

THE INFLUENCE OF MARKETING MIX ON THE PURCHASE DECISION OF MOBILE JAMU SELLERS IN MERANTI DISTRICT, ASAHAN REGENCY (Case Study: Mrs. Mamy's Herbal Medicine Business)

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Abstract

This research was conducted in Meranti District, Asahan Regency, focusing on the mobile herbal medicine business of Mrs. Mamy in June 2024. To meet consumer needs, Mrs. Mamy's mobile herbal medicine business must consider the four marketing mix elements: product, price, promotion, and place. These elements interrelate and impact consumer purchasing decisions for Mrs. Mamy's mobile herbal medicine. The method used was Multiple Linear Regression with SPSS 29. The resulting multiple linear regression equation from the study is $Y = 20.511 + 0.003X_1 - 0.314X_2 + 0.300X_3 - 0.129X_4$. The F-test results show that the variables product, price, promotion, and place significantly affect consumer purchasing decisions with an F-value of 3.290 and a significance level of $0.019 < 0.05$. The t-test results indicate that the price and promotion variables positively and significantly influence consumer purchasing decisions with a significance level of $0.021 < 0.05$. In contrast, the product and place variables do not significantly influence consumer purchasing decisions, as their significance values are greater than the alpha level of 0.05.

Keywords: *herbal medicine, product, price, promotion, place*

1. INTRODUCTION

Agroindustry plays an important role in processing agricultural products into various consumer goods that contribute to the economy and provide employment. One of the agroindustry that produces ready-to-consume products is jamu, a traditional Indonesian medicine made from medicinal plants. Jamu has become an inseparable part of Indonesian culture, passed down from generation to generation as a medicine that is believed to be able to cure various diseases and improve health. As a product, herbal medicine has a unique position between traditional and modern medicine, with large companies such as PT Sidomuncul and PT Air Mancur dominating the market through mass production using advanced technology.

Although industrial herbal medicine production has grown rapidly, traditional methods of making and selling herbal medicine have persisted, especially in rural areas. In Meranti District, Asahan Regency, herbal medicine sellers like Ibu Mamy continue to operate using traditional techniques. Traveling herbal medicine sellers, who move from one place to another using motorbikes, provide health solutions that are easily accessible to the wider community, especially in densely populated residential areas and traditional markets. The marketing mix elements of product, price, promotion, and location are important factors in running this business. The herbal medicine products offered by Ibu Mamy include a variety of traditional drinks such as turmeric and tamarind, ginger sugar, sambiroto, rice kencur, and betel water. These products are made from natural ingredients without preservatives, so that their quality and health benefits are maintained.

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2. LITERATURE AND THEORETICAL REVIEW

Marketing mix is a combination of four main factors, namely product, price, promotion, and distribution. The interaction between the four elements of the marketing mix influences each other, so it is important to design marketing policies that aim to create effective services and satisfy consumers. In other words, the variables in the marketing mix support each other, and companies need to combine them to achieve the desired response in the target market (Johar, 2013).

Agroindustry comes from two words agricultural and industry which means an industry that uses agricultural products as its main raw material or an industry that produces a product that is used as a means or input in agricultural businesses. The definition of agroindustry can be described as an agroindustry activity that utilize agricultural products as raw materials, design and provide equipment and services for these activities (Marsudi, 2013).

Traditional herbal medicine according to the Minister of Health Regulation No. 003/Menkes/Per/I/2010 is a material or concoction of materials in the form of plants, animal materials, mineral materials, serial preparations (generic), or a mixture of these materials that have been used for generations for treatment based on experience and can be applied in accordance with the norms prevailing in society (Biofarmaka IPB, 2013). According to Setiadi (2003) in (Sangadji & Sopiah 2013) purchasing decisions are an integration process that combines attitudes and knowledge to evaluate two or more alternative behaviors, and choose one of them.

3. IMPLEMENTATION METHOD

The location selection was conducted at Ibu Mamy's mobile herbal medicine business in Meranti District, Asahan Regency. The object of this study was buyers (consumers) who bought Ibu Mamy's mobile herbal medicine. The data used in this study were primary and secondary data. Primary data were obtained from a direct survey of Ibu Mamy as a mobile herbal medicine business actor. The survey was conducted by distributing questionnaires designed to collect information related to variables that were suspected of influencing the mobile herbal medicine business.

