THE EFFECT OF MARKETING MIX ON THE CONSUMER BUYING DECISION MAKING

A CASE STUDY OF KEDAULATAN RAKYAT DAILY NEWSPAPER

A THESIS

Presented as Partial Fulfilment of the Requirements
To Obtain the Bachelor Degree in Management Department

By

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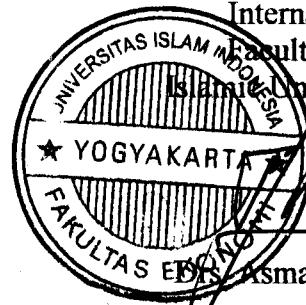Examiner 2:

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ABSTRACT

Ditto Arianto (2006), "THE EFFECT OF MARKETING MIX ON THE CONSUMERS' BUYING DECISION MAKING. A Case Study of Kedaulatan Rakyat Daily Newspaper". Department of Management, International Program, Faculty of Economics, Islamic University of Indonesia.

In recent days the mass media industry is achieving rapid development along with growing and development in economics and technology sector. This development also happened in printing media especially in newspaper industry. However, this development will be followed by a tight competition. The main objective among the newspaper industry is almost the same; to fulfill the customers needs and wants. Thus, newspaper industries try hard to increase their quality by developing a strategy in order to get as many loyal customers as possible.

Kedaulatan Rakyat Daily Newspaper as research target is a great company to be known. It is interesting to know strategic marketing used by company that become a market leader in Yogyakarta.

This study focused on identifying the effect of marketing mix on the consumer buying decision making, in case of the readers of Kedaulatan Rakyat Daily Newspaper. In addition, this study also conducted to know the dominant factor of marketing mix that influence consumers buying decision making. In order to obtain the accurate result, so method that used is multiple regression method.

Analysis result shows that product, price, place, promotion have a strong effect on the consumer buying decision making. And product is the most dominant factor in influencing the consumer buying decision making compared with other variables such as price, place, and promotion. It means the company have to improve the quality of their product in order to satisfy the consumers.

Keyword: Effect, marketing mix, consumer buying decision making

ABSTRAK

Ditto Arianto (2006), "THE EFFECT OF MARKETING MIX ON THE CONSUMERS' BUYING DECISION MAKING. A Case Study of Kedaulatan Rakyat Daily Newspaper". Jurusan Manajemen, Program International, Fakultas Ekonomi, Universitas Islam Indonesia.

Saat ini industri media massa semakin berkembang pesat seiring dengan pertumbuhan dan perkembangan dalam bidang ekonomi dan teknologi. Perkembangan ini juga terjadi pada media cetak khususnya industri surat kabar. Bagaimanapun juga perkembangan tersebut akan diikuti oleh persaingan yang ketat. Tujuan utama para industri surat kabar hampir sama; yaitu memenuhi kebutuhan dan keinginan pelanggan. Oleh karena itu industri surat kabar berusaha keras untuk meningkatkan qualitas mereka dengan mengembangkan sebuah strategi yang bertujuan untuk mendapatkan pelanggan sebanyak-banyaknya.

Surat Kabar Harian Kedaulatan Rakyat sebagai target penelitian merupakan perusahaan yang baik untuk diketahui. Dalam hal ini akan menarik untuk mengetahui strategi pemasaran yang digunakan oleh perusahaan yang telah menjadi pemimpin pasar di Yogyakarta ini.

Penelitian ini fokus kepada pengenalan pengaruh bauran pemasaran terhadap keputusan membeli konsumen, dalam hal para pembaca Surat Kabar Harian Kedaulatan Rakyat. Selain itu penelitian ini juga dilakukan untuk mengetahui faktor yang dominan dari bauran pemasaran yang mempengaruhi keputusan membeli konsumen. Untuk mendapatkan hasil yang akurat, metode yang digunakan adalah metode regresi berganda.

Hasil analisa menunjukkan bahwa produk, harga, tempat, promosi memiliki pengaruh yang sangat kuat terhadap keputusan membeli konsumen. Dan produk adalah faktor yang paling dominan dalam mempengaruhi keputusan membeli konsumen dibanding dengan faktor yang lain seperti harga, tempat, dan promosi. Itu berarti perusahaan harus meningkatkan qualitas produk mereka agar memuaskan konsumen.

Kata kunci: Pengaruh, bauran pemasaran, keputusan membeli konsumen

CHAPTER I

INTRODUCTION

1.1. STUDY BACKGROUND

In recent times local and national newspaper industries have come under tight competition. Such competition is not only affect the newspaper industry but also mass media, including magazines, tabloids, television, radio, and other media. This condition forces them to compete against each other in order to obtain as many customers as possible.

Along with the launching of many private television stations, magazines, tabloids, internet sites etc, it has become easier for people to obtain information and news from these media. Moreover, the mass media community reacts very fast to face ever changing conditions. For example there is a fast development in the area of specific magazines; there are tabloids for economics, sport, magazines for women, and so on. But actually this phenomenon has an impact; people tend to watch television to get the latest news rather than read a newspaper. Some women tend to choose magazines rather than newspapers because magazines offer interesting news, pictures, stories, etc, which unfortunately are not available in newspapers. In this case, the newspaper industry especially local newspapers should have a special strategy in order to reach customers. By changing or developing the marketing mix (product, price, place or distribution, and promotion) hopefully the local newspaper can provide what customers really need and want. Strategic marketing mix can

influence the consumer, attracting them to try the product and further purchase it. The conclusion is marketing mix strategy has a relationship toward the consumer buying decision making.

Brand is of extreme importance in business. When a business wants to be known by consumers, it should have a brand as a main factor known by the consumer beside the product itself. This has been proven by a number of national newspapers including Kompas, Media Indonesia, Suara Pembaharuan, and locally Kedaulatan Rakyat, Banjarmasin Post, and Jawa Post. The main objective among them is almost the same; to fulfill the customers needs and wants. Thus newspaper industries try hard to increase their quality by developing a strategy in order to get as many loyal customers as possible.

The marketing mix or the four "Ps" (Product, Price, Place, and Promotion) have a significant role in influencing the consumer to purchase. Though these variables (4P) do not cover the full domain of marketing, they represent typical marketing actions. There is strong relationship between marketing mix and consumer buying decision making, which is, the actions or the strategy of marketing mix will influence to the purchase intention of the consumer and then they make a decision to buy.

The main purpose of this study is to investigate the relationships between marketing mix elements and consumer buying decision making. We will explore how these marketing actions increase or decrease the intention of the consumer and influence them to make decision whether buy or not to buy the product.

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According with the topic, the writer chose Kedaulatan Rakyat Daily Newspaper as the resource of the study. As the oldest daily newspaper in Yogyakarta, established on September 27, 1945, Kedaulatan Rakyat has been able to maintain its existence. Kedaulatan Rakyat head quarter office is located on Jl. P. Mangkubumi 40-44, Yogyakarta – Indonesia. Now this company produces three products; Kedaulatan Rakyat daily newspaper, Minggu Pagi, and Merapi. The distribution of the products is through out Yogyakarta and the south part of Central Java. Kedaulatan Rakyat has tried to maintain its position as a successful publisher and raise the number of newspapers sold through out Yogyakarta and surrrounding district compare with other competitors in the area.

In this study, the writer describes how the marketing mix strategy is implemented by Kedaulatan Rakyat and the influence of its strategy in increasing the number of new consumers and the repeated purchasing by existing ones. Thus, this research studies how Kedaulatan Rakyat influences or even persuades the consumer to buy their product over and over. Hopefully the findings can explain the relationship between marketing mix and the consumer buying decision making. Based on the above reasons, the case study is entitled:

THE EFFECT OF MARKETING MIX ON THE CONSUMER BUYING DECISION MAKING;

A Case Study of Kedaulatan Rakyat Daily Newspaper

1.2. PROBLEM IDENTIFICATION

This research intend to focus on the following factors are determined as follows:

1. The factors that affecting the company to get the customers consist of product, price, place, promotion.

2. The influences of product, price, place, promotion (marketing mix) on consumer buying decision making.

1.3. PROBLEM FORMULATION

1. How the Kedaulatan Rakyat Daily Newspaper build their marketing strategy?

2. What are the dominant factors in their marketing strategy of Kedaulatan Rakyat Daily Newspaper?

1.4. LIMITATION OF RESEARCH AREA

In order to limit the problem and scope, the writer asumes marketing mix strategy to consist of product, price, place, and promotion, as factors that influence the consumers buying decision making. The research will be conducted on the Kedaulatan Rakyat Daily Newspaper company only.

1.5. RESEARCH OBJECTIVE

The objective of this research is to investigate about marketing mix strategy and consumer buying decision making in case of Kedaulatan Rakyat Daily Newspaper. This research specifically aims to:

1. To analyze the relationship between marketing mix and the consumer buying decision making in Kedaulatan Rakyat Daily Newspaper.

2. To analyze the influence and the effect of marketing mix on the consumer buying decision making.

1.6. RESEARCH CONTRIBUTION

For Company

The result from this research can hopefully be useful for evaluating the condition of the company, especially in regard to the marketing strategy in facing the tight competition. It also could be used to measure the influence of the marketing strategy on the consumers, in order to generate innovative strategy in order to increase the number of the consumers.

For Writer

This research presents the opportunity to directly apply economic theory studied, and to compare this with the reality of the company. The writer can also gain the knowledge about marketing strategy of a real company.

1.7. IDENTIFICATION OF TERMS

Some key terms used in this research have important meaning. In orderd to eliminate any confusion for the readers, These terms are defined as follows:

1. Effect is the power of consequence or influence resulting from something. (Kamus Lengkap Bahasa Indonesia, 1991)

2. Marketing Mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
    (Marketing Management, An Asian Perspective, 1994: 114)
    McCarthy popularized four factors to classify on these tools which are called the four Ps: Product, Price, Place, and Promotion.

3. Consumer is a term used to describe two different kinds of consuming entities; personal consumer (who buys goods and services for their own); organizational consumer (who buys products, equipments and services in order to run their organization). (Kotler & Armstrong, 1996:175)

4. Buying Decision Making is the selection of an action from two or more alternative choices. If a person has a choice between making a purchase and not making a purchase, or a choice between brands X and bran Y, it means that person is in the position to make a decision. (Schiffman, 1997: 555)

CHAPTER II

REVIEW OF LITERATURE

2.1. THEORETICAL REVIEW

2.1.1. Marketing Management

Marketing must be understood not in the old sense of making a sale or "selling" but in the new sense of satisfying customer needs. Some people think of marketing management as finding enough customers for the company's current output and the company has a desired level of demand for its products, but this view is too limited. Marketing management is concerned not only with finding and increasing demand, but also with changing or even reducing it. Marketing will be defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Kotler & Armstrong, 1996:3)

When we talk about marketing further we will talk about marketing management. We can define marketing management as the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives. Marketing management involves managing demand, which in turn involves managing customers' relationships. (Kotler & Armstrong, 1996:11)

In doing business the marketing manager should carry out marketing research, planning, implementation, and control. Within a marketing plan, marketers must make a decision on target markets, market positioning, product development, pricing, distribution channel, physical distribution, communication, and promotion.

There are five alternative concepts under which organizations conduct their marketing activities:

- The Production Concept

  Production concept is the philosophy that consumers will favor products that are available and highly affordable; therefore, management should focus on improving production and distribution efficiency.

- The Product Concept

  Product concept is the idea that consumers will favor the products that offer the most quality, performance, and innovative features. Thus, an organization should devote energy to making continuous product improvements.

- The Selling Concept

  Selling concept is the idea that consumers will not buy enough of the organization's products unless it undertakes a large-scale selling and promotion effort.

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- The Marketing Concept

  The marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently that do competitors.

  There are the differences between selling concept and marketing concept, the differences are the selling concept takes an inside-out perspective. It starts with the factory, focuses on the company's existing product, and calls for heavy selling and promotion to obtain profitable sales. Whereas, marketing concept takes an outside-in perspective. It starts with a well-defined market, focuses on customer need, coordinates all the marketing activities affecting customers, and makes profits by creating long-term customers relationship based on customer value and satisfaction.

- The Social Marketing Concept

  The social marketing concept is the idea that the organization should determine the needs, wants, and interests of target markets. It should then deliver superior value to customers in the way that maintains or improves the consumer's and the society's well-being.

  (Kotler & Armstrong, 1996: 13 - 16)

2.1.2. Marketing Strategy

In its strategic role, marketing focuses on a business's intentions in a market and the means and timing of realizing those intentions. The strategic role of marketing is quite different from marketing management, which deals with developing, implementing, and directing programs to achieve designated intentions.

Marketing strategy deals essentially with the interplay of three forces known as the strategic three Cs: the customer, the competition, and the corporation. Marketing strategies focus on the ways in which the corporation can differentiate itself effectively from its competitors, capitalizing on its distinctive strengths to deliver better value to its customers. (Subhash C. Jain, 1999: 23)

The formation of the marketing strategy requires the following three decisions :

1. *Where to compete*; that is, it requires a definition of the market (for example, competing across an entire market or in one or more segment).

2. *How to compete*; that is, it requires a means for competing (for example, introducing a new product to meet a customer need or establishing a new position for an existing product).

3. *When to compete*; that is, it requires timing of market entry (for example, being first in the market or waiting until primary demand is established).

(Subhash C. Jain, 1999: 24)

Strategic marketing focuses on choosing the right products for the right growth markets at the right time. In the strategic marketing approach, market

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segments are formed to identify the group(s) that can provide the company with a sustainable economic advantage over the competition. (Subhash C. Jain, 1999: 32)

2.1.3. Characteristics of Strategic Marketing

Strategic marketing holds different perspectives from those of marketing management, including:

- Emphasis on Long-Term Implication

  Strategic marketing decisions usually have far-reaching implications. In the word of one marketing strategist, strategic marketing is a commitment, not an act. The long-term orientation of strategic marketing requires greater concern for the environment.

- Corporate Inputs

  Strategic marketing decisions require inputs from three corporate aspects: corporate culture, corporate publics, and corporate resources. Corporate inputs is used to deciding which market to enter, which business to divest, which business to invest in, etc. the use of corporate-wide inputs in formulating marketing strategy also helps to maximize overall benefits for the organization.

- Varying Roles for Different Product / Market

  Strategic marketing starts from the premise that different products have varying roles in the company. Each position in the lifecylce requires different

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Strategy and affords different expectations.

- Organizational Level

  Strategic marketing is conducted primarily at the business unit level in the organization. Major appliances are organized into separate business units for which strategy is separately formulated.

