Ekombis Review – Jurnal Ilmiah Ekonomi dan Bisnis

The Influence Of Marketing Mix Strategy On Sales Increase With Purchasing Decisions As A Mediating Variable At The Keris Center, Aeng Tong-Tong Village, Sumenep

Nur Qoudri Wijaya [1]; Moh. Baqir Ainun [2]
[1]Study Program of Management Faculty Of Economics and Business, Universitas Wiraraja Madura, Indonesia
[2] Study Program of Digital Business Faculty Of Economics and Business, Universitas Wiraraja Madura, Indonesia
Email: [1] nurqoudri@wiraraja.ac.id ;[2] baqirainun@wiraraja.ac.id

ARTICLE HISTORY

KEYWORDS

ABSTRACT

This study aims to analyze the effect of marketing mix strategies (product, price, place, and promotion) on increasing sales, with purchasing decisions as a mediating variable at the Keris Center of Aeng Tong-Tong Village, Sumenep. The research method used is a quantitative approach. Data were collected through a survey using a questionnaire distributed to 60 respondents. Data analysis techniques were carried out using multiple regression models and path analysis to test the direct and indirect effects between research variables. The results showed that only the price element in the marketing mix had a significant effect on purchasing decisions, while product, place, and promotion did not show a significant effect. In addition, purchasing decisions had a significant effect on increasing sales, indicating its role as a mediating variable. The indirect relationship shows that price affects sales increases through purchasing decisions, while other marketing mix elements are not significant. These findings emphasize the importance of determining the right pricing strategy to increase purchasing and sales decisions, while other elements in the marketing mix need to be optimized to be more effective in supporting the development of the Keris Center of Aeng Tong-Tong Village.

INTRODUCTION

Empirical studies on consumer behavior have increased in recent years (Anisimova, 2016; Domina et al., 2012; Hanaysha et al., 2021; Wagner et al., 2020). Consumer behavior emphasizes how consumers form their purchasing decisions as a result of spending their time, money, and effort to obtain a particular product or service (Tendai & Crispen, 2009). In today's competitive

business conditions, the ability to influence customer behavior is very important for companies that want to succeed in a highly competitive environment (Abdelhady et al., 2019; Yakup & Jablonsk, 2012). By understanding consumer purchasing behavior and decision processes, companies will get much better input to determine their marketing strategies (Hanaysha et al., 2021; Sipayung & Sinaga, 2017). However, knowing consumers and retaining consumers is not easy (Amelia et al., 2015), because companies need to identify and predict consumer behavior in searching for and purchasing desired products and services to meet needs and desires (Hanaysha, 2018; Kim et al., 2018). Ultimately, manufacturers must strategize to create a distinctive brand image that can influence consumer behavior (Galli & Kaviani, 2018; Oghazi et al., 2018; Shamsher, 2016).

Consumer purchasing behavior is correlated with the decision to make a purchase (Peterson & Merino, 2003). Sometimes, consumers spend less time searching for products or services because of the busyness of consumers (Hanaysha et al., 2021). Therefore, companies must establish marketing strategies that can stimulate consumers to buy products and services (Ibrahim et al., 2018). Previous literature shows that the marketing mix is considered one of the important aspects related to decision making and assessments made by consumers (Hanaysha et al., 2021). The marketing mix is a series of marketing variables that can be controlled by the company and combine them to create the desired response from target consumers (Kotler & Armstrong, 2014). The marketing mix is a marketing strategy consisting of integrated marketing elements including products, prices, promotions, places that are always evolving in line with the movement of the company and changes in the marketing environment and changes in consumer behavior in order to meet customer needs satisfactorily (Sipayung & Sinaga, 2017).

The ultimate goal of a company in influencing consumer purchasing decisions is to increase the company's sales (Basil et al., 2013; Fared et al., 2021). However, all strategies and efforts made by the company ultimately rely on the company's desire to increase its sales (Kemarauwana et al., 2022). Therefore, the marketing mix implemented as a marketing strategy by the company to influence consumer purchasing decisions will ultimately lead to increased sales of the company's products and services.

The keris center in Aeng Tong-Tong village, Sumenep district is a tourist village that is an icon of Sumenep as a keris city. Sumenep got this icon because the largest number of keris masters are in Sumenep District, precisely in Aeng Tong Tong Village which is also recognized by UNESCO. In addition, in 2005, the PBB has designated the keris as one of the world's intangible heritage objects.

Keris from Aeng Tong-Tong Village became a souvenir of the G20 side event held in Bali on 26-28 October 2022. This is due to the characteristics of keris in Aeng Tong-Tong Village which can be seen from the variations and uniqueness of the patterns, shapes and pamor or carvings on the surface of the keris. However, keris craftsmen in Aeng Tong Tong Village admitted that the sales results from the keris center are still fluctuating and unstable, even though if you look at the keris which is the Icon of Sumenep Regency, UNESCO recognition, and awards given by the UN, it is very possible that keris sales in Aeng Tong Tong Village will increase rapidly. Therefore, it is necessary to re-examine the causes of this problem through scientific research by including marketing mix variables and consumer purchasing decisions for keris in Aeng Tong Tong Village.

