ANALYSIS OF THE INFLUENCE OF ATOM PEANUT PRODUCT MARKETING STRATEGY ON PURCHASE DECISION OF SMALL AND MEDIUM ENTERPRISES (SMEs)
(Study at CV Ud Sanjaya in Natar, South Lampung)

Agung Syawal Saputra[1] M.Oktaviannur[2]
[1,2] Universitas Bandar Lampung, Indonesia
E-mail : agung.21121037@student.ubl.ac.id[1] , oktavianur@ubl.ac.id[2] ,

ABSTRACT

The purpose of this research is to examine how the 7P marketing mix strategy (product, price, promotion, place, people, process, and physical evidence) impacts consumer decisions to purchase peanuts at CV UD Sanjaya in Natar, South Lampung. This study uses a quantitative approach that combines descriptive and verificative techniques, along with purposive sampling for a sample of 100 respondents. Data were analyzed using multiple linear regression after questionnaires were collected from November to December 2024. With an R Square value of 0.855, this study's findings demonstrate that all seven Ps of the marketing mix significantly impact consumers' decisions to buy, indicating that the independent variables are responsible for 85.5% of the variation in purchasing decisions. Partially, all dimensions of the marketing mix show a significant influence with a significance value of < 0.05, where Physical Evidence has the strongest influence (β = 0.540). This study provides practical implications for the development of SME marketing strategies and suggests the importance of an integrated marketing approach that considers all the elements of the marketing mix to enhance consumer purchasing decisions.

Keywords: Marketing Mix, SMEs, Purchase Decision, Marketing Strategy, Atom Peanuts

INTRODUCTION

As the foundation of the populace's economic system, small and medium-sized businesses (SMEs) play a crucial role in Indonesia's economic development. This sector not only contributes to reducing income inequality and poverty alleviation but also has a significant impact on employment. In Lampung Province in 2023, the MSME sector is dominated by micro-enterprises, with a contribution of 99.5% (490,521 units), followed by small enterprises (2,202 units) and medium enterprises (263 units).

CV Ud Sanjaya, an SMEs that focuses on the production of snack foods, especially peanuts, faces challenges in optimizing its marketing strategy amid increasingly fierce market competition. Although the company has Household Food Industry (PIRT) standards and offers quality products at competitive prices, sales data show fluctuations, particularly from June to August 2024.

According to Kotler and Armstrong (2014:158), consumer buying behavior is a crucial factor that influences the success of marketing strategies. Meanwhile, Maria and Anshori (2013:1) emphasize that product quality is one of the main components that affect consumer satisfaction. In this context, effective marketing strategies have become increasingly important given the current technological era that allows broad access to product information through the Internet.

The purpose of this study is to assess how the marketing mix, which includes product, price, promotion, distribution, human resources, process, and tangible evidence, affects CV purchasing decisions. A specific focus is placed on atom peanut products as one of the company's flagship products. The research results are expected to provide practical contributions to the development of SME marketing strategies and enrich the academic literature in the field of marketing management.

LITERATURE REVIEW

For small and medium-sized businesses (SMEs) to succeed in the face of escalating competition, a thorough understanding of marketing tactics and consumer behavior is essential. A thorough literature review

of the main ideas pertinent to this study is provided below:

According to the American Marketing Association (AMA), pemasaran comprises a variety of organizational activities that aid in creating, communicating, and conveying information to customers, as well as fostering relationships with customers who support businesses and pemangku kepentingan (Kotler dan Keller, 2009). The evolution of the Pemasaran concept suggests a shift from a cautious approach to product sales to a more strategic and customer-focused approach.

Marketing Mix (7P)

The marketing mix is a strategic instrument consisting of seven integrated elements (7P):

a) Product: Anything that can satisfy needs or desires and is offered for sale to garner interest, be purchased, used, or consumed (Kotler and Armstrong, 2010).

b) Price comprises the price paid for a good or service.

c) Promotion: Communicating product information, building consumer perceptions, adding value, and controlling sales volumes.

d) Place: The organizational system and process that ensure product availability for consumers.

e) People: Includes all actors involved in service delivery.

f) Process: Mechanisms and activity flows in service delivery.

g) Physical Evidence: Tangible elements that support service delivery.

