

## THE INFLUENCE OF MARKETING MIX FACTORS AND COMMUNITY CULTURE ON THE BEHAVIOR OF CONSUMER BUYING INTEREST IN THE VARIETY OF ICED COFFEE MILK AT JANJI JIWA

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### ABSTRACT

This study aims to analyze the influence of several marketing mix factors such as product, price, location, promotion, and community culture on purchasing decisions for the Iced Coffee Milk product variant at the Janji Jiwa Cafe. The population of this research is the visitors of the Janji Jiwa Cafe Volume 65 Surabaya. Samples were taken using random sampling technique. Samples were taken as many as 100 loyal buyers of Iced Coffee Milk at the Janji Jiwa Cafe Volume 65 Surabaya who were met during the distribution of the questionnaire. Data obtained from the distribution of questionnaires. The data analysis technique used multiple linear regression and hypothesis testing using F-test and t-test. Based on the F-test, it is known that simultaneously product, price, location, promotion, and culture have a significant effect on purchasing decisions because the significance value is less than 0.05, which is 0.000. Based on the t-test, it is known that the product has a significant effect on purchasing decisions because the significance value is smaller than 0.05, which is 0.002. Price has a significant effect on purchasing decisions because the significance value is smaller than 0.05, which is 0.007. Location has a significant effect on purchasing decisions because the significance value is smaller than 0.05, which is 0.005. Promotion has a significant effect on purchasing decisions because the significance value is smaller than 0.05, which is 0.004. Meanwhile, culture has a significant effect on purchasing decisions because the significance value is smaller than 0.05, which is 0.001.

**Keywords:** marketing mix, product, price, location, promotion, culture, purchasing decision.

### PRELIMINARY

Consumptive behavior is part of the lifestyle in today's society. The consumptive behavior referred to here is the consumption behavior of coffee drinkers related to the culture of a consumptive society. Where the culture of coffee consumption is usually carried out by people in coffee shops. But along with the development of a new term to refer to a coffee shop as a coffee shop. A coffee shop or commonly called a cafe is a familiar thing in the ears of today's society in Indonesia. Many Indonesians prefer to enjoy coffee in cafes directly. Enjoying coffee in a cafe directly has become a lifestyle for today's Indonesian people. A cafe is a place that provides beverages such as coffee, tea, and other beverages. There are also several cafes that sell snacks as a complement. In Indonesia, people prefer to enjoy coffee in cafes and make it a meeting place or meeting point. A comfortable place and atmosphere make consumers feel at home to subscribe continuously (loyally). Consumers generally prefer cafes that have complete facilities and meet their desired needs. One of them is the

internet wifi facility which is something that many people need today. Smooth wifi is needed by many people for some important things or for work. Consumers clearly choose cafes that have complete facilities.

Purchasing decision making is usually influenced by marketing mix factors, external and internal factors. The components of the marketing mix are known as the 4Ps, namely product, price, place and promotion. Internal factors consist of needs and motivation, personality, psychographic, perception, learning, attitude. While external factors consist of family, social class, culture and sub-culture, reference groups, and marketing communications.

The number of cafes that are popping up at this time, it is very interesting to examine one of the contemporary cafes in Surabaya, namely Janji Jiwa volume 65. With the consideration that the Janji Jiwa Cafe volume 65 is the first branch of Jiwa Jiwa in Surabaya. The featured products offered are 30 menu variants, with the top five selling products, namely Iced coffee milk with 40% sales, Ice milk chocolate with 25% sales, Ice serum regal 15% sales, Hot coffee milk 10% sales, Iced pokat coffee 10 % of sales, and this is very interesting to study because of the high level of sales variance. We can see that Iced Coffee Milk products have the highest sales. This phenomenon is also interesting, especially from the consumer side of students. Why do consumers, especially students, prefer Iced Coffee Milk to other products? Here, we will analyze several marketing mix factors and community cultural factors related to what are the main factors in the decision to purchase iced coffee milk from students at the Janji Jiwa Cafe Volume 65 Surabaya.

Based on the description above, the objectives of this study are:

1. Analyzing the simultaneous influence of product, price, location, promotion, and community culture on buying interest in the purchase of iced coffee milk Janji Jiwa Volume 65.
2. Partially analyze the effect of product, price, location, promotion, and community culture on purchasing decisions for Iced Coffee Milk Janji Jiwa Volume 65.