This research is important to conduct because of several factors. First, previous studies only relate the marketing mix to the level of sales, or only relate the marketing mix to consumer purchasing decisions. In fact, the marketing mix, consumer purchasing decisions, to increasing sales are systematic flows that are sequential and interconnected, so that comprehensive research is needed to examine the relationship. This has not been done by previous researchers. Second, this study uses the object of the keris center in Aeng Tong-Tong Village, Sumenep Regency, so that the results of the study will have a direct influence on determining the strategy of the research object and increasing its sales. Ultimately, the increased sales results will have an economic impact on Sumenep Regency which is the embodiment of the keris city itself.

The purpose of this study is to test the effect of the marketing mix on increasing sales with purchasing decisions as a mediating variable at the Keris Center in Aeng Tong-Tong Village, Sumenep Regency.

LITERATURE REVIEW

Marketing Mix

The marketing mix is a combination of marketing elements used by companies to achieve their marketing objectives in the target market. According to Kotler and Keller (2016), the traditional marketing mix is known as the 4P model, namely Product, Price, Place, and Promotion, which includes important strategies to attract consumers and create value.

Product is the main element in the marketing mix that includes everything that a company offers to consumers to meet their needs or wants. Products can be goods, services, or ideas. According to Poluan et al. (2019), good product management, including innovation in features and quality, contributes to increasing consumer appeal. Price is an element of the marketing mix that is directly related to the company's revenue. Price reflects the value that consumers are willing to pay for the benefits received. According to Kurniawan et al. (2021), a competitive pricing strategy can significantly increase purchasing decisions, especially in the retail sector.

Place or distribution refers to the way a company provides products or services to consumers. According to Nurakhmawati et al. (2022), accessibility through digital platforms is increasingly important in ensuring that products can be reached by the target market, especially in the digitalization era. Promotion is communication designed to increase awareness, interest, and purchasing actions from consumers. According to Hanifah (2022), the combination of online and offline promotions can increase the effectiveness of marketing strategies, especially in attracting new consumers.

Buying decision

Purchasing decisions are the process consumers go through to select and purchase a particular product or service that meets their needs or wants. According to (Hoyer & Krohmer, 2020), purchasing decisions consist of several main stages, namely problem recognition, information search, alternative evaluation, and purchasing decisions.

Problem recognition occurs when consumers realize there is a difference between the current situation and the desired situation. According to Purwanto (2023), this stage is often triggered by advertising or recommendations from people close to them. After recognizing the problem, consumers seek information to identify alternatives that can meet their needs. Information can be obtained through internal sources (previous experience) or external (media, reviews, or friends). According to (Sukaningsih, 2022), online information searches through e-commerce are a major trend in purchasing decisions.

The next stage is alternative evaluation. At this stage, consumers compare various alternatives based on certain attributes, such as price, quality, and features. According to Kurniawan et al. (2021), alternative evaluation is supported by consumer reviews and online price comparisons. After evaluating the alternatives, consumers make a purchasing decision. According to Hanifah (2022), purchasing decisions are often influenced by discount programs or special offers that attract consumers' attention.

Increase Sales

Sales growth refers to the growth in the number of sales of a product or service in a certain period. This can be seen from indicators such as sales volume, sales revenue, market share, and repeat purchase frequency. According to (Kotler & Armstrong, 2014), sales growth is the result of effective marketing strategies, product innovation, and a deep understanding of market needs.

Sales volume refers to the number of products or services sold in a certain period. According to Poluan et al. (2019), an integrated promotional strategy can drive an increase in sales volume. Revenue from sales is the financial result obtained from sales activities. Optimizing distribution channels can significantly increase revenue (Kurniawan et al., 2021).

Market share shows the proportion of the total market controlled by a company. Digital-based product innovation is key to expanding market share (Sukaningsih, 2022). Repeat purchase frequency reflects customer loyalty to a product or brand. Customer loyalty programs are a major factor in encouraging repeat purchases (Purwanto, 2023).

Hypothesis Development

Marketing mix is a combination of strategies implemented by companies to influence consumers, including elements such as product, price, place, and promotion. In the context of purchasing decisions, the marketing mix acts as a stimulus that influences consumer perceptions and preferences. Consumers will evaluate product attributes, pricing strategies, distribution, and promotions before deciding to buy. Thus, an effective marketing mix can increase the likelihood of consumers making purchasing decisions.

Purchasing decisions reflect consumer actions in choosing a particular product or service based on an evaluation of alternatives. This decision is a critical point in the marketing chain because it determines whether the marketing mix strategy is successful in attracting consumer interest. In addition, purchasing decisions made by consumers are factors that influence increased sales.