Consumer Behavior and Purchase Decision

The consumer decision-making process includes five main stages:

a) Need recognition

b) Information search

c) Alternative evaluation

d) Purchase decision

e) Post-purchase behavior

Figure 1. Consumer Behavior Model
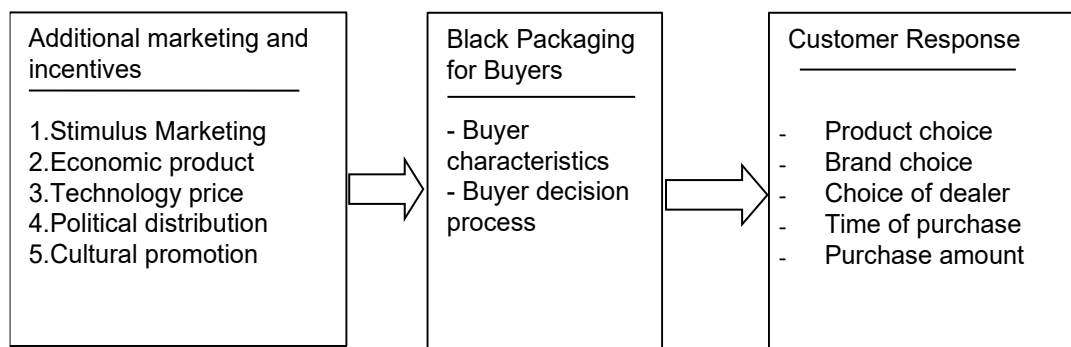
Source: *Kotler dan Amstrong(2008)*

The four P's of the marketing stimuli are product, price, distribution (location), and promotion. Buyers' environmental factors, including technology, finance, politics, and culture, are other stimuli. Buyers put all of these inputs into a black box, where they are converted into a set of discernible buyer responses: brand, time, and quantity purchased.

Research Hypothesis

Marketing stimuli, including product, price, place, and promotion are the four Ps of marketing. Other buyer environmental factors such as technology, finance, politics, and culture are other stimuli. Buyers put all of these inputs into a "black box," where they are converted into a set of buyer responses that can be observed: brand choice, purchase timing, and purchase amount.

The research hypotheses are as follows:

H1: Product has an effect on Purchase Decision.

H2: Price has an effect on Purchase Decision.

H3: Promotion has an effect on Purchase Decision.

H4: Place has an effect on Purchase Decision.

H5: People have an effect on Purchase Decision.

H6: Process has an effect on Purchase Decision.
H7: Physical Evidence has an effect on Purchase Decision.

Figure 2. Conceptual Framework
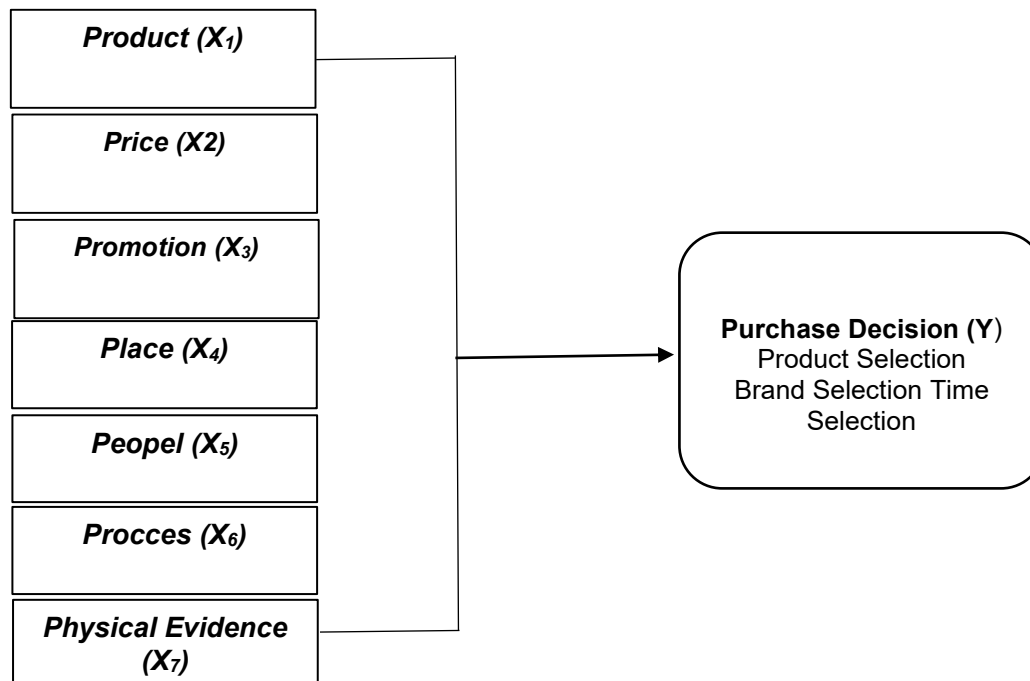
Source: Data processed by researchers, 2024

