that the company deals into the market. The product traded in the market has to meet marketing, production as well as resources of finance, yet most crucially that there has to be enough demand for the good. A product made by a manufacturer will be in the type of goods or services to fulfill customer wants as well as necessities. For instance, the elements of a product that will be traded such as design, packaging, quality as well as some other components and services that will be given along with the product. (Putra & Asdi, 2020, p. 122)

Product is defined as everything being able to be tendered to buyers for engrossment, obtainment, consumption as well as satisfying several desires or necessities. It takes in physical objects, services, places, people, organizations, or ideas. A marketer must construct the factual product by the core product and after that construct additional products by the core as well as factual products. Core products include service or

problem-solving cores, and benefits that the customers get when they buy multiple products. Whereas the actual product includes product parts, quality levels, designs, features, names of the brand, packaging, as well as other attributes joined to provide central benefits. (Khan, 2015, pp. 96–102)

Anything can be made into a product. But the way to market a product is very different, and right now, it all depends on the character of each product as well as the market that will be entered. (Whalley, 2014, p. 12).

#### **2.3.3.1.1. Product quality and the kinds of categories**

Product quality and its attributes such as better storage, durability, and so forth will benefit the customer's perspective and the superior. The production strategy is the development of new products for the existing market in quantities that will meet the demands of consumers, and it must be in accordance with technology, company capabilities, and other factors. Product development involves contemplating how new products can meet customer needs more closely in a way that these products will outshine those of competitors.

A product must pay attention to its quality. Product quality is a feature of a merchandise or service impacting its capability to quench explicit and implicit necessities. Quality is a comprehensive assessment from consumers regarding the superiority of the product/service. Quality is also able to be illustrated as the ability of a particular brand/product to carry out its expected functions. (Siregar, 2020, pp. 33–40)

The quality element is very necessary when consumers make an opinion about a product. Consumers will make evaluations on the quality of a product accordingly. Consumers can also feel the use of the goods as well as assess the merits of a production. When buyers see a product, they will evaluate the quality of the product through their experiences to examine it as well as make the last decision whether to purchase it anymore or not. (Azzam& Ali, 2019, pp. 375–384)

The product itself has its own category or classification that can make it attractive to consumers. In one of the strategic management books, products can be categorized into several types. To make it easier to read and understand, the researcher presents it in the following table:

**Table 2.1 Type of Product**

<b>Types Of Product</b>	<b>Categories</b>	<b>Definition</b>	<b>Example</b>
Consumer Products	Durable goods	Products that are expected to last for quite a long time. This product can be used repeatedly	Mobile, PC, Etc
	Non-durable goods	the opposite of durable products, namely goods that are not durable	Food, Beverage
	Service Products	like a service, something that can't be saved at all. Usually they are used there. Services will be provided to consumers.	Cleaning Service, Gardening
	Shopping goods	products that carry a higher risk to customers than convenience products. because the price is higher. Therefore, this product is sometimes referred to as a high class product, and decision making has a huge impact on customers	Cars, clothes, shoes
	Convenience goods	it's a product that customers often buy. They really need strong branding to make them stand out from the rest, because of the price that is not too expensive and there are many competitors/substitutes.	Snacks, Magazine, Pillow etc
	Speciality goods	it was an unusual product, and it was quite expensive. usually sold in a specialty market.	bicycle, soccer shoes etc
	Fast moving consumer goods	is a form of convenience goods, but in this case seen from the retailer's point of view. They are a fast selling product	Toothpaste, coffee, tea
Industrial Products	Capital goods	This is a long-lasting product, and it's designed to last and last for several years	Cars, Buildings etc
	Accessories	is a smaller item, and can support a business. has a lower cost.	PCs, telephones
	Raw materials	it is an item to be processed. They are often generic products, crude oil, and so on	Water, meat, wheat etc

Industrial Products	Subassemblies, components and parts	goods that have been produced but are not finished goods. They are purchased by businesses to incorporate into their own products	Machine, Tires etc
	Supplies	These are small items that don't last long	Pens, Papers
	Services	goods provided by third parties, usually this is so they can concentrate on operating it themselves efficiently.	Transport, IT support, etc

### 2.3.3.1.2. Product Attribute

There are many company's product attributes such as the use of the goods and merits assessment of a production. When buyers see a product, they will evaluate the quality of the product through their experiences to examine it as well as make the last decision whether to purchase it anymore or not. (Munusamy et al., 2008, p. 44)

Product attributes can be in the form of something tangible or something intangible. Tangible attributes can be in the form of product design, packaging, brands, and so on. While intangible, for example, a good name or a known quality of the company that produces the goods. (Purwaningsih, 2006, p. 15)

- Product design

The design or shape of the product is a very important attribute to influence consumers' interest and then buy it. The more attractive the design of a product is, the more consumers will be attracted.

- Packaging

The packaging can be used as one strategy to compete with companies that produce or sell similar products. Packaging that is beautiful or attractive will add desire to buy, while distinctive packaging will make it easier for buyers to remember the products.

In general, the packaging is a receptacle in which the product is stored inside in order to hold, protect, preserve and recognize the product. Three packaging kinds are primary packaging in which the product directly has a contact with the packaging, secondary packaging includes one or several primary packages serving as protection of product quality such as cardboard and foam containing watches, and tertiary

packaging embracing the two packages formerly mentioned functioning to codify, unite, secure goods throughout the chain of commercials such as cardboard containing watches in a carton.(Ampuero & Vila, 2006, pp. 100–112)

- Brands

Brand is a nomenclature, expression, symbol, color, design, movement, or a mixture of characteristics that served as an identity of a product that can be discerned from another product of the competitors. The purpose of branding is to identify products or services produced by competitors. The best brand can be a guarantee of quality and it is also a combination that can identify a company. (Salim, 2017, pp. 18–21)

Branding is about delivering productions as well as services using the strength of the brand. It deals with innovation and creation to appear distinct among products. Branding produces mental construction which assists buyers to build their knowledge of the good in the process of providing value to the company.

Products include all things and several elements that must be considered so that consumers are interested and willing to spend money in order to purchase a good. Therefore, production quality and all things related to it greatly affect purchasing decisions. The following hypothesis is proposed:

*H1 : A Firm's Product Strategy has a significant impact on consumer purchasing power behavior.*

### **2.3.3.2. Price**

Price is the number that has to be exchanged by buyers to accept offers for a certain good or product. Product price depends on distinct components and it changes frequently so pricing must be determined fast and precisely. Determining product cost is an important factor in pricing. Marketing strategy & expenses for distribution, advertising costs, or any kind of price are the important things in the market. (M. Singh, 2012, p. 40)

The company's decision in pricing must consider all things and also be consistent with the marketing strategy. The strategy of pricing is extremely crucial in furnishing an image to buyers. It can also greatly influence the image of the good and the decision of buyers to purchase a product. Pricing connects to revenue and has the

ability to impact the demand for marketing channels as well. (Noviyanto & Basri, 2019, p. 297)

Price is regarded as the utmost vital and significant constituent influencing buyers choice. Price is the single variable within the marketing mix that has to be regulated in correlation to products and promotions. Pricing is a difficult thing that must be related to the supply as well as the demand. When a company sets the price of its product so high or so low, the company will lose sales.

However, pricing is very important. High and expensive prices lead to higher profitability. A higher price can increase profits in a short period only. Yet in the long run, it can gear toward fewer sales as well as earnings. Conversely, a lower price has a lower profit in the short term but has a sustainable profit in the long term. (Khan, 2015, pp. 96–102)

There are three strategies retailers employ to determine a reasonable price that can attract buyers (Al-Salamin et al., 2016, pp. 62–73). They are:.

- Odd even prices

The psychological even-odd strategy of pricing is generally utilized in the market using set odd as well as even numbers for the suffixes of the price to play consumer psychology such as 4.99 \$, 5.99 \$, and so on. This strategy relies on and plays on consumer perceptions and psychology because it changes to a smaller number. The perception of price and consumer interest will increase, even though the fact is that the price used is rounded off from the end of the number, for example, 4.99\$ instead of 5\$ and so on. (Asamoah & Chovancová, 2011, pp. 29–37).

- Bundle Prices

Bundling prices on a product is the sale of two or some different goods at a single price. The product package is able to be classified into pure as well as mixed bundling. Pure bundling is a deep way of pricing in which goods are solely traded in a bundle or independently (Giri et al., 2020, pp. 701–725) such as the sale of movie tickets A and B which are bundled into one price package.

- Discount Prices

Discount pricing can change perceptions of prices perceived by consumers. Consequently, buyers are inclined to purchase a good whenever given a discount.

Furthermore, consumers will perceive that products with regular prices are more expensive than usual products at a discount. Therefore discount prices can provide the product with a higher chance of being chosen by consumers (Choi&Hunsinger, 2017, pp. 55–64). Usually, there are several reasons why a company gives a discount such as wanting to sell old stock, wanting to introduce a new product, and so on. But discount pricing is effective in increasing sales volume just in a short time. Therefore, discount pricing is an effective marketing strategy, and the seller may attempt to deceive the customer by offering a price that is deliberately increased (Armstrong & Chen, 2020, pp. 1614–1627).

According to (Sammut-Bonnici & Channon, 2015, pp. 1–3), the way of fixing the price or the method of fixing the price can be done in several ways:

- Markup pricing

This strategy is done by adding markup standards to the product cost. An example is a retail company such as BIM, A101, which adopts a strategy of markup pricing for most product names or brands sold via its branding.

- Target return on investment pricing

Within industries demanding large assets or capital, the intended profit from the investment price is carried out as a safeguard to recover regulatory costs of complex infrastructure. They use different production volumes in a certain period to determine the value/price including the percentage of different returns in regard to the investment.

- Perceived value pricing

This pricing strategy is used to supersize the buyers' value towards products grounded on their uses when the product scented value is significantly higher compared to the cost of the product. This strategy is employed for branded and luxury goods.

- Competition-based pricing

In this pricing strategy, the price is decided by looking at the prices set by competitors, or relevant to competitors' prices. This method may apply to staple food companies such as noodles, milk, gas, oil, etc.

- Penetration pricing

This strategy, also understood as promotional pricing, is setting prices temporarily under the market's worth or even lower than the price in the market. This strategy is frequently adopted to enter new products into existing markets. This strategy is used to attract customers and make an excellent first impression.

Each company or product has the freedom to set prices, and each of them has a purpose and benefits from the price they charge. There are many examples of pricing objectives (Fuchs, 2021, p. 1), such as:

- Maximizing Profit

This is a pricing strategy that aims to maximize profits both for a certain period and in a short term.

- Increasing Sales Volume

The ultimate goal of this strategy is to start a business in order to keep the product survive and settle in some parts of the market, as well as to establish market share by trading at a low foremost price.

- Matching Competitors' Prices

This strategy aims to make a product have a price advantage and compete with its competitors at competitive prices. Sometimes companies need to make products that are more competitive in a wider market. This can be the best way for a company to gain a competitive edge in its industry.

- Shifting Brand Image

In this case the company aims to replace the image of the brand that they have issued, take an evaluation so that it can create a better product and can be accepted by consumers.