## **LITERATURE REVIEW**

### **Product**

Product according to Wibowo and Priansa, (2017: 116) is a combination of goods and services offered by the company to the target market and aims to satisfy the needs and wants of the market.

Herlambang, (2014: 33) defines a product as anything that is offered to the market for attention, purchase, use, or consumption that can satisfy a want or need. Meanwhile, the definition of product according to Tjiptono (2014: 41) is a form of organizational offering that is shown to achieve organizational goals through satisfying customer needs and desires.

Sviokla in Lupiyoadi, (2014:214) states that product quality has eight dimensions of measurement consisting of:

1. Performance

Performance here refers to the core product characteristics which include brands, measurable attributes, and individual performance aspects. The performance of some products is usually based on the subjective preferences of customers which are basically general in nature.

2. Features

Can be an additional product from a core product that can add value to a product. Product diversity is usually measured subjectively by each individual (consumer) which indicates a difference in the quality of a product or service.

3. Reliability

This dimension relates to the possibility of a product experiencing a malfunction in a period. The reliability of a product indicates the level of quality is very meaningful for consumers in choosing a product.

4. Conformance

Product suitability is measured from the level of accuracy and completion time including the calculation of errors that occur, unanticipated delays, and several other errors.

5. Durability

The measure of the durability of a product includes both technical and economic aspects. Technically a product is defined as a number of uses that a person obtains before experiencing a decline in quality. Economically, durability is defined as the economic life of a product seen from the number of uses obtained before damage occurs and the decision to replace the product.

6. Serviceability

Service capability can also be referred to as speed, competence, usability, ease of product repair. The service ability of a product produces a conclusion about the quality of the product which is assessed subjectively by consumers.

7. Aesthetics

The aesthetics of a product is seen from how a product sounds to consumers, how the product looks, tastes, and smells. Thus, aesthetics is an assessment and reflection that is felt by consumers.

8. Perceived quality

Consumers do not always have complete information about product attributes. However, consumers generally have information about the product indirectly, for example through the brand, name and country of manufacture.

## Price

Price is an element in the marketing mix strategy that can influence consumer decisions as well as one of the factors that influence activities within the company that function to create a comparative advantage for the company. According to Malau, (2018: 125) price is the exchange rate of an item or service.

The definition of price according to Herlambang (2014: 47) is the amount of money and or goods needed to get a combination of other goods accompanied by the provision of services. Indicators in determining the price of a product according to Sunyoto, (2014: 89) are:

1. The price set is affordable.
2. Prices are set according to the quality.
3. Prices set can be competitive.

## Place

Location according to Lupiyoadi (2014: 96) is a decision made by a company relating to where its operations and staff will be located. Location relates to the company where it should be headquartered and conduct operations.

Fahmi, (2016: 86) states that location decisions are very important because they are related to sales and profit potential, competitiveness, and business sustainability. If the wrong location is determined,

the consequences are not only short-term but can also have long-term consequences. It could mean investment failure because the level of sales is below the bottom-line so that the gross profit margin is not able to cover operating costs.

The choice of place or location according to Tjiptono (2014: 159) requires careful consideration of the following factors:

1. Access, for example the location that is passed or easily accessible by public transportation.
2. Visibility, namely the location or place that can be seen clearly from a normal viewing distance.
3. Traffic (traffic), involves two main considerations, namely:
  - a. The number of people passing by can provide a great opportunity for impulse buying, namely buying decisions that often occur spontaneously, without planning, and/or without going through special efforts.
  - b. Traffic congestion and congestion can also become obstacles, for example to police, fire, or ambulance services.
4. Spacious, comfortable, and safe parking space, both for two-wheeled and four-wheeled vehicles.
5. Expansion, which is a large enough space for business expansion in the future.
6. Environment, namely the surrounding area that supports the services offered. For example, food stalls are close to boarding areas, student dormitories, campuses, or offices.
7. Competition, namely the location of competitors. For example, in determining the location of a wartel (telecommunication shop), it is necessary to consider whether there are many other wartels on the same street or area. Interestingly, in a number of industries, there is a tendency for similar companies to occupy adjacent locations, for example workshops, car showrooms, shoe and clothing retailers, furniture stores, and so on.
8. Government regulations, such as provisions prohibiting motor vehicle repair shops from being too close to residential areas.