The conceptual research model illustrates the connection between the dependent variable of purchasing decisions and independent variables of the seven components of the marketing mix (7P). Contextual elements, such as consumer traits and market conditions, moderate this relationship.

METHODOLOGY

This study combined descriptive and verifiable research methods. Verifiable research seeks to test the hypotheses developed, whereas descriptive research describes the state of the research object..

Research Object

This study focuses on the impact of 7Ps (Product, Price, Promotion, Place, People, Process, and Physical Evidence) on consumer purchasing decisions. Customers who bought goods from UD Sanjaya in Bandar Lampung City comprised the study's respondents.

Data Types and Sources

- Primary Data: Data were obtained directly from respondents through questionnaires, covering opinions, attitudes, and experiences related to the research variables.
- Secondary Data: Data obtained from previous publications, such as journals, books, and online sources.

Population and Sample

All customers who purchased UD Sanjaya products constituted the study population. Because the opulation size was unknown, purposive sampling was used. The sample size was set at 100 respondents, using the Slovin formula for an unlimited population.

RESEARCH RESULTS AND DISCUSSION

This study examines how the decisions to purchase UD Sanjaya Atomic Bean products in Bandar Lampung are influenced by the 7P marketing mix. Between November 29 and December 5, 2024, 100 respondents completed the questionnaires to gather data.

Qualities of Respondents.

According to the findings, women comprised the majority of responders (54.2%), with a dominant age group of 17-21 years (38%). Most of the respondents were students (41%) and private employees (21%). The

product purchase rate was very high, with 91.9% of the respondents having purchased UD Sanjaya Atomic Bean products.

Validity and Reliability Analysis

The validity of the research instrument is demonstrated by the validity test, which shows that every question item has an r-count value greater than the r-table (0.195). According to the reliability test, the research instrument is dependable if Cronbach's alpha value for each variable is greater than 0.50.

Table 1
Reliability Test Results (n = 100)

Variabel	Croanbach's Alpha	Keterangan
X1 Product	0.873	Reliabel
X2 Price	0.887	Reliabel
X3 Promotion	0.879	Reliabel
X4 Place	0.874	Reliabel
X5 People	0.894	Reliabel
X6 Procces	0.886	Reliabel
X7 Physical evindence	0.877	Reliabel
Y Keputusan Pembelian	0.875	Reliabel

Source: Data processed by researchers, 2024

Normality Test

The goal of normality analysis is to determine swether data are normally. In this study, normality was ascertained using the Kolmogorov-Smirnov method. The results show that the respondent data are normally distributed and not statistically significant. This is essential to guarantee the accuracy of statistical analysis.

Table 2
Kolmogrov-Smirnov Calculation Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			30
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.79102095
Most Extreme Differences	Absolute		.122
	Positive		.075
	Negative		-.122
Test Statistic			.122
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.290
	99% Confidence Interval	Lower Bound	.278
		Upper Bound	.302
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.			