The sampling technique was carried out by chance (accidental sampling). The number of samples in this study was 50 consumers as samples, in accordance with Hair's theory (1998), which states that determining the number of unknown populations is recommended to be more than 30 samples. The data analysis method used is multiple linear regression. Multiple linear regression was chosen because it is able to explain the relationship between the dependent variable and more than one independent variable, which is very relevant in analyzing the factors that influence the income of Ibu Mamy's Mobile Herbal Medicine business in Meranti District, Asahan Regency.

In this study there are four variables, namely product, price, promotion, and distribution. All of these variables are analyzed using an ordinal scale as a measure. for all indicators on each variable in the study. The assessment scores are:

1. Strongly agree (SS) is given a score of 4
2. Agree (S) is given a score of 3
3. Disagree (TS) is given a score of 2
4. Strongly disagree (STS) is scored 1

Data analysis in this study used several tests, namely:

1. Instrument Testing
 - a. Validity Test



- b. Reliability Test.
- 2. Classical Assumption Testing
 - a. Normality Test
 - b. Multicollinearity Test
 - c. Heteroscedasticity Test
- 3. Multiple Linear Regression Analysis Test
- 4. Hypothesis Testing
 - a. Coefficient of Determination
 - b. Simultaneous F Test
 - c. Partial t-Test

4. RESULTS AND DISCUSSION

The research that has been conducted on the herbal medicine business owned by Mrs. Mamy in Meranti District, Asahan Regency with a total of 50 respondents, the researcher obtained a picture of the profile of the research respondents which was described based on age, gender and level of education.

Table 1. Characteristics Based on Gender

Description	Amount	Percentage
Gender		
Man	21	42%
Woman	29	58%
Age		
12-25	8	16%
26-45	17	34%
46-65	20	40%
> 65	5	10%
Level of education		
SD	13	26%
JUNIOR HIGH SCHOOL	14	28%
SENIOR HIGH SCHOOL	21	42%
S1	2	4%

Source: Primary Data, (processed) 2024

Based on this general description of the respondents, it is expected that the statements answered by the respondents represent and can describe the actual situation.

4.1 Instrument Test

1. Validity Test

The results of the validity test are determined based on the value of $r_{count} \geq r_{table}$, r_{table} pearson for significance 0.05 and with a 2-sided test for N of 50 is 0.279. The results of the validity test in this study indicate that of all statement items, none of the r_{count} values of all items are lower than 0.279, meaning $r_{count} \geq r_{table}$ so that it can be considered valid for all items in this variable.

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2. Reliability Test

A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable over time. The technique used is Cronbach alpha and to determine whether an instrument is reliable or not, the Alpha value limit of 0.60 can be used. The results of the reliability test of five variables, namely product (X1), price (X2), promotion (X3), place (X4) and consumer purchasing decisions (Y) show that the Cronbach alpha value of the product variable is 0.608, meaning it is acceptable. The second variable, namely price, also shows a value Cronbach's alpha 0.634, meaning acceptable. The third variable is promotion which has a Cronbach alpha value of 0.639, meaning acceptable. The fourth variable is place shows a Cronbach alpha value of 0.654, meaning acceptable and the fifth variable is consumer purchasing decisions has a Cronbach alpha value of 0.664, meaning acceptable. The output showing the Cronbach alpha value shows that all Cronbach alpha values of the five variables have entered a reliable condition.

4.2 Classical Assumption Test

1. Normality Test

The normality test is used to test whether in the regression model, the data used has a normal distribution or not. In the image below, it can be seen that the data is normally distributed, because the data is spread around the diagonal line and follows the direction of the diagonal line.

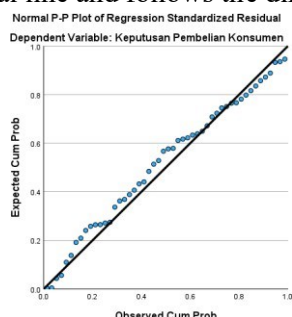


Figure 1. P-Plot Normality Test

In addition, for the Kolmogorov smirnov test it is known that the Sig. value of 0.200 is greater than 0.05. So according to the basis of decision making that the regression model is normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine the existence of a perfect or near-perfect correlation between independent variables in the regression model. This test can be seen from the VIF value ≤ 10 and tolerance ≥ 0.10 , then there is no multicollinearity occurs.

