



The Effect of Marketing Mix on Repeat Buying Interest of Vegetables at Sobat's Shop

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ARTICLE INFO

Keywords: Marketing Mix, Product, Price, Place, Promotion, Repurchase Interest

Received : 3 April

Revised : 18 May

Accepted: 20 June

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ABSTRACT

This study aims to determine and analyze: (1) The influence of the marketing mix consisting of product, price, place and promotion on the interest in repurchasing vegetables at Sobat's shop, (2) The influence of the product on the interest in repurchasing vegetables, (3) The influence of price on the interest in repurchasing vegetables at Sobat's shop. (4) The influence of place on the interest in repurchasing vegetables at Sobat's shop. (5) The influence of promotion on the interest in repurchasing vegetables at Sobat's shop. The type of research used is quantitative. The population of this study is all consumers who buy vegetables at Sobat's shop whose number is not known with certainty. The sampling technique in this study used Incidental Sampling and purposive sampling, with a sample size of 75 respondents. Data collection used online and offline questionnaires that had been examined for reliability and validity. Multiple linear regression was employed in the analysis process. The study's findings indicate that (1) There is a significant influence of the marketing mix consisting of product, price, place and promotion on the interest in repurchasing vegetables at your shop, (2) There is a significant influence of product on the interest in repurchasing vegetables at your shop, (3) There is no significant influence of price on the interest in repurchasing vegetables at your shop, (4) There is a significant influence of place on the interest in repurchasing vegetables at your shop, (5) There is a significant influence of promotion on the interest in repurchasing vegetables at your shop

INTRODUCTION

The retail industry engaged in the food needs sector is currently experiencing development along with the increasing demand for daily needs. Food ingredients are one of the ingredients that are very much needed to meet daily needs, one of which is vegetables. Vegetables are a food ingredient that is rich in nutrients, vitamins and fiber. With the existence of a vegetable shop, it can be said that it can meet the need for fresh and healthy food ingredients (Teressa et al., 2024; Z et al., 2022) The marketing mix is a combination of elements that have a major influence on the success of a business. The four components of the marketing mix are promotion, place, pricing, and product.. (Kotler et al., 2020). Every element in the marketing mix needs to be combined by businesses into an all-encompassing integrated marketing program that communicates and delivers the desired value to selected customers. Integrated marketing mix consisting of four (P) factors under its control, namely product, price, place, and promotion (Hidayah et al., 2021; Nurma Dewi & Setiawan, 2024)

The main aspect in building relationships with customers is by providing products that consumers need or are interested in. (Wardani & Manalu, 2021) defines a product as anything that can be offered to be purchased and consumed by consumers in order to meet the needs and desires of the market. In this case, the freshness of vegetables plays an important role in indicating good quality, therefore companies need to design and develop products that are not only of good quality but also in accordance with the needs of the target market (Setyawati, 2013; Vajri Rahman, 2023)

The purpose of setting prices is to achieve maximum profit, gain a certain market share, achieve maximum sales revenue, and achieve profit targets. in this case, price is the value of an item expressed in money. Pricing a product or service can take consumers into account in making purchasing decisions. Price can also affect consumer perceptions of market competitiveness, product value and company profitability ((Anky Fibrianti et al., 2024).

Place or distribution channel is a place for marketing activities that makes it easier for consumers to find marketed products or services. By determining the place of distribution, it can facilitate and expedite the delivery of goods and services from producers to consumers. The purpose of this place element is to determine the right location so that products or services can reach consumers (Mamonto et al., 2021).

Promotion is an activity carried out by companies in communicating product advantages and persuading target customers to buy them (Ardiyanti et al., 2023; Sondak, 2024). Marketing communication is a marketing activity that aims to spread information, influence, persuade, and remind consumers who are the company's target market for its goods in order for them to be open to accepting, buying, and sticking with the company's offerings. is another way to define marketing communication. ((Mamonto et al., 2021).

Repurchase interest is among the crucial elements that establishes the success of a business. (Khuzaifah et al., 2023; Yulida et al., 2023) Repurchase intention or also known as Repurchase intention is a person's intention to purchase a product that has been purchased before. When the performance of the

product or service being marketed is good enough and can be accepted by consumers, the marketing strategy that can be taken is to try to get buyers to be willing to use it again in the future, which is called repurchase intention. Good marketing mix management can create consumers in shopping which can ultimately encourage their interest in shopping again (Agtriani & Prabawani, 2020; Prabowo et al., 2021)