Source: Data processed by researchers, 2024

The data is normally distributed, according to the table above, which shows the Kolmogorov-Sminov Asymp

Sig. (2-tailed) of 0.200 (>0.05).
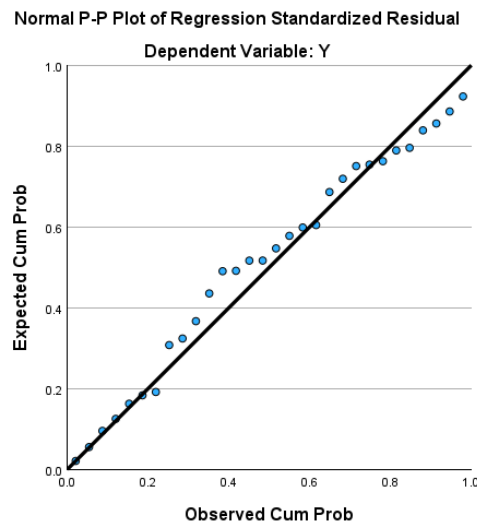The following is a normality graph:

Figure 3
Normality Test Results – Grafik Normalitas P-Plot

Regression Analysis and Hypothesis Testing
Using this regression, we can observe how moderator variables can either positively or negatively impact the relationship between independent and dependent variables. Moderator variables have the ability to either strengthen or weaken the relationship between the independent and dependent variables.

Figure 4
Moderator Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.364	1.375		-.265	.793
	X1	-3.192E-5	.143	.000	.000	1.000
	X2	.081	.266	.047	.305	.763
	X3	.073	.137	.102	.538	.596
	X4	.093	.085	.174	1.091	.287
	X5	.223	.142	.209	1.568	.131
	X6	-.061	.152	-.068	-.403	.690
	X7	.540	.145	.594	3.713	.001

a. Dependent Variable: Y

▸ *Source: Data processed by researchers, 2024*

The regression model produces the equation:

$$Y = -0.364 - 3.192X_1 + 0.081X_2 + 0.073X_3 + 0.093X_4 + 0.223X_5 - 0.061X_6 + 0.540X_7 + e$$

The 7P Marketing Mix dimensions have a positive impact on purchasing decisions according to the regression analysis:
  a) Product (X1): The regression coefficient ($\beta = -3.192$) indicates that good product quality has a positive effect on purchasing decisions.
  b) Price (X2): The coefficient ($\beta = 0.081$) indicates that appropriate pricing increases the attractiveness of purchases.
  c) Promotion (X3): The coefficient ($\beta = 0.073$) indicates that effective promotion attracts consumer interest.
  d) Place (X4): The coefficient ($\beta = 0.093$) indicates that strategic distribution channels facilitate access and increase purchasing decisions.
  e) People (X5) Coefficient ($\beta = 0.223$) indicates that good service from human resources contributes to

purchasing decisions.

f) Process (X6): The coefficient ($\beta = -0.061$) indicates that efficient procedures can increase attractiveness, although the influence is less significant.

g) Physical Evidence (X7): Physical evidence and supporting environments have a significant impact on purchasing decisions, according to the coefficient ($\beta = 0.540$).

Test F

To ascertain whether the variables under investigation had a high degree of potential to explain the phenomenon under study, a feasibility tes of the regression model was conducted. The regression model testing is presented using the F-test, where the calculation results are as follows:

Figure 5
Model Feasibility Testing Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.781	7	1.826	18.927	<.001[b]
	Residual	8.875	92	.096		
	Total	21.657	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X7, X5, X2, X6, X3, X4, X1						

ANOVA (UJI F)[a]

Source: Data processed by researchers, 2024

The purpose of the regression model feasibility test is to ascertain whether the variables under investigation have a high degree of potential to explain the phenomenon under study. The significance value was 0.001, which is less than α (0.05), according to the F-test computation. This suggests that the independent variables used to explain whether product, price, promotion, place, people, process, and physical evidence involvement can affect consumer purchasing decisions are product (X1), price (X2), promotion (X3), place (X4), people (X5), process (X6), and purchase decisions (Y).