Sales increases, as measured by indicators such as sales volume, revenue, and market share, are influenced by consumer purchasing decisions. When purchasing decisions increase, both in terms of quantity and frequency, this directly impacts sales growth. This study assumes that optimal marketing strategies drive higher purchasing decisions, which in turn improve the company's sales performance. Therefore, the hypothesis of this study is as follows:

H1. Product marketing mix influences the decision to purchase keris at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H2. Price marketing mix influences the decision to purchase keris at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H3. Place marketing mix influences the decision to purchase keris at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H4. Promotion marketing mix influences the decision to purchase keris at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H5. Product marketing mix influences the increase in keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H6. Price marketing mix influences the increase in keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H7. Place marketing mix influences the increase in keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H8. Promotional marketing mix has an effect on increasing keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H9. Purchasing decisions have an effect on increasing keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H10. Purchasing decisions mediate the relationship between product marketing mix and increasing keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H11. Purchasing decisions mediate the relationship between price marketing mix and increasing keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H12. Purchasing decisions mediate the relationship between place marketing mix and increasing keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency

H13. Purchasing decisions mediate the relationship between promotional marketing mix and increasing keris sales at the keris center of Aeng Tong-Tong Village, Sumenep Regency.

Figure 1 Research Model
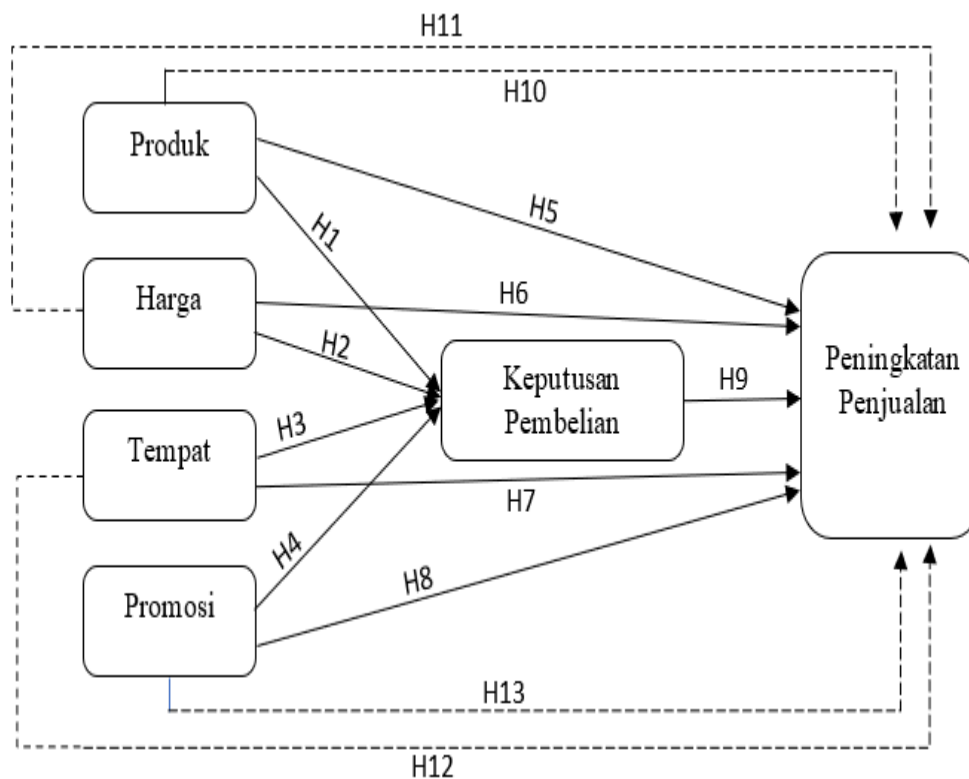
METHODS

This research is a quantitative research because it aims to test the research hypothesis. The research sample was determined by purposive sampling method with the criteria of having purchased a keris in Aeng Ting-Tong Village. The number of samples was determined using the Roscue formula, namely by multiplying the number of research variables by 10. The Roscue formula was used because the research population could not be determined. Based on the Roscue formula, the number of samples in this study was 60 respondents (6x10). The research data collection was carried out using a research questionnaire using a Likert scale of 1 to 5, namely 1 (Strongly Disagree), 2 (Disagree), 3 (Quite Agree), 4 (Agree), and 5 (Strongly Agree). The data analysis techniques used in this study were validity and reliability tests, classical assumption tests, descriptive statistical tests and multiple linear regression tests. The validity test was used to test the validity of the research questionnaire.

The reliability test was used to measure the extent to which the results of a measurement can be trusted. The classical assumption test was used to test whether the research data had met the classical assumptions or not. Descriptive statistical tests are used to determine the distribution and characteristics of research data. Multiple linear regression tests are used to test research hypotheses and analyze paths.

The regression model used is as follows:

Equation 1 = $M = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$

Equation 2 = $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 M + \varepsilon$

Description:

Y = Sales Increase

X1 = Product
X2 = Price
X3 = Place
X4 = Promotion
M = Purchase Decision

The significance levels used in this study are at the levels of 10%, 5%, and 1%. If the significance value is lower than 10%, then it can be said that the research hypothesis is accepted.