Prices are viewed from the perspective of the buyers. If the price determined by a manufacturer or firm is not in tune with the product's merits, it has the capability of decreasing the degree of buyer satisfaction and inversely. Thus it can be concluded that whenever perceived merits raise, their values also raise. If the buyers feel that the value gets higher, it brings about paramount satisfaction for the buyer (Adi, 2012, pp. 45–46). Price does determine quality, but there are several strategies so that

consumers have their own interests, and also have a desire to spend money because of the right pricing strategy. So the researcher has the following hypothesis:

*H2 : A Firm's strategy has a significant effect on consumer purchasing power behaviour*

### **2.3.3.3. Place**

The place or distribution is one of the simplest elements in the 4P. However, they had a profound effect. Place or distribution in marketing activities can be defined as the activity of supplying goods to buyers as well as the location in which a product is found by consumers. The company has a big task in managing the location of the placement strategy, as well as where consumers can find products easily. (Sudari et al., 2019, pp. 1385–1396).

On the other hand, place or distribution is also an activity that aims to provide the right product for consumers in the right period and at the right location. The distribution must use intermediaries aiming at being able to make transactions between sellers and buyers. Distribution can also be referred to as all outlets associated with end-users (Francia Antonella, 2017, pp. 636–640). Distribution is always concerned with the accessibility and availability of products and services. Distribution channels have different interests depending on the type of institution and sector (Ahmad et al., 2013, pp. 210–227). The distribution policy should at least meet three criteria. First, namely the accuracy and speed of time the product arrives at consumers. The second is security that is maintained from damage, and the third is the means of competition in providing speed and accuracy in meeting consumer needs.

There are several locations that must be considered and determined by the company, and they have their own uses, such as: *Firstly*, as a place of production, which is a location that is used to produce products, goods, or services. This location is known as the factory or market. *Secondly*, As a place to control activities of the company, this location serves as a place for meetings between various interested parties for the company. This location is known as the head office. The last is a location to store goods, services, or a place to store business results which is called the warehouse. (Setyani, 2015, pp. 26–28)

In terms of distribution and place, distribution channels are very important. According to (Belyh, 2020, p. 1), there are 3 distribution channels, namely:

- Direct Sales

Direct selling is a type of distribution to sell all types of products at medium prices, which are not purchased every day, and are durable. Furniture and home cleaning tools are examples. The most important thing about the marketing of direct distribution is contact with the last buyer.

Ten strategies of persuading in first-hand sales are attributes, advantages, merits, intimacy, reasoning, reciprocity, questions and answers, disclaimer, small step, and affiliate.

- Brokers and Distributers

If the producer chooses to collaborate with an agent or intermediary, they decide to give part of their duties to the intermediary. They act as representatives from producers to final consumers.

Before there was an intermediary, producers had to offer their own production to the designated shop or supermarket. However, when the business has grown and got bigger, they will look for more effective alternatives to sell their products to shops or supermarkets. It will be the broker's job to tackle the trades, or the distributor will be the one looking after product shipping.

- Wholesalers / Retailers

Making wholesalers and retailers a distribution channel is usually a good and preferred strategy because wholesalers and retailers will buy products from the factory and therefore they take risks if the product doesn't sell. This is one of the most effective strategies.

In order to make the distribution channel successful, several aspects impacting the choices of a distribution channel should be considered like consumer characteristics, product characteristics, middlemen characteristics, competitive characteristics, and environmental characteristics. (Marlina, 2013, p. 1)

In distribution, the company must pay attention to market coverage. While market coverage itself can be defined as the number of intermediaries used by producers in marketing their products in their trading areas. Market coverage is used to determine

the number of retailers that can best meet consumer needs in a given market. According to the article written by (Antoaneta et al., 2008) there are three distribution intensity strategies that are effective and can be implemented by producers, namely :

- Intensive Coverage Strategy

intensive distribution is a distribution system used when a company is doing mass marketing, the goal is to cover as many markets as possible. The examples of products that use this strategy are durable goods (Bashin, 2018b, p. 1).

- Selective Coverage Strategy

In a selective distribution, more than one partner or intermediary is available, but the product cannot be accessed in all places where the product is marketed. While for distribution of goods only in certain places. Goods are distributed to a place that has been selected/determined (Antoaneta et al., 2008, pp. 11–13).

- Exclusive Coverage Strategy

Exclusive distribution is giving the rights to distribute a product to a distributor or even retailers in a certain location/place. The services or goods proffered by this kind of lavish distribution are products with high quality as well as price having an amount of consumers' limitation. For instance: cars, showrooms, etc (Bashin, 2017, p. 1).

Observing and using a place or distribution strategy is really crucial to draw the concentration of buyers and its effect on buying decisions that will be made by consumers. Thus, having the wrong place, target, or distribution channel can be fatal for a company. From the above explanation, the researcher has the following hypothesis:

*H3 : A firm's Place strategy has a significant effect on consumer purchasing power behaviour*

#### **2.3.3.4. Promotion**

This is a factor, among others, that determines a successful marketing program. In spite of a product's quality or how maintainable a good is, when buyers have never

known about it and are uncertain about its usefulness, buyers will never purchase the good.

Basically, promotion is a communication style in the marketing field. Marketing communication is the activity of marketing to broadcast information or news, to persuade or attract attention, as well as evoke the target consumers regarding certain products of the manufacturer in the hope that they are inclined to accept, purchase, and be devoted to the goods of that company. (Purwaningsih, 2006, p. 31)

For marketers, promotion includes all the elements available regarding 'marketing communications'. Just like the marketing mix, marketing communications also have a 'promotional mix'. There are various aspects of the promotional mix. (Whalley, 2014, p. 12) points out several aspects of the promotional mix that are able to be applied to get satisfactory results such as:

- Advertising

Advertising is an activity in the form of communication, retrieval, or gathering of persuasive information about a product to be sold to the market (Sunday, 2008, pp. 67–76). Advertising is also a communication activity that is useful for attracting consumer attention in making purchasing decisions for production or service as well as spreading the information about either the product or service to the consumers. Advertising is one of the supreme crucial elements of the economic progression of marketers. Advertising is capable of being carried out through different types of media such as television, newspapers, radio, letters, magazines, etc (Haider&Shakib, 2018, pp. 1–12). Advertising can also help consumers learn and know a brand and its benefits by building associations between brands, logos, images, and benefits (Al-Abdallah & Abou-Moghli, 2012, pp. 96–112).

The purpose of advertising is to influence purchasing behavior. However, the impact of a brand is often altered or imprinted on a person's memory. The strategy of using advertising is very necessary, in order to increase consumer interest in a product or service. A good advertising strategy will have a good impact on a product, on the other hand, an inappropriate advertising strategy can have a negative impact on the image of a product or service.

- Sales Promotion

Sales promotion is a type of indirect commercial made to increase sales. This strategy takes a variety of forms, such as incentives, free samples, package deals, discounts, etc (Sunday, 2008, pp. 67–76). In a large company or factory, sales promotion is used by manufacturers to increase sales to retailers and consumers. Sales promotion has an important role in the marketing process by retailers. The retailer's sales are mostly done with promotions.

Sales promotions are used for different purposes and targets, such as retailers, trade, and consumers. Retailer promotions are shown to consumers to increase sales of an item, category, or store. Trade promotion refers to a distribution channel and is designed to attract the attention of channel members to promote it to consumers. While consumer promotions are shown directly to consumers by producers and are used to attract the attention of consumers in order to make a purchase (Blattberg & Briesch, 2012, pp. 3–4).

- Personal Selling

Personal selling is the interaction or buying and selling process carried out in person with or more potential buyers designing to hold presentations, Q&A about products, and obtaining orders. In short, personal selling is a type of communication occurring in person (Ole 'naikuni, 2001, p. 28).

Personal selling has various kinds of techniques, according to the written article by (Patel, 2019, p. 1), there are several personal selling techniques to be successful, such as we have to focus on the right leads, we have to exceed expectations with good preparation, we have to add value to the meeting, we have to make it clear that we do this together, we have to tell them interesting stories about our products and services. The most important thing in personal selling, the seller must make the buyer or client interested in the product being offered, either by finding out what the client likes and talking about it or in other effective ways.

- Public Relations

Public relations is an operational function that aims to carry out effective and complete reciprocal communication between various companies, organizations, or communities, which they will later maintain their relationship with (Al-Abdallah & Abou-Moghli, 2012, pp. 96–112). In this case, public relations is needed to promote

a good or service, because the establishment of a well-founded impression on the communities, so they will trust the product being sold.

Advertising and public relations are two different things and serve different purposes, both of which will go properly if they are well accommodated. Advertising may be successful if public relations does its job to explain knowledge and understanding of the production or service being boosted or publicized. Public relations have the ability to assist marketing strategies by creating a good image in front of the public or consumers, so the advertising strategy will be greatly helped by what public relations do (Kristic, 2017, p. 1).

*H4 : A Firm's Promotion strategy has a significant effect on consumer purchasing power behaviour*

#### **2.3.4. Consumer Purchasing Behaviour**

In the world of trading in the market, consumers face a variety of things to respond to, one of which is the marketing mix (4Ps) along with other factors that exist in the business environment. In all, there are things that must be observed, namely the process of making consumer decisions about choices of brand, dealer as well as production, buying time, and also the money to spend for the goods. Marketers must know what is happening about the behavior of consumer responses to products or services (Daramola et al., 2014, pp. 8–13).

The concept of consumer behavior is based on a wide variety of sciences from Psychology, social psychology, economics, as well as sociology. While consumer purchasing behavior is the sum total of the attitudes taken by consumers, their preferences and decisions to buy a product or service offered by a company, etc (Mahera Mazhar et al., 2015, pp. 35–42).

In the elements of the marketing mix, we must understand and describe market behavior properly in order to formulate the market mix elements optimally, thereby creating better positioning in the selected marketing segment. The function of consumer characteristics and their influence is a major element in buyers' perceptions of their purchasing decision-making process (Daramola et al., 2014, pp. 8–13).

Consumer behavior can be influenced by various factors. To find out, marketers must pay attention to consumer buying patterns and find out buyer trends. According to

the article written by (Radu, 2021, p. 1), Some aspects impacting purchasers' buying behavior are as follow:

- Place of purchase : When customers buy the same product in different stores, they will not always be loyal to any store, unless it's the only shop they know and the place is easy to access. Studying customer behavior will help marketers identify their main store location.
- Items purchased : Analyzing grocery items can provide a consumer with a lot of insight into how many items are available / not available and what items to buy. There are several categories of goods, such as basic necessities that are usually purchased in large quantities, as well as luxury goods which are usually purchased in small quantities, but with a large profit.
- Time and frequency of purchase : The timing and frequency of purchases are very important to note, because with the timing of the wrong sales, there will be fewer consumers who come to buy.
- Method of purchase : over time, and in the modern world of commerce, the payment, and purchasing systems are increasingly developing. By paying attention to the purchase method that is appropriate and can make it easier for consumers, it will greatly influence the decisions that consumers will take to buy a product.