In previous studies, there were several that examined the impact or impact of the marketing mix on vegetable purchases. The findings of a study carried out by (Indraswari et al., 2024) demonstrated that the factors of advertising, location, and product had a favorable impact on consumer satisfaction with TOM organic vegetables, while the price variable had no effect. Then a study conducted by (Nashri et al., 2024) showed that there were product variables (X1), place (X3), promotion (X4) and process (X7) that had a significant influence on hydroponic vegetable purchasing decisions. The study explained how the marketing mix influenced purchasing decisions and consumer satisfaction as the main variables, without delving deeper and analyzing how consumer satisfaction would impact consumer behavior, namely their interest in making repeat purchases (Erfin Miftahul Jannah et al., 2023; Priyanto et al., 2020)

Toko sobat is a retail business that sells a variety of food needs, one of which is vegetables. In the midst of increasingly fierce competition, Toko sobat needs to use an effective marketing strategy. By maximizing the marketing mix, your shop needs to provide quality products and product diversity can make a positive impression on consumers. Price is also a sensitive thing in consumer purchasing decisions, by providing affordable and competitive prices with other shops that sell similar products. In addition, place or distribution has an important role in making it easier for consumers to shop, currently your shop already has 2 places to market its products, the first shop is in Tombo, Jl. Pulau Una-Una and the second shop is in Uemalingku Village. The next is promotion, your shop takes advantage of technological advances by advertising its products on social media. You can reach new clients and keep existing ones by advertising your goods and services on social media. A strong marketing mix can encourage customers to make more purchases.

The purpose of this study is to determine and analyze:

1. The influence of the Marketing Mix consisting of Product, Price, Place and Promotion simultaneously affects the interest in repurchasing vegetables at your shop.
2. The influence of the product on the interest in repurchasing vegetables at your shop.
3. The influence of price on the interest in repurchasing vegetables at your shop.
4. The influence of place on the interest in repurchasing vegetables at Toko Sobat.
5. The influence of promotion on the interest in repurchasing vegetables at Toko Sobat.

LITERATURE REVIEW

The marketing mix is a composition of several components that can influence the market, by designing an effective strategy in order for the given goods or services to be well received by consumers. (Kotler et al., 2020) The four Ps of marketing—product, pricing, place, and promotion—are the broad categories into which the primary marketing mix tools are divided. The business must first develop a market offering (product) that meets needs in order to satisfy the value proposition.

By managing the four elements of the marketing mix well, the company can design an attractive offering that suits customer needs. This means carefully considering the product offered (Product), competitive pricing (Price), efficient distribution strategy (Place), and effective promotion (Promotion). Good management of these four elements allows the company to optimize its position in the market in a more strategic way (Dr. Rosida Panuki Adam et al., n.d.).

Product

(Wardani & Manalu, 2021) defines a product as anything that can be offered to be purchased and consumed by consumers in order to satisfy the market's demands and preferences.

Based on observations that researchers have made at your shop, there are several product indicators that need to be analyzed. These indicators include:

1. Various types of vegetables are available
2. product quality
3. vegetables that have been cut and packaged in practical portions.
4. Packaging that maintains the freshness of vegetables.

Price

(Anky Fibrianti et al., 2024) states that the purpose of setting prices is to achieve maximum profit, gain a certain market share, achieve maximum sales revenue, and achieve profit targets.

The following are Kotler & Armstrong's price indicators in Tafonao et al. (2021).

1. Affordability
2. Price according to ability or price competitiveness
3. Price suitability with product quality
4. Price suitability with benefits

Place

(Mamonto et al., 2021), defines a place or distribution channel as a place for marketing activities that seek to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place, and when needed).

Based on observations that researchers have made at your friend's shop, there are several place indicators that need to be analyzed. The indicators include:

1. Strategic location
2. Easy to reach
3. There is a shark
4. There are 2 points of sale available.

Promotion

Promotion is an activity carried out by companies to communicate the advantages of a product and persuade target customers to buy it. Promotion is a type of The purpose of marketing communication is to educate, remind, and convince the target market about the firm and its offerings so that they would accept, buy, and stick with the company's offerings. concerned ((Mamonto et al., 2021).

Based on observations that researchers have made at your friend's shop, there are several place indicators that need to be analyzed. These indicators include:

1. Carrying out promotions through social media
2. Making direct sales
3. Ease of delivery or delivery service
4. Having a clear sign

Repurchase Interest

(Liantifa et al., 2024) Repurchase Interest is the action and desire of consumers to repurchase a product, which is based on the satisfaction received according to what a product wants. (Alfian & Adhie, 2023) said Repurchase Interest is described as customers who have the intention to reuse similar products and services from the same company. (Santoso & Mahargiono, 2023) repurchase interest can be identified through indicators such as the following:

1. Transactional interest, namely consumers who buy products repeatedly or continuously.
2. Referential interest, namely consumers who refer/recommend products to others.
3. Preferential interest, namely interest that describes consumer behavior that has a preference or main choice for a particular product. This preference can be replaced if a desired product is not available.
4. Explorative interest, this interest describes consumer behavior that always seeks information about the products they are interested in.