RESULTS

Validity Test

Table 1. Validity Test Results

No	Indicator	Sig. Value (2-tailed)	Information
1	X1.1	0,003	Valid
2	X1.2	0,000	Valid
3	X1.3	0,000	Valid
4	X1.4	0,000	Valid
5	X1.5	0,033	Valid
6	X1.6	0,033	Valid
7	X1.7	0,860	Invalid
8	X1.8	0,000	Valid
9	X1.9	0,130	Invalid
10	X1.10	0,000	Valid
11	X2.1	0,007	Valid
12	X2.2	0,031	Valid
13	X2.3	0,003	Valid
14	X2.4	0,003	Valid
15	X2.5	0,000	Valid
16	X2.6	0,054	Invalid
17	X2.7	0,184	Invalid
18	X2.8	0,003	Valid
19	X3.1	0,000	Valid
20	X3.2	0,003	Valid
21	X3.3	0,003	Valid
22	X3.4	0,046	Valid
23	X3.5	0,015	Valid

24	X3.6	0,015	Valid
25	X3.7	0,004	Valid
26	X3.8	0,003	Valid
27	X4.1	0,003	Valid
28	X4.2	0,177	Invalid
29	X4.3	0,014	Valid
30	X4.4	0,000	Valid
31	X4.5	0,018	Valid
32	X4.6	0,714	Invalid
33	X4.7	0,101	Invalid
34	X4.8	0,022	Valid
35	X4.9	0,001	Valid
36	X4.10	0,001	Valid
37	M.1	0,003	Valid
38	M.2	0,021	Valid
39	M.3	0,001	Valid
40	M.4	0,208	Invalid
41	M.5	0,006	Valid
42	M.6	0,005	Valid
43	M.7	0,001	Valid
44	M.8	0,000	Valid
45	Y.1	0,002	Valid
46	Y.2	0,002	Valid
47	Y.3	0,000	Valid
48	Y.4	0,000	Valid
49	Y.5	0,044	Valid
50	Y.6	0,063	Invalid
51	Y.7	0,001	Valid
52	Y.8	0,000	Valid

Source: Processed data (2024)

Based on the results of the validity test, it is known that there are several invalid indicators, namely X1.7, X1.9, X2.6, X2.7, X4.2, X4.6, X4.7, M.4, Y.6. Therefore, the invalid indicators are then deleted. Variable X1, 8 out of 10 indicators are declared valid. Variable X2, 5 out of 7 indicators are declared valid. Variable X3 from all indicators (8 indicators) are declared valid, variable X4, 7

out of 10 indicators are declared valid. Variable M, 7 out of 8 indicators are declared valid. Variable Y, 7 out of 8 indicators are declared valid.

Reliability Test
Tabel 2. Reliability Test

Cronbach's Alpha	N of Items
.809	60

Based on the results of the reliability test that has been carried out, the Cronbach's Alpha value shows a value of 0.809. This shows that the research data passes the reliability test. Because alpha > 0.80, it suggests that all items are reliable and all tests consistently have strong reliability.

Descriptive Statistics
Tabel 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1	60	40	48	44.52	1.940
X2	60	32	38	35.40	1.414
X3	60	31	40	35.42	2.139
X4	60	39	47	43.70	1.992
M	60	32	39	34.86	1.485
Y	60	29	39	34.86	1.906
Valid N (listwise)	60				

The results of the descriptive statistical test show that the minimum values of X1, X2, X3, X4, M, and Y are respectively 40, 32, 31, 39, 32, and 29. The maximum values of X1, X2, X3, X4, M, and Y are respectively 48, 38, 40, 47, 39, and 39. The average values of X1, X2, X3, X4, M, and Y are respectively 44.52; 35.40; 35.42; 43.70; 34.86 and 34.36.

Normality Test
Tabel 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.32929546
Most Extreme Differences	Absolute	.089
	Positive	.061
	Negative	-.089
Kolmogorov-Smirnov Z		.632
Asymp. Sig. (2-tailed)		.819

a. Test distribution is Normal.
b. Calculated from data.

The normality test was conducted to determine whether the research data was normally distributed. The Asymp. Sig. (2-tiled) value of the One-Sample Kolmogorov-Smirnov Test can be used to determine whether the normality test has been passed (Liyanto & Ainun, 2024). The Sig. value must be greater than 0.05. Based on the analysis carried out, the research results showed that the residual research data was normally distributed, with a result of 0.819 greater than 0.05.

Hypothesis Testing
Path Coefficients of Model 1
The first test was carried out by testing multiple linear regression with the following model:
M = a +b1X1 + b2X2 + b3X3 +b4X4 + e

Tabel 5. Model 1 Coefficient Test

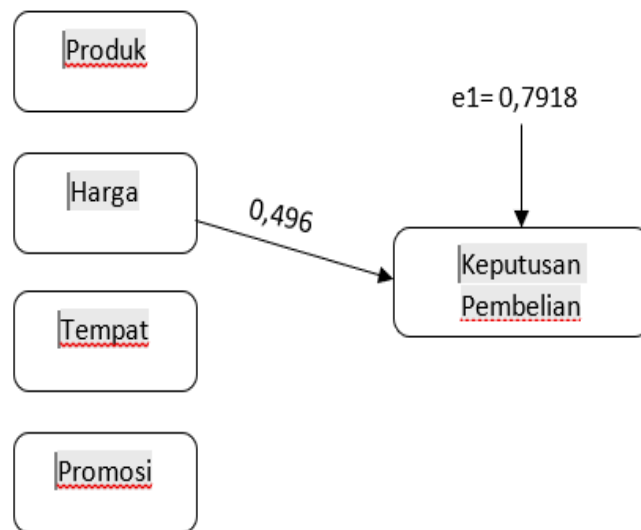| Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.441	5.222		1.808	.077
X1	.034	.109	.044	.309	.759
X2	.521	.150	.496	3.466	.001
X3	.042	.092	.061	.459	.648
X4	.091	.112	.122	.819	.417

