



The influence of marketing mix towards purchase decision of pocari sweat product

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ABSTRACT

Huge competition in the bottled water industry drives the companies to choose the right strategy to apply. The purpose of this research is to evaluate the role of quality of product, price as well as promotion in increasing purchase decision for Pocari Sweat products. Quantitative descriptive has been chosen as research method. Research population was gathered from those consumers who have drink up Pocari Sweat through nonprobability sampling as Sampling method used which obtained 75 respondents. The data was earned from questionnaires results which then proceeded by multiple linear regression analysis as Technical analysis with the assist from SPSS statistics version 26.0 for windows program. And it is found that (1) product quality has no meaning in affecting purchase decision (2) price has significantly positive in affecting purchase decision (3) promotion has significantly positive in Influencing purchasing decision.

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INTRODUCTION

Along with the development of industrial field in Indonesia that lead to the growth of many bottled drinking water factories (AMDK). This tight competition in the bottled water industry, force the companies to implement the right strategy. Therefore, many companies have stood up and provided their latest innovations to captives the consumers. Recently, these bottled drinking water (AMDK) becomes great demand by the public because it is considered as useful and efficient, likewise to Pocari Sweat. Pocari Sweat itself could be define as the first isotonic drink in Indonesia that offers the benefit to avoiding dehydration. The arrival of Pocari Sweat itself was welcomed by consumers due to its diverse from other bottled water. This certainly attracted other companies to creates identical products which contains similar benefits as Pocari Sweat. Referring to Top Brand Index (2023), Pocari Sweat still topping the chart as isotonic drink which achieved highest top brand index value from 2021-2023 with value of 65.10% in 2021, 63.40% in 2022 and in 2023 the figure still superior compared to other isotonic drinks such as Mizone and Hydro Coco which succeeds to occupy second and third positions.

Pocari Sweat was launched in 1980 as beverage product from PT. Amerta Indah Otsuka in form of isotonic drink with various product packaging variants. The role of isotonic drinks in our

body is to replace lost body fluids after daily activities or it can be consumed after done with exercises. Pocari sweat has numerous factors so that its products can develop until now such as product quality, price and its promotions. Quality of Product could be one of factors which affecting purchase decision. Product quality itself could be said as the value which can be offered to consumers (Wiharso et al., 2022). Product quality is one of key that highlighted by the marketers to captivate the consumers. Based on Kotler & Armstrong (2021) product quality could be define as capacity of a product to perform its functions that includes durability, reliability, accuracy, convenient to use and product repair, likewise to other product attributes. Tjiptono (2015) revealed that product quality is the expected quality with various controls in matching with consumer needs. Furthermore, Assuari (2018) argues that quality of product is refers to condiments inside an item that lead to statement if this item are according to its expected purpose. Through the important role of product quality, every company need to selected their level of product quality so it will help to support efforts the increasing in increase purchase decision of a product in its target market. Quoting from an article of Amerta Indah Otsuka (2020), Pocari Sweat has superior product quality, namely natural ingredients, measurable, and without the use of preservatives, artificial sweeteners, soda and caffeine therefore it can be consumed by anyone and at any time to prevent dehydration, so with the advantage of Product quality, it is hope to increase purchase decision.

The second factor that plays a role in influencing purchase decision is price, due to its function as an trade-off rates which can be valued by money or other goods for profits earned from an item or service at certain time and place. Price is a value of money which decides by the company in trade with goods or services in order to satisfy the customer desires. Based on Kotler & Keller (2016), price could be said as total money spent for a product or service or exchange rate in order to use or owning a product or service. Tjiptono (2015) defines that price is the only marketing mix's factor that benefits the company through sales. Meanwhile, elicited from Alma (2017) price itself could be meaning as the value of an item which count by money. In terms of price, Pocari Sweat should be able to provide prices that are competitive with other isotonic drinks, in an efforts to enhance the possibility for customer to buy Pocari Sweat products. Pocari Sweat itself has different price variants based on the size of each package so that it is possible for consumers to buy according to their needs and capacities.