Conceptual Framework

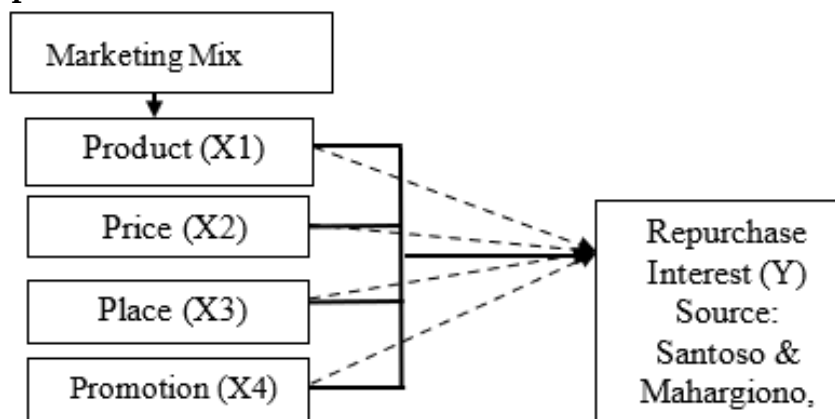


Figure 1. Conceptual Fraework

Hypothesis

Based on the theory and framework of thought above, several hypotheses can be formulated as follows:

1. Repurchase interest in your store is significantly impacted by the marketing mix, which consists of the dimensions of Product, Price, Place, and Promotion all at once..
2. The product has a big impact on your shop's repurchase interest.
3. Price has a big impact on whether customers want to repurchase from your store.
4. The location of your store has a big impact on repurchase interest.
5. Repurchase interest in your store is greatly impacted by promotions.

METHODOLOGY

Based on the classification of its objectives, this research is included in the quantitative type because this research is intended to show the relationship (cause and effect) between the variables to be studied which also reflects the type and formulation of the problem that needs to be answered through research (Sugiyono, n.d.). Data collection techniques by observation (interviews or questionnaires) and research results tend to be generalized. The variables in this study are:

1. Independent Variable

The independent variable (X) in this study is the marketing mix consisting of Product (X1), Price (X2), Place (X3), Promotion (X4). Product Measurement (X1) Using 4 indicators, namely: Various Types of Vegetables Available, product quality, vegetables that have been cut and packaged in practical portions, Packaging that maintains the freshness of vegetables. Price measurement (X2) using 4 indicators, namely: Price affordability, Price according to ability or price competitiveness, Price suitability with product quality, price suitability with benefits. Place measurement (X3) using 4 indicators, namely: Strategic location, Easy to reach, There is a sharlock, 2 points of sale available. Promotion measurement (X4) using 4 indicators, namely: Conducting promotions through social media, Conducting direct sales, Ease of delivery or delivery services, Having a clear nameplate.

2. Dependent Variable

The dependent variable (Y) in this study is the Interest in Repurchasing Vegetables at Sobat Store which consists of several indicators, namely: consumers who buy products repeatedly or continuously, Consumers recommend to others, consumers who have preferences or main choices for certain products, consumers who are always looking for information about the products they are interested in.

The study's population consists of all users who buy vegetables at Sobat Store whose number is not known with certainty. The sampling technique in this study used Incidental Sampling and Purposive Sampling.

The sample in this study were consumers who had made repeat purchases or had a minimum of two shopping experiences at Sobat Store. To determine the number of samples, the researcher refers to Roscoe's opinion in (Sugiyono, 2017) which states that if this study uses multivariate analysis (correlation or multiple

linear regression for example), then the number of sample members is at least 15 times the number of variables studied. From the results of this calculation, 75 respondents were obtained.

This study uses the SPSS (Statistical Program for Social Scane) software application version 27.0 which is used to analyze the effect of the marketing mix on repurchase interest. The data analysis technique used in this study is multiple linear regression analysis. (Amelya et al., 2021). The application of multiple linear regression in research to predict how the dependent variable will rise and fall, if two or more independent variables as predictor factors are manipulated (increase or decrease their values). To determine how independent variables affect dependent variables, multiple linear regression analysis is utilized. This multiple linear regression analysis model's structural equation is as follows: Y includes a , b_1X_1 , b_2X_2 , b_3X_3 , b_4X_4 , and e .