- Relationship to Finance

  Strategic marketing decision making is closely related to the finance function. The importance of maintaining a close relationship between marketing and finance and, for that matter, with other functional areas of a business is nothing new. Frameworks have been developed that make it convenient to simultaneously relate marketing to finance in making strategy decisions. (Subhash C. Jain, 1999: 28-29)

As Abell and Hammond have stated:

"A strategic market plan is not the same as a marketing plan; it is a plan of all aspects of an organizations strategy in the market place. A marketing plan, in contrast, deals primarily with the delineation of target segments and the product, communication, channel, and pricing policies for reaching and servicing those segments-the so called marketing mix". (Subhash C. Jain, 1999: 33)

2.1.4. MARKETING MIX

Marketing mix is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market. Marketing mix is one of the key concepts in the modern marketing theory. McCarthy popularized four factors classification of these tools called the four Ps: Product, Price, Place (distribution), and Promotion.

Marketing mix decisions must be made for both the distribution channels and the final consumers. Figure 2.1 shows the company preparing an offer mix of products, services, and prices, and utilizing a promotion mix of sales promotion, advertising, sales force, public relation, direct mail, and telemarketing to reach the distribution channel and the target consumers.

Figure 2.1

Marketing Mix Strategy

Promotional Mix
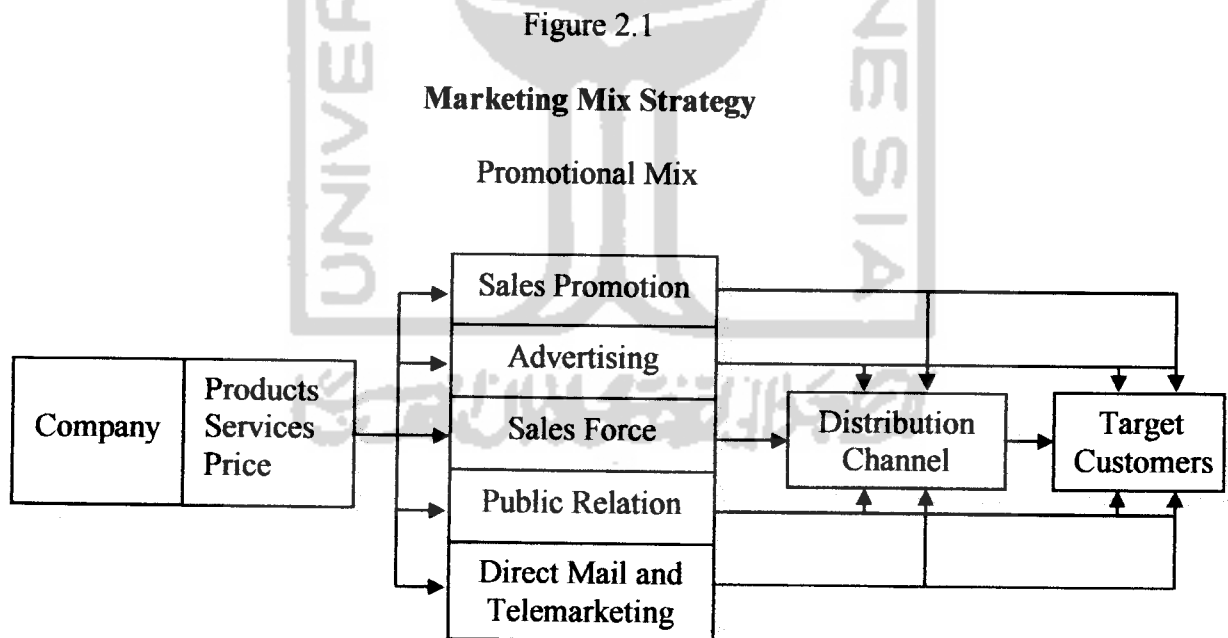
Source: Philip Kotler, Swee Hoon Ang, Siew Meng Leong, Chin Thiong Tan. (1994), Marketing Management: An Asian Perspective, page 116.

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2.1.4.1. PRODUCT

According to the Principles of Marketing by Kotler & Armstrong (1996: 238), product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need and want. A product can consist of as many as three components: physical goods, services, and ideas. Newspaper is a product that can be categorized as consumption product that readers (consumers) expected to buy continuously, so that product should give satisfaction to the consumers.

Sometimes we will use other term for product, such as offering or solution. We buy a car because it supplies transportation service. And we buy a newspaper because it supplies information service. Thus physical products are the tools that deliver service to us. Because newspaper product can be categorized as consumption products that readers (consumers) expected to buy continuously, so that product should give satisfaction to the consumers.

As a product, newspapers should have three aspects, such as:

a. Product core, that is news contain in it.

b. Tangible product, that is the performance or cover such as layout, paper quality used, total pages, photo and print quality.

c. Additional product, that is types of heading or column that can give satisfaction to the readers.

Product Strategy

There are some important decisions in development and marketing the product or service. When we talk about product decisions, we will focus on decision about Product Attributes, Branding, Packaging, Labeling, and Product Support Services.

According to Kotler & Armstrong (1996: 244 - 255), product strategy consists of:

Product Attributes

- Product Quality

    Product quality is the ability of a product to perform its functions; it includes the product's overall durability, reliability, precision, ease of operation and repair, and others valued attributes.

    Quality is one of the marketers major positioning tools. Product quality has two dimensions; level and consistency. In developing a product, the marketer must first choose a quality level that will support the products position in the target market. Here, product quality means performance quality; the ability of a product to perform its functions. Beyond quality level, high quality also can mean high levels of quality consistency. Here, product quality means conformance quality; freedom from defects and consistency in delivering a targeted level of performance.

- Product Features

    Features are competitive tools for differentiating the company's product from competitors' products. Being the first producer to introduce a needed and valued new feature is one of the most effective ways to compete. The company can assess each feature's value to customers versus its cost to the company. Features that customers value little in relation to costs should be dropped; those that customers value highly in relation to costs should be added.

- Product Design

    Another way to add customer value is through distinctive product design. Design is a larger concept than style. Style simply describes the appearance of a product. Unlike style, design is more than skin deep; it goes to the very heart of a product. Good design can attract attention, improve product performance, cut production costs, and give the product a strong competitive advantage in the target market.

Branding

A brand is a name, term, sign, symbol, or design, or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

Brand strategies consist of:

- Line Extension

    Line extension is using a successful brand name to introduce additional items in a given product category under the same brand name, such as new flavors, forms, colors, added ingredients, or package sizes.

- Brand Extension

    A brand extension involves the use of a successful brand name to launch new or modified products in a new category.

- Multibrands

    Multibrand is used when the companies introduce additional brands in the same category. A major drawback of multibranding is that each brand might obtain only a small market share, and none may be very profitable.

- New Brands

    A company may create a new brand name when it enters a new product category for which none of the company's current brand names are appropriate.

Packaging

Packaging is the activities of designing and producing the container or wrapper for the product. The package may include the product's primary container; a secondary package that is thrown away when the product is about to be used; and the shipping package necessary to store, identify, and ship the

product. Labeling, the printed information appearing on or with the package, is also part of packaging.

Traditionally, the primary function of the package was to contain and protect the product. In recent times, however, numerous factors have made packaging an important marketing tool. Innovative package can give a company an advantage over competitors. In contrast, poor design packages can cause headaches for consumers and lost sales for the company.

Labeling

Labels may range from simple tags attached to products to complex graphics that are part pf the package. They perform several functions. At the very least, the label identifies the product or brand. The label might also describe several things about the product; who made it, where it was made, when it was made, its contents, how it is to be used, and how to use it safely. Finally, the label might promote the product through attractive graphics.

Labeling has been affected in recent times by *unit pricing* (stating the price per unit pf standard measure), open dating (stating the expected shelf life of the product), and nutrition labeling (stating the nutritional values in the product). The Nutritional Labeling and Educational Act of 1990 requires sellers to provide detailed nutritional information on food product, and recent sweeping actions by the Food and Drug Administration regulate the use of health-related terms such as

low-fat, lite, and high-fiber. Sellers must ensure that their labels contain all the required information.

Product Support Services

Customer service is another element op product strategy. A company's offer to the marketplace usually includes some services, which can be a minor or a major part of the total offer. A company should design its product and support services to profitably meet the needs of target customers.

Once the company has assessed the value of various support services to customers, it must next assess the costs of providing these services. It can then develop a package of services that will both delight customers and yield profits to the company.

From the explanations above about product strategy we can figure out and make a graphic that represent those steps of product strategy.

Figure 2.2

Product Strategy

| Product Attribute | → | Branding | → | Packaging | → | Labeling | → | Product Support Services |
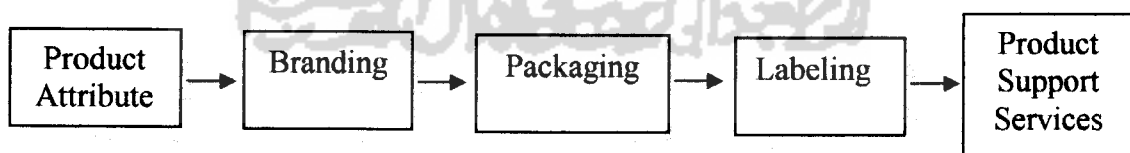
Sources: Philip Kotler, Gary Armstrong. (1996), Principle of Marketing: Eight Edition, page 244.

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2.1.4.2. PRICE

Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. (Kotler & Armstrong, 1996: 302)

Price is the element in the marketing mix that produces revenue, and the other elements produce costs. Price is only one of the marketing mix tools that a company uses to achieve its marketing objectives. It means price decisions must be coordinated with product design, distribution, and promotion decisions to form a consistent and effective marketing program.

Price is also one of the most flexible elements of the marketing mix that can be change quickly, unlike product features. Price is important elements of the marketing mix, which generates a turnover for the organization. Pricing is difficult and must reflect supply and demand relationship. Pricing a product too high or too low could mean a loss of sales for the organization.

The most common mistakes are these: pricing is too cost oriented, price is not revised to follow the market changes, price is set independent of the rest of the marketing mix rather than as an intrinsic element of market positioning strategy, and price is not varied enough for different product items, market segment, and purchase occasions.

(Kotler & Armstrong, 1996: 303)

General Pricing Approaches:

- *Cost-Plus Pricing*

  Cost plus pricing is the pricing method by adding a standard markup to the cost of the product.

- *Breakeven Pricing (Target Profit Pricing)*

  Breakeven Pricing means setting price to break even on the costs of making and marketing a product, or setting price to make a target profit.

- *Value-Based Pricing*

  Value-based pricing is setting price based on buyers perceptions of value rather than on the sellers cost.

- *Going-Rate Pricing*

  This pricing method is by setting price based largely on following competitors' prices rather than on company costs or demand.

- *Sealed-Bid Pricing*

  Here, price is set based on how the firm thinks competitors will price rather than on its own costs or demand-used when company bids for jobs.

  (Kotler & Armstrong, 1996: 313 - 319)

2.1.4.3. PLACE (Distribution)

Refers to how an organization will distribute the product or service they are offering to the end user. Kotler stated that there are two types of channel of

distribution methods are available. Direct marketing channel, that is a marketing channel that has no intermediary levels so it consist of a company selling directly to consumers. And indirect marketing channel, that is channel containing one or more intermediary levels. (Kotler & Armstrong, 1996: 355, 356)

Distribution Strategies:

Depending on the type of product being distributed there are three common distribution strategies available:

1. *Intensive distribution*:

   Intensive distribution is used commonly to distribute low priced or impulse purchase products.

1. *Exclusive distribution*:

   Exclusive distribution involves limiting distribution to a single outlet.

   The product is usually highly priced, and requires the intermediary to place much detail in its sell.

3. *Selective Distribution*

   A small number of retail outlets are chosen to distribute the product. Selective distribution is common with products such as computers, televisions household appliances, where consumers are willing to shop around and where manufacturers want a large geographical spread.

   (Kotler & Armstrong, 1996: 367)

Because newspaper as a product that life of sold is very short, so speed and decided of distribution are very important. Because of that decided distribution channel, day of distribution, and timing of distribution the newspaper should exact and fast compare with market oriented. As description in marketing press publisher we know four-distribution channel that are:

a. Customer's distribution channel

Publisher service the customers directly to the readers. Type of this distribution cannot reach a bigger area and need a high cost.

b. Outlet distribution channel

Publishers sell the newspaper by many outlets, such as bookstore, small shop, supermarket, etc. Type of this distribution is a passive character (waiting buyer).

c. Agent distribution channel

Publishers sell the newspaper by many agents. Because agent dominate marketing network in every area, so that agent can say as a marketing press accomplice to the readers.

2.1.4.4. PROMOTION

Promotion is an important strategy in developing the number of sales of the product. Promotion becomes the tool to build a relationship between the producers and the consumers, because promotion represents the product and give the information about the product it self.

The objectives of the promotion are to inform, to persuade, and to remind. To inform means by the promotion, company telling the market about a new product, suggesting new uses for a product, informing the price, and explaining how the product works. To persuade means promotion building the brand preference, encouraging switching to the brand, and changing customer perceptions of product attributes. To remind means promotion will reminding customers that the product may be needed in the near future, and reminding customers where to buy the product. Based on the objectives, promotion can be used by company to make a relationship with the customers, by creating a good promotion it will creating also a good communication between company and customers. (Kotler & Armstrong, 1996: 451, 452)

An Organizations Promotional Strategy :

- *Advertising*: Any paid form of non personal presentation and promotion of ideas, goods, or service by an identified sponsor. This is the effective promotion, which is a company advertise their product in television, magazine, tabloid, etc.

- *Sales promotion*: Short-term incentives to encourage purchase or sales of a product or service. Commonly used to obtain an increase in sales short term. Could involve using money off coupons or special offers.

- *Public relations*: Building good relations with the company various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

- *Personal selling*: Selling a product service one to one. In this way the buyer and the seller can meet together to trade. The advantage is the buyer can directly state what he wants and the seller can understand what buyer want and need.

- *Direct Mail marketing*: Direct marketing through single mailings that include letters, ads, samples, foldouts, and other "salespeople with wings" sent to prospects on mailing list.

(Kotler & Armstrong, 1996: 451, 463, 468, 495, 513)

2.1.5. CONSUMER DECISION MAKING

The American marketing association defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and environment by which human beings conduct the exchange aspect of their lives (Peter & Olson, 2002: 6).

There are several factors of internal environment (consumer as an individual), and external environment (consumers in their social and culture setting) that influence consumer behavior. Internal factors consist of Consumer Need and Motivation, Personality, Consumer Perception, Learning and Consumer Involvement, Consumer

Attitudes. And the other factors are the external factors that are References Groups, Family, Social Class, and Culture.