The third factor which plays its role in affecting purchase decision is promotion. Promotion could be said as an attempt to notify or marketing the products or services with aim to attracts potential customers to buy or consume. According to Kotler & Keller (2018) promotion is a way of communication carried out by companies to consumers or target markets with hope to conveying information relates to products/companies so they will attract to buy. According to Tjiptono (2015), promotion is kind of marketing mix which focusing on inform as well as persuade consumers to recognize the brand and product that being promoted. Meanwhile, based on Lupiyoadi (2014) promotion is referring to one of variables in marketing mix that seems crucial for companies to implement in marketing products or services. With this promotions, manufacturers or distributors could expect an increase in sales figures, and includes Pocari Sweat, because doing promotions can increase sales figures which make sales more recognize by the target market. The promotion mix was performed by the use of advertisements in print and electronic media, opening stands at every event sponsored by Pocari Sweat as well as providing sales person to market their products directly to consumers, sponsoring various prestigious events such as the Asian Games and the Sea Games (Amerta Indah Otsuka, 2019). Through these massive promotion mix it is expected to increase the sales figures.

Before the authors conduct this further research, there are several research gaps that link to the matter of influence caused by quality of product, price and promotion towards the decision to purchase. Nahlia & DS (2016), Pratama & Sugiyono (2020) and Putra & Basri (2019) on their research found that product quality is likely to increase purchase decision of person in buying a product. However, research conducted by Laila & Sudarwanto (2018) hinted with different outcomes which

stated that quality of product did not showed its strong affection on purchase decision. Research which conducted by Ismayana & Hayati (2018), and Putra & Basri (2019) found that purchase decision can be enhanced by applying competitive prices but research by Destarini & Prambudi (2020) found the opposite which stated that price has no significant influence on purchase decision. Finally, the research which conducted by Fachmi et al. (2019), Pasaribu et al. (2019), Putra & Basri (2019), Sanjaya (2015), and Simangunsong & Morina (2021) viewed the promotion has positive and significant influence against purchase decision. While Hasbiyadi et al. (2017) found that promotion has no significant influence on purchase decision. Through these phenomena which occurred in the bottled drinking water industry and several studies showing diverse results, the authors aims to explore further relating the influence of marketing mix which in this case are consists of variables of product quality, price as well as promotion that can affecting purchase decision on Pocari Sweat products which in the end is expected to benefitted PT Amerta Indah Otsuka as the company who produces Pocari Sweat.

RESEARCH METHOD

Quantitative descriptive method based on the philosophy of positivity was chosen as the research design to examine the research hypothesis (Arikunto, 2018; Sugiyono, 2019). Product quality, price and promotion were selected as independent variables considering the important role of marketing mix in an industry, while purchase decision has chosen as dependent variable by considering the decline in the Pocari Sweat top brand index in the last 2 years. Research population were consumers who have consumed Pocari Sweat. Sampling technique that applied by the authors in this study is non-probability sampling technique used by accidental sampling. Since the amount population of this research was unknown with certainty by the authors, the method of determining the number of samples would be based on Ferdinand benchmark (2014), namely the size of the sample can be determined as many as 25 times from the number of independent/free variables. Due to the three independent variables that used in this study with minimum number of samples are set at 75 samples. The Data was obtained through survey method using questionnaire as data collection tool to reveal the link between variables studied. The results from distributing questionnaires with the use of Likert scale from 1 to 5 (strongly agree, agree, neutral, disagree, strongly disagree) which then processed by SPSS program in the form of numbers, to confirm the research hypothesis through classical assumption tests and multiple linear regression analysis (Sugiyono, 2017). This research started by identified problems with the research object which carried out by various literature reviews and research questionnaires. After done with preparing the questionnaires then these questionnaires was distributed to 75 respondents which then processed and analyzed by SPSS. The first test was perform by validity and reliability tests towards research data instruments, while it declared valid and reliable, the authors conducted a classic assumption test that consisting of data normality, multicollinearity, heteroscedastic and autocorrelation in order to find out the feasibility of research model. Finally, the authors conducted coefficient of determination test, F- test likewise to t-test in an efforts to prove the research hypothesis.