According to the journal written by (A. Singh et al., 2014, pp. 17–21), There are several factors that can influence consumer's buying behaviour . such as:

- Cultural : Every human being has a community in his life. A person's behavior is affected by his community culture, so consumer buying behavior is indeed influenced by his culture. This includes culture, subculture, and social class.
- Social : Human beings try to copy others and they want to be considered as well in the community. Therefore, their purchasing behavior is impacted by the people around them. This includes family, roles, and status.
- Personal : Purchasing behavior is also affected by several personal aspects that can be different from one person to another will result in distinct consumer perceptions and behavior. Some aspects are age, life cycle, occupation, personality, and life concept.

- Psychological : Psychology is the main determinant of consumer behavior. Some of these factors greatly influence purchasing decisions, but are very difficult to quantify. This includes motivation, perception, learning, beliefs, and attitude.

There is always customer involvement in decision making, and also in buying a product, consumers will have several types of decision making. As we know, when deciding to buy a product, a buyer may make several different decisions, such as some taken emotionally, some researched first, or some may have made a decision because of urgency. therefore, there are 3 types of consumers in decision making (Bashin, 2018a, p. 1), such as:

- Extended decision making : This type occurs when consumers use all stages of the purchase decision process. Consumers need more time to search for information and evaluate alternatives. Consumer characteristics such as age, education, income, etc have a big influence on decision-making in this type. Product categories purchased are products that are expensive, complex, and are limited to the consumer's experience such as buying a house, a car, and so forth.
- Limited decision making : Decision making like this applies when the consumer goes through all stages of the purchase decision but does not spend a lot of time on each stage. Product categories purchased are routine products, with moderate possible risk and consumers can shop at any time. Priority is assigned to the evaluation of identified alternatives with reference to individual desires and standards. For example second television, second car, etc.
- Routine decision making process : Consumers want to spend a short amount of time shopping, buying products under the same brand and often in the same store. Product categories are products that are routinely purchased and carry a small risk due to prior experience. For example newspapers, soap, etc.

In consumer behavior, marketers will try to understand the nature of the consumers they are going to. In several previous studies, there were several stages of consumers purchasing something. The process of purchase decision model consisting of five steps is often used by marketers to understand in detail their customers and their behavior (Madhavan et al., 2015, pp. 74–112). These five stages are:

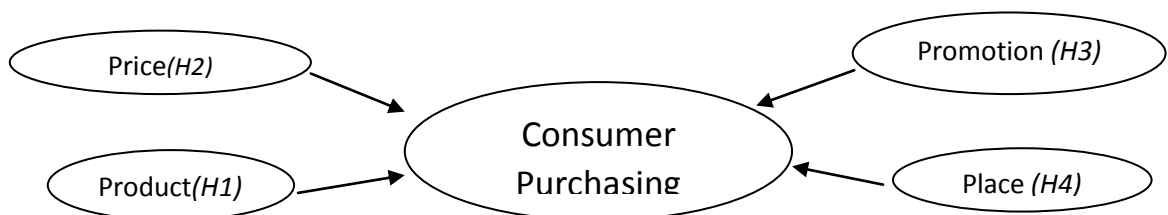
- Need Recognition : At this stage, consumers will recognize a need, want, or problem. Basically, needs can be stimulated by stimuli from within or outside. The

company must determine which wants, needs, or problems will encourage consumers to start the buying process, and also to get recognition of a product or service in front of consumers.

- **Information Search** : Having an understanding of the extant problem, buyers will be encouraged to look for information to figure out the extant matters by searching for the right information. The process of finding out information might emerge internally which is from within the memory as well as externally which is from the experiences of other people.
- **Alternative evaluation** : Getting different types of information, buyers will examine existing choices to overcome the matters they have, successful marketing activities really need to know how consumers process the information they receive to arrive at a choice of a brand.
- **Purchase decision** : Evaluating some strategic possibilities existing, consumers will make a purchase decision. The timing of doing this is at times between making a buying decision and performing a real buying which not happening at the same time due to some considerations.
- **Post-purchase behavior** : Purchasing decision-making is not the last step of Consumers' evaluation. Purchasing the goods, buyers will examine if the production meets their expectations. In this case, there will be pleased and unpleasant buyers. When the buyers feel happy with the product, there will be a rise in demand. Conversely, if the buyers are not happy with the goods, there will be a reduction in demand.

## 2.4. Conceptual Framework

To analyze more deeply about the impact of every marketing mix element as well as other factors that can influence consumer purchasing behavior, we create a conceptual framework as follows :



**Figure 2.1. Conceptual Framework**

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. Type Of Research

The method adopted in this study is quantitative - a method involving hundreds, thousands, or even hundreds of thousands of observations, and this method also uses statistics or numbers to allow researchers to measure the world. Using statistics, this method helps us discover the correlation between two or more variables called dependent and independent variables (Stockemer, 2019, p. 8). We will use questionnaires distributed to several Indonesian students in Istanbul who have consumed Indomie instant noodles.

#### 3.2. Sample. Population, and Sample Technique

##### 3.2.1. Sample

Sample is a selected number of members of the population. To determine the size of the sample, the Slovin formula is used (Priyono, 2016, p. 130) :

$$n = N : (1 + N \cdot e^2)$$

$$n = 452 : (1 + 452 \cdot (0,1)^2)$$

$$n = 452 : 4,53$$

$$n = 99,78$$

**n = Sample**

**N = Population**

**e = Error rate**

There were 99.78 samples in this research rolled into 100 respondents, using an error rate of 10%. And for the next, in this study, the sample to be taken is 100 Indonesian students in Istanbul who consume instant indomie noodles.

### 3.3.2. Population

In a scientific study, Population is all information from all subject groups desired by the researcher (Stockemer, 2019, p. 57). The population can be a person, object, object, event, or object of the survey. The population of this study is 452 Indonesian students living in Istanbul.

### 3.3.3. Sampling Technique

The sampling technique is divided into two, namely sampling techniques of probability and non-probability (Priyono, 2016, p. 107). In this study, the researcher aims to use one type of probability sample, namely random sampling. This sample is a sample taken by researchers randomly. This randomization can help to make it easier for researchers to check the population (Stockemer, 2019, p. 58). For example, there are 452 people in an area, and 100 people are taken as a sample, then we make a group of  $(452: 100 = 4.52)$  4-5 people, and choose one person from each group.

### 3.4. Data Sources

Data is something that is needed by researchers in research, while the data source is the subject where information can be taken. The data of this research are primary as well as secondary.

- **Primary data:** the data used for unmediated research, such as a questionnaire in the object of the study, and the object is the entire Indonesian student in Istanbul.
- **Secondary data:** it is the data used for research and obtained from the results of research of others, for example, are the previous researches, specific sites or documents, such as newspapers, books, or journals. Secondary data is obtained indirectly which is used to complete the primary data. This type of data is additional data needed from the object of research.

### 3.5. Data Collection Techniques

Technique of data collection is the techniques utilized in getting primary data and secondary data, such as :

- Library Studies, which is the technique of collecting secondary data from various books, articles, journals, magazines, websites, documents, and writings that are

relevant to develop the concept of research, related to the marketing mix and consumer purchasing power behavior, and also reveal the object of this research.

- A Questionnaire is collecting data by distributing a list of questions to the respondents asking them to respond on the basis of the questions. The list of questions will be given to 100 Indonesian students in Istanbul with the intention of that person willing to respond according to the researcher's request. The questionnaire will be written question data distributed to respondents.

The questionnaire used here is a closed model because the answer has been provided and measured using a scale of Likert. The use of a scale of Likert is to grade opinions, attitudes, as well as perceptions of an individual or group of individuals in regard to certain phenomena. Utilizing the Likert scale, then the variables that have to be graded are described into dimensions and from the dimension interpreted into gradable indicators. This indicator is able to be utilized as a measuring tool to make a necessary question or statement answered by respondents. The answer to every item of the instrument employing a Likert scale posses of the degree of strongly agree toward strongly agree, with 5 alternative answers as follows (Siregar, 2020, p. 87):

**Table 3.1 Scale of Likert**

Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

- Observation Technique, that is the study that prioritizes observation and participation as data collection techniques. Researchers absolutely feel and deepen the process that occurred on the object.

### **3.6. Research Variable And Definition of Operational Variable**

#### **3.6.1. Research Variable**

Research variable is an informal term in the form of each variable utilized in research having several types of cause-and-effect correlations. Research variables might be one of the various variables used in research. examples of variables are independent variables, and dependent variables (Stephanie, 2019, p. 1).

- Independent variables are variables impacting other variables. The independent variables of this research are as follows :

Product (X1)

Price (X2)

Promotion (X3)

Place (X4)

- The dependent variable is the variable impacted by the other. The affected variable of this research is consumer purchasing power behavior (Y).

#### **3.6.2. Definition Of Operational Variable**

Operational variables are objects of observation in a study based on things that can be defined to be observed. In this study, the researcher describes several operational variables and several indicators as follows:

**Table 3.2 Operational Variable**

<b>Variable</b>	<b>Sub Variable</b>	<b>Indicator</b>	<b>Measuring Scale</b>
Independent Variable Marketing Mix (X1)	Product	a. Product Variety b. Quality c. Brand	Measured using questionnaire scale with using Likert Scale
	Price	a. Price match with benefits and quality b. Competitive Price	Measured using questionnaire scale with using Likert Scale
	Promotion	a. Advertisement b. Public Relations c. Personal Selling d. Sales Promotion	Measured using questionnaire scale with using Likert Scale
	Place	a. Location b. Distribution Channel c. Stock	Measured using questionnaire scale with using Likert Scale
Dependent Variable Consumer Purchasing Power Behaviour		Behavior that will be taken by consumers in determining the purchase or not of a product	Measured using questionnaire scale with using Likert Scale

### 3.7. Data Analysis Technique

#### 3.7.1. Data Quality Test

##### 3.7.1.1. Validity Test

Instrument validity in the context of quantitative research means the stretch in which the instrument grades what it should be measured. The measurement tools commonly used are questionnaires and tests. In this context, the measuring instrument for the questionnaire needs to be neatly arranged so that it can be used as an instrument appropriate for obtaining, discovering, describing, exploring, and comparing various information, topics, and research variables (Nuryadi et al., 2017, p. 146).

If the researcher uses a questionnaire in data collection research, then the questionnaire that was compiled must grade what is intended to be measured. In the test of validity, we have to count the relationship between every question and the total grade. This correlation value can be known by using the formula, such as:

$$R_{xy} = \frac{N \Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{\{N (\Sigma x^2)\} \{N (\Sigma y^2) - (\Sigma x)^2\}}}$$

X = Score for each question

Y = Total Score

N = Number of Respondent

- In this case, if r count is positive and r count > r table so the variable is valid
- If r count is not positive and r count < r table so the variable is invalid

##### 3.7.1.2. Reability Test

The definition of reliability according to the book written by (Nuryadi et al., 2017, p. 210) is the consistency of research results using various research methods under different conditions. In particular, the concept of reliability refers to consistent results

of the score on the item from the questionnaires. In other words, the test of reliability actually tests the measurement scale's accuracy of the research instruments.