## **Promotion**

The definition of promotion according to Herlambang (2014: 34) is an activity carried out by companies to communicate the benefits of their products and to convince target consumers to buy their products. There are 4 components in the promotion mix according to Private (2014: 240), namely:

1. Advertising  
Advertising is a communication carried out by sponsors and is mass media because it uses mass media such as television, newspapers, radio and so on.
2. Personal selling  
Personal selling is an oral presentation through direct conversation with prospective buyers aimed at creating sales.
3. Sales promotion  
Sales promotion are marketing activities that encourage the effectiveness of consumer and merchant purchases by using tools such as demonstrations, exhibitions, demonstrations and so on.
4. Publicity  
Publicity is a number of information about a person, goods or organization that is disseminated to the public through the media free of charge or without supervision from the sponsor.

## **Culture**

Culture according to Yuniarti (2015: 198) is a belief, values, and habits that a person learns, which can direct that person in using an item or service. Beliefs, values, and habits emerge when a person interacts, relates, and influences each other in their behavior. Meanwhile, according to Setiadi (2013: 261) culture is a set of behavioral patterns that are socially transmitted symbolically through language and other ways to members of a particular society.

Cultural factors have the widest and deepest influence on consumer behavior. Cultural factors according to Kotler and Armstrong (2015: 200) consist of :

1. Culture

Every group or society has a culture and the influence of culture on consumer behavior varies from country to country. Failure to adjust to cultural differences will result in ineffective marketing.

2. Sub culture

Each culture consists of sub-cultures or groups of people who have the same value system based on life experiences and situations. Sub-cultures include nationalities, religions, racial groups, and similar geographic areas.

3. Social Class

Social class is a relatively permanent and relatively regular division of community groups in which members share similar values, interests and behaviors. Social class shows differences in product and brand preferences, especially in terms of clothing, household appliances, leisure activities and cars.

## **Purchasing Decisions**

Purchasing decisions according to Wibowo and Priansa (2017: 300) are a series of physical and mental actions experienced by consumers when they are going to buy certain products. Meanwhile, according to Setiadi, consumer decisions (2013: 343) are problem solving processes that are directed at the target.

According to Baruno and Susanto, (2018: 274) The satisfaction obtained by a consumer can encourage him to make repeat purchases to be loyal to the product so that consumers can tell good things to others.

The specific purchasing decision process according to Wibowo and Priansa (2017: 300) consists of:

1. Problem introduction

The buying process begins when the buyer becomes aware of a need problem. The buyer realizes that there is a difference between the actual condition and the desired condition.

2. Finding information

A consumer whose interest begins to arise will be motivated to seek more information. Sources of consumer information can be grouped into four groups, namely:

- a. Personal sources are family, friends, neighbors, and acquaintances.
- b. Commercial sources include advertising, salespeople, packaging dealers, and exhibitions.
- c. Common sources are mass media and consumer organizations.
- d. Sources of experience are handling, testing, and product.

3. Evaluation of alternatives

In the evaluation stage, consumers form preferences for the brands contained in the choice set. Consumers may also form buying goals for the most preferred brand.

4. Purchase Decision

At this stage the consumer takes action to make a purchase. Prior to making a purchase, consumers form a purchase objective based on factors such as income, expected price, and product benefits.

5. Behaviour after purchase

After purchasing a product, consumers will experience some level of satisfaction or dissatisfaction. These consumers will also engage in post-purchase actions and product use that will interest marketers.

## **RESEARCH METHODS**

### **Population and Sample**

The population of visitors to the Janji Jiwa Cafe Volume 65 Surabaya, which in a day can be 285 visitors, excluding Gofood and Grab food drivers.

The sampling technique used was random sampling technique. The random sampling technique according to Sugiyono, (2018: 82) is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member. Samples were taken as many as 100 buyers of Janji Jiwa Iced Coffee Milk at the Janji Jiwa Cafe Volume 65 Surabaya who were met at the time of distributing the questionnaire.

### **Research Variable**

The variables in this study consisted of 2 variables, namely the independent variable and the dependent variable

1. The independent variables consist of:
  - a. Product (X1)
  - b. Price (X2)
  - c. Location (X3)
  - d. Promotion (X4)
  - e. Community culture (X5)
2. The dependent variable is the purchase decision (Y)

### **Analysis Techniques**

#### **Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to measure the presence or absence of influence between the independent variables on the dependent variable. In this study, multiple linear regression analysis was used to measure the influence of product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) on purchasing decisions (Y).