RESULT AND DISCUSSION

Research Findings

Quoting from normality test of data, it can be seen that the distribution of data spread around diagonal line and shapped into diagonal line, so it can be interpreted that the data has been normal distributes or suitable to use in this research.

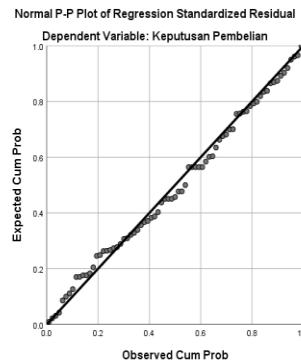


Figure 1. Explains the data normality test results

Referring to the results from multicollinearity test, it is found that the independent variables which contains of product quality (X_1), price (X_2), promotion (X_3) have VIF value < 10 along with tolerance value > 0.10 . So it can be understand that multicollinearity did not occurred on each independent variables.

Table 1. Illustrates the multicollinearity test results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Quality	.517	1.933
Price	.389	2.568
Promotion	.377	2.650

By pointing to the heteroscedastic test results, it can be viewed that the dots was spread randomly around the 0 on the Y axis and did not create any specific lines. So it is interpreted that heteroscedastic did not appeared on this research or on the other hands that this regression model are suitable to use.

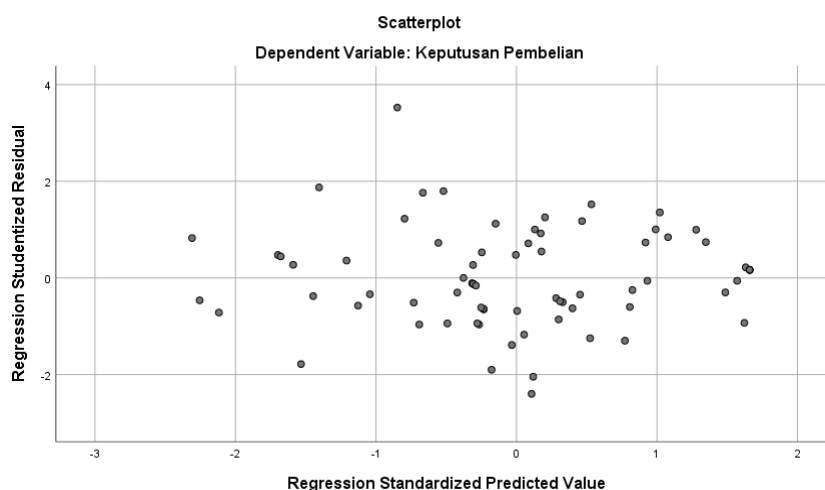


Figure 2. Explains heteroscedastic test results

Gathering from the outcomes of autocorrelation examination, it can be seen that the Durbin-Watson value is 2.066. The results of Durbin-Watson observations stated that dL values were 1.5432 and dU values were 1.7092. Therefore the Durbin-Watson value between the dL value and the (4 -

dU value) (4-1.7092=2.2908), so it can be concluded that there is no autocorrelation appeared in this regression model.

Table 2. Presents the autocorrelation test results

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.876 ^a	.767	.757	2.647	2.066	

Based on analysis results from multiple linear regression, it is revealed that the equation of $Y = 0.056 X_1 + 0.603 X_2 + 0.281 X_3$. The explanation from the results of multiple linear regression data could be seen as follows:

Table 3. Explains the r-square value

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
		1	(Constant)	3.364		
	Product Quality	.044	.062	.603	.707	.482
	Price	.733	.112	.281	6.560	.000
	Promotion	.285	.095		3.012	.004

1. The regression coefficient of product quality variable (X_1) is 0.056 with significant level of 0.482 > 0.05 meaning quality of product did not affecting the decision to Purchase.
2. The regression coefficient of price variable (X_2) is 0.603 with significant level of 0.000 < 0.05 meaning that price variable has significant influence against buying decision of a product. Positive value from the regression coefficient of price variable indicates that the influence which comes from price towards purchase decision is unidirectional which means if price variable getting increase it will further improve the purchase decision.
3. The regression coefficient of promotion variable (X_3) is 0.281 with significant level of 0.004 < 0.05, meaning that promotion variable has significant influence on purchase decision. Positive value of the promotion variable regression coefficient indicates that the effect of promotion on purchase decision is unidirectional, by means that if the promotion is increase then it will increase the purchase decision as well.
4. From the three independent variables which mentioned above, the one that has the greatest or dominant influence is the price variable with beta value of 0.603.