a. Dependent Variable: M

Based on the output of Regression Model I in the Table above, it can be seen that the significance value of the two variables, namely X1 = 0.759, X2 = 0.001, X3 = 0.648, and X4 = 0.417. These results provide the conclusion that Regression Model I, namely Variables X1, X3, and X4 do not have a significant effect (Sig> 0.05), while X2 has a significant effect on M.

Tabel 6. R Square Model 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.373	.318	1.226

a. Predictors: (Constant), X4, X3, X1, X2

The value of R Square in the "Model Summary" table is 0.373, this shows that the contribution of the influence of X1, X2, X3, and X4 to Y is 37.4%, while the remaining 62.6% is the contribution of other variables not included in the study. Meanwhile, the value of e1 is = $\sqrt{}$(1-0.373) = 0.7918. Thus, the path diagram of the structural model I is obtained as follows:

Figure 1 Model Path Diagram of Model 1 Test Results

The second test was carried out by testing multiple linear regression with the following model:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5M + e$

Tabel 7. Model 2 Coefficient Test

| Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4.642	6.187		-.750	.457
	X1	.046	.125	.047	.367	.715
	X2	.131	.193	.097	.675	.503
	X3	.049	.105	.055	.464	.645
	X4	.266	.128	.278	2.068	.045
	M	.559	.171	.436	3.281	.002

a. Dependent Variable: Y

Based on the output of Regression Model II, it is known that the significance value of X1 = 0.715, X2 = 0.503, X3 = 0.645, X4 = 0.45, and M = 0.002. These results provide the conclusion that the regression Model II, namely variables X1, X2, and X3 do not have a significant effect on Y. While variables X4 and M have a significant effect on Y.

Tabel 8. Uji R Square Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717a	.514	.458	1.403

a. Predictors: (Constant), M, X3, X1, X4, X2

The value of R Square is 0.514 which shows that the contribution of X1, X2, X3, X4, and M to Y is 51.4%, while the remaining 48.6% is the contribution of other variables not studied. While for the value of $e_2 = \sqrt{(1-0.514)} = 0.6971$. Thus, the path diagram of the Structural Model II is obtained as follows:

Figure 2 Model Path Diagram of Model 1 Test Results
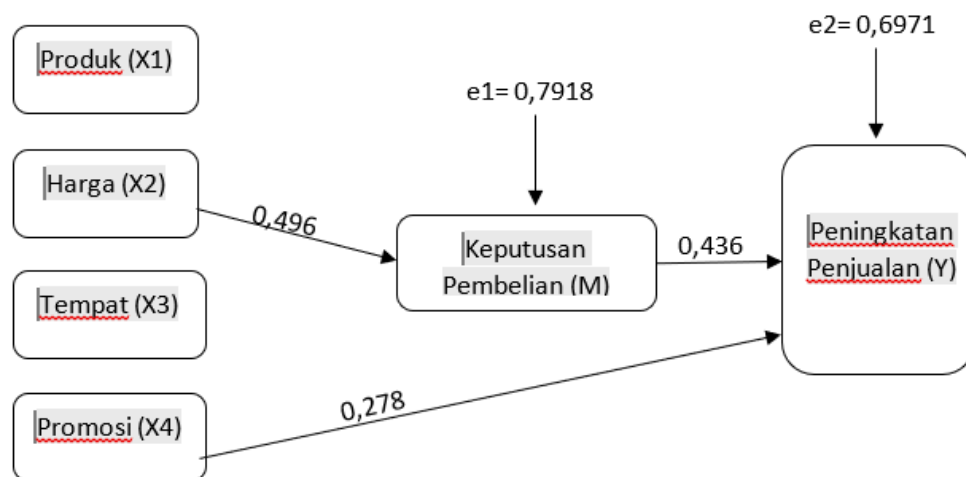
The direct influence given by X2 to M is 0.496. While the indirect influence of X1 through M to Y is the multiplication of the beta value of X1 to M with the beta value of M to Y, namely: 0.496 x 0.436 = 0.216. These results indicate that indirectly X1 through M has a significant influence on Y, although directly X2 does not have a significant effect on Y. The direct influence given by X4 to Y is 0.278. While the indirect influence of X4 through M to Y is not significant.