To test the questionnaire's reliability, Cronbach Alpha Coefficient formula:

- 0 = No Reliability
- $> .70$  = Acceptable reliability
- $> .80$  = Good reliability
- $> .90$  = Excellent reliability
- 1 = Perfect reliability

From the above statement, we can draw the following conclusions:

- If the results of the Alpha coefficient  $> 60\%$  significance level or 0.6 so the questionnaire is reliable
- If the results of the Alpha coefficient  $< 60\%$  significance level or 0,6 so the questionnaire is unreliable

### **3.7.2. Classic Assumption Test**

#### **3.7.2.1. Multicollinearity Test**

Article from (Perdana, 2016, pp. 47–48) stated that the test of multicollinearity is a model of regression test instrument functioning to figure out the presence of a relationship among independent variables. A good model of regression should not have a relationship among independent variables. Test of Multicollinearity can be carried out in accordance with a regression test, with the benchmark value of VIF (Variance Inflation Factor) and the Value of Tolerance.

#### **3.7.2.2. Heteroscedasticity Test**

The test of heteroscedasticity has the objective of testing if, in the model of regression, there is an imbalance of variance due to the residual observations to other observations. Homoscedasticity occurs when the variance from the residual observation to another is constant. Meanwhile, when it is not constant, it is called heteroscedasticities. How to know whether there is heteroscedasticity in this research is by identifying if there is a particular pattern on the scatter plot graph between SRESID and ZPRED in which the Y-axis is Y having been anticipated, and the axis

of X is the residual (Y prediction - actual Y) having been standardized (Perdana, 2016, pp. 49–51).

### 3.7.2.3. Normality Test

The test of normality is done to expose that there are samples that are derived from normal population distribution. There are several techniques that can be used to test for normality (Perdana, 2016, pp. 42–44), including:

- Statistical Method

An easy statistical test frequently administered to test the normality assumption is the Kolmogorov Smirnow test. How to know whether the data distribution is normal is by identifying the variable significance value. If the value is significantly greater than 5% of alpha, it shows a normal data distribution.

- Graph Method

A reliable graphical method is to identify the normal pot of probability by comparing the cumulative distribution of the normal distribution. The normal distribution will formulate a straight line of diagonal, as well as plotting the residual data that will be contrasted with the line of diagonal. When the data scatter around the line diagonal, the regression model complies with the assumption of normality. When the data scatter far from the diagonal or covers the diagonal line, the model of regression does not comply with the normality assumption.

### 3.7.3. Multiple Regression Analysis

Analysis of linear regression is the analysis of simple regression enhancement on applications consisting of two or more independent variables (Perdana, 2016). Analysis of linear regression can be employed to decide the impact of the independent variables namely product (X1), price (X2), promotion (X3), and place (X4) on Consumer Purchasing Power Behavior (Y) towards Indomie products in Istanbul. The multiple linear regression formula employed in this research is :

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

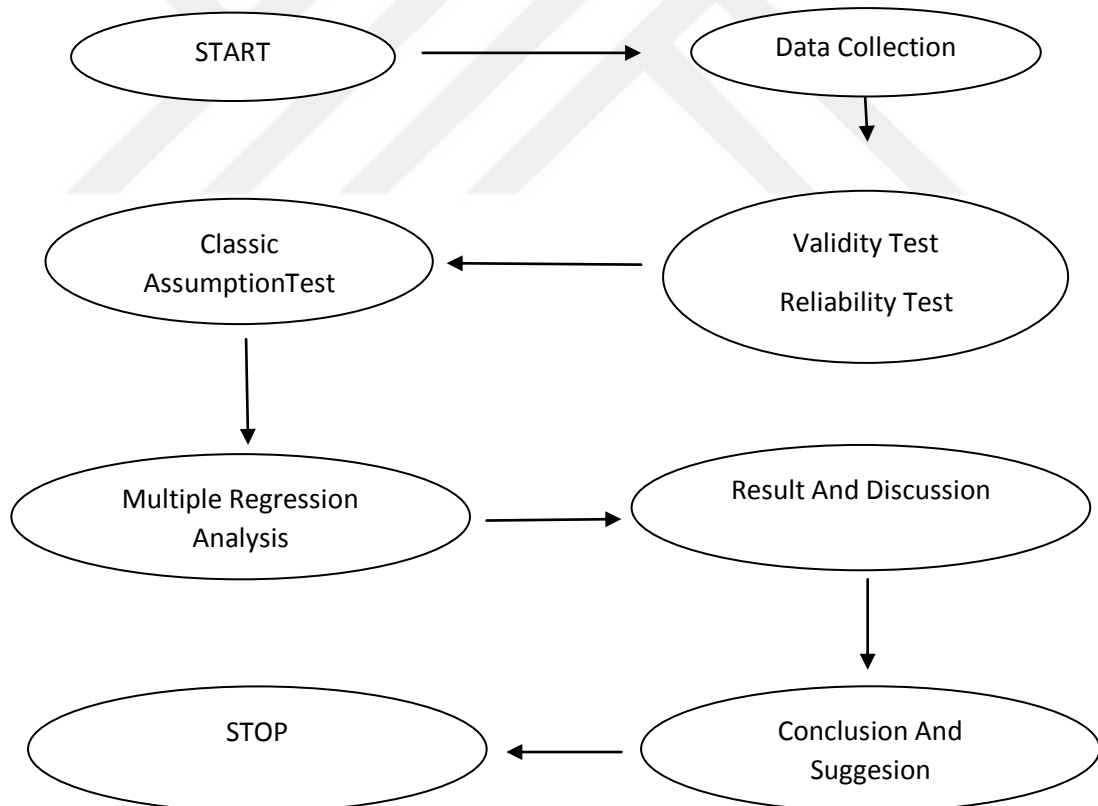
Y = Consumer purchasing power behaviour

a = Constant

- b1,b2,b3,b4 = Regression Coefficient
- X1 = Product
- X2 = Price
- X3 = Promotion
- X4 = Place
- e = Error disturbances

### 3.8. Problem Solving Framework

In this problem-solving framework, the steps that will be taken by the researcher from the beginning to the end will be explained, while the problem-solving framework is as follows:



**Figure 3.1 Problem Solving Framework**

## **CHAPTER IV**

### **COMPANY EXPLANATION AND RESEARCH RESULT**

#### **4.1. Company Explanation**

##### **4.1.1. Company Background**

Indomie is the most famous instant noodle among the Indonesian people. The term "Indomie" is synonymous with instant noodle products. This product is not only sold in Indonesia but in various continents and countries, such as Asia, Europe, and Africa. And Turkey is one of the countries selling this product.

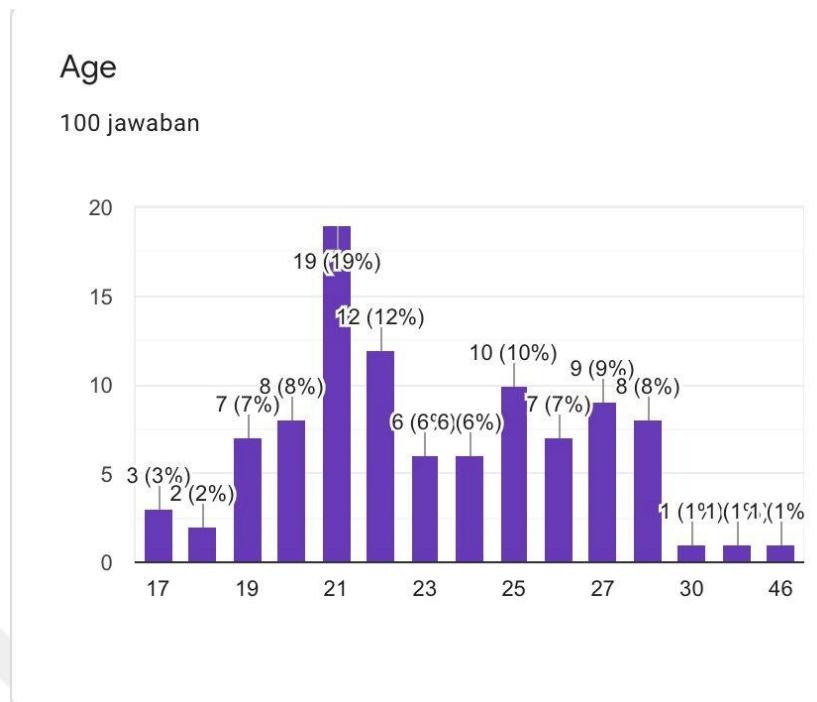
Indomie was first introduced in Turkey in 2010 by Adkoturk Sanayi ve Ticaret LTD. The company has been running with 100% of overseas capital from international investors. This company is one of the utmost reputable companies in Turkey as well as an anchor of the economy of Turkey in manufacturing noodles. The company makes an effort to fulfilling the accountabilities that are in accordance with the vision of making a competitive advantage that continues for a long time. Instant noodles of indomie, which runs enterprises worldwide in more than 80 nations, become the first noodle manufacturer in Turkey operating in Cerkezkoy, Tekirdag. The product was firstly famous among students as well as workers having less time to cook. Yet, nowadays indomie, along with its unique tastes, inexpensive price, and the practical serving process has been a famous nibble for plenty of Turkish. (Prasetyo, 2019, pp. 1–2).

#### **4.2. Data Exposure**

##### **4.2.1. Kinds of Respondents**

The research subjects in this paper are Indonesian students in Istanbul, totaling 452 people. Respondent data used in this study include name, age, gender, and education. 100 people will fill out a questionnaire which will be distributed online.

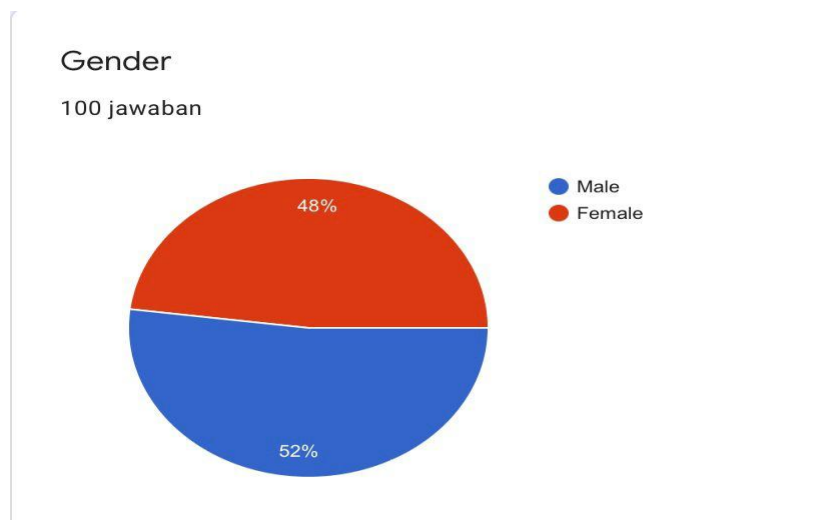
#### 4.2.1.1. Respondents Age



**Figure 4.1 Respondents Age**

From the table above, it can be concluded that 97 people consist of Indomie customers aged between 17 and 28 years. While the remaining three are aged 30,31, and 46. In conclusion, the majority of Indomie customers in Istanbul are of productive age.