According to the F test results, it is known that F-count value is 77.745 > F-table which is 2.73 through significance level of 0.000 < alpha 0.05. So it can be explained that the variable of product quality (X_1), price (X_2) and promotion (X_3) are match and feasible with regression equation.

Table 4. Model feasibility test results (F-test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1633.798	3	544.599	77.745	.000 ^b
	Residual	497.349	71	7.005		
	Total	2131.147	74			

Based on the R-Square test results which written on Table 2, it is known that the Adjusted R Square value is 0.757. Then the variation of independent variables such as (product quality, price, and promotion) could be able to explain the variation of the dependent variable (purchase decision) and influences the purchase decision by 75.7% while the remaining of 24.3% could be explained by other factors.

Discussion

Referring to the research results, product quality did not affect the decision to purchase Pocari Sweat products. These results confirm the research from Laila & Sudarwanto (2018). From the hypothesis test results, it can be seen that if the improvement in quality of product would not followed by an enhancement value in purchase decision on Pocari Sweat products. This indicates that Pocari Sweat should be ready to innovate and lift the functions of existing products which adjust to consumer needs so that the quality of their products provides would be guarantee for them.

Referring to the research results, price has significantly positive effect on the decision to purchase Pocari Sweat products. These results confirmed Ismayana & Hayati (2018), and Putra & Basri (2019) research who found that purchase decision can be improved by applying competitive prices. According to this hypothesis results, it stated that the more competitive price offered by Pocari Sweat, the higher the purchase decision for Pocari Sweat would be. This proves that the price offered for Pocari Sweat products is still at reasonable price in accordance with consumer preferences/according to the benefits received by consumers. Price seems highly important because it shows an extrinsic cue as one most crucial information which available to customers in decide to purchase (Beneke et al., 2013). Therefore, Pocari Sweat should provide prices in accordance with the benefits that received by consumers.

Referring to the research results, promotion could be seems as positive and significant effect on purchase decision for Pocari Sweat products. This result is confirmed the result from Fachmi et al. (2019), Pasaribu et al. (2019), Putra & Basri (2019), Sanjaya (2015), and Simangunsong & Morina (2021). From these hypothesis results, it could be said that the better of promotion offered by Pocari Sweat, the higher the purchase decision on Pocari Sweat products. This indicates that promotion is needed to increase the purchases. Promotion could be a factor that consider by the consumers in buying a product. Promotion has purpose to raise consumer awareness of the products. Through various promotional media which carried out by Pocari Sweat, it would make it easier for consumers to get information and knowledge regarding their products.

CONCLUSION

Build upon the research results from this study, the following interpretation that can be drawn are explain as follows, namely: 1) Quality of product did not influence on purchase decision of Pocari Sweat products 2) price brought positive and significant affect towards the decision to purchase on Pocari Sweat products, 3) promotion has significantly positive effect on the decision to purchase of Pocari Sweat products. Through this research, the authors are trying to suggests the management of PT Amerta Indah Otsuka to: 1) Boosting the performance by innovation and refinement of existing product functions which according to the consumer needs 2) in deciding the prices, they should be pay attention to the performance of quality of its product in order to create consumers satisfaction in experiencing the product, 3) increasing promotions through various media, such as social media, direct selling or corporate selling, so that consumers will get better access to related information about the benefits of the products offered which lead to increase the sales, 4) Accommodate consumers with good quality assurance that this product would indeed benefits them to use or to consume. Beside the conclusions and suggestions that presented above, this research also inseparable from the limited of research time, the variables studied which only include product quality, price, promotion and purchase decision for one product. By these limitations, the authors hope that the future researchers can do more further to examine variables from other marketing mixes, such as place, people, process as well as physical evidence that associated with purchase decision and customer satisfaction and loyalty in the entire scope of the industry (not only perform in one product) so that it will add another value of knowledge in the field of marketing for the future.

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