Table 2. Multicollinearity Test

Variables	Tolerance	VIF
Product	0.948	1,055
Price	0.793	1,261
Promotion	0.919	1,088
Place	0.814	1,229

Source: SPSS Output 29

Based on Table 2, it can be seen that each variable has a tolerance value. > 0.1 and VIF value < 10. Therefore, it can be concluded that the regression model does not experience multicollinearity problems.

3. Heteroscedasticity Test

Aims to test whether in the regression model there is inequality of variance from one observation residual to another observation. The heteroscedasticity test can be seen through the scatterplot graph whose points are spread out and do not form a pattern.

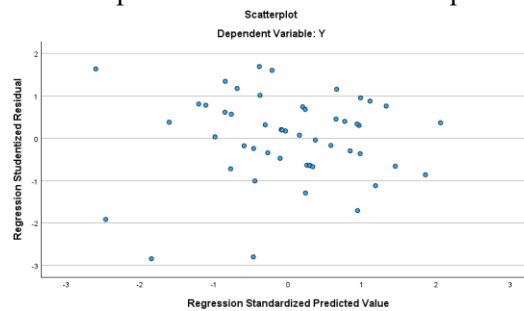


Figure 2. Heteroscedasticity Test

Based on the image above, it can be seen that the points are randomly distributed without forming a particular pattern. The points are also distributed both above and below the number zero on the Y axis. Thus, it can be concluded that the regression model used does not experience heteroscedasticity. And based on the glejser test, it is known that the Sig. value is greater than 0.05 indicating that there is no heteroscedasticity problem.

4.3 Multiple Linear Regression Test

Multiple linear regression analysis refers to the linear relationship between two or more independent variables with a dependent variable. The main objective is to determine the direction (positive or negative) of the relationship between product, price, promotion, and place variables to consumer purchasing decision variables.

Table 3. Results of multiple linear regression test analysis

Variables	Coefficient	Thitung	Sig.t
(constant)	20,511	6,479	0.001
Product (X ₁)	0.003	0.021	0.984
Price (X ₂)	-0.314	-2,397	0.021
Promotion (X ₃)	0.300	2.394	0.021
Place (X ₄)	-0.129	-1.061	0.295
R Square = 0.226			
F count = 3.290			
Sig.F = 0.019			

Source: SPSS Output 29

From the analysis results in Table 13, the multiple linear regression equation can be seen as follows:

$$Y = 20,511 + 0.003X_1 - 0.314X_2 + 0.300X_3 - 0.129X_4$$

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4.4 Hypothesis Analysis

1. Coefficient of determination test

The coefficient of determination (R Square) is used to determine how much influence the independent variables have on the dependent variables. Based on the results of Table 3, it can be concluded that the independent variables, namely the marketing mix (product, price, promotion and place) affect the dependent variable (consumer purchasing decisions) by 22.6%, while the remaining 77.4% of consumer purchasing decisions are influenced by other independent variables outside the model.

2. Simultaneous Test (F Test)

The F test aims to show whether all the independent variables included in this research have a joint influence on the decision consumer purchases. The test criteria are if the Sig value > 0.05 means that the independent variable does not affect the independent variable and vice versa.

In Table 3, it can be seen that the sig. value is $0.019 < 0.05$, so it can be said that the product (X_1), price (X_2), promotion (X_3) and place (X_4) have a joint influence on consumer purchasing decisions (Y) in Ibu Mamy's mobile herbal medicine business.

3. Partial Test (t-Test)

The t-test aims to test the influence of each independent variable, namely product quality, promotion, and price, on the dependent variable, namely the purchasing decision of Ibu Mamy's mobile herbal medicine consumers. Based on the results of Table 13, it can be concluded as follows:

1) The Influence of Product (X_1) on Consumer Purchasing Decisions

The results of the data analysis show that partially the product does not have a significant effect on consumer purchasing decisions as evidenced by a significant value greater than alpha ($0.984 > 0.05$). The coefficient value of the product variable is 0.003 indicating that every 1 unit increase in the mobile herbal medicine product (X_1) will increase consumer purchasing decisions (Y) by 0.003 units.