2.1.5.1 Consumer Buying Decision Making Process

Decision is the selection of an action from two or more alternative choices. If a person has a choice between making a purchase and not making a purchase, or a choice between brands X and bran Y, it means that person is in the position to make a decision (Schiffman, 1997: 555). A simple model of consumer buying decision making consist of need recognition, pre purchase search, evaluation of alternatives, and followed by the purchase decision and post purchase evaluation.

1. Need Recognition

The recognition of a need is likely to occur when a consumer is faced with a problem. Among consumers, there seem to be two different problem recognition styles. Some consumers are actual state types, who perceive that they have a problem when a product fails to perform satisfactorily. In contrast, other consumers are desired state types, for whom the desire for something new may trigger the decision process.

Need or problem recognition also can be viewed as either simple or complex. Simple problem recognition refers to need that occur frequently and that can be dealt with almost automatically. Complex problem recognition, however, is characterized as a state in which a problem develops over time, as the actual state and the desired state gradually move apart. Need recognition influenced by

the external factors or internal factors from the consumers, it depend on the condition when the need occur. Generally, need recognition will follow with decision making. But, however, not every need recognition will followed with consumer buying decision making. (Schiffman, 1997: 566)

2. *Prepurchase Search*

Prepurchase search begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. A consumer who senses a need for information on which to base a choice is in this stage. The recollection of past experiences (drawn from long-term memory storage) might provide the consumer with adequate information to make the present choice. On the other hand, if the consumer has had no prior experience, he or she may have to engage in extensive search of the outside environment for useful information on which to base a choice.

In this stage, information search can be done through internal factor such as use the memory of the consumers or external factors such as other opinion, family, or relative's attitude, or advertisement. (Schiffman, 1997: 568)

3. *Evaluation of Alternative*

When evaluating potential alternatives, consumers tend to use two types of information: (1) a "list" of brands from which they plant make their selection (the evoked set), and (2) the criteria they will use to evaluate the brand. As indicated earlier, the evoked set is generally only a part -a subset- of all the brand of which the consumer is aware; these bran, in turn, frequently are only the portion of all

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the brands in the market. Making a selection from a sample of all possible brands is a human characteristic that helps simplify the decision-making process. (Schiffman, 1997: 571)

The output of consumer buying decision making model concern two closely associated kinds of post decision activity: Purchase behavior and post purchase evaluation.

1. *Purchase Behavior*

Consumers make two types of purchases: trial purchases and repeat purchases. If a consumer purchase a product (or brand) for the first time, and buys a smaller quantity than usual, this purchase could be considered a trial. Thus, a trial is the exploratory phase of purchase behavior in which consumer attempt to evaluate a product through direct use. For instance, when consumers purchase a new brand of mouthwash about which they may be uncertain, they are likely to purchase smaller trial quantities than if it were a familiar brand.

2. *Post Purchase Evaluation*

As consumers use a product, particularly during a trial purchase, they evaluate its performance in light of their own expectations. There are three possible outcomes of these evaluations: (1) actual performance matches expectations, leading to a neutral feeling; (2) performance exceeds expectation, causing what is known as positive disconfirmation (which leads to satisfaction); and (3) performance is below expectations, causing negative disconfirmation and dissatisfaction. For

each of these three outcomes, consumers' expectations and satisfaction are closely linked, that is, consumers tend to judge their experience against their expectations when performing a post purchase evaluation. (Schiffman: 1997, 579).

It is very important for the company to know and understand the purchase behavior and the post purchase evaluation of the consumers from the product or services offered. It will influence the company to decide what marketing strategy should be used to attract customer and improve the profit. It should be remembered, when the consumers satisfy, the company should maintain the marketing activity in that condition to keep the consumers run to other product. This is necessary because it will influence the consumers to make repeat purchase of the product.

Figure 2.3

Decision Making Process

Need Recognition	→	Prepurchase Search	→	Evaluation of Alternative	→	Purchase Behavior	→	Post Purchase Evaluation
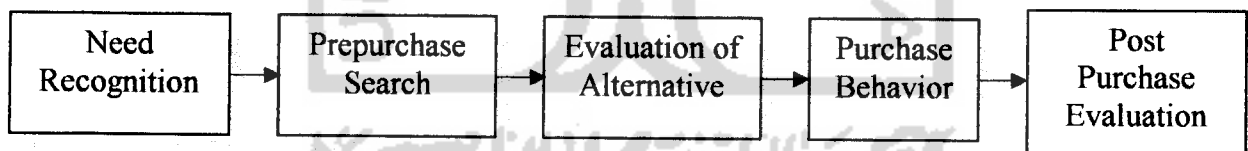
The decision making process, Schiffman: (1997), Consumer behavior

2.2. THEORETICAL FRAMEWORK

The relationship between marketing mix and consumer buying decision making occurs when the marketing mix factors that is the 4Ps (Product, Price, Place Promotion) are developed or changed by the firm as the strategy to attract the consumer to purchase.

This study shows the roles of various marketing mix efforts in influencing the consumer to purchase. The strategy of product such as product features that implemented by company can give another choices to the consumer and give them several options to be chosen. Price is also an important factor in marketing strategy, the setting of price should be suitable with the product offered and the target market. A good price of product will persuade the consumer to buy and try the product. Distribution of product is also an important factor in marketing because consumers tend to buy the product that is easy to get, they will buy another product when they cannot find the product expected. Promotion is another strategy in marketing mix, the purpose of which is to give information about the product to the consumer and persuade them to purchase. Managers must invest in developing product, promotion through advertising, distribute through retail stores, increase distribution intensity, and frequently use price reduction promotions in order to attract and influence the consumer to purchase.

In short, marketing mix strategy (product, price, place, promotion) have a positive relationship with consumer buying decision making. The marketing mix strategy can influence the consumer to make a decision to purchase.

Figure 2.3

The Conceptual Framework

| PRODUCT Strategy |
| PRICE Strategy |
| PLACE Strategy |
| PROMOTION Strategy |

→ Consumer Buying Decision Making
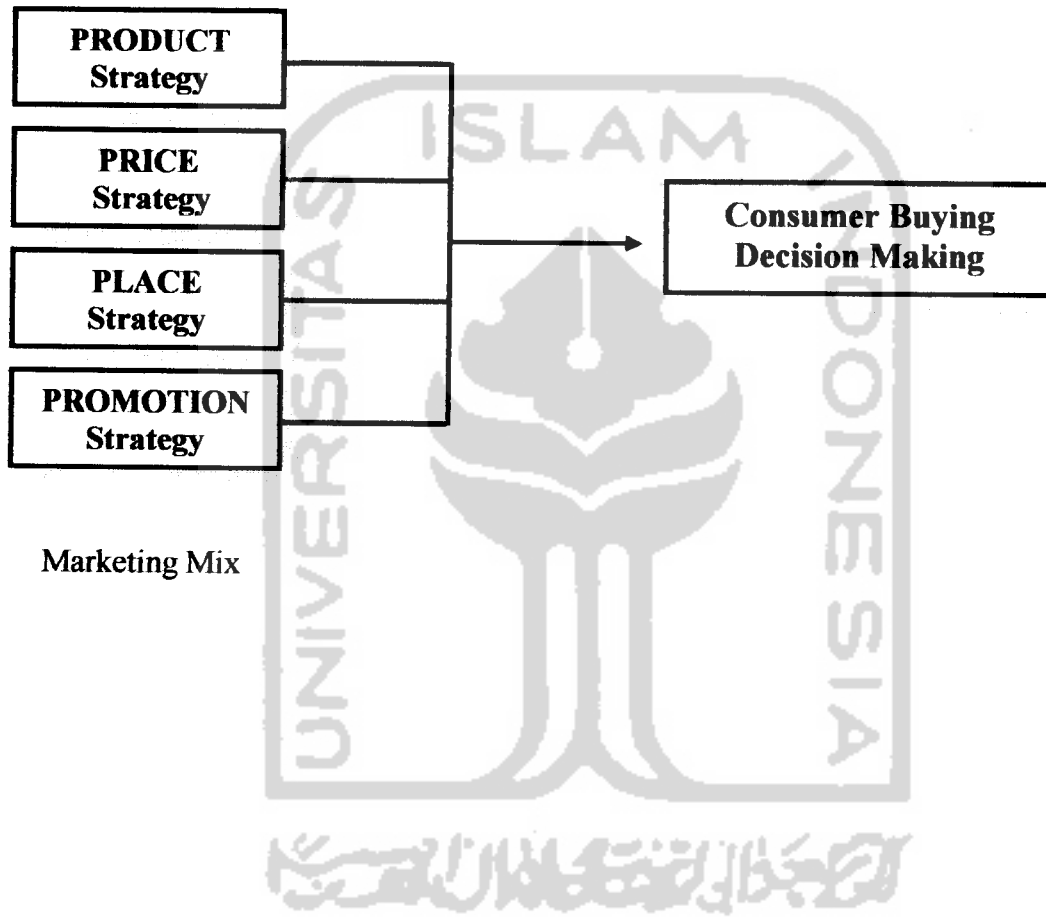
Marketing Mix

2.3. HYPOTHESIS

The proposed hypothesis is that marketing mix used by Kedaulatan Rakyat Daily Newspaper has a relationship with the buying decision making of the consumer. And there is significant relationship between marketing mix and consumer buying decision making.

Product is the dominant factor that influences the readers (consumers) to make a decision to buy Kedaulatan Rakyat Daily Newspaper comparing the price, place, and promotion that include in marketing mix strategy of Kedaulatan Rakyat Daily Newspaper. A Hypothesis is a yet unproven proposition or possible solution to a decision problem that can be empirically tested using data that are collected through the research process; it is developed in order to explain phenomena or a relationship between two or more constructs or variables (Irwin McGraw-Hill, marketing Research: 2000). With this background information, this study makes the following two hypotheses:

H1: There is a significant relationship between marketing mix and consumer buying decision making.

H2: Product is the dominant factor of marketing mix that influences consumer buying decision making.

CHAPTER III

RESEARCH METHOD

3.1. RESEARCH METHODOLOGY

3.1.1. Research Subject

A.   Population

Population refers to the entire group of people, events or things of interest that the writer expects to investigate; meanwhile, samples are a subset of the population (Sekaran, 2000). The population involved in this research is all the readers of Kedaulatan Rakyat Daily Newspaper in Yogyakarta.

B.   Sample

The sample will be taken from the area around Kedaulatan Rakyat Daily Newspaper especially in the city of Yogyakarta as a market of the product.

C.   Sampling Method

This research employs non probability sampling method which means the probability of any particular member of the population being chosen is unknown (Zikmund, 1991:462). That is why this research uses proportional random sampling, and to support it, 100 samples will be taken as the sample respondents.

3.1.2. Research Setting

1. **Place**

   The research was conducted in Yogyakarta especially in the central business district, and Kedaulatan Rakyat Daily Newspaper, located in Yogyakarta, is the object of the study.

2. **Time**

   This research was conducted from June 2006 until August 2006.

3. **Operational Variables**

   This study uses variables, which are; marketing mix (product, price, place, promotion) and consumer buying decision making.

   The variables of the study divided into two, are:

   a. **Dependent Variable (Y)**

   A dependent variable is the variable of primary interest to the researcher (Sekaran, 2000 P;29). The dependent variable is consumer buying decision making.

   b. **Independent Variable (X)**

   An independent variable is one that influences the dependent variable in either a positive or a negative direction (Sekaran,2000: 93). The independent variables in this study are:

   1. Product (X1)

      Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need and want.

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2. Price (X2)

   Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.

3. Place (X3)

   Refers to how an organization will distribute the product or service they are offering to the end user.

4. Promotion (X4)

   The tool to build a relationship between the producers and the consumers by inform, persuade, and remind the consumer about the product.

3.1.3. Research Instrument and Data Collection

The type of data that will be used in this research is primary data. Primary data is the data gathered for research from the actual site of occurrence of events (Sekaran, 2000). The research instrument that used to collect the data for this research is the distribution of questionnaires directly to readers of Kedaulatan Rakyat Daily Newspaper. The questionnaire used to collect the data from respondents consists of 20 questions. To ensure respondents understanding of questions, the questionnaire was given in Indonesian. The questionnaire is consists of five part. The five parts relate to Product, Price, Place, Promotion, and consumer buying decision making.

Product consist of five (5) questions, whereas price, place, promotion, and consumer decision making consist of four (4) questions.

The questionnaire was distributed to respondents who considered them selves readers or had ever read the Kedaulatan Rakyat Daily Newspaper. Furthermore, a pre-test was conducted prior the distribution of the questionnaire. The pre-test is aimed to identify the respondents difficulty understanding the statements and the questions in the questionnaire.

3.1.4. Technique of Data Analysis

1. Descriptive Analysis is analysis by detailing and explaining the relationship between the research data into sentences. The data is usually in the form of tables, and the analyses are made based on those tables.

2. Statistical Analysis is analysis that uses statistical techniques in order to prove the hypothesis of the research. And the techniques are:

    a. Multiple Regressions

    Multiple Regressions is a statistical tool used to analyze the data collected in this study. This statistic method is used to determine how far independent variables (X1, X2, X3, X4) influence dependent variable (Y). To know the value of independent variable influencing dependent variable, it uses Multiple Regression Analysis processed by SPSS program. The formula used is as follows:

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

Where:

Y : Consumers buying decision making

a : Constant

$b_1\, b_2\, b_3\, b_4$: Regression Coefficient

X_1 : Product

X_2 : Price

X_3 : Place

X_4 : Promotion

b. F- Test (Simultaneous Test)

By SPSS program the F-test is used to find out the simultaneous relationship of independent variables (Product (X1), Price (X2), Place (X3), Promotion (X4) on consumer buying decision making (Y).

1. The hypothesis formulation:

Ho = $\beta 1,\ \beta 2,\ \beta 3,\ \beta 4 = 0$

Ho = There is no relationship of simultaneous independent variables (Product (X1), Price (X2), Place (X3), Promotion (X4) on consumer buying decision making (Y).

$Ha = \beta 1, \beta 2, \beta 3, \beta 4 \neq 0$

Ha = There is a relationship of simultaneous independent variables (Product (X1), Price (X2), Place (X3), Promotion (X4) on consumer buying decision making (Y).

2. The significance level is $\alpha = 0.05$ or 5%.

3. The test criteria

$F_{count} > F_{table}$ = Ho is rejected Ha accepted

$F_{count} < F_{table}$ = Ho is accepted Ha is rejected

Or :

If significance level < 0, 05 : Ho is rejected Ha accepted

If significance level > 0, 05 : Ho is accepted Ha is rejected

c. T-test (Partial Test)

By the SPSS program the T-test is used to find out the partial influences of each independent variable that are Product (X1), Price (X2), Place (X3), Promotion (X4) on consumer buying decision making (Y). In addition, T-test also can identify which one the dominant factor is.