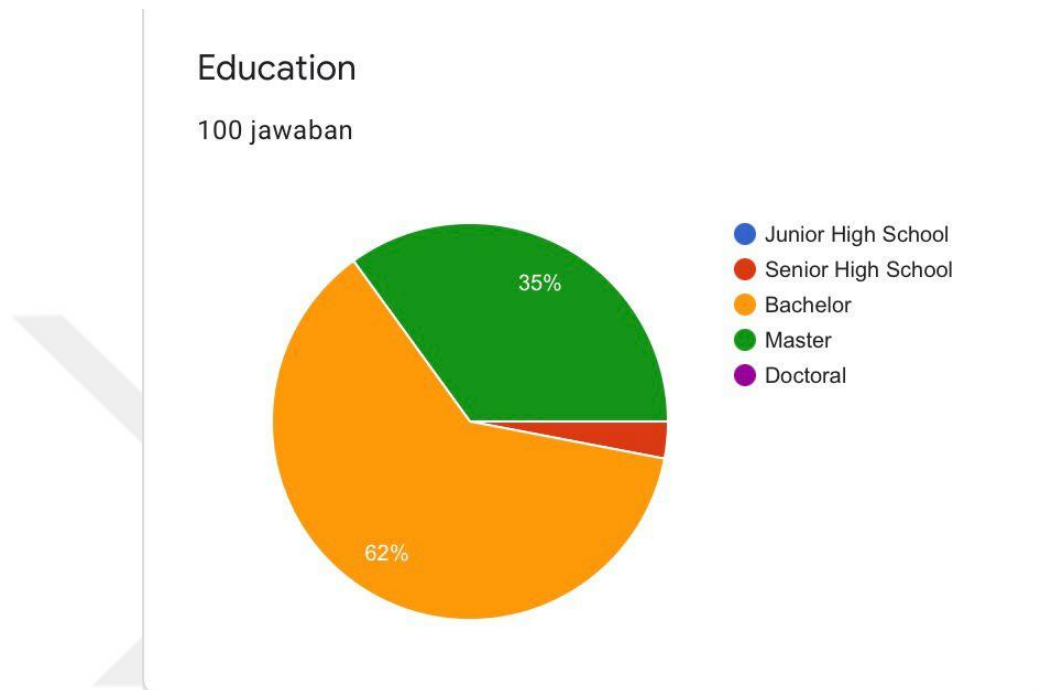
#### 4.2.1.2. Gender



**Figure 4.2 Respondents Gender**

The table above shows that the number of men is 52 people or 52%. While the number of women is 48 people or 48%. This means that indomie customers who fill out the questionnaire are dominated by men.

#### 4.2.1.3. Education



**Figure 4.3 Respondents Education**

The table above shows that the customers who eat the most Indomie are undergraduates level with a total of 62 people or 62%.

### 4.3. Data Analysis

#### 4.3.1. Test of Validity And Reliability

##### 4.3.1.1. Test of Validity

Instrument validity in the context of quantitative research means how an instrument measures something it is supposed to measure. The measurement tools commonly used are questionnaires and tests. In this context, the measuring instrument for the questionnaire needs to be neatly arranged so that it can be used as an instrument appropriate for obtaining, discovering, describing, exploring, and comparing various information, topics, and research variables (Nuryadi et al., 2017, p. 146).

Data obtained from a questionnaire should be tested for validity. The purpose of this test is to find out about the validity of a question in the questionnaire. Here are the results of the validity tests carried out :

**Table 4. 1 Validity Test Of Product**

<b>Correlations (Product)</b>	
<b>Items</b>	<b>Total X1</b>
X1.1	0,843
X1.2	0,859
X1.3	0,743

The test results above show that the correlation of questions 1 to 3 for the product variable (X1) to the total score of the questions shows a significant (two-star) level at 1% (0.01). and all items are bigger than the  $r$  table by 0.310.

**Table 4. 2 Validity Test Of Price**

<b>Correlations (Price)</b>	
<b>Items</b>	<b>Total X2</b>
X2.1	0,91
X2.2	0,88

The results above show that the correlation of questions 4 to 5 for the price variable (X2) to the total score of the questions shows a significant level (two stars) of 1% (0.01). and all items are greater than  $r$  table by 0.310.

**Table 4. 3 Validity Test Of Promotion**

<b>Correlations (Promotion)</b>	
<b>Items</b>	<b>Total X3</b>
X3.1	0,616
X3.2	0,861
X3.3	0,86
X3.4	0,842

And the results above show that the correlation of questions 6 to 9 for the promotion variable (X3) to the total score of the questions shows a significant level (two stars) of 1% (0.01) and all items are greater than r table by 0.310.

**Table 4. 4 Validity Test Of Place**

<b>Correlations (Place)</b>	
<b>Items</b>	<b>Total X1</b>
X4.1	0,819
X4.2	0,871
X4.3	0,849

The results above show that the correlation of questions 10 to 12 for the place variable (X4) to the total score of the questions also shows a significant level (two stars) of 1% (0.01). and all items are greater than r table by 0.310.

**Table 4. 5 Validity Test Of Consumer Purchasing Behaviour**

<b>Correlations (Consumer Purchasing Behaviour)</b>	
<b>Items</b>	<b>Total X1</b>
Y1.1	0,858
Y1.2	0,936
Y1.3	0,568

Correlation of question items no. 13 to 15 for the Consumer purchasing power behavior variable (Y) to the total score of the questions also shows a significant level (two stars) of 1% (0.01) and all items are greater than the *r* table by 0.310.

From the test results and also the discussion above, we can conclude that all questions are valid, below is a table of the above test results.

**Table 4. 6 Validity Test**

<b>Variable</b>	<b>Item</b>	<b>R count</b>	<b>R table</b>	<b>Status</b>
Product	X1.1	0,843	0,31	VALID
	X1.2	0,859	0,31	VALID
	X1.3	0,743	0,31	VALID
Price	X2.1	0,91	0,31	VALID
	X2.2	0,88	0,31	VALID
Promotion	X3.1	0,616	0,31	VALID
	X3.2	0,861	0,31	VALID
	X3.3	0,86	0,31	VALID
	X3.4	0,842	0,31	VALID
Place	X4.1	0,819	0,31	VALID
	X4.2	0,871	0,31	VALID
	X4.3	0,849	0,31	VALID
Consumer Purchasing Power Behaviour	Y1.1	0,858	0,31	VALID
	Y1.2	0,936	0,31	VALID
	Y1.3	0,568	0,31	VALID

#### 4.3.1.2. Reliability Test

As I have discussed before, the definition of reliability is the consistency of research results using various research methods under different conditions (Nuryadi et al., 2017, p. 210). We use the method of Cronbach's alpha coefficient formula to test the reliability, such as :

- 0 = No Reliability
- > .70 = Acceptable reliability
- > .80 = Good reliability
- > .90 = Excellent reliability
- 1 = Perfect reliability

From the above statement, we can draw the following conclusions:

- The results will be said to be reliable if the alpha results from the processed questionnaire are greater than 60% or 0.6.
- And the results will be said to be unreliable if the alpha results from the processed questionnaire are less than 60% or 0.6.

The table below is the result of the reliability test that has been carried out

**Table 4. 7 Reliability Test**

Variable	Conbach Alpha	Status
Product	0,74	Reliable
Price	0,749	Reliable
Promotion	0,808	Reliable
Place	0,784	Reliable
Consumer Purchasing Power Behaviour	0,724	Reliable

The table above shows that *Cronbach's Alpha* value of the f of the Product variable is 0.740, for the Price variable is 0.749, for the Promotion variable is 0.808, for the Place variable is 0,784, and for the Consumer purchasing power behavior variable is 0,724. The result shows that all instrument variables are reliable because each variable has a value of more than 0.6 ( $\alpha > 0.6$ ).

### 4.3.2. Test of Classic Assumption

#### 4.3.2.1. Test of Normality

Some research shows that the normality test is a test carried out to test whether the distributed data is normally distributed or not (Perdana, 2016, pp. 42–45). The Kolmogorov Smirnov normality test is a statistical test that is often used in normality tests. According to him, we can see the significant value of the variable by knowing whether the significant value is greater than 5% / 0.5 (alpha) or smaller than that, if the value is greater than alpha then the data is said to be normal, and if it is below 5% then said to be abnormal. the following are the results of the normality test that has been carried out:

**Table 4. 8 Normality Test**

One Sample Kolmogorov Smirnov Test			Unstandardized Residual
N			100
Normal Parameters	Mean		.00000000
	Std Deviation		1, 42720095
Most Extreme Differences	Absolute		0,064
	Positive		0,037
	Negative		-0,064
Test Statistic			0,064
Asymp Sig (2 Tailed)			0,2
Monte Carlo Sig (2 Tailed)	Sig		0,397
	99 Confidence Interval	Lower Bound	0,384
		Upper Bound	0,41

The table of normality test above shows that value is  $0.200 > 0.05$ , and monte Carlo sig  $0.397 > 0.05$ . it means that the result is normally distributed.

#### 4.3.2.2. Test of Multicollinearity

As I have discussed before, (Perdana, 2016, pp. 47–48) states that to find out the relationship between independent variables, we can use this test as a tool in the regression model test used. The multicollinearity test is done by looking at the value on the VIF benchmark and the Tolerance Value. In this case, it can be said that there

is no multicollinearity problem if the VIF value is 1-10, and the Tolerance value is 0.10. below are the results of the multicollinearity test in this study:

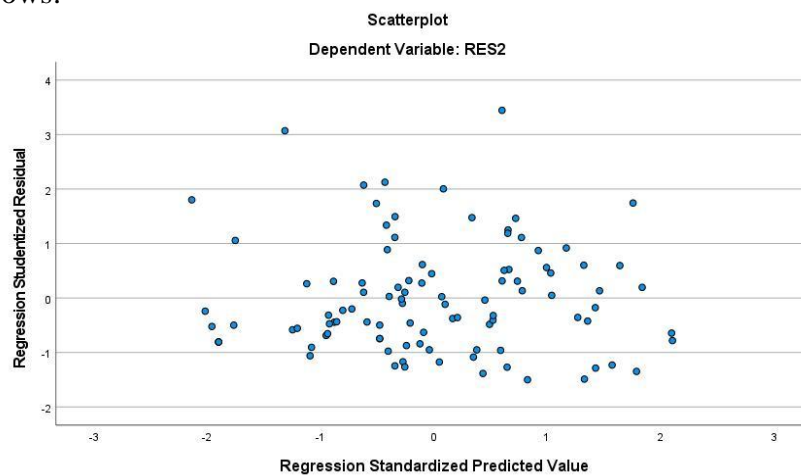
**Table 4. 9 Multicollinearity Test**

Coefficients				
Items	t	Sig	Tolerance	VIF
Product	3,902	0,001	0,738	1,356
Price	1,605	0,112	0,843	1,187
Promotion	2,62	0,01	0,757	1,321
Place	1,373	0,173	0,751	1,332

The table above shows that Value of Tolerance (X1 0.738) (X2 0,843) (X3 0,757) (X4 0,751) $>$ 0.1, and VIF is (X1 1.356) (X2 1.187) (X3 1.321) (X4 1.332)  $<$  10. From these results, we can see that multicollinearity does not occur in this study, it happens because the value of the tolerance is greater than 0.1 and the VIF result is less than 10, as we discussed earlier.