## Multiple Coefficient of Determination ( $R^2$ )

Multiple determination coefficient analysis is used to determine the percentage of influence of product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) on purchasing decisions (Y).

## t-test

The t-test was conducted to partially test the effect of the product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) on purchasing decisions (Y).

## F-test

The F-test was carried out to test the simultaneous effect of the product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) on purchasing decisions (Y).

## RESEARCH RESULT

### Multiple Linear Regression Analysis

From the results of data processing using the SPSS 24 program, the following results are obtained:

**Table 1.**  
**Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		tandardize Coefficients Beta	t	Si
	B	Std. Error			
1 (Constant)	,400	,281		1,425	,1
X1	,191	,059	,267	3,262	,0
X2	,163	,059	,225	2,738	,0
X3	,220	,077	,260	2,854	,0
X4	,102	,045	,173	2,296	,0
X5	,214	,064	,305	3,333	,0

### a. Dependent Variable: Y

Source: Processed by researchers (2020)

From the table above, the multiple linear regression equation is obtained, namely:

$$Y = 0,400 + 0,191X_1 + 0,163X_2 + 0,220X_3 + 0,102X_4 + 0,214X_5$$

Based on the multiple linear regression equation above, it can be explained that:

1. The constant value is 0.400. This shows that if the variables of product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) are equal to zero, then the purchase decision (Y) will be constant at 0.400 units.

2. The value of the product regression coefficient (X1) is positive, namely 0.191. A positive value indicates a unidirectional change. This means that if the product (X1) is increased by one unit, it will be able to increase purchasing decisions (Y) by 0.191 and vice versa, assuming other variables are constant.
3. The value of the price regression coefficient (X2) is positive, namely 0.163. A positive value indicates a unidirectional change. This means that if the price (X2) is increased by one unit, it will be able to increase purchasing decisions (Y) by 0.163 and vice versa, assuming other variables are constant.
4. The value of the location regression coefficient (X3) is positive, namely 0.220. A positive value indicates a unidirectional change. This means that if the location (X3) is increased by one unit, it will be able to increase the purchasing decision (Y) by 0.220 and vice versa, assuming other variables are constant.
5. The value of the promotion regression coefficient (X4) is positive, namely 0.102. A positive value indicates a unidirectional change. This means that if promotion (X4) is increased by one unit, it will be able to increase purchasing decisions (Y) by 0.102 and vice versa, assuming other variables are constant.
6. The value of the cultural regression coefficient of society (X5) is positive, namely 0.214. A positive value indicates a unidirectional change. This means that if community culture (X5) is increased by one unit, it will be able to increase purchasing decisions (Y) by 0.214 and vice versa, assuming other variables are constant.

### Multiple Coefficient of Determination ( $R^2$ )

From the results of data processing using the SPSS 24 program, the results of the multiple determination coefficient values are as follows:

**Table 2**  
**Multiple Coefficient of Determination ( $R^2$ )**

Model Summary <sup>b</sup>					
Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	,779	,607	,3097	1,904	
a					

a. Predictors: (Constant), X5, X2, X4, X1, X3 b. Dependent Variable: Y

Source: Processed by researchers (2020)

Based on the table above, it is known that the value of the coefficient of determination ( $R^2$ ) or R Square is 0.607 or 60.7%. This shows that 60.7% of variations in the ups and downs of purchasing decisions (Y) can be influenced by variations up and down product (X1), price (X2), location (X3),



promotion (X4), and community culture (X5), while the rest of 39.3% is influenced by other factors outside the study.

### F-test

The F-test was conducted to test the simultaneous effect of product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) on purchasing decisions (Y). The criteria for testing with the F-test in this study are as follows:

1. If the probability value  $< 0.05$  then simultaneously product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) have a significant effect on purchasing decisions (Y)
2. If the probability value  $> 0.05$  then simultaneously product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) have no significant effect on purchasing decisions (Y).

From the results of data processing using the SPSS 24 program, the following results were obtained:

**Table 3**

### F-test

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13,914	5	2,783	28,998	,000 <sup>b</sup>
Residual	9,021	94	,096		
Total	22,935	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X2, X4, X1, X3

Source: Processed by researchers (2020)

From the table above, it can be seen that the significance value is less than 0.05, which is 0.000. This shows that simultaneously product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) have a significant effect on purchasing decisions (Y).