1. The hypothesis formulation:

$Ho = \beta 1, \beta 2, \beta 3, \beta 4 = 0$

Ho = The independent variables have no significant influence to the dependent variable.

$$Ha = \beta 1,\ \beta 2,\ \beta 3,\ \beta 4 \neq 0$$

Ha = The independent variables have significant influence to the dependent variable.

2. The significance level is $\alpha = 0.05$ or 5%.

3. The test criteria

$T_{count} > T_{table}$ = Ho is rejected Ha accepted

$T_{count} < T_{table}$ = Ho is accepted Ha is rejected

Or :

If significance level < 0, 05 : Ho is rejected Ha accepted

If significance level > 0, 05 : Ho is accepted Ha is rejected

3.1.5. Validity

In this study the function of validity test is to measure and analyze whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important factor in determining the quality of the research result. This is because the result of this research is fully dependent on the quality of the data obtained.

In this study the writer will take 30 samples from the total respondents at 5% of significance level, then the critical value for the validity coefficient is about $r = 0.361$ (Sugiyono, 2004). If the validity coefficient of one item is greater than critical value for validity coefficient (0.361), it means the item can be considered as valid, but

if the validity coefficient of one item is less than the critical value for validity coefficient (0.361), it means the item is invalid or failed.

3.1.6. Reliability

Reliability test is also designed to find out the consistency of the measurement tool, and it could give the result which is relatively consistent if there is a re-measurement in the same subject. The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). A reliable measurement tool will be provide a reliable result that is also relevant to the variable used, and if the data is really relevant to the reality condition, the result of any measurement conducted in the next period will always be the same.

Reliability test is conducted with SPSS by putting all questions in SPSS to be analyzed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach for each type of questionnaire that show its reliability. If the result of alpha Cronbach (α) is ≥ 0.6, thus the measurement tool of the research is claimed reliable to be used.

CHAPTER IV

DATA ANALYSIS

4.1. Research Description

This research was conducted in the city of Yogyakarta, with Kedaulatan Rakyat Daily Newspaper as the object of study. This research attemps to determine first, whether the four attributes of marketing mix (product, price, place, and promotion) have a significant relationship on the consumers buying decision making, and secondly, to examine the dominant factor of marketing mix attributes that influence consumer buying decision making.

This study applies operational variables which are consumer buying decision making as the Dependent Variable (Y) and the four attributes of marketing mix (product, price, place, and promotion) as the Independent Variables (X).

Each of attribute consists of question items. Product attribute consists of five (5) question items, price attribute consists of four (4) question items, place attribute consists of four (4) question items, and promotion attribute consists of four (4) question items. The statement of dependent variables, that is consumer buying decision making, consists of four (4) question items. These four question items were asked to ditermine the factors that influence consumers in the buying decision making.

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4.2. Respondents Profile

The research was conducted in the city of Yogyakarta. Respondents were selected randomly, provided they had ever read the Kedaulatan Rakyat Daily Newspaper. Respondent profiles in are discribed into five categories, consisting of gender, age, last education, current job, and income. Respondent profiles are shown below in the form of tables and diagrams.

4.2.1. Respondents' Gender
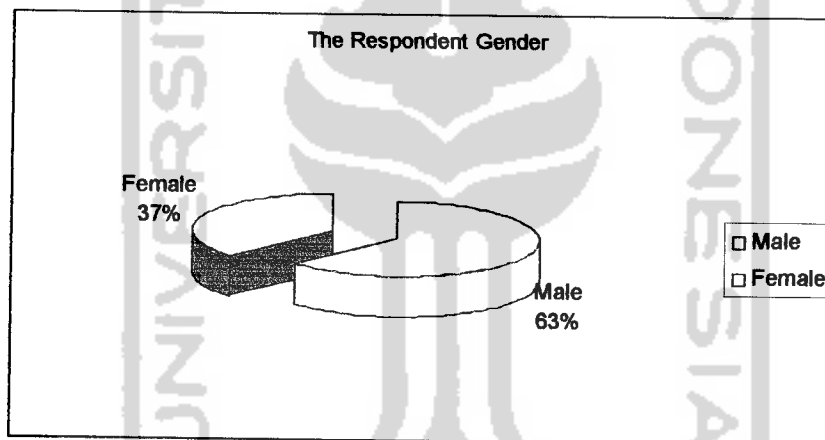
Source: : The survey finding

Table 4.1. The Respondents' Gender

GENDER		
Cluster	**Number of Respondents**	**Percentage**
Male	63	63 %
Female	37	37 %
Total	100	100 %

Source: The survey finding

The survey showed that, from the 100 respondents, the male respondents were 63 people, or 63 %, whereas the female respondents were 37 people, or 37 %.

4.2.2. Respondents' Age
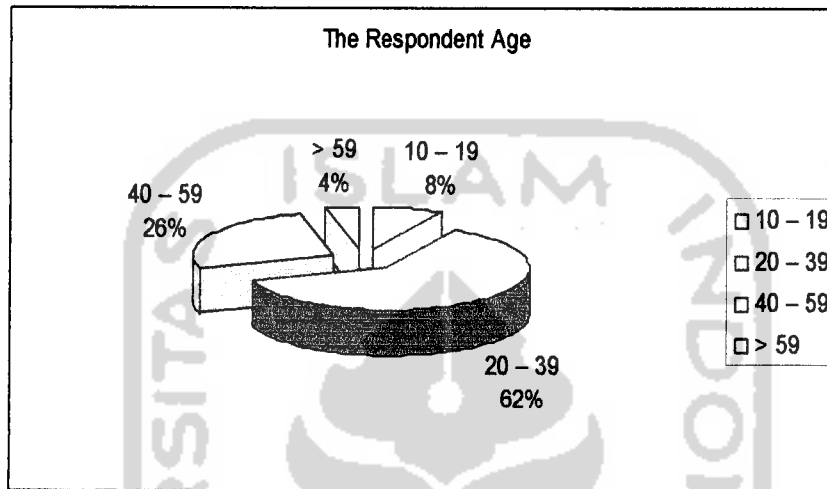
Source: : The survey finding

Table 4.2. The Respondents' Age

AGE		
Cluster	Number of Respondents	Percentage
10-19	8	8 %
20-39	62	62 %
40-59	26	26 %
> 59	4	4 %
Total	100	100 %

Source: The survey finding

From the 100 respondents the age group of 20 to 39 years old dominated, consisting of 62 people, or 62 %. This was followed by the age group of 40 to 59 years old which consisted of 26 people, or 26 %. The age group of 10-19 years old consisted of 8 people (8%), and the age group of 59 and above of 4 people (4%).

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4.2.3. Respondents' Education

The Respondent Last Education
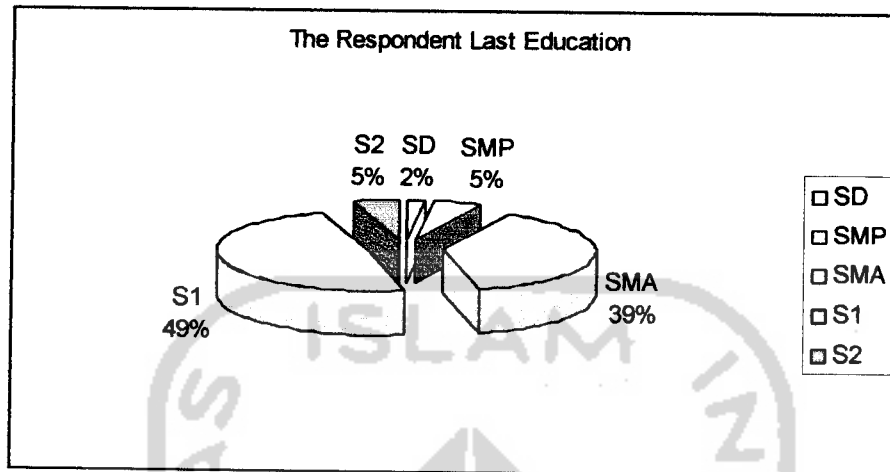
Source: The survey finding

Table 4.3. The Respondents' Education

EDUCATION		
Cluster	Number of Respondents	Percentage
Elementary School (SD)	2	2 %
Junior High School (SMP)	5	5 %
Senior High School (SMA)	39	39 %
Undergraduate Degree(S1)	49	49 %
Postgraduate Degree (S2)	5	5 %
Total	100	100 %

Source: The survey finding

The table above shows that the majority of respondents education level is at the undergraduate level (S1), with a total of 49 people (49%), followed by Senior High School with a total of 39 people (39%). The same number of respondents were found to have an school education at the Junior High School and postgraduate degree

level (S2), with a total of 5 people in each (5%), finally, 2 of the respondents (2%) were found to have an education at Elementary School level.

4.2.4. Respondents' Current Job
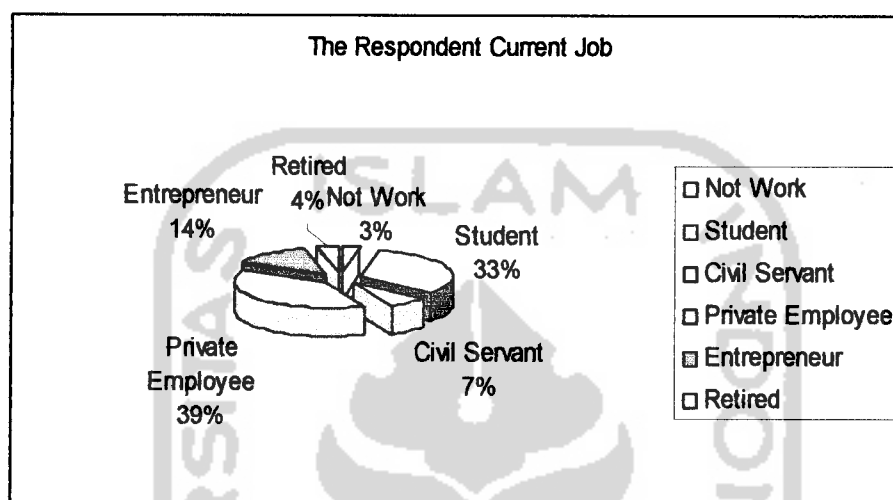
Source: The survey finding

Table 4.4. The Respondents' Current Job

JOB		
Cluster	Number of Respondents	Percentage
Not Working	3	3 %
Student	33	33 %
Civil Servant	7	7 %
Private Employee	39	39 %
Entrepreneur	14	14 %
Retired	4	4 %
Total	100	100 %

Source: The survey finding

From the table above we can see that the most of the respondents are private employees which is 39 people (39%), full-time students consist of 33 people (33%),

entrepreneurs consist of 14 people (14%), civil servants consist of 7 people (7%), 4 of

the respondents (4%) are retired, and 3 of the respondents (3%) have no job.

4.2.5. Respondent Income

The Respondent Income

>2.000.001 10%
< 400.000 14%
1.000.001 - 2.000.000 24%
401.000 - 1.000.000 52%

□ < 400.000
□ 401.000 - 1.000.000
□ 1.000.001 - 2.000.000
□ >2.000.001
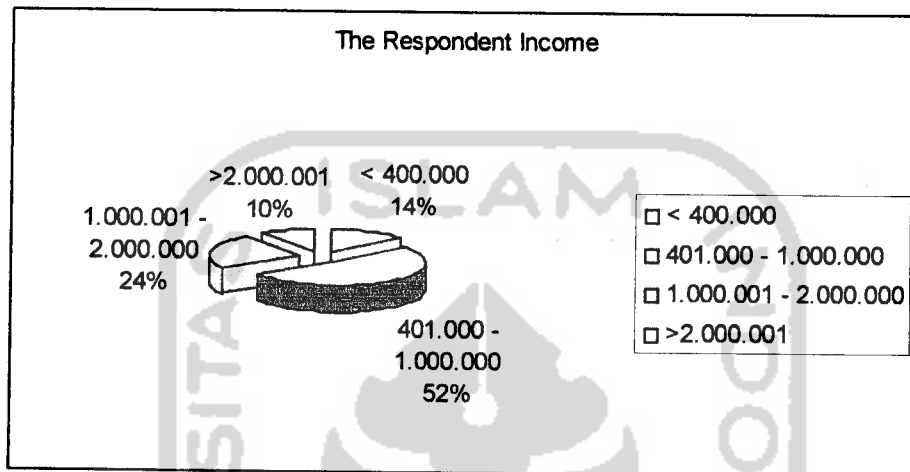
Source: The survey finding

Table 4.5. The Respondents' Income

INCOME		
Cluster	Number of Respondents	Percentage
< 400,000	14	14 %
400,001 – 1,000,000	52	52 %
1,000,001 – 2,000,000	24	24 %
> 2,000,001	10	10 %
Total	100	100 %

Source: The survey finding

The data above shows that the majority of the respondents have an income of

between Rp 400,001 and Rp 1,000,000 per month, which is 52 people (52%). Of the

respondents, 24 people (24%) have an income of between Rp 1,000,000 and Rp

2,000,000 per month, 14 people (14%) below Rp 400,000 per month, and 10 people (10%) above Rp 2,000,001 per month.

4.2.6. Respondent's Verification of Reading Kedaulatan Rakyat
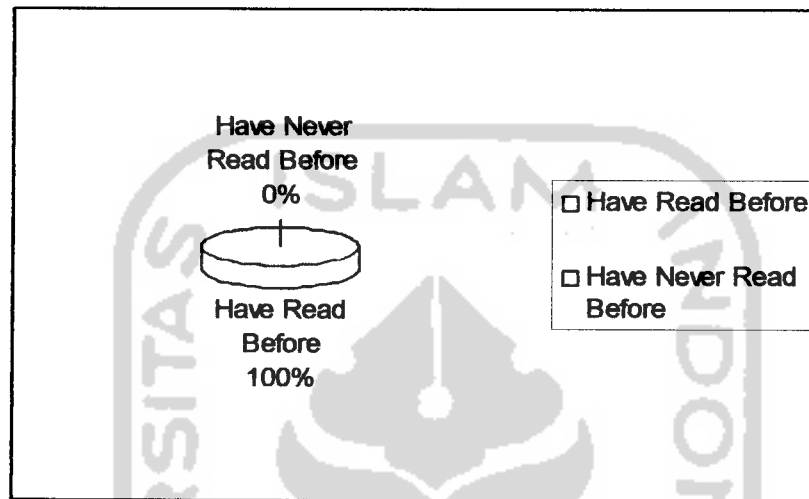
Source: The survey finding

Table 4.6. Respondents' Verification

VERIFICATION		
Cluster	Number of Respondents	Percentage
Yes	100	100 %
No	0	0 %
Total	100	100 %

Source: The survey finding

Before the respondents completed the questionaire, the writer asked each respondent to verify whether or not they had ever read the Kedaulatan Rakyat Daily Newspaper before. If they had, they are considered to be a consumer of the Kedaulatan Rakyat Daily Newspaper, thus suitable as respondents to the questionaire.