Based on the results of the tests that have been carried out, the results of the study can be summarized as follows:

Tabel 10. Hypothesis Test Results

No	Hypothesis	Information
1	X1 → M	Rejected
2	X2 → M	Confirmed
3	X3 → M	Rejected
4	X4 → M	Rejected
5	X1 → Y	Rejected
6	X2 → Y	Rejected
7	X3 → Y	Rejected
8	X4 → Y	Confirmed
9	M → Y	Confirmed
10	X1 → M → Y	Rejected
11	X2 → M → Y	Confirmed
12	X3 → M → Y	Rejected
13	X4 → M → Y	Rejected

DISCUSSION

Marketing Mix on Purchasing Decisions

The results of the study show that the price marketing mix has a significant influence on purchasing decisions. This indicates that consumers tend to consider price as the main factor in the decision-making process. Competitive, affordable prices that are in accordance with the value of the product are the key to attracting consumer interest. In this context, price plays a role not only as a transaction tool, but also as an indicator of product quality and competitiveness.

Therefore, companies that set the right pricing strategy tend to be more successful in influencing consumer purchasing decisions compared to other aspects of the marketing mix.

Consumers generally look for products that provide the best value at the lowest price. In economic conditions where purchasing power is a major concern, price sensitivity is increasing. In addition, price transparency through digital platforms and e-commerce allows consumers to easily compare prices, making price a very determining element. This factor is reinforced by consumer perceptions that prices reflect fairness and suitability for product quality. Thus, the right pricing strategy has a direct and significant impact on purchasing decisions.

The results of this study are in line with the results of studies conducted by (Gunarsih et al., 2021), and (Wicaksono et al., n.d.) which found a positive relationship between pricing strategy and purchasing decisions, especially in consumers who are sensitive to price. This similarity shows the consistency of the theory that price is one of the elements that is easiest for consumers to measure to assess the suitability of a product to their expectations.

The results of the study showed that the marketing mix of product, place, and promotion did not have a significant effect on purchasing decisions. This finding indicates that consumers may be more influenced by other factors, such as service quality, price, or personal experience than these marketing mix elements. This may also reflect changes in modern consumer preferences that prioritize emotional aspects, trust, or brand loyalty over traditional variables in the marketing mix. Thus, a marketing strategy that only focuses on product, location, and promotion without considering other factors has the potential to be less effective in driving purchasing decisions.

The results of this study are in line with research conducted by (Arifuddin et al., 2023) which found that the marketing mix elements of product and promotion were not significant in influencing purchasing decisions. Consumers pay more attention to personalization of service and speed of delivery than to traditional marketing mixes. In addition, (Sukaningsih, 2022) found that physical location is no longer a dominant factor in purchasing decisions in the digital era, where accessibility through online platforms has shifted consumer priorities.

Marketing Mix Towards Increasing Sales

The results of the study indicate that the promotional marketing mix has a significant effect on increasing sales. This indicates that promotional elements such as advertising, sales promotions, public relations, and direct marketing play an important role in attracting consumer attention and driving purchasing decisions. The right promotional strategy can increase brand awareness, build emotional relationships with consumers, and create trust in the products or services offered. These results are relevant in the context of increasingly tight market competition, where marketing success is largely determined by the effectiveness of promotional activities.

Research by (Yusnita et al., 2024) shows that integrated promotional strategies, such as the use of discounts and social media advertising, have a significant impact on increasing sales volume. Sales promotions can increase customer loyalty and purchase frequency. This confirms that strategically designed promotions can create additional appeal that increases sales.

The results of the study indicate that the marketing mix variables of product, price, and place do not have a significant effect on increasing sales. This may be because other factors such as promotions, customer service, or market trends may have a more dominant role in influencing consumer purchasing decisions.

Therefore, focusing on traditional marketing mix variables may be less effective without considering other elements that can affect sales. This finding is in line with previous studies (Wahyuni et al., 2022), and (Sakir et al., 2024) which found that product, price, and place did not have a significant effect on increasing sales. These results indicate that in certain contexts, traditional marketing mix variables may not always be the main determinant in increasing sales, and other factors such as promotions or customer service need to be considered.

Marketing Mix Towards Increasing Sales Through Purchasing Decisions

The results of the study show that an effective pricing strategy significantly influences consumer purchasing decisions, which in turn increases sales volume. Competitive prices that are in line with consumer value perceptions encourage consumers to make purchases, thereby increasing company revenue. This finding confirms the importance of proper pricing as a key component in the marketing mix to drive purchasing decisions and increase sales.

Previous research supports this finding. A study by (Listyowati et al., 2020) found that price perception has a significant effect on consumer purchase intentions. Price has a positive effect on customer satisfaction, which then has an impact on customer loyalty. This study confirms that price plays an important role in influencing consumer purchasing decisions and ultimately increasing sales.

Price is an indicator of value for consumers. Prices that are considered reasonable and commensurate with product quality will drive purchasing decisions. When consumers feel they are getting value for the price they pay, they are more likely to make a purchase. Increased purchasing decisions directly contribute to increased sales volume. Therefore, a pricing strategy that takes into account consumer value perceptions is essential to drive purchasing decisions and increase sales.

CONCLUSION

The results of the study indicate that among the marketing mix elements, only price (X2) has a significant influence on purchasing decisions (M), while product (X1), place (X3), and promotion (X4) do not show a significant influence. In testing for sales increase (Y), only promotion (X4) has a significant influence, while product (X1), price (X2), and place (X3) do not provide a significant direct contribution.