#### 4.3.2.3. Test of Heteroscedasticity

The purpose of the heteroscedasticity test is to see whether or not there is an inequality of variance from the residual observations from one variable to another. for this test, we can use the Scatterplot by looking at the chart plot and also the Glejer method to detect the presence or absence of heteroscedasticity. The method used is as follows:



**Figure 4.11 Heteroscedasticity Test (Scatterplot)**

Looking at the figure above, there is not any certain pattern and all dots spread around the number 0. So it can be concluded that heteroscedasticity does not happen in this study.

**Table 4. 10 Heteroscedasticity Test**

<b>Coefficients RES 2</b>		
<b>Items</b>	<b>t</b>	<b>Sig</b>
Product	0,685	0,495
Price	-1,138	0,258
Promotion	-1,914	0,059
Place	1,131	0,896

The table above shows that using the Gleaner model resulted in a value of Sig (for a product, price, promotion, and place) more than 0.05. So we can state that heteroscedasticity does not occur in this research.

### **4.3.3. Analysis of Multiple Linear Regression**

The purpose of this model is to determine the effect of the product, price, promotion, and place on consumer purchasing power behavior on Indomie products in Istanbul.

The result is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

By processing the data in the SPSS version 26 program, the following calculation results are obtained

**Table 4. 11 Multiple Linear Regression Test**

Coefficients			
Items	Beta	t	Sig
Product	0,36	3,902	0,001
Price	0,139	1,605	0,112
Promotion	0,239	2,62	0,01
Place	0,126	1,373	0,173

The multiple linear regression equation model that the researcher wants to do is as follows:

$$Y = 3,243 + 0,335X_1 + 0,177X_2 + 0,161X_3 + 0,112X_4 + \epsilon$$

Which :

Y = Consumer Purchasing Power Behaviour

X<sub>1</sub> = Product

X<sub>2</sub> = Price

X<sub>3</sub> = Promotion

X<sub>4</sub> = Place

E = error standard

The following is an interpretation of the regression equation model:

- The constant value ( $\beta_0$ ) = 3.243, meaning that when the variables X<sub>1</sub> , X<sub>2</sub> , X<sub>3</sub> , and X<sub>4</sub> are constant or not present or equal to 0, then Y will change by 3.243.
- The result of the X<sub>1</sub> variable = 0.335, meaning that if the X<sub>1</sub> variable has increased by one unit while X<sub>2</sub> , X<sub>3</sub> and X<sub>4</sub> are constant or non-existent or 0, then Y will change by 0.335

- The result of the X2 variable = 0.177, meaning that if the X2 variable has increased by one unit while X1 , X3 and X4 are constant or non-existent or 0, then Y will change by 0.177.
- The result of the X3 variable = 0.161, meaning that if the X3 variable has increased by one unit while X1 , X2 and X4 are constant or non-existent or 0, then Y will change by 0.161
- The result of the X4 variable = 0.112, meaning that if the X4 variable has increased by one unit while X1 , X2 and X3 are constant or non-existent or 0, then Y will change by 0.112.

Based on that table of regression, it shows that the variable of Product (X1) has a significance value (sig.) 0.001 below alpha ( $\alpha=0.05$ ), variable of price (X2) has no significance value (sig.) 0.112 below alpha ( $\alpha=0.05$ ), variable of Promotion (X3) has significance value (sig.) 0.010 below alpha ( $\alpha=0.05$ ), and variable of Place (X4) has no significance value (sig.) 0.173 below alpha ( $\alpha=0.05$ ) Then we can state that the product has a significant influence on the purchasing power of consumers for indomie product because  $0.001 < 0.05$ , for the price, it has no significant effect on consumer purchasing power for indomie product because  $0.112 > 0.05$ , for promotion, it has a significant effect on consumer purchasing power for indomie product because  $0.010 < 0.05$ , and variable of place has no significant effect on consumer purchasing power for indomie product because  $0.173 > 0.05$ .

#### **4.3.4. Analysis Test**

##### **4.3.4.1. Coefficient Determination R<sup>2</sup>**

This test is used to measure the extent to which the model's ability to interpret variations in the dependent variable. The value of this coefficient is between 0 and 1. meaning that, when the value is close to 1, it means that the independent variable provides almost all the information needed to predict the variation of the dependent variable.

**Table 4. 12 Coeffiience Determination R2 Test**

<b>Coefficients Determination R2</b>			
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>F Change</b>
1	0,634	0,402	15,987

The explanation of the figure above is as follows

- The correlation coefficient (R) is 0.634, which means that the independent and dependent variables have a relationship (because it is close to number 1).
- The coefficient of determination (R2) is 0.402, it means, the contribution from independent variable affects the dependent variable by 40.2%, while 59.8% is influenced by other things outside the model.

#### **4.3.4.2. F-Test**

The purpose of this test is to determine the effect of the independent variable on the dependent variable by using the F count. And The criteria of decision making is:

- H0 accepted if F count < F table in  $\alpha = 0.05$
- H1 accepted if F count > F table in  $\alpha = 0.05$

**Table 4. 13 F Test**

<b>ANNOVA</b>					
	<b>Sum of Square</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig</b>
<b>Regression</b>	135,737	4	33,934	15,987	< 0,001
<b>Residual</b>	201,653	95	2,123		
<b>Total</b>	337,39	99			

From this data, ANOVA Test or F-Test resulted in F count  $15.987 > 2.47$  (F table) and significance value  $0.001 < \alpha (0.05)$  then H1 is accepted which means all variables X simultaneously have positive and significant effect on variable Y. The conclusion is that the independent variables (Product, price, promotion, and place)

simultaneously affect the dependent variable which is consumer purchasing power for indomie products.

#### 4.3.4.3. T-Test

the purpose of this test is to determine the impact of the independent variable partially on the dependent variable in the following way :

- H0 = There is no significant effect of the independent variable partially on dependent variable.
- H1 = There is significant effect of the independent variable partially on the dependent variable.
- H0 accepted if T count < T table in  $\alpha = 0.05$
- H1 accepted if T count > T table in  $\alpha = 0.05$

**Table 4. 14 T Test**

T Test			
Items	Beta	T	Sig
Product	0,36	3,902	0,001
Price	0,139	1,605	0,112
Promotion	0,239	2,62	0,01
Place	0,126	1,373	0,173

The interpretation is:

1. The effect from Variable of Product (X1) on Consumer Purchasing Power Behaviour (Y)

- H0 : Product partially does not affect significantly on Consumer Purchasing Power Behaviour.
- H1 : Product partially affects significantly on Consumer Purchasing Power Behaviour.

As we have seen above, the t count for the product variable is  $3.902 > 1.98525$  (t-table) and the significance value is  $0.001 < 0.05$ , so it can be concluded that H0 is

rejected and H1 is accepted. It means there is a significant effect of the independent variable partially on the dependent variable. The conclusion is the product partially affects significantly Consumer Purchasing Power Behaviour.

## 2. The effect from Variable of Price (X2) on Consumer Purchasing Power Behaviour (Y)

- H0 : Price partially does not affect significantly on Consumer Purchasing Power Behaviour.
- H1 : Price partially affects significantly on Consumer Purchasing Power Behaviour.

As we have seen above, the t count for the price variable is  $1.605 < 1.98525$  (t table) and the significance value is  $0.112 < 0.05$ , so it can be concluded that H1 is rejected and H0 is accepted. It means there is no significant effect of the independent variable partially on the dependent variable. The conclusion is that price partially has no significant effect on Consumer Purchasing Power Behavior.

## 3. The effect from Variable of Promotion (X3) on Consumer Purchasing Power Behaviour (Y)

- H0 : Promotion partially does not affect significantly on Consumer Purchasing Power Behaviour.
- H1 : Promotion partially affects significantly on Consumer Purchasing Power Behaviour.

As we have seen above, the t count for the promotion variable is  $2.620 > 1.98525$  (t table) and the significance value is  $0.010 < 0.05$ , so it can be concluded that H0 is rejected and H1 is accepted. It means there is a significant effect of the independent variable partially on the dependent variable. The conclusion is that promotion partially affects significantly Consumer Purchasing Power Behaviour.

## 4. The effect from Variable of Place (X4) on Consumer Purchasing Power Behaviour (Y)

- H0 : Place partially does not affect significantly on Consumer Purchasing Power Behaviour.

- H1 : Place partially affects significantly on Consumer Purchasing Power Behaviour.

As we have seen above, the t count for the place variable is  $1.373 < 1.98525$  (t table) and the significance value is  $0.173 < 0.05$ , so it can be concluded that H1 is rejected and H0 is accepted. It means there is no significant effect of the independent variable partially on the dependent variable. The conclusion is the place partially has no significant effect on Consumer Purchasing Power Behavior.

#### **4.3.5. Hypothesis Test Result**

##### **4.3.5.1. Product Hypothesis Testing Against Consumer Purchasing Power on Indomie products**

This hypothesis states there is a significant effect for product variable (X1) towards consumer purchasing power on Indomie products in Istanbul (Y) by the result of the t-test in data processing as shown in the table above.

From the test above, it shows that the regression coefficient of the product variable is positive, meaning that the product is directly proportional to the decision to buy Indomie products and it was known that the t-test value shows the product significance value of 0.001 and less than 0.05, meaning that the product has a significant effect on the decision to buy Indomie products in Istanbul. This indicates that the better the quality of the products provided by the company, the more consumer purchasing power will be on Indomie products in Istanbul. Therefore the hypothesis (H1) which states that the product has a significant effect on consumer decisions in buying Indomie products in Istanbul can be accepted.

The results of this study have similarities with the results of research from (Putra & Asdi, 2020, p. 122) and research from (Noviyanto & Basri, 2019, p. 297) about how the marketing mix influences the buying decision, and in their study, they find out that there is a significant and positive effect of the product variable on purchasing decisions.

#### **4.3.5.2. Price Hypothesis Test on purchasing power on Indomie products**

This hypothesis states that the price variable (X2) has no significant effect on the decision to buy Indomie products in Istanbul. This is evidenced by using the value of the t-test described in the explanation above.

The results of the multiple linear regression test above explain that the t-test value shows a price significance value of 0.112 and more than 0.05, meaning that the price has no significant effect on the decision to buy Indomie products in Istanbul. Therefore the hypothesis (H2) which states that the price has a significant effect on consumer decisions in buying Indomie products in Istanbul is not accepted.

The results of this study have similarities with the results of research from (Arthur et al., 2019, p. 1). In their research, the price variable does not have a significant influence

#### **4.3.5.3. Promotion Hypothesis Test on purchasing power on Indomie products**

This hypothesis states that the promotion variable (X3) has a significant effect on consumer purchasing power on Indomie products in Istanbul (Y) by looking at the t-test with the results of data processing as shown in the table above.