All 100 respondents verified that they had read the Kedaulatan Rakyat Daily Newspaper (at least once).

4.3. Research Findings

4.3.1. Validity Tests

Validity test is done with the help of the SPSS program that is purposed to determine whether questions given to respondents are valid or not. The quality of the questionnaire as a measurement tool, influences the quality of the research result. This is because the result of this research is fully dependent on the quality of the data obtained.

In this study the writer took 30 samples from the total of respondents, with a significance level of 5%, and a critical value for the validity coefficient of about $r = 0.361$ (Sugiyono, 2004). The value of the corrected item total correlation (r) shows the value of the significance of the correlation of the data. The data are considered valid when r-value shows 0.361 or greater. Otherwise, the items will be deleted or discarded if the r-value is less than 0.361, as it is considered not valid. The following table represents the validity test for all data, including four attributes of marketing mix that are the product, price, place, promotion and the consumer buying decision making items.

Table 4.7. The Validity Test

Product (X1) Items	Validity Coefficient (Item-Total Correlation)	Critical-value (r table)	Status
X1.1	0.4989	0.361	Valid
X1.2	0.7320	0.361	Valid
X1.3	0.5106	0.361	Valid
X1.4	0.6157	0.361	Valid
X1.5	0.4871	0.361	Valid
Price (X2) Items	**Validity Coefficient (Item-Total Correlation)**	**Critical-value (r table)**	**Status**
X2.1	0.3906	0.361	Valid
X2.2	0.6145	0.361	Valid
X2.3	0.5275	0.361	Valid
X2.4	0.6172	0.361	Valid
Place (X3) Items	**Validity Coefficient (Item-Total Correlation)**	**Critical-value (r table)**	**Status**
X3.1	0.5958	0.361	Valid
X3.2	0.8007	0.361	Valid
X3.3	0.8271	0.361	Valid
X3.4	0.7218	0.361	Valid
Promotion (X4) Items	**Validity Coefficient (Item-Total Correlation)**	**Critical-value (r table)**	**Status**
X4.1	0.6822	0.361	Valid
X4.2	0.6748	0.361	Valid
X4.3	0.7967	0.361	Valid
X4.4	0.6983	0.361	Valid

Source: the SPSS calculation

Consumer Buying Decision Making (Y) Items	Validity Coefficient (Item-Total Correlation)	Critical-value (r table)	Status
Y.1	0.4422	0.361	Valid
Y.2	0.6758	0.361	Valid
Y.3	0.7460	0.361	Valid
Y.4	0.3678	0.361	Valid

Source: the SPSS calculation

From the table above (table 4.7) we can see the correlation coefficient from all of the questions that are divided into five (5) questions for product variables, four (4) questions for price variables, four (4) questions for place variables, four (4) questions for promotion variables, and four (4) question for consumer buying decision making variables. All variables of markeing mix and consumer buying decision making were shown to have validity coefficients greater than r table (r table = 0.361). Therefore, statistically all questions from the variable of marketing mix and consumer buying decision making are seen as valid. Thus, all of the questions used on the questionnaire can be categorized as a suitable instruments for the research measuring tool.

4.3.2 Reliability Tests

The *alpha-cronbach* method is used to test the reliability of the data. The reliability is shown by the value of *alpha*, the data is considered reliable when the alpha shows a value of 0.6 or greater.

Table 4.8. The Reliability Test

Variable	Coefficient Alpha	Standardized Item Alpha	Reliability
Product (X1)	0.7512	0.6	Reliable
Price (X2)	0.7297	0.6	Reliable
Place (X3)	0.8740	0.6	Reliable
Promotion (X4)	0.8574	0.6	Reliable
Consumer Buying Decision Making (Y)	0.7506	0.6	Reliable

Source: the SPSS calculation

The reliability test showed the coefficient alpha for the product variable to be 0.7512. This variable can be stated as reliable because the coefficient alpha is greater than 0.6 (Standardized Item Alpha). So we can make a conclusion that each of the questions about product are reliable. Mean while, the coefficient alpha for the price variable was shown to be 0.7297, therefore can be stated as reliable because the coefficient alpha is greater than 0.6, and that each of the questions about price are reliable. The coefficient alpha for the place variable was shown to be 0.8740, therefore can be stated as reliable because the coefficient alpha is greater than 0.6, and that each of the questions about place are reliable. The coefficient alpha for the promotion variable was shown to be 0.8574, therefore can be stated as reliable because the coefficient alpha is greater than 0.6, and that each of the questions about promotion are reliable. The coefficient alpha for consumer buying decision making variable was shown to be 0.7506, therefore can be stated as reliable because the coefficient alpha is greater than 0.6, and that each of the questions about consumer

buying decision making are reliable. From the five reliability test result, we can see that all of the questions in the questionnaire that used in for reseach are reliable.

4.4. The Relationship between Marketing Mix; Product (X1), Price (X2), Place (X3), Promotion (X4) toward The Consumer Buying Decision Making (Y).

The Regression analysis was used to measure the influence of marketing mix variables that is product (X1), price (X2), place (X3), and promotion (X4) on consumer buying decision making. The relationships between those variables were evaluated by using multiple regression, each variable of marketing mix attributes was considered as an independent variable which had an influence on consumer buying decision making as the dependent variable.

4.4.1. Multiple Regression Analysis of Marketing Mix and Consumer Buying Decision Making.

Multiple Regressions are used to determine to what extent the independent variables (X1, X2, X3, X4) influence the dependent variable (Y). Below is the summary of the multiple regression analysis of the influence of marketing mix on consumer buying decision making.

$$Y = -7.621 + 0.331 X_1 + 0.297 X_2 + 0.309 X_3 + 0.301 X_4$$

Where:

Y : Consumer Buying Decision Making

X_1 : Product

X_2 : Price

X_3 : Place

X_4 : Promotion

In multiple regression equation above Y is the dependent variable, and then X1, X2, X3, X4 are independent variables.

Table 4.9. Regression Results

Variable	B	T-test
Product	0.331	4.094
Price	0.297	2.513
Place	0.309	3.309
Promotion	0.301	3.174

Source: the SPSS calculation

F-test	22.122
R^2	0.482
Adjusted R square	0.460
Significant F	0.000

Source: the SPSS calculation

The equation shows that the value of constant is -7.621. It also shows that the coefficient regression of product is 0.331, the coefficient regression of price is 0.297, the coefficient regression of place is 0.309 and the coefficient regression of promotion is 0,227.

Because the value of constant is negative (-7.621), it means that without the influences of independent variables (X1, X2, X3, X4) the consumer buying decision making shows negative tendencies. Or in other words, it indicates that consumers do not have buying decision making before they are influenced by the independent variables (X1, X2, X3, X4).

The Multiple Regression Equation:

$$Y = -7.621 + 0.331\ X_1 + 0.297\ X_2 + 0.309\ X_3 + 0.301\ X_4$$

From the multiple regression equation above, the following interpretations can be made:

1. $b_1 = 0.331$, the regression coefficient of product (X1) is 0.331, which means that every increase in product (X1) of one point will increase consumer buying decision making in amount of 0.331 points with the assumption that price (X2), place (X3), and promotion (X4) are constant.

2. $b_2 = 0.297$, the regression coefficient of price (X2) is 0.297, which means that every increase in price (X2) of one point will give an increase consumer buying decision making in amount of 0.297 points with the assumption that product (X1), place (X3), and promotion (X4) are constant.

3. $b_3 = 0.309$, the regression coefficient of place (X3) is 0.309, which means that every increase in place (X3) of one point will increase consumer buying decision making in amount of 0.309 points with the assumption that product (X1), price (X2), and promotion (X4) are constant.

4. b_4 = 0.301, the regression coefficient of promotion (X4) is 0.301, which means that every increase in promotion (X2) of one point will give an increase consumer buying decision making in amount of 0.301 points with the assumption that product (X1), price (X2), and place (X3) are constant.

From the explaination above we can see that all independent variables that are product (X1), price (X2), place (X3), and promotion (X4) have positive influences on consumer buying decision making. In other words, the increase of marketing mix (X1, X2, X3, X4) will be followed by an increase in consumer buying decision making (Y), and vice versa. A decrease in marketing mix will be followed by a decrease in consumer buying decision making.

4.4.2. The Simultaneous Effect of Marketing Mix on Consumer Buying Decision Making. Hypothesis Test 1 (F-test)

The F-test was used to determine whether or not there is a relationship between markeing mix and consumer buying decision making. It was used to prove the first hypothesis, which state that there is a significant relationship between marketing mix and consumer buying decision making.

The objective of F-test is to find a simultaneous relationship between the independent variables, which are product (X1), price (X2), place (X3), and promotion (X4), and consumer buying decision making (Y). It can be seen from the ANOVA

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calculation of the linear regression analysis. The result of the analysis is considered significant when the value of F_{count} is greater than the value of F_{table}.

The following is the hypothesis formulation:

1. Ho $= \beta 1, \beta 2, \beta 3, \beta 4 = 0$

    Ho $=$ There is no relationship between independent variable and dependent variable.

2. Ha $= \beta 1, \beta 2, \beta 3, \beta 4 \neq 0$

    Ha $=$ There is a relationship between independent variable and dependent variable.

    The test criteria: $F_{count} > F_{table} =$ Ho is rejected Ha accepted

    $F_{count} < F_{table} =$ Ho is accepted Ha is rejected

3. The significant level (α) = 0.05 or 5 %

    degree of freedom (df) for numerator (k) = 4

    degree of freedom (df) for denumerator (n-k-1) = 95

    getting value of $F_{table} = 2.467$

From the SPSS calculation it shows that the value of F_{count} is 22.122 which is greater than the value of F_{table} which is 2.467. Therefore, because the $F_{count} > F_{table}$, Ho is rejected and Ha is accepted. And the significant level (α) = 0.05 is greater than the significant F (0.000). Thus, it can be concluded that all of the independent variables; product (X1), price (X2), place (X3), promotion (X4) simultaneously

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influence the consumer buying decision making (Y). This means there is a significant relationship between marketing mix and consumer buying decision making

To find out how significant the influences of all independent variables are on the value of the dependent variable simultaneously, the indication can be observed through the determination coefficient (R^2). The result of the calculation shows that the value of the determination coefficient (R^2) is 0.482 or 48.2 %. From it result it can be interpreted that product (X1), price (X2), place (X3), and promotion (X4) can have an influence the consumer buying decision making (Y) 48.2 %. The remaining value that is 51.8 %, thereforeit can be concluded that consumer buying decision making is influenced by other factors or variables that are not included in this research.

4.4.3. The Partial Effect of Marketing Mix on Consumer Buying Decision Making. Hypothesis Test 2 (T-test)

T-test was used to determine the partial effect of marketing mix on consumer buying decision making, determining the partial influences of each independent variable; product (X1), price (X2), place (X3), promotion (X4); on consumer buying decision making (Y). In order to prove the second hypothesis, T-test was used to identify which of the independent variables had the most dominant influence on the dependent variable.

The following is the hypothesis formulation:

1. Ho = $\beta 1$, $\beta 2$, $\beta 3$, $\beta 4 = 0$

   Ho = The independent variables have no significant influence to the dependent variables.

2. Ha = $\beta 1$, $\beta 2$, $\beta 3$, $\beta 4 \neq 0$

   Ha = The independent variables have significant influence to the dependent variable.

   The test criteria: $t_{count} > t_{table}$ = Ho is rejected Ha accepted

   $t_{count} < t_{table}$ = Ho is accepted Ha is rejected

3. The significant level (α) = 0.05 or 5 %

   degree of freedom (df) for numerator (k) = 4

   degree of freedom (df) for denumerator (n-k-1) = 95

   getting value of T_{table} = 1.985

Table 4.10. T-test Results

Independent Variables	T_{count}	T_{table}	Significant
Product (X1)	4.094	1.985	0.000
Price (X2)	2.513	1.985	0.014
Place (X3)	3.309	1.985	0.001
Promotion (X4)	3.174	1.985	0.002

Source: the SPSS calculation

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Below is the hypothesis test that was done to calculate the correlation coefficient partial of product (X1), price (X2), place (X3), promotion (X4) on consumer buying decision making:

1. **Hypothesis Test for b_1**

   a. Ho : $b_1 = 0$

      Ho : $b_1 \neq 0$

   b. The significant level (α) = 0.05 or 5 %

      degree of freedom (df) for numerator (k) = 4

      degree of freedom (df) for denumerator (n-k-1) = 95

      getting value of T $_{table}$ = 1.985

   c. SPSS calculation result = 4.094

      From the result of the hypothesis test for b_1 we know that t $_{count}$ = 4.094 greater than t $_{table}$= 1.985 and the significant value is 0.000. This means the significant level (0.05) is greater than significant T (0.000). Based on the test criteria, where if t $_{count}$ is less then t $_{table}$ it means Ho is rejected, and Ha accepted, it can be concluded that product (X1) variable have significant influence on the dependent variable (Y).

2. **Hypothesis Test for b_2**

   a. Ho : $b_2 = 0$

      Ho : $b_2 \neq 0$

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b. The significant level (α) = 0.05 or 5 %

degree of freedom (df) for numerator (k) = 4

degree of freedom (df) for denumerator (n-k-1) = 95

getting value of T $_{table}$ = 1.985

c. SPSS calculation result = 2.513

From the result of the hypothesis test for b_2 we know that t $_{count}$ = 2.513 greater than t $_{table}$= 1.985 and the significant T is 0.014. This means the significant level (0.05) is greater than significant T (0.014). Based on the test criteria where if t $_{count}$ is less then t $_{table}$ it means Ho is rejected, and Ha accepted, it can be concluded that price (X2) variable has a significant influence on the dependent variable (Y).

3. **Hypothesis Test for b_3**

a. Ho : $b_3 = 0$

Ho : $b_3 \neq 0$

b. The significant level (α) = 0.05 or 5 %

degree of freedom (df) for numerator (k) = 4

degree of freedom (df) for denumerator (n-k-1) = 95

getting value of T $_{table}$ = 1.985

c. SPSS calculation result = 3.309

From the result of the hypothesis test for b_3 we know that t $_{count}$ = 3.309, greater than t $_{table}$= 1.985 and the significant value is 0.001. This means the significant level (0.05) is greater than significant T (0.001).

Based on the test criteria where if t $_{count}$ is less then t $_{table}$ it means Ho is rejected, and Ha accepted, it can be concluded that place (X3) variable has a significant influence on the dependent variable (Y).