In addition, purchasing decisions (M) are proven to have a significant influence on sales increase (Y), which confirms its role as a mediating variable. The indirect path analysis shows that only price (X2) affects sales increase (Y) through purchasing decisions (M), while the mediating paths for product (X1), place (X3), and promotion (X4) are not significant. These findings emphasize the importance of the right pricing strategy to influence purchasing decisions and increase sales, while other elements in the marketing mix need to be optimized to be more effective in supporting marketing objectives.

LIMITATION

This study has several limitations that need to be considered. The scope of variables used is limited to marketing mix elements (product, price, place, promotion) as independent variables, purchasing decisions as mediating variables, and sales growth as dependent variables. This approach has not considered other external variables, such as market conditions, consumer trends, or competitive factors, which may also affect the results of the study. In addition, data collection was conducted on a specific population and region, so the generalization of research results to other contexts may be limited. Consumer preferences in this research area may differ from other regions, especially in the context of culture, economy, or level of digitalization.

ACKNOWLEDGE

REFERENCES

Abdelhady, M. R. R., Fayed, H. A. K., & Fawzy, N. M. (2019). The Influence of Airlines' Marketing Mix Elements on Passengers' Purchasing Decision Making: The Case of FSCs and LCCs. International Journal of Hospitality & Tourism Systems, 12(2), 1–17.

Adabi, N. (2020). ADDITIONAL MENU FOCUS & SCOPE PUBLICATION ETICS OPEN ACCESS POLICY PEER REVIEW POLICY ARCHIVING RIGHTS AND LICENCES PLAGIARISM & RETRACTION POLICY REPOSITORY POLICY PRIVACY STATEMENT AUTHOR GUIDELINES TEMPLATE GS CITATIONS TABLE STATISTIC Flag Counter USE. Jurnal Manajemen, 12(1), 32–39. https://doi.org/https://doi.org/10.30872/jmmn.v12i1.7259

Ainun, M. B., & Sari, T. A. M. (2024). The Influence of CEO Characteristics on the Corporate Governance Index (CGI) with Corporate Secretary Characteristics as a Moderating Variable. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis, 12(1), 1027-1036.

Amelia, L. R., Kusumawati, A., & Mawardi, M. K. (2015). The influence of marketing mix variables on purchase decision and customer satisfaction (Case study of customer of Vitiara rent car malang). Jurnal Administrasi Bisnis, 28(2), 1–10.

Anisimova, T. (2016). Integrating Multiple Factors Affecting Consumer Behavior Toward Organic Foods: The Role of Healthism, Hedonism, and Trust in Consumer Purchase Intentions of Organic Foods. Journal of Food Products Marketing, 22(7), 809–823. https://doi.org/10.1080/10454446.2015.1121429

Arifuddin, A., Alimudin, F., & Darmawansah, D. (2023). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Sepeda Motor Honda Beat. Manajemen Dan Kewirausahaan, 4(1), 41–52.

Basil, G., Etuk, E., & Ebitu, E. T. (2013). The Marketing Mix Element Choice of Made-In-Nigeria Shoes in Cross River State. Marketing, 5(6), 141–147.

Domina, T., Lee, S.-E., & MacGillivray, M. (2012). Understanding factors affecting consumer intention to shop in a virtual world. Journal of Retailing and Consumer Services, 19(6), 613–620. https://doi.org/10.1016/j.jretconser.2012.08.001

Fared, A., Darmawan, D., & Khairi, M. (2021). Contribution of E-Service Quality to Repurchase Intention with Mediation of Customer Satisfaction: Study of Online Shopping Through Marketplace. Journal of Marketing and Business Research, 1(2), 93–106. https://doi.org/https://doi.org/10.56348/mark.v1i2.37

Galli, B. J., & Kaviani, M. A. (2018). The Impacts of Risk on Deploying and Sustaining Lean Six Sigma Initiatives. International Journal of Risk and Contingency Management, 7(1), 46–70. https://doi.org/10.4018/IJRCM.2018010104

Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh harga terhadap keputusan pembelian konsumen di Toko Pelita Jaya Buyungon Amurang. Productivity, 2(1), 69–72.

Hanaysha, J. R. (2018). Customer retention and the mediating role of perceived value in retail industry. World Journal of Entrepreneurship, Management and Sustainable Development, 14(1), 2–24. https://doi.org/10.1108/WJEMSD-06-2017-0035

Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021). Importance of Marketing Mix Elements in Determining Consumer Purchase Decision in the Retail Market. International Journal of Service Science, Management, Engineering, and Technology, 12(6), 56–72. https://doi.org/10.4018/IJSSMET.2021110104

Hanifah, P. (2022). Pengaruh BA Uran Pemasaran 4P Terhadap Keputusan Pembelian (Studi Kasus pada Toko UD. Rencana Baru).

Hoyer, W. D., & Krohmer, H. (2020). The retirement planning crisis: finding a way out with a consumer behavior perspective. In Continuing to broaden the marketing concept (Vol. 17, pp. 77–85). Emerald Publishing Limited.