This can be interpreted that the ups and downs of purchasing decisions of mobile herbal medicine consumers are not influenced by the quality of the products offered. Consumers believe that Ibu Mamy's mobile herbal medicine products are guaranteed in terms of quality, starting from cleanliness, taste and variants of mobile herbal medicine products. This study is in line with that conducted by Cahyaningrum et al. (2021) which stated that product variables were proven to have no significant influence on purchasing decisions on herbal medicine produced by the Jati Husada Mulya group.

2) The Influence of Price (X_2) on Consumer Purchasing Decisions

The results of data analysis show that partially price has a significant negative effect on consumer purchasing decisions as evidenced by a significant value smaller than alpha ($0.021 < 0.05$). The coefficient value of the price variable is -0.314 indicating that for every 1 unit increase in the price of herbal medicine (X_2), consumer purchasing decisions (Y) will decrease by 0.314 units.

Overall, it can be concluded that price has a significant negative influence on consumer purchasing decisions. This means that the higher the price, the lower the likelihood of consumers

to make a purchase. This study is in line with that conducted by Abubakar (2005) which stated that there is a significant influence between the price variable and the consumer purchasing decision variable on herbal medicine in Banda Aceh.

3) The Influence of Promotion (X_3) on Consumer Purchasing Decisions

The results of data analysis show that partially promotion has a significant positive effect on consumer purchasing decisions as evidenced by a significant value smaller than alpha ($0.021 < 0.05$). The coefficient value of the promotion variable is 0.300 indicating that for every 1 unit increase in mobile herbal medicine promotion (X_3), consumer purchasing decisions (Y) will increase by 0.300 score units.

The results of the analysis show that promotion has a significant influence on consumer purchasing decisions. This means that promotional activities are effective in encouraging consumers to buy herbal medicine. Meanwhile, currently, promotion in Ibu Mamy's mobile herbal medicine business is still not optimal. This is due to Ibu Mamy's lack of knowledge on how to carry out structured promotions to attract consumer interest. This study is in line with that conducted by Rizki (2008) who stated that promotional variables have a significant influence on purchasing decisions for Tolak Angin Sido Muncul herbal medicine in East Jakarta.

4) The Influence of Place (X_4) on Consumer Purchasing Decisions

The results of the data analysis show that partially the place does not have a significant effect on consumer purchasing decisions as evidenced by a significant value greater than alpha ($0.295 > 0.05$). The coefficient value of the place variable is -0.129 indicating that every move in place (X_4) of a non-strategic herbal medicine shop will decrease consumer purchasing decisions (Y) by 0.129 units.

This happens because the mobile herbal medicine business has the flexibility to sell in various places/locations, which makes it easier for consumers to access products without having to go to a fixed place. In addition, consumers may focus more on the quality of the herbal medicine sold by Ibu Mamy than the place of sale. If the herbal medicine sold is always of high quality, consumers tend to buy the product wherever it is located. A good reputation and customer loyalty towards Ibu Mamy can also make consumers continue to buy her products even though the place of sale changes. Consumers who are satisfied with the product tend to follow trusted sellers without paying too much attention to the place/location. This study is in line with that conducted by Rahmawati (2019) which stated that the place/location variable was proven to have no significant influence on consumer buying interest in cheap light shops.

5. CONCLUSION

1. To the traveling herbal medicine producers, with a focus on price and promotion as key factors influencing consumer purchasing decisions, it is expected that Mrs. Mamy can improve her business performance by keeping prices flexible, increasing structured promotional activities, namely by implementing creative and attractive promotional strategies, such as providing discounts, coupons, or product bundling and conducting promotions through social media. With this, it is expected that Mrs. Mamy can strengthen her market position and increase customer loyalty in the future.
2. For further researchers, it is hoped that they can conduct research with variables outside the variables studied in order to obtain varied results that can influence consumer purchasing decisions.

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