4. **Hypothesis Test for b₄**

   a. Ho : $b_4 = 0$

      Ho : $b_4 \neq 0$

   b. The significant level (α) = 0.05 or 5 %

      degree of freedom (df) for numerator (k) = 4

      degree of freedom (df) for denumerator (n-k-1) = 95

      getting value of T $_{table}$ = 1.985

   c. SPSS calculation result = 3.174

      From the result of the hypothesis test for b₄ we know that t $_{count}$ = 3.174 is greater than t $_{table}$= 1.985, and the significant value is 0.002. This means the significant level (0.05) is greater than significant T (0.002). Based on the test criteria where if t $_{count}$ is less then t $_{table}$ it means Ho is rejected, and Ha accepted, it can be concluded that promotion (X4) variable has a significant influence on the dependent variable (Y).

From the T-test calculation above we can see that the correlation coefficient of product (X1) is 4.094, price (X2) is 2.513, place (X3), and promotion (X4) 3.174. This means product (X1) has the greatest correlation coefficient compared with the

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other variables. In other words we can say that product (X1) is the dominant factor of marketing mix that influences consumer buying decision making (second hypothesis).

4.5. Discussion

4.5.1. The Evaluation of Marketing Mix Influence on Consumer Buying Decision Making in Regard to Kedaulatan Rakyat Daily Newspaper.

To test the relationship between marketing mix and consumer buying decision making, this reseach used multiple regression analysis. The regression equation showed that the value of constant is negative (-7.621). This means when independent variables (X1, X2, X3, X4) are equal to zero (0), the consumer buying decision making shows negative tendencies. Or in other words, it indicates that consumers do not have buying decision making before they are influenced by the independent variables.

To examine the first hypothesis, the writer used F-test by using SPSS. The F-test was used to determine the simultaneous relationship of the product (X1), price (X2), place (X3), and promotion (X4) on consumer buying decision making (Y). The significance of the influence of the independent variables on the value of the dependent variable simultaneously, is shown by determination coefficient (R^2). The calculated result, showed the determination coefficient (R^2) to be 0.482 or 48.2 %. From this result it can be interpreted that marketing mix influences the consumer buying decision making (Y) by 48.2 %. This means there is a significant relationship between marketing mix and consumer buying decision making.

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CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. CONLUSIONS

1. The calculation of validity and reliability result shows that r-value is greater than r-table, which means that the independent and dependent variables on the questionnaire are valid and reliable.

2. The multiple regression analysis showed that there is a strong relationship between markating mix (product, price, place, promotion) and the consumer buying decision making.

3. The regression equation shows that the value of constant is negative. This means that without the influence of independent variables (X1, X2, X3, X4) the consumer buying decision making (Y) shows negative tendencies. It indicates that consumers do not have buying decision making before they are influenced by the independent variables.

4. The F-test showed the F_{count} to be more then F_{table}, and the significant level greater than the significant F. This means that all the independent variables have a significant influence on the dependent variable simultanously. It can be considered that the Ho is rejected and Ha is accepted, thus, there is a significant relationship between marketing mix and consumer buying decision making.

5. The T-test gave a result that each of independent variable (X1, X2, X3, X4) showed the t_{count} to be more than t_{table}. This means that the Ho is rejected and Ha

is accepted, or in other words each independent variable has partial influence on the dependent variable. The calculation also showed that product has a greater t_{count} than other variables. So we can make a conclusion that compared with other independent variables product is the dominant factor that influences the consumer buying decision making in the case of buying the Kedaulatan Rakyat Daily Newspaper.

5.2. RECOMMENDATIONS

Based on the conclusion above, the writer would like to give the following recommendation:

1. Based on the reseach product has the strongest effect on consumer buying decision making in case of Kedaulatan Rakyat Daily Newspaper. Consumers perceived that the product could fulfill their needs in the context of news. That is why the marketers of the company must have a good strategy to improve the quality of the product in order to attract consumers to purchase the product, and moreover, repeat the purchase and become loyal customer of Kedaulatan Rakyat.

2. The company should be concerned with improving of the product and that could be done in many ways. The quality of the newspaper means the content of the product itself, which is the content of the newspaper including the news, the pictures, the writing, and even the paper used. In the context of the news the company should give the newest and actual news and must tell the

truth so it can be trusted news. Although Kedaulatan Rakyat Daily Newspaper is a local newspaper, the company could report on national and international news as well as local news, so the consumer will be even more satisfied. Beside that, the quality of the picture and the quality of the writing also attract the consumer, so the company must increase the quality of the pictures especially the front picture.

3. Beside improving the product quality promotion and distribution are also important in order to attract the consumer to purchase the product. Because people tend to buy a famous product before an unknown product, and people tend to buy the product that is easy to get and available everywhere.

4. The company should always search for new information by doing research in order to understand what it actually is that the consumer needs and wants to make them satisfied. This must be done in order to decide a company strategy to satisfy the consumer and encourage them to be loyal customers.

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APPENDIX

1

QUESTIONNAIRE

Assalamualaikum wr. wb.

My name is Ditto Arianto the student of department of management, Internasional Program, Faculty of Economics, Islamic University of Indonesia, which doing a thesis research entitled: "The Effect of Marketing Mix to the Consumer Buying Decision Making". A Case Study at Kedaulatan Rakyat Daily Newspaper.

In this opportunity, I expect your sincerity to participate in this research by answering the following questinnaire, according to your opinion. Thank you for the participation.
Wassalamualaikum wr. wb.

Direction: **Give your appraisal toward the statement below by crossing (X) the choises that approriate according to you.**

1. What is your sex ?
   a. Male
   b. Female
2. How old are you know ?
   ....
3. What is your last education ?
   a. Elementary School
   b. Junior High School
   c. Senior High School
   d. Undergraduate Degree
   e. Postgraduate Degree
4. What is your current job ?
   a. No Working
   b. Student
   c. Civil Servant
   d. Private Employee
   e. entrepreneur
   f. retired
5. How much your income per month now ?
   a. Below Rp 400.000,-
   b. Rp 401.000 – Rp 1.000.000,-
   c. Rp 1.000.001 – Rp 2.000.000,-
   d. More than Rp 2.000.001,-
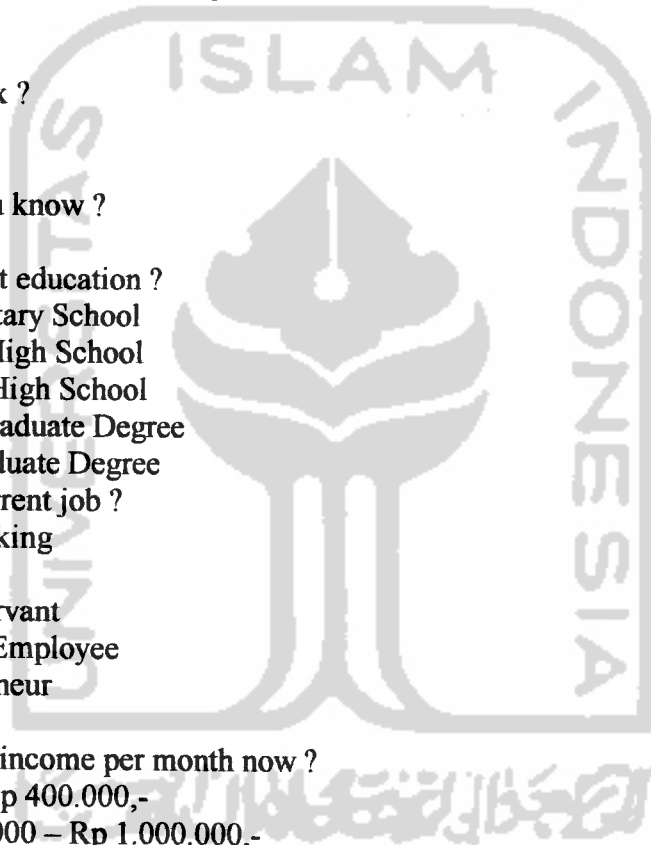
Direction: **Give your appraisal toward the statement below by crossing (X) the choises that approriate according to you.**

Note: **(SS) Sangat Setuju=6, (S) Setuju=5, (AS) Agak Setuju=4, (ATS) Agak Tidak Setuju=3 (TS) Tidak Setuju=2, (STS) Sangat Tidak Setuju=1**

CONSUMER EVALUATION TOWARD PRODUCT, PRICE, PLACE, PROMOTION

About Product

No	STATEMENTS	SS	S	AS	ATS	TS	STS
1.	The news writing that written by Kedaulatan Rakyat Newspaper is easy to be understood.						
2.	Kedaulatan Rakyat Newspaper contain of sharp and newest news.						
3.	The quality of paper of Kedaulatan Rakyat Newspaper is good and appropriate to the standard.						
4.	The quality of image, photo, and advertising printed by Kedaulatan Rakyat is good.						
5	Compared with other lokal newspaper the product quality of Kedaulatan Rakyat Newspaper is better.						

About Price

No	STATEMENTS	SS	S	AS	ATS	TS	STS
1.	The price of Kedaulatan Rakyat Newspaper is relatively cheap.						
2.	Price offered by Kedaulatan Rakyat Newspaper appropriate with the contain and the quality of the news.						
3.	Price offered by Kedaulatan Rakyat Newspaper is really interesting.						
4.	Compared with other lokal Newspaper the price of Kedaulatan Rakyat is better.						

About Place (Distribution)

No	STATEMENTS	SS	S	AS	ATS	TS	STS
1.	Kedaulatan Rakyat Newspaper is easy to get.						
2.	Everyday, the circulation of Kedaulatan Rakyat Newspaper always on time.						
3.	Kedaulatan Rakyat Newspaper is always there in every agent, seller, or distributor in Jogjakarta.						
4.	Compared with other lokal Newspaper the distribution of Kedaulatan Rakyat Newspaper is better (easy to get).						

Direction: Give your appraisal toward the statement below by crossing (X) the choises that approriate according to you.

Note: (SS) Sangat Setuju=6, (S) Setuju=5, (AS) Agak Setuju=4, (ATS) Agak Tidak Setuju=3 (TS) Tidak Setuju=2, (STS) Sangat Tidak Setuju=1

About Promotion

No	STATEMENTS	SS	S	AS	ATS	TS	STS
1.	The promotion done by kedaulatan rakyat Newspaper is very incessant.						
2.	The advertisement through banner or billboard done by Kedaulatan Rakyat Newspaper are very interesting.						
3.	The advertisement done by Kedaulatan Rakyat Newspaper through electronic media are very interesting.						
4.	Compared with other lokal Newspaper the promotion of kedaulatan Rakyat Newspaper is better.						

CONSUMER EVALUATION TOWARD BUYING DECISION MAKING

No	STATEMENTS	SS	S	AS	ATS	TS	STS
1.	Product influence me in every buying decision making.						
2.	Price influence me in every buying decision making..						
3.	Place or Distribution influence me in every buying decision making.						
4.	Promotion influence me in every buying decision making.						

KUESIONER

Petunjuk: **Berilah penilaian Bapak/Ibu/Saudara/i terhadap pernyataan dibawah ini dengan MEMBERI TANDA SILANG (X) pilihan yang sesuai menurut anda.**

1. Apa jenis kelamin Anda?
   a. Lelaki
   b. Perempuan
2. Berapakah usia Anda saat ini?

   . . . .
3. Apa pendidikan terakhir anda?
   a. SD
   b. SMP / Sederajat
   c. SMA / Sederajat
   d. S1
   e. S2
4. Apa pekerjaan anda saat ini?
   a. Tidak bekerja
   b. Pelajar/mahasiswa
   c. PNS/TNI/POLRI/BUMN
   d. Pegawai swasta
   e. Wiraswasta
   f. Pensiunan
5. Berapa pendapatan Per bulan anda saat ini?
   a. Dibawah Rp 400.000,-
   b. Rp 401.000 – Rp 1.000.000,-
   c. Rp 1.000.001 – Rp 2.000.000,-
   d. Rp 2.000.001,- keatas

Petunjuk: Berilah penilaian Bapak/Ibu/Saudara/i terhadap pernyataan dibawah ini dengan **MEMBERI TANDA SILANG (X)** pilihan yang sesuai menurut anda.

Catatan: (SS) Sangat Setuju=6, (S) Setuju=5, (AS) Agak Setuju=4, (ATS) Agak Tidak Setuju=3
(TS) Tidak Setuju=2, (STS) Sangat Tidak Setuju=1

EVALUASI KONSUMEN TERHADAP PRODUK, HARGA, TEMPAT, DAN PROMOSI

Tentang Produk

No	PERNYATAAN	SS	S	AS	ATS	TS	STS
1.	Penulisan berita yang ditulis oleh Koran Kedaulatan Rakyat mudah di mengerti.						
2.	Koran Kedaulatan Rakyat memuat berita-berita yang tajam dan terkini.						
3.	Kualitas kertas Koran Kedaulatan Rakyat bagus dan sesuai standar.						
4.	Kualitas gambar, foto, dan iklan yang dicetak Koran Kedaulatan rakyat bagus.						
5	Dibandingkan dengan koran lokal lain kualitas produk koran Kedaulatan Rakyat lebih baik.						

Tentang Harga

No	PERNYATAAN	SS	S	AS	ATS	TS	STS
1.	Harga Koran Kedaulatan Rakyat relatif murah.						
2.	Harga yang ditawarkan Koran Kedaulatan Rakyat sesuai dengan isi dan kualitas beritanya.						
3.	Harga yang ditawarkan koran Kedaulatan Rakyat sangat menarik.						
4.	Dibandingkan dengan koran lokal lain harga koran Kedaulatan Rakyat lebih baik.						

Tentang Tempat (Distribusi)

No	PERNYATAAN	SS	S	AS	ATS	TS	STS
1.	Koran Kedaulatan Rakyat sangat mudah didapatkan.						
2.	Peredaran koran Kedaulatan Rakyat setiap harinya selalu tepat waktu.						
3.	Koran Kedaulatan Rakyat selalu ada di setiap agen, penjual atau distributor di Jogjakarta.						
4.	Dibandingkan dengan koran lokal lain distribusi koran Kedaulatan Rakyat lebih baik (lebih mudah didapat).						

Tentang Promosi

No	PERNYATAAN	SS	S	AS	ATS	TS	STS
1.	Promosi yang dilakukan oleh Koran Kedaulatan Rakyat sangatlah gencar.						
2.	Iklan berbentuk spanduk atau baliho yang dilakukan oleh Koran Kedaulatan Rakyat sangatlah menarik.						
3.	Iklan yang dilakukan Koran Kedaulatan Rakyat melalui media elektronik sangatlah menarik.						
4.	Dibandingkan dengan koran lokal lain promosi koran Kedaulatan Rakyat lebih baik.						