The results of the multiple linear regression test above show that the regression coefficient of the promotion variable is positive, meaning that the promotion is directly proportional to the decision to buy Indomie products and the results of the t-test are known that the t-test value shows the promotion significance value of 0.010 and less than 0.05, meaning that the promotion has a significant effect on the decision to buy Indomie products in Istanbul. This indicates that the better the promotion carried out by the company, the more decisions will be made by consumers in buying Indomie products in Istanbul. Therefore the hypothesis (H3) which states that the promotion has a significant effect on consumer decisions in buying Indomie products in Istanbul can be accepted.

While the results of this study have similarities with the results of research from (Francia Antonella, 2017, p. 636) that shows promotion is one of the important factors in the manufacture of a car and a careful investigation of the premises should also be investigated before making a decision.

#### **4.3.5.4. Place Hypothesis Test on purchasing power on Indomie products**

This hypothesis states that the place variable (X4) has no significant effect on the decision to buy Indomie products in Istanbul. This is done by using a t-test with the results of data processing as shown in the table above.

The results of the multiple linear regression test above explain that the t-test significance value from the place variable is 0.173 and more than 0.05, meaning that the place has no significant effect on the decision to buy Indomie products in Istanbul. Therefore the hypothesis (H4) which states that the place has a significant effect on consumer decisions in buying Indomie products in Istanbul is not accepted.

The results of this study have similarities with the results of research from (Setyani, 2015, p. 9) about purchase decisions shows the result that variable price partially has a positive effect while the location or price partially has no effect on the purchase decision..

#### **4.3.5.5. The Effect of Marketing Mix (product, price, promotion, and place) on Consumer Purchasing Power Behaviour on Indomie Product**

For the variable of the product (X1), price (X2), promotion (X3), and variable of place (X4), based on the table above, F count  $15.987 > 2.47$  (F table) and significance value  $0.001 < \alpha$  (0.05). Then H1 is accepted and H0 is rejected, which means variables X1, X2, X3, and X4 simultaneously had positive and significant effects on variable Y. The conclusion is that the independent variables (Product, Price, Promotion, and Place) simultaneously affect the dependent variable which is consumer purchasing power on indomie products in Istanbul.

And for this research result is in accordance and emphasizes the research result conducted by (Putra & Asdi, 2020, p. 122) and (Noviyanto & Basri, 2019, p. 297), in their study. They find out that all marketing mix variables (eg price, product, place, promotion) have a positive and significant effect on purchasing decisions.

#### **4.3.5.6. The Contribution Percentage of the Independent Variable (R2).**

Based on the result of coefficient determination R2 in the table above, the coefficient value of R square is 0.402. This value means that variables X1, X2, X3, and X4 simultaneously affect variable Y with a contribution percentage of 40,2 %. Then the rest contribution of 59.8% is affected by other factors that are not studied by the researcher. From this result, it can be concluded that Product, Price, Promotion, and

Place simultaneously affect the dependent variable that is consumer purchasing power on indomie products in Istanbul with the percentage of 40,2%, and it can be stated that the level of contribution is average, not high and not low.

#### **4.3.5.7. The Contribution Comparison of the Independent variable effects**

Based on the t-test result on each independent variable in the table above, the T count value for the variable of the product (X1) is 3.902 with a significance value of 0.001, and the value from price (X2) is 1.605 with the significance value of 0.112, while the result from the promotion (X3) is 2.620 with the significance value of 0.010, and the result from the place (X4) is 1.373 with the significance value 0.173. Then it can be concluded that the t count of X1 > t count of X2, t count of X3, t count of X4 (3.902 > 1.605, 2.620, 1.373) which means variable X1 has a bigger contribution than variable X2, X3, X4 to effect variable Y. So it can be concluded that the factor of Product has more contribution to affect the consumer's purchasing power on indomie products in Istanbul.

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1. Conclusion

Considering the results having previously been discussed in regard to the impact of the marketing mix (product, price, promotion as well as a place) towards consumer purchasing power behavior on indomie products (a case study on Indonesian students in Istanbul), it can be clouded that :

1. Product, which is the independent variable (X1) significantly affects consumer purchasing power behavior regarding indomie products. Data analysis shows that the value of  $t$  count is 3.902 having a significance value of 0.001. Based on this result H1 is accepted while H0 is denied because the  $t$  count is more than the  $t$  table ( $3.902 > 1.98525$ ) and the significance value is less than alpha ( $0.001 < 0.05$ ). The conclusion is that the product significantly impacts the Consumer Purchasing Power Behavior on Indomie products.

2. Price, which is the independent variable (X2) has no significant effect on consumer purchasing power behavior regarding indomie products. Data analysis shows that the value of the  $t$  count is 1.605 with a significance value of 0.112. Based on this result H0 is accepted and H1 is rejected because the  $t$  count is less than the  $t$  table ( $1.605 < 1.98525$ ) and the significance value is more than alpha ( $0.112 > 0.05$ ). The conclusion is that the price variable has no significant impact on Consumer Purchasing Power Behavior regarding Indomie products.

3. Promotion, which is the independent variable (X3) significantly affects consumer purchasing power behavior regarding indomie products. Data analysis shows that the value of the  $t$  count is 2.620 with a significance value of 0.010. Based on this result H1 is accepted and H0 is rejected because the  $t$  count is more than the  $t$  table ( $2.620 > 1.98525$ ) and the significance value is less than alpha ( $0.010 < 0.05$ ). Thus, it can be inferred that the promotion significantly impacts Consumer Purchasing Power Behavior on Indomie products.

4. Place, which is the independent variable (X4) has no significant effect on consumer purchasing power behavior regarding indomie products. Data analysis shows that the value of the  $t$  count is 1.373 with a significance value of 0.173. Based on this result  $H_0$  is accepted and  $H_1$  is rejected because the  $t$  count is less than the  $t$  table ( $1.373 < 1.98525$ ) and the significance value is more than alpha ( $0.173 > 0.05$ ). The conclusion is the variable price has no significant effect on Consumer Purchasing Power Behavior regarding Indomie products.

5. Product (X1), price (X2), promotion (X3), and place (X4), which are the independent variables simultaneously have positive and significant effects on variable Y, with the F count  $15.987 > 2.47$  (F table) and significance value of  $0.001 < \alpha$  (0.05). And the result of coefficient determination  $R^2$  is 0.402 which means those factors contribute 40.2% in affecting the consumer's purchasing power on indomie products in Istanbul. While 59.8% ( $100\% - 40.2\%$ ) is explained by other factors that are not studied by the researcher. Therefore,  $H_1$  is accepted, and  $H_0$  is rejected, which means variables X1, X2, X3, and X4 simultaneously have positive and significant effects on variable Y. The conclusion is the independent variables (Product, Price, Promotion, and Place) simultaneously affect the dependent variable which is consumer purchasing power on indomie products in Istanbul.

6. Based on the  $t$ -test result on each independent variable in the table above, the T count value for the product variable (X1) is 3.902 with a significance value of 0.001, the  $t$  count value for the price variable (X2) is 1.605 with the significance value of 0.112, the  $t$  count value for the promotion variable (X3) is 2.620 with a significance value of 0.010, and  $t$  count value for the place variable (X4) is 1.373 with a significance value of 0.173. Therefore, it can be concluded that the  $t$  count of X1  $>$   $t$  count of X2,  $t$  count of X3,  $t$  count of X4 ( $3.902 > 1.605, 2.620, 1.373$ ) which means variable X1 has a bigger contribution than variable X2, X3, X4 to effect variable Y. The conclusion is that the factor of Product affects the consumer purchasing power on indomie products in Istanbul more than the other factors.

## **5.2. Recommendation**

Referring to the results and the conclusion previously mentioned, the researcher would like to give some suggestions that may help those who are related to this research results. The suggestions are as follows :

1. For Company : **Product:** *firstly*, advertisers must ensure product quality which is a factor in consumer purchases. This is important because if an Indomie product has good quality, and has a variety of customer tastes, it will definitely have an advantage for advertisers. *Secondly*, in manufacturing instant noodles, noodle companies should pay attention to play up more on features having higher weight like additional modifications of distinct flavors. **Price:** The company is advised to make a competitive price with other instant noodle products. The products should be not too cheap but not too expensive, so they have the advantage of proper price. **Promotion:** *firstly*, it is important to promote more indomie products so that all residents can know that Indomie is an instant food brand that is easy to serve. *Secondly*, advertisers should also use various sales promotions such as bonuses, promotions, door prizes, and other ways to increase purchases. **Place:** Companies are advised to pay more attention to the stock in small shops, and always give the impression that Indomie stock is always available in any store in Istanbul.

2. For better study results: It is advisable to do further research and investigate factors affecting consumers purchasing power behavior on indomie products in Istanbul featuring more and various independent variables as well as including other cities in Turkey.

3. For academics and university: The researcher hopes that this research will be continued by others covering different objects and frameworks so that it can enrich the knowledge of the business administration field.