Ibrahim, M., Abdallahamed, S., & Adam, D. R. (2018). Service Recovery, Perceived Fairness, and Customer Satisfaction in the Telecoms Sector in Ghana. International Journal of Service Science, Management, Engineering, and Technology, 9(4), 73–89. https://doi.org/10.4018/IJSSMET.2018100105

Kemarauwana, M., Khayru, R. K., & Issalillah, F. (2022). UPAYA PENCITRAAN APOTEK DAN KERAGAMAN PRODUK UNTUK MENINGKATKAN PENJUALAN MELALUI KEPUTUSAN PEMBELIAN. Jurnal Ilmiah Satyagraha, 5(2), 56–66. https://doi.org/10.47532/jis.v5i2.479

Kim, J.-H., Kim, M., & Lennon, S. J. (2018). E-Service Performance of Apparel E-Retailing Websites: A Longitudinal Assessment. International Journal of Service Science, Management, Engineering, and Technology, 9(1), 1–17. https://doi.org/DOI: 10.4018/IJSSMET.2018010103

Kotler, P., & Armstrong, G. (2014). Principle of Marketing, 15th edition. Pearson Prentice Hall.

Kotler, P., & Keller, K. L. (2016). Manajemen Pemasaran Edisi 12 Jilid 1 & 2. PT. Indeks.

Kurniawan, B., Dwi, A., & Respatinigsih, H. (2021). Analisis Kinerja Pemasaran Dalam Meningkatkan Volume Penjualan Melalui Bauran Promosi. Jurnal Manajemen Dan Bisnis, 17.

Listyowati, E. A., Suryantini, A., & Irham, I. (2020). Faktor-Faktor yang Mempengaruhi Niat dan Keputusan Konsumen Membeli Sayuran dan Buah Secara Online. Jurnal Kawistara, 10(1), 66–76.

Liyanto, L., & Ainun, M. B. (2024). Pengaruh Popularitas Media Sosial Perusahaan Terhadap Asimetri Informasi pada Perusahaan LQ45. Owner: Riset Dan Jurnal Akuntansi, 8(3), 2879–2890.

Nurakhmawati, R., Purnamawati, A., & Fahmi, I. (2022). Pengaruh kualitas pelayanan e-commerce shopee terhadap kepuasan pelanggan melalui keputusan pembelian.

Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online purchase return policy leniency and purchase decision: Mediating role of consumer trust. Journal of Retailing and Consumer Services, 41, 190–200. https://doi.org/10.1016/j.jretconser.2017.12.007

Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the internet. Psychology and Marketing, 20(2), 99–121. https://doi.org/10.1002/mar.10062

Poluan, F. M. A., Mandey, S., & Ogi, I. W. J. (2019). Strategi Marketing Mix Dalam Meningkatkan Volume Penjualan (Studi Pada Minuman Kesehatan Instant Alvero). Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 7(3).

Purwanto, E. (2023). PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN SPONTAN. Journal MISSY (Management and Business Strategy), 4(1), 77–83.

Sakir, S., Lantara, N. F., & Umar, N. A. (2024). Pengaruh Bauran Pemasaran terhadap Peningkatan Volume Penjualan Agen LPG NPSO PT. Pertamina Patra Niaga Wilayah Kota Makassar. Innovative: Journal Of Social Science Research, 4(2), 3015–3030.

Shamsher, R. (2016). Store image and its impact on consumer behaviour. Elk Asia Pacific Journal of Marketing and Retail Management, 7(2), 1–27.

Sipayung, M. L., & Sinaga, A. H. (2017). Marketing Mix Effect and Quality Product Purchase Decision on Rice Pandaraman in South Tapanuli Region. IOSR Journal of Business and Management, 19(3), 85–89.

Sukaningsih, P. A. (2022). Pengaruh Digital Marketing dan Kualitas Produk Terhadap Keputusan Pembelian Produk Iphone (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surakarta Yang Menggunakan Iphone). Universitas Muhammadiyah Surakarta.

Tendai, M., & Crispen, C. (2009). In-store shopping environment and impulsive buying. African Journal of Marketing Management, 1(4), 102–108.

Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online retailing across e-channels and e-channel touchpoints: Empirical studies of consumer behavior in the multichannel e-commerce environment. Journal of Business Research, 107, 256–270. https://doi.org/10.1016/j.jbusres.2018.10.048

Wahyuni, S. E., Hasnidar, H., & Irwan, A. M. (2022). Analisis Strategi Bauran Pemasaran Dalam Meningkatkan Volume Penjualan Bedak Dingin di Kabupaten Wajo. Jurnal Mirai Management, 7(3), 192–202.

Wicaksono, I. F., Handini, Y. D., & Wahyudi, E. (n.d.). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian pada Toko Pertanian Ganesha.

Yakup, D., & Jablonsk, S. (2012). Integrated approach to factors affecting consumers purchase behavior in poland and an empirical study. Global Journal of Management and Business Research, 12(15), 60–87.

Yusnita, N., Hendana, D., Sulistiyo, A., & Permana, H. (2024). Pengembangan Platform E-commerce dan Konten Media Sosial untuk Memperluas Jangkauan Pemasaran UMKM Keripik Pisang (Tiens Banana Chips) di Kabupaten Subang. Jurnal Pengabdian Tangerang Selatan [JURANTAS], 2(3), 200–210.