From the table above, it can be seen that the significance value is less than 0.05, which is 0.000. This shows that simultaneously product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) have a significant effect on purchasing decisions (Y).

### t-test

The t-test was conducted to partially test the effect of product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) on purchasing decisions (Y). The criteria for testing with t-test in this study are as follows:

1. If the significance value of the t-test  $< 0.05$ , partially product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) have a significant effect on purchasing decisions (Y).

2. If the significance value of the t test > 0.05 then partially product (X1), price (X2), location (X3), promotion (X4), and community culture (X5) have no significant effect on purchasing decisions (Y).

**Table 4**  
**t-test**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	,400	,281		1,425	,157
X1	,191	,059	,267	3,262	,002
X2	,163	,059	,225	2,738	,007
X3	,220	,077	,260	2,854	,005
X4	,102	,045	,173	2,296	,024
X5	,214	,064	,305	3,333	,001

a. Dependent Variable: Y

Source: Processed by researchers (2020)

From the table above it can be seen that:

1. The significance value of the product variable (X1) is 0.002, which is smaller than 0.05. This shows that the product (X1) has an effect on purchasing decisions (Y).
2. The significance value of the price variable (X2) is 0.007 which is smaller than 0.05. This shows that the price (X2) has an effect on purchasing decisions (Y).
3. The significance value of the location variable (X3) is 0.005 which is smaller than 0.05. This shows that location (X3) has an effect on purchasing decisions (Y).
4. The significance value of the promotion variable (X4) is 0.024, which is smaller than 0.05. This shows that promotion (X4) has an effect on purchasing decisions (Y).
5. The significance value of the community culture variable (X5) is 0.001 which is smaller than 0.05. This shows that culture (X5) has an effect on purchasing decisions (Y).

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

1. The product has an effect on purchasing decisions, this is evidenced by the t-test which shows a significance value less than 0.05, which is 0.002. The results of this study indicate that the better the products provided by the Janji Jiwa Cafe Volume 65 Surabaya, the greater the opportunity to make purchasing decisions.
2. Price has an effect on purchasing decisions, this is evidenced by the t-test which shows a significance value less than 0.05, which is 0.007. The results of this study indicate that the more

affordable or according to the price offered by the Janji Jiwa Cafe Volume 65 Surabaya, it can make an attraction for customers to decide to buy.

3. Location has an effect on purchasing decisions, this is evidenced by the t-test which shows a significance value less than 0.05, which is 0.005. The results of this study indicate that the more strategic the location of the Janji Jiwa Cafe, Volume 65 Surabaya, the more interested customers are to buy.
4. Promotion has an effect on purchasing decisions, this is evidenced by the t-test which shows a significance value less than 0.05, which is 0.024. The results of this study indicate that the more intense the promotions carried out by Café Janji Jiwa Volume 65 Surabaya, the more interested customers are to buy.
5. Community culture influences purchasing decisions, this is evidenced by the t-test which shows a significance value less than 0.05, which is 0.001. The results of this study indicate that the better the culture of "coffee" and hanging out in cafes develops in the community, the higher the consumer's decision to buy at the Janji Jiwa Cafe Volume 65 Surabaya.

### Suggestion

Based on the results of the research and the conclusions that have been drawn, the suggestions that can be submitted are as follows:

1. Café Janji Jiwa Volume 65 Surabaya should improve its products such as adding variety to the menu and flavors.
2. Café Janji Jiwa Volume 65 Surabaya should pay attention to prices in its business, for example by continuously monitoring or adjusting competitors' prices.
3. Café Janji Jiwa Volume 65 Surabaya should pay attention to location facilities in its business, for example adding chairs and tables, expanding parking space, and beautifying room decorations that visitors can upload on social media (instagramable).
4. Café Janji Jiwa Volume 65 Surabaya should increase its promotions in its services by aggressively advertising on social media, or frequently participating in sponsorship events on campus.
5. Café Janji Jiwa Volume 65 Surabaya should pay attention to cultural developments in the community regarding the interest in drinking coffee, for example actively disseminating knowledge about the benefits of coffee for health to the community as well as adding drive thru services and delivery services.
6. To complete the research results, it is advisable to conduct similar research with different samples and research objects in order to obtain more complete and accountable conclusions.

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