Coefficient of Determination

Figure 6
Determination Coefficient Analysis
ResultsModel Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925[a]	.855	.809	.908
a. Predictors: (Constant), X7, X5, X2, X4, X1, X6, X3				
b. Dependent Variable: Y				

Source: Data processed by researchers, 2024

Using the coefficient of determination, this study examines how the 7P marketing mix affects consumers' choices. With an R Square value of 0.855, the findings of the analysis indicate that the independent variables account for 85.5% of the variation in purchasing decisions, while other factors influence the remaining 14.5%. In the initial stage of the research, by considering only product quality and price, the initial influence

contribution only reached 10%. After adding the promotion variable, the contribution increases to 10.2%. However, the model's capacity to explain purchasing decisions rose to 85.5% when all independent variables—product quality, price, promotion, distribution, people, process, and tangible evidence—were taken into account.

The Standard Error of the Estimate of 0.908 suggests a low degree of predictive error, and the Adjusted R Square of 0.809 shows that the model is still valid. Every independent variable in this study significantly influences consumers' decisions to buy, suggesting that the 7P marketing mix is a key factor in consumer choices.

Test T

The significance test of individual parameters was intended to test the hypotheses proposed in this study using the t-statistical test with $\alpha = 0.05$, or to use the degree of freedom (df).

The hypothesis statements are:
H1: Product has an effect on Purchase Decision.
H2: Price has an effect on Purchase Decision.
H3: Promotion has an effect on Purchase Decision.
H4: Place has an effect on Purchase Decision.
H5: People have an effect on Purchase Decision.
H6: Process has an effect on Purchase Decision.
H7: Physical Evidence has an effect on Purchase Decision.

The test criteria are:
If t-count ≤ t-table, Ho is accepted and Ha is rejected.
If t-count ≥ t-table, Ho is rejected and Ha is accepted.

The following are the test results:

Table 3
Hypothesis Test

Free Variable	t count	Sig.	Conclusion (<0.05 = accepted)
X1 Product	-0,226	0,024	Reliabel
X2 Price	3,062	0,003	Reliabel
X3 Promotion	1,706	0,047	Reliabel
X4 Place	2,438	0,017	Reliabel
X5 People	-0,022	0,019	Reliabel
X6 Process	0,657	0,029	Reliabel
X7 Physical Evidence	0,261	0,008	Reliabel

Source: Data processed by researchers, 2024

The test results show:
a) Product (X1): Significant influence with sig. value 0.024 < 0.05
b) Price (X2): Significant influence with sig. value 0.003 < 0.05
c) Promotion (X3): Significant influence with sig. value 0.047 < 0.05
d) Place (X4): Significant influence with sig. value 0.017 < 0.05
e) People (X5): Significant influence with sig. value 0.019 < 0.05
f) Process (X6): Significant influence with sig. value 0.029 < 0.05
g) Physical Evidence (X7): Significant influence with sig. value 0.008 < 0.05

CONCLUSIONS

According to this study's findings, consumers' decisions to buy are greatly influenced by the seven Ps of the marketing mix: product, price, promotion, distribution, people, process, and tangible proof. The primary conclusions demonstrate that appealing features and high-quality products influence consumer purchase decisions. Competitive pricing also plays an important role, and effective promotion strategies can increase

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consumer interest. Product accessibility in strategic locations and good service quality can build consumer trust. Efficiency in service processes and the supporting physical environment also contribute to purchasing decisions. Overall, all marketing mix variables have a significant effect, emphasizing the importance of an integrated marketing strategy.

Based on the results, it is recommended that companies conduct research to understand consumer needs and develop innovative products. Pricing must compete with regular market analyses. In the realm of promotion, the use of digital channels and engaging content must be optimized. Expanding distribution networks and integrating e-commerce is crucial for improving accessibility. Investment in employee training will enhance service quality, and designing systematic and responsive service processes can create a positive experience for consumers. Additionally, companies must create a physical environment that supports brand image. This research is expected to enrich the study of marketing management and encourage further research by considering additional variables, so that SMEs can further enhance product attractiveness and drive consumer purchasing decisions.

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