RESULTS

Multiple Linear Regression Analysis

Table 1. Results of the First Structural Equation Regression

Dependent variable Y = Repurchase Interest					
Independent Variables	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	-.379	1.197		-.316	.753
Product (X1)	.243	.106	.240	2.295	.025
Price (X2)	.107	.124	.089	.864	.391
Place (X3)	.270	.124	.261	2.169	.032
Promotion (X4)	.379	.098	.370	3.884	.000
R = 0,874 R Square = 0,764 Adjusted R Square = 0,750					
Sig.F = 0,000 $\alpha = 0,05$					

From the calculation of the results of multifactorial linear regression analysis using SPSS software, the following equation function can be compiled:

$$Y = -379 + 0.243 + 0.107 + 0.270 + 0.379$$

DISCUSSION

a) Simultaneous Hypothesis Testing H1

The results of the simultaneous test prove that the marketing mix consisting of Product, Price, Place and Promotion has a significant effect on Repurchase Interest at Sobat Store. Based on the results of the F-test, a value of 0.750 was obtained with a sig. value of 0.000 less than 0.05. It can be stated that the marketing mix variables simultaneously have a significant effect on repurchase interest. The marketing mix has an important role in influencing consumers to buy a product offered.

b) Partial Hypothesis Testing H2

The results of the Product variable test show a significant value of $t = 0.025$. when compared to α (0.05) the number $0.025 < 0.05$ therefore, the hypothesis is accepted. This means that the X1 dimension (Product) has a significant effect on the interest in repurchasing vegetables at Sobat's shop. A product is anything provided by a manufacturer to fulfill their desires and make them feel satisfied, in this case it will grow a loyal customer base and will make repeat purchases.

c) Partial Hypothesis Testing H3

The results of the Price variable test show a significant value of $t = 0.391$. When compared to α (0.05) the number $0.391 > 0.05$ therefore, the hypothesis is rejected. This means that the X2 dimension (Price) does not have a significant effect on the interest in repurchasing vegetables at Sobat's shop. In this case, it can be said why the price does not have a significant effect on the interest in repurchasing because basically the price of vegetables on the market and in other places is relatively the same.

d) Partial Hypothesis Testing H4

The results of the Place variable test show a significant value of $t = 0.033$. When compared to α (0.05) the number $0.033 < 0.025$ therefore, the hypothesis is accepted. This means that the X3 (Place) dimension has a significant effect on the interest in repurchasing vegetables at Sobat's store.

e) Partial Hypothesis Testing H5

The results of the product variable test show a significant value of $t = 0.033$. When compared with α (0.05) the number $0.033 < 0.025$ therefore, the hypothesis is accepted. This means that the X3 (Place) dimension has a significant effect on the interest in repurchasing vegetables at Sobat's store.

CONCLUSIONS

Based on the results of the multiple linear regression analysis test, it is stated that simultaneously the independent variables consisting of Product (X1), Price (X2), Place (X3), and Promotion (X4) have a significant effect on the interest in repurchasing vegetables at Sobat's shop. The magnitude of the influence is 75%, while the remaining 25% is influenced by other factors not included in this study.

1. Product has a significant effect on the interest in repurchasing vegetables at Sobat's shop. The magnitude of the influence of Product on repurchasing interest is 24% while the remaining 76% is influenced by other factors not included in this study.
2. Price does not have a significant effect on the interest in repurchasing vegetables at Sobat's shop. The magnitude of the influence of price on repurchasing interest is 8.9% while the remaining 91.1% is influenced by other factors not included in this study.
3. Place has a significant effect on the interest in repurchasing vegetables at Sobat's shop. The magnitude of the influence of place on repurchasing interest is 26.1% while the remaining 73.9% is influenced by other factors not included in this study.
4. Promotion has a significant effect on the interest in repurchasing vegetables at Sobat's shop. The magnitude of the influence of promotion

on repurchasing interest is 37% while the remaining 63% is influenced by other factors not included in this study.

RECOMMENDATIONS

1. The researcher suggests that the owner should always maintain the quality and packaging of vegetables at Sobat's shop so that consumers are satisfied with the products offered so that consumers will make repeat purchases.
2. The researcher suggests that the owner should set a competitive price with other shops. Periodic price evaluation is also important to suit market conditions and customer needs.
3. The researcher suggests that the shop owner can improve customer convenience by providing directions in the form of photos or videos via social media to help customers find Sobat's shop.
4. The researcher suggests that the owner of Sobat's shop needs to re-evaluate by presenting more interesting content both in terms of visuals and the message conveyed.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of the Effect of Marketing Mix on Repeat Buying Interest of Vegetables at Sobat's Shop in order to perfect this research and increase insight for readers and writers.

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