EVALUASI KONSUMEN TERHADAP KEPUTUSAN MEMBELI

No	PERNYATAAN	SS	S	AS	ATS	TS	STS
1.	Produk mempengaruhi saya dalam setiap keputusan membeli.						
2.	Harga mempengaruhi saya dalam setiap keputusan membeli.						
3.	Distribusi mempengaruhi saya dalam setiap keputusan membeli.						
4.	Promosi mempengaruhi saya dalam setiap keputusan membeli.						

APPENDIX 2

PRODUCT

No	Q1	Q2	Q3	Q4	Q5	Sum
1	5	5	5	5	5	25
2	5	5	4	4	4	22
3	4	5	4	2	5	20
4	5	4	4	4	2	19
5	5	5	5	5	5	25
6	5	5	4	5	5	24
7	5	5	5	5	4	24
8	4	4	4	4	4	20
9	5	4	4	4	2	19
10	5	5	4	5	5	24
11	5	5	4	5	5	24
12	6	6	4	6	5	27
13	6	6	5	6	5	28
14	5	5	4	5	4	23
15	5	4	4	2	3	18
16	5	5	5	5	6	26
17	5	5	4	5	4	23
18	5	4	4	4	2	19
19	5	4	5	4	5	23
20	5	5	4	5	6	25
21	5	5	5	5	5	25
22	6	6	6	5	6	29
23	5	5	4	4	5	23
24	6	5	5	5	4	25
25	5	4	4	3	4	20
26	5	5	5	5	4	24
27	5	5	4	5	4	23
28	5	5	5	5	6	26
29	5	5	5	5	5	25
30	5	4	4	5	6	24
31	5	5	4	5	4	23
32	5	5	5	6	6	27
33	6	5	6	5	6	28
34	5	6	5	6	5	27
35	5	4	4	4	4	21

PRODUCT

No	Q1	Q2	Q3	Q4	Q5	Sum
36	5	5	4	5	5	24
37	5	5	5	6	5	26
38	4	4	4	4	4	20
39	6	5	4	3	4	22
40	5	6	5	6	5	27
41	6	6	5	4	4	25
42	5	5	5	5	5	25
43	4	4	4	5	4	21
44	5	4	5	4	5	23
45	5	4	3	4	4	20
46	5	4	5	5	5	24
47	5	4	4	4	5	22
48	3	3	4	4	3	17
49	5	4	5	5	5	24
50	6	5	5	5	5	26
51	4	5	4	5	4	22
52	5	5	5	5	4	24
53	5	4	4	5	5	23
54	5	5	4	5	4	23
55	4	4	3	4	3	18
56	5	5	5	4	5	24
57	5	3	3	4	3	18
58	6	6	5	5	6	28
59	4	4	5	5	5	23
60	5	5	5	4	5	24
61	6	6	5	5	6	28
62	5	5	5	5	5	25
63	6	6	5	6	6	29
64	4	4	5	5	5	23
65	5	5	4	4	5	23
66	6	6	6	5	6	29
67	6	5	5	4	5	25
68	5	5	4	5	4	23
69	5	4	5	4	5	23
70	4	4	3	4	2	17

PRODUCT

No	Q1	Q2	Q3	Q4	Q5	Sum
71	6	6	6	6	5	29
72	5	4	5	5	5	24
73	4	4	5	4	5	22
74	5	5	5	6	5	26
75	5	4	5	4	5	23
76	5	4	3	4	4	20
77	4	4	5	5	5	23
78	4	5	5	5	4	23
79	5	5	4	5	5	24
80	4	4	5	4	5	22
81	5	5	4	5	5	24
82	3	3	4	3	3	16
83	5	5	5	5	5	25
84	6	5	5	5	5	26
85	5	5	4	5	4	23
86	5	3	4	4	4	20
87	6	5	4	5	5	25
88	6	5	5	5	5	26
89	6	6	6	5	5	28
90	6	6	5	6	5	28
91	3	4	3	2	3	15
92	5	5	5	5	4	24
93	5	5	5	5	5	25
94	5	4	4	4	4	21
95	5	5	5	5	5	25
96	4	4	5	4	5	22
97	5	5	6	5	6	27
98	6	6	6	6	5	29
99	5	6	5	6	5	27
100	6	5	5	5	5	26

PRICE

No	Q1	Q2	Q3	Q4	Sum
1	5	5	5	5	20
2	5	5	5	5	20
3	5	5	5	5	20
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	5	20
7	5	5	4	4	18
8	4	4	4	4	16
9	5	4	3	2	14
10	5	5	5	5	20
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	4	19
14	5	5	4	5	19
15	4	4	5	2	15
16	5	5	4	5	19
17	6	5	5	5	21
18	5	5	5	4	19
19	5	4	5	5	19
20	6	5	5	5	21
21	5	5	5	5	20
22	6	6	6	5	23
23	5	5	6	6	22
24	4	5	5	5	19
25	5	5	4	4	18
26	4	5	5	4	18
27	4	4	5	4	17
28	4	5	4	5	18
29	5	5	5	5	20
30	5	3	4	4	16
31	6	5	5	5	21
32	6	5	6	5	22
33	5	4	5	4	18
34	5	4	5	5	19
35	5	5	4	4	18

PRICE

No	Q1	Q2	Q3	Q4	Sum
36	5	5	5	5	20
37	5	4	5	5	19
38	5	5	4	5	19
39	5	5	5	6	21
40	6	6	6	6	24
41	5	5	5	4	19
42	5	4	5	5	19
43	5	5	5	5	20
44	6	5	6	5	22
45	6	5	5	4	20
46	5	3	4	3	15
47	6	5	6	5	22
48	5	4	5	4	18
49	6	6	5	6	23
50	5	5	4	5	19
51	5	5	5	5	20
52	5	4	5	4	18
53	5	5	5	5	20
54	5	6	5	6	22
55	4	4	5	5	18
56	6	6	5	6	23
57	4	4	3	4	15
58	5	4	5	4	18
59	5	4	5	5	19
60	6	5	6	5	22
61	4	5	5	5	19
62	6	6	5	5	22
63	4	3	4	3	14
64	5	6	5	6	22
65	5	4	5	5	19
66	6	5	5	5	21
67	5	5	5	4	19
68	6	5	5	5	21
69	4	4	4	4	16
70	3	4	2	3	12

PRICE

No	Q1	Q2	Q3	Q4	Sum
71	3	2	4	4	13
72	5	6	5	5	21
73	6	5	5	5	21
74	5	5	4	5	19
75	5	6	5	5	21
76	4	4	3	4	15
77	6	5	6	5	22
78	5	5	5	5	20
79	6	6	5	5	22
80	5	5	4	5	19
81	6	6	5	5	22
82	4	4	4	4	16
83	6	6	5	5	22
84	5	5	5	4	19
85	6	5	6	5	22
86	5	3	2	3	13
87	5	4	5	5	19
88	6	5	6	5	22
89	4	5	5	5	19
90	6	5	5	5	21
91	6	3	3	5	17
92	6	5	4	6	21
93	5	5	4	5	19
94	5	5	5	5	20
95	5	5	5	5	20
96	5	5	5	5	20
97	5	4	4	5	18
98	4	3	3	4	14
99	5	5	5	5	20
100	6	5	5	5	21

PLACE

No	Q1	Q2	Q3	Q4	Sum
1	5	5	5	5	20
2	5	5	4	4	18
3	5	5	5	5	20
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	5	20
7	6	4	5	4	19
8	5	4	5	5	19
9	5	2	2	2	11
10	5	6	5	5	21
11	5	6	6	5	22
12	5	5	6	5	21
13	5	5	5	5	20
14	5	4	5	4	18
15	2	2	2	4	10
16	6	6	6	6	24
17	6	6	5	4	21
18	6	6	4	6	22
19	5	4	5	5	19
20	6	6	6	6	24
21	5	6	6	6	23
22	6	6	6	6	24
23	6	6	6	6	24
24	6	5	6	6	23
25	5	5	5	5	20
26	5	5	5	4	19
27	5	4	5	4	18
28	6	4	5	5	20
29	5	5	5	5	20
30	6	5	6	6	23
31	6	5	6	5	22
32	5	5	5	5	20
33	5	5	5	5	20
34	6	5	6	5	22
35	6	5	6	5	22

PLACE

No	Q1	Q2	Q3	Q4	Sum
36	5	5	5	5	20
37	5	4	3	4	16
38	5	4	5	4	18
39	5	4	5	4	18
40	3	4	4	3	14
41	5	5	5	5	20
42	3	3	2	3	11
43	5	5	5	5	20
44	6	5	6	5	22
45	5	4	5	4	18
46	4	3	4	3	14
47	5	5	5	5	20
48	5	5	5	5	20
49	5	6	5	6	22
50	4	4	5	4	17
51	5	4	5	4	18
52	5	4	5	4	18
53	5	5	5	5	20
54	5	5	5	5	20
55	6	5	6	5	22
56	6	6	5	5	22
57	5	4	4	4	17
58	5	5	5	5	20
59	5	5	5	5	20
60	6	5	4	5	20
61	4	4	3	5	16
62	6	5	5	5	21
63	4	4	4	3	15
64	6	6	5	6	23
65	5	5	5	5	20
66	5	6	5	6	22
67	5	5	5	5	20
68	6	5	4	5	20
69	4	3	4	5	16
70	3	2	3	2	10

PLACE

No	Q1	Q2	Q3	Q4	Sum
71	4	3	3	3	13
72	5	5	5	5	20
73	6	6	5	5	22
74	5	5	4	4	18
75	5	5	4	5	19
76	4	4	4	5	17
77	6	6	5	5	22
78	4	3	4	4	15
79	5	3	4	4	16
80	4	4	4	5	17
81	5	4	5	5	19
82	5	4	5	5	19
83	5	4	3	4	16
84	4	4	4	5	17
85	5	4	5	4	18
86	5	5	5	4	19
87	5	5	4	6	20
88	5	5	3	5	18
89	5	5	5	6	21
90	4	5	4	4	17
91	5	4	4	4	17
92	5	5	5	5	20
93	5	5	3	5	18
94	5	4	4	5	18
95	5	5	5	4	19
96	4	4	5	4	17
97	4	5	4	4	17
98	4	4	3	4	15
99	5	4	5	4	18
100	6	5	4	5	20

PROMOTION

No	Q1	Q2	Q3	Q4	Sum
1	5	5	5	5	20
2	4	4	5	4	17
3	5	5	5	5	20
4	4	4	2	2	12
5	6	5	5	6	22
6	5	5	5	5	20
7	5	4	4	4	17
8	5	4	4	4	17
9	4	4	2	2	12
10	5	5	5	5	20
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	5	20
14	5	5	5	5	20
15	2	2	2	3	9
16	5	5	4	5	19
17	4	4	4	4	16
18	5	4	4	5	18
19	5	5	4	3	17
20	6	4	5	4	19
21	4	4	3	5	16
22	4	4	4	4	16
23	5	5	4	6	20
24	4	4	2	2	12
25	5	6	5	5	21
26	4	5	5	4	18
27	4	4	5	4	17
28	4	6	5	4	19
29	5	5	5	5	20
30	4	3	3	4	14
31	6	4	5	4	19
32	5	4	3	4	16
33	6	5	6	5	22
34	6	5	6	5	22
35	4	5	4	4	17

PROMOTION

No	Q1	Q2	Q3	Q4	Sum
36	6	5	5	5	21
37	6	5	4	5	20
38	4	5	5	5	19
39	5	5	5	5	20
40	3	3	4	3	13
41	5	4	6	6	21
42	5	5	5	5	20
43	6	5	5	5	21
44	6	5	6	5	22
45	5	5	4	5	19
46	5	5	5	5	20
47	5	5	5	5	20
48	5	4	5	6	20
49	6	6	5	6	23
50	6	5	5	5	21
51	5	5	4	5	19
52	6	5	5	6	22
53	4	5	4	5	18
54	6	5	6	5	22
55	4	5	5	5	19
56	6	5	6	5	22
57	5	4	5	4	18
58	5	6	5	5	21
59	4	4	5	4	17
60	6	5	4	5	20
61	5	5	6	6	22
62	5	5	4	3	17
63	5	4	5	5	19
64	6	5	5	5	21
65	5	5	5	4	19
66	5	4	4	4	17
67	4	4	3	4	15
68	5	5	6	5	21
69	5	4	5	4	18
70	5	5	5	4	19

PROMOTION

No	Q1	Q2	Q3	Q4	Sum
71	4	5	5	5	19
72	5	3	4	3	15
73	5	4	5	4	18
74	6	5	5	5	21
75	6	5	5	5	21
76	5	5	5	5	20
77	5	5	5	6	21
78	4	5	4	5	18
79	6	5	5	6	22
80	6	5	4	5	20
81	6	6	5	5	22
82	6	5	5	5	21
83	6	5	6	5	22
84	5	5	6	5	21
85	5	5	5	5	20
86	4	3	4	3	14
87	5	4	3	4	16
88	5	5	5	5	20
89	5	4	5	4	18
90	5	4	5	5	19
91	4	4	4	5	17
92	5	5	6	6	22
93	5	5	6	6	22
94	5	4	4	5	18
95	5	4	5	5	19
96	5	5	5	5	20
97	5	5	5	5	20
98	5	5	5	5	20
99	4	5	5	5	19
100	5	5	5	5	20

CONSUMER BUYING DECISION MAKING

No	Q1	Q2	Q3	Q4	Sum
1	5	6	4	6	21
2	4	5	4	5	18
3	2	2	2	5	11
4	2	5	5	5	17
5	5	5	5	5	20
6	5	5	5	5	20
7	5	5	5	5	20
8	4	4	4	4	16
9	6	2	1	2	11
10	5	5	5	5	20
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	5	20
14	4	5	5	4	18
15	2	1	2	5	10
16	5	4	4	5	18
17	5	6	4	6	21
18	6	5	5	4	20
19	5	5	4	4	18
20	3	4	3	2	12
21	4	6	4	6	20
22	6	6	6	6	24
23	6	6	6	6	24
24	6	6	5	5	22
25	2	5	2	5	14
26	2	5	4	4	15
27	4	5	5	4	18
28	5	5	5	4	19
29	2	5	2	5	14
30	6	5	5	5	21
31	6	4	4	5	19
32	5	4	4	4	17
33	6	5	5	5	21
34	6	5	6	5	22
35	4	3	3	3	13