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# APPENDIX

## APPENDIX 1 Data Tabulation of Questionnaire

No Respondens	Product			Total	Price			Total	Promotion				Total	Place			Total	Consumer Purchasing Power Behaviour			Total Y
	X1.1	X1.2	X1.3		X2.1	X2.2	X2		X3.1	X3.2	X3.3	X3.4		X3	X4.1	X4.2		X4.3	X4	Y1	
1	4	4	4	12	4	4	8	4	4	4	4	16	4	4	4	12	4	4	5	13	
2	5	5	4	14	3	3	6	5	4	3	4	16	5	5	4	14	4	2	3	9	
3	5	5	5	15	3	5	8	5	5	5	4	19	5	5	5	15	5	5	5	15	
4	4	4	4	12	4	4	8	4	4	4	4	16	4	4	4	12	4	4	5	13	
5	3	4	4	11	4	4	8	4	4	4	3	15	4	4	3	11	3	3	4	10	
6	4	5	5	14	5	5	10	5	3	1	1	10	5	5	4	14	5	5	5	15	
7	5	5	5	15	4	5	9	3	2	4	2	11	3	5	5	13	5	5	5	15	
8	5	5	5	15	5	5	10	5	5	5	5	20	5	5	5	15	5	5	5	15	
9	5	5	5	15	3	4	7	4	4	3	1	12	3	4	2	9	3	4	5	12	
10	5	5	5	15	4	5	9	5	5	5	5	20	5	5	4	14	5	5	5	15	
11	5	4	4	13	4	4	8	3	3	2	2	10	4	4	4	12	3	3	4	10	
12	5	5	4	14	5	5	10	5	4	3	3	15	5	5	5	15	3	3	5	11	
13	5	5	5	15	2	5	7	5	5	5	5	20	5	5	5	15	5	5	5	15	
14	5	5	5	15	5	5	10	5	5	5	5	20	2	2	3	7	5	4	3	12	
15	2	2	3	7	1	2	3	3	3	3	3	12	5	3	3	11	4	3	3	10	
16	3	3	3	9	3	4	7	5	5	3	4	17	4	5	5	14	5	4	4	13	
17	4	5	5	14	3	4	7	5	4	3	5	17	5	4	4	13	5	5	5	15	
18	4	5	4	13	3	4	7	5	3	3	2	13	3	3	3	9	4	5	5	14	
19	5	5	4	14	4	4	8	4	3	3	3	13	4	2	3	9	4	5	5	14	
20	4	3	2	9	5	3	8	1	5	2	5	13	2	5	1	8	5	4	3	12	
21	5	5	5	15	5	3	8	3	5	3	5	16	5	5	5	15	5	5	5	15	
22	4	5	4	13	3	3	6	5	4	4	5	18	4	4	4	12	5	4	4	13	
23	4	5	5	14	3	4	7	4	3	4	4	15	3	4	4	11	4	4	4	12	
24	3	5	5	13	5	4	9	5	4	5	4	18	4	4	4	12	3	3	4	10	
25	4	5	5	14	4	5	9	4	4	3	5	16	5	5	5	15	5	4	3	12	
26	3	4	4	11	4	4	8	4	4	4	3	15	3	5	3	11	4	4	4	12	
27	5	4	4	13	4	4	8	4	4	4	4	16	5	4	5	14	5	4	3	12	
28	3	4	4	11	5	3	8	4	4	3	4	15	3	3	3	9	4	4	4	12	
29	4	4	4	12	4	5	9	5	2	2	2	11	1	2	3	6	4	4	4	12	
30	4	4	5	13	4	5	9	5	4	3	2	14	4	4	3	11	4	5	4	13	
31	5	5	4	14	3	4	7	5	5	5	4	19	5	5	4	14	5	4	4	13	
32	3	5	4	12	3	4	7	4	4	4	2	14	4	4	4	12	4	4	5	13	
33	4	5	5	14	3	3	6	5	4	2	1	12	3	3	3	9	3	3	3	9	
34	2	5	4	11	3	2	5	4	3	4	3	14	5	3	2	10	4	4	5	13	
35	5	5	5	15	2	2	4	5	3	5	3	16	5	5	3	13	4	3	5	12	
36	5	5	5	15	3	5	8	3	3	5	5	16	4	3	4	11	5	5	5	15	
37	4	5	5	14	5	5	10	5	5	2	2	14	2	3	2	7	5	5	5	15	
38	3	3	3	9	2	3	5	4	4	4	5	17	4	4	5	13	4	3	3	10	
39	5	5	5	15	5	4	9	5	4	5	2	16	5	5	4	14	5	5	5	15	
40	5	5	5	15	5	5	10	5	5	5	5	20	4	5	4	13	5	5	5	15	
41	5	4	4	13	3	4	7	4	4	3	3	14	3	4	4	11	3	3	4	10	
42	5	5	5	15	3	3	6	4	4	2	2	12	5	5	5	15	5	4	5	14	
43	5	4	5	14	5	4	9	5	4	4	5	18	4	4	5	13	5	5	5	15	
44	5	5	5	15	3	5	8	5	5	3	1	14	5	5	2	12	5	5	5	15	
45	4	5	4	13	4	4	8	4	4	4	4	16	4	5	4	13	2	5	5	13	
46	4	4	5	13	4	5	9	5	3	3	1	12	3	3	2	8	4	5	4	12	
47	5	3	4	12	4	4	8	4	4	4	4	16	4	4	4	12	4	4	4	12	
48	5	4	3	12	4	4	8	4	4	4	4	16	4	5	5	14	5	5	5	15	
49	4	4	4	12	4	4	8	4	5	4	4	17	4	4	4	12	4	4	4	12	
50	5	4	4	13	5	4	9	4	4	4	4	16	4	5	4	13	4	4	4	12	
51	3	4	4	11	3	4	7	5	2	1	1	9	4	4	4	12	5	4	4	13	
52	4	4	4	12	3	5	8	5	5	5	5	20	5	5	3	13	5	5	5	15	
53	4	4	5	13	2	2	4	5	5	3	5	18	5	5	2	12	5	5	4	14	
54	3	5	5	13	3	3	6	4	3	5	3	15	3	4	3	10	4	4	4	12	
55	5	5	5	15	5	3	8	5	5	4	3	17	4	4	4	12	5	5	5	15	
56	5	5	5	15	5	5	10	5	5	5	5	20	5	5	5	15	5	5	5	15	
57	3	5	5	13	4	3	7	5	4	2	2	13	4	4	5	13	4	3	4	11	
58	5	5	5	15	5	5	10	5	5	5	3	18	5	5	5	15	5	5	5	15	
59	3	5	5	13	3	4	7	4	5	3	2	14	5	5	5	15	5	5	5	15	
60	4	4	4	12	2	3	5	4	2	3	3	12	4	4	3	11	5	4	4	13	
61	5	5	5	15	3	3	8	4	3	3	5	15	4	3	5	12	4	2	5	11	
62	5	5	5	15	5	5	10	5	5	5	5	20	5	5	5	15	5	5	5	15	
63	5	5	5	15	5	4	9	5	5	3	5	18	5	5	4	14	5	5	5	15	
64	4	5	3	12	3	4	7	4	3	3	5	15	3	5	3	11	4	5	4	13	
65	5	5	5	15	5	5	10	5	4	5	3	17	5	5	5	15	5	5	5	15	
66	5	5	5	15	5	5	10	5	5	5	5	20	5	5	1	11	5	5	5	15	
67	5	5	5	15	5	5	10	4	4	5	4	17	5	4	5	14	5	4	5	14	
68	5	5	5	15	5	5	10	5	5	5	5	20	5	5	5	15	5	5	5	15	
69	1	5	5	11	4	3	7	5	5	4	3	17	5	3	4	12	5	5	5	15	
70	4	4	4	12	4	4	8	5	4	4	3	16	3	4	4	11	3	3	4	10	
71	5	4	5	14	3	4	7	5	5	5	5	20	5	5	3	13	4	5	5	14	
72	2	3	5	10	3	3	6	5	4	3	2	14	5	5	4	14	5	4	4	13	
73	4	5	5	14	4	5	9	5	5	5	3	18	5	5	4	14	5	4	5	14	
74	5	5	5	15	5	5	10	3	3	3	3	12	5	5	2	12	5	5	5	15	
75	5	5	4	14	2	3	5	5	5	3	4	17	5	5	5	15	1	5	5	15	
76	4	5	5	14	5	5	10	4	5	5	5	19	5	5	4	14	5	4	5	14	
77	5	5	5	15	5	4	9	4	4	4	3	15	5	4	5	14	4	5	5	14	
78	3	5	4	12	3	3	6	4	4	3	3	14	3	3	3	9	4	5	4	13	
79	5	5	5	15	2	4	6	4	4	3	3	14	4	3	5	12	5	4	5	14	
80	5	5	5	15	4	4	8	2	5	5	2	14	5	4	5	14	5	3	3	11	
81	4	5	4	13	4	4	8	5	5	4	4	18	4	5	4	13	4	5	4	13	
82	3	5	4	12	3	3	6	5	4	2	5	16	5	1	1	7	2	2	3	7	
83	3	4	5	12	3	5	8	4	3	5	1	13	5	5	5	15	4	4	4	12	
84	5	5	5	15	3	5	8	5	5	5	5	20	5	5	5	15	5	5	5	15	
85	5	5	5	15	4	4	8	5	5	4	3	17	5	5	4	14	5	5	4	14	
86	4	5	4	13	3	3	6	5	5	2	2	14	4	5	3	12	4	5	5	14	
87	5	4	5	14	4	4	8	5	5	3	3	16	5	5	3	13	5	4	4	13	
88	5	5	5	15	4	3	7	3	3	3	4	13	5	5	5	15	4	3	5		

## Appendix 2: Questionnaire

### 1. Respondent Identity

- Instructions of filling out the Questionnaire :

Put a cross (\*) in one of the column choices according to your answer.

- Name :
- Gender :
- Age :
- Education : Including :
  - Junior High School
  - Senior High School
  - Bachelor
  - Master
  - Doctoral

### 2. General Requirement

- The purpose of distributing this questionnaire is to obtain data to continue research about Consumer Behaviour Regarding Indomie Product
- Regarding the answer given, guaranteed its secrecy.
- Filling with mark (\*) on the answer that is considered appropriate

### 1. Product Variable

NO	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Indomie products offer a variety of flavors					
2	Indomie has good and delicious quality of noodles and taste					
3	Indomie brand is well known and the quality is guaranteed					

### 2. Price Variable

NO	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Indomie prices in Istanbul are very matched with the benefits and quality					
2	Indomie has competitive prices against other instant noodle products in Istanbul					

### 3. Promotion Variable

NO	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Indomie is known to the public because it advertises its products through the media, posters, magazines, and even some transportation in Istanbul					
2	Indomie builds communication relationships with the community to build its brand image					
3	Indomie sells directly (without intermediaries) to consumers personally					
4	Sometimes, Indomie gives discounts to consumers to attract their buying interest					

#### 4. Place Variable

NO	Questions	Strongly Disagree	Agree	Neutral	Agree	Strongly Agree
1	Indomie is available in a strategic location to be able to buy it					
2	Indomie has a wide distribution channel, so it can cover small and far areas					
3	Indomie always has a lot of stock in every store, so it's rare to run out of stock					

#### 5. Consumer Purchasing Power Behaviour

NO	Questions	Strongly Agree	Disagree	Neutral	Agree	Strongly Agree
1	I will give recommendation to others for buy indomie products					
2	I will continue to buy more indomie products					
3	Are you Satisfied with buying Indomie Product ?					
4	In your opinion, what should the company do to Improve indomie product?	<p>.....</p> <p>.....</p>				

# **CURRICULUM VITAE**

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## **PERSONAL DETAILS**

Name : Adifa Adnan Beva

Nationality : Indonesia

Date of birth :

Religion : Islam

Gender: Male

## **FORMAL EDUCATION**

2001-2007 : Darunnajah Islamic Elementary School, Ulujami, South Jakarta

2008-2013 : Darussalam Gontor Modern Islamic Boarding School

2014-2017 : Darussalam University (Islamic Economic)

2019 -Now :Istanbul Sabahattin Zaim University (Master Of Business Administration)

## **JOB EXPERIENCES**

2013-2014 : Staff and Manager at Wisma Darussalam Gontor

2014-2015 : Staff and Manager at La Tansa sport store

2016-2018 : Marketing section at SUARGO FM

2018-2019 : CEO at SUARGO FM

2016-2019 : Broadcaster of "SUARGO FM" Radio Station

2019 : Coordinator And Manager of PandawaCafe

2013-2019 : Teacher at Darussalam Gontor Modern Islamic Boarding School

2019 : Teacher at Darunnajah Islamic Boarding School

## **COURSES AND CERTIFICATES**

**Broadcaster** / DarussalamGontor Modern IslamicBoarding School, 2019

**Participation in the IV. International "BAŞKENT" Congress on Physical, Social and Health Sciences**, *presenting the paper entitled "Analysis Of Consumer Behaviour Regarding Indomie Product ( Case Study on Indonesian Sudents In Istanbul Turkey, 2020".*International BAŞKENT Congress | February 2022

## **ADDITIONAL SKILL**

#Production and Editing audio and vocal at Adobe Audition

# Photography

# Sound System

# Indonesian, Arabic, English, and a little Turkish Language