CONSUMER BUYING DECISION MAKING

No	Q1	Q2	Q3	Q4	Sum
36	6	5	4	4	19
37	6	4	4	5	19
38	4	4	3	4	15
39	4	4	5	4	17
40	5	4	3	3	15
41	5	4	5	5	19
42	5	5	6	5	21
43	5	5	4	5	19
44	6	5	4	5	20
45	4	4	3	4	15
46	4	3	3	4	14
47	6	4	4	4	18
48	5	5	4	4	18
49	6	5	5	5	21
50	5	4	5	4	18
51	4	4	4	4	16
52	5	5	4	4	18
53	5	4	4	4	17
54	6	5	4	4	19
55	5	4	5	4	18
56	6	5	5	4	20
57	3	3	2	3	11
58	5	4	5	4	18
59	4	4	4	3	15
60	6	5	4	5	20
61	6	5	5	5	21
62	5	4	3	4	16
63	4	3	4	4	15
64	6	5	5	4	20
65	5	4	4	4	17
66	5	4	4	4	17
67	3	3	2	3	11
68	5	4	4	5	18
69	3	4	3	4	14
70	2	2	3	2	9

CONSUMER BUYING DECISION MAKING

No	Q1	Q2	Q3	Q4	Sum
71	3	4	3	3	13
72	4	3	3	3	13
73	5	4	4	5	18
74	6	5	5	4	20
75	5	5	4	5	19
76	4	3	4	3	14
77	5	4	4	5	18
78	4	4	3	4	15
79	5	4	4	5	18
80	5	4	3	4	16
81	5	5	4	5	19
82	4	5	5	4	18
83	4	5	5	5	19
84	6	6	4	5	21
85	5	4	4	5	18
86	3	2	2	3	10
87	4	4	3	4	15
88	6	5	5	5	21
89	6	5	5	5	21
90	5	4	4	4	17
91	2	3	2	3	10
92	5	4	5	5	19
93	6	5	4	5	20
94	4	4	4	5	17
95	5	5	4	5	19
96	4	5	3	4	16
97	5	6	4	5	20
98	3	4	5	5	17
99	5	4	4	4	17
100	6	5	4	5	20

APPENDIX

3

Validity of Product

```
R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

PRODUCT

Item-total Statistics

                 Scale         Scale      Corrected
                 Mean         Variance      Item-          Alpha
                if Item       if Item       Total         if Item
                Deleted       Deleted     Correlation     Deleted

PROD1          18.3333        6.2989        .4989          .7319
PROD2          18.5667        3.2885        .7302          .6544
PROD3          18.9667        5.8954        .5106          .7180
PROD4          18.8333        4.3506        .6157          .6686
PROD5          18.9000        4.0931        .4871          .7631
```
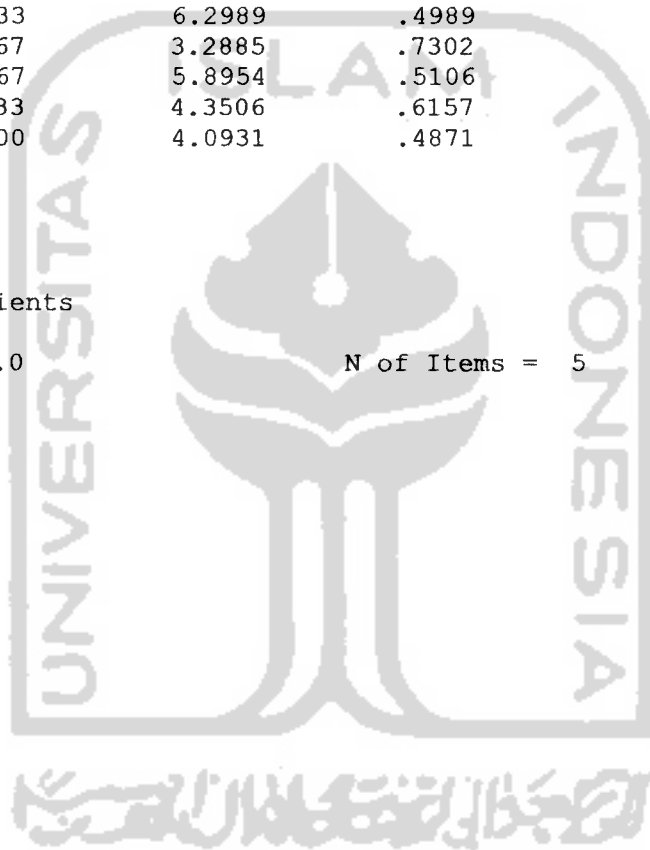
Reliability

```
Reliability Coefficients

N of Cases =      30.0                    N of Items =  5

Alpha =     .7512
```

Validity of Price

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

PRICE

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PRICE1	14.1333	2.8092	.3906	.7353
PRICE2	14.2333	2.4609	.6145	.6291
PRICE3	14.2667	2.4092	.5275	.6656
PRICE4	14.4667	1.7057	.6172	.6247

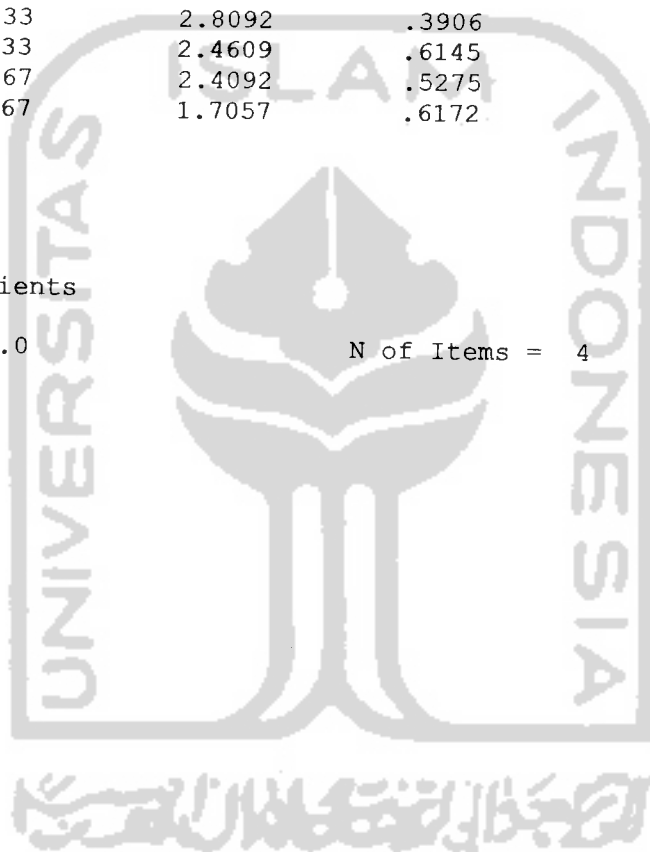## Reliability

Reliability Coefficients

N of Cases =   30.0   N of Items =   4

Alpha =   .7297

Validity of Place

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

PLACE

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PLACE1	14.8667	7.2230	.5958	.8875
PLACE2	15.2000	5.2690	.8007	.8109
PLACE3	15.0667	5.4437	.8271	.7975
PLACE4	15.1667	6.2126	.7218	.8420

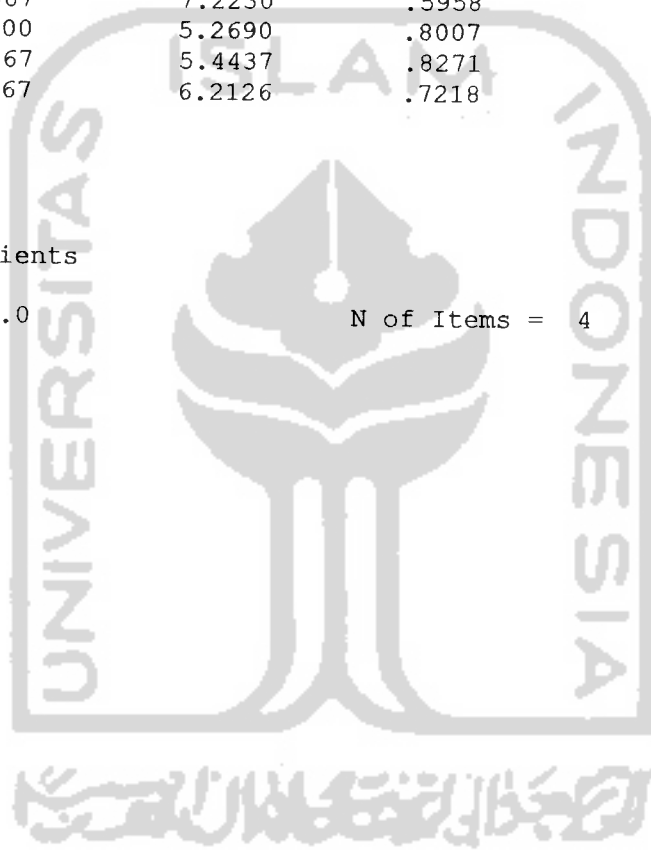## Reliability

Reliability Coefficients

N of Cases =   30.0   N of Items =   4

Alpha =   .8740

Validity of Promotion

```
R E L I A B I L I T Y    A N A L Y S I S    -    S C A L E    (A L P H A)
```

PROMOTION

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PROMO1	13.0000	6.5517	.6822	.8321
PROMO2	13.1000	6.3690	.6748	.8316
PROMO3	13.4000	4.9379	.7967	.7772
PROMO4	13.3000	5.3207	.6983	.8244

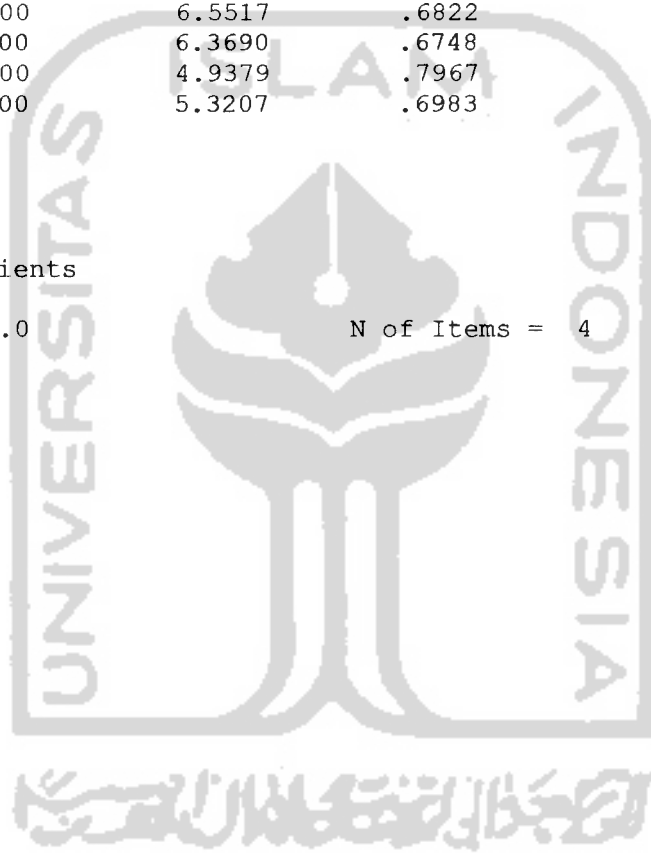# Reliability

Reliability Coefficients

N of Cases =   30.0   N of Items =   4

Alpha =   .8574

Validity of Consumer Buying Decision Making

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

CONSUMER BUYING DECISION MAKING

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
C.B.DM1	13.7000	8.1483	.4422	.7634
C.B.DM2	13.3000	7.7345	.6758	.6197
C.B.DM3	13.8667	7.0161	.7460	.5696
C.B.DM4	13.3333	10.3678	.3678	.7759

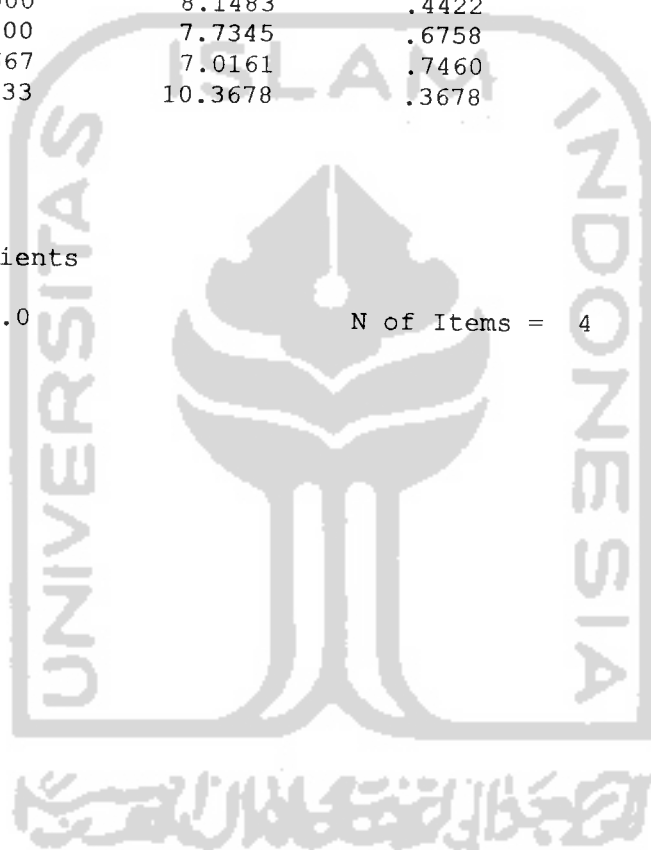# Reliability

Reliability Coefficients

N of Cases =   30.0   N of Items =   4

Alpha =   .7506

APPENDIX

4

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y Consumers Buying Decision Making	17.50	3.196	100
X1 Product	23.64	3.047	100
X2 Price	19.27	2.411	100
X3 Place	19.01	2.911	100
X4 Promotion	18.95	2.599	100

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X4 Promotion, X3 Place, X1 Product, X2 Price[a]	.	Enter

a. All requested variables entered.
b. Dependent Variable: Y Consumers Buying Decision Making

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694(a)	.482	.460	2.347

a. Predictors: (Constant), X4 Promotion, X3 Place, X1 Product, X2 Price

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	487.565	4	121.891	22.122	.000(a)
	Residual	523.435	95	5.510		
	Total	1011.000	99			

a. Predictors: (Constant), X4 Promotion, X3 Place, X1 Product, X2 Price
b. Dependent Variable: Y Consumers Buying Decision Making

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-7.621	2.700		-2.822	.006			
	X1 Product	.331	.081	.315	4.094	.000	.452	.387	.302
	X2 Price	.297	.118	.224	2.513	.014	.505	.250	.185
	X3 Place	.309	.094	.282	3.309	.001	.459	.322	.244
	X4 Promotion	.301	.095	.245	3.174	.002	.397	.310	.234

a Dependent Variable: Y Consumers Buying Decision Making