



The Effect of Service Marketing Mix (7p) on Purchase Decisions at Oke Cafe Ampana

Marni Aprilia^{1*}, Rosida P. Adam², Linda Nur Sipatu³, Abdul Aziz R⁴

¹Mahasiswa Jurusan Manajemen, Fakultas Ekonomi dalam Bisnis PSDKU Universitas Tadulako, Tojo Una-Una

^{2,3,4}Dosen Jurusan Manajemen, Fakultas Ekonomi dalam Bisnis PSDKU Universitas Tadulako, Tojo Una-Una

Corresponding Author: Marni Aprilia apriliamartin750@gmail.com

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ABSTRACT

This study aims to determine the effect of the service marketing mix (7P) which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence on purchasing decisions at Oke Cafe Ampana. This study uses a quantitative approach with a survey method, where data is collected through a questionnaire to 80 respondents who have made purchases at Oke Cafe. The sampling technique uses purposive sampling, and the data is analyzed using multiple linear regression with the help of SPSS 25. The results of the study indicate that simultaneously the seven service marketing mix variables have a significant effect on purchasing decisions ($R^2 = 0.910$). Partially, the variables Price, Place, People, Process, and Physical Evidence have a significant positive effect on purchasing decisions. However, the Product and Promotion variables show a significant negative effect, indicating a mismatch between consumer expectations and implementation strategies in both aspects. These findings provide important strength for Oke Cafe Ampana management to focus more on improving product quality and promotion effectiveness, as well as maintaining excellence in the aspects of price, location, service, process, and the physical environment of the cafe. Thus, Oke Cafe can increase customer satisfaction and loyalty sustainably

INTRODUCTION

In an era of increasingly tight business competition, especially in the food and beverage industry, understanding consumer behavior is a crucial aspect in formulating effective marketing strategies. Consumer behavior is the process that individuals go through in searching for, purchasing, using, and evaluating products or services to meet their needs and desires (Khasanah et al., 2023; Selang et al., 2023). This involves a series of actions and decisions that are influenced by various factors, ranging from psychological aspects such as motivation and perception, to social factors such as family, friends, and culture. Consumer behavior is also influenced by economic factors, such as income and price, as well as situational factors such as time and environment (Adam et al., 2023; Barnett & Sergi, 2022).

One of the main concepts in service marketing is the service marketing mix (7P), which includes: Product, Price, Place, Promotion, People, Process, and Physical Evidence. (Chaffey & Smith, 2017; De Toni et al., 2018). These seven elements are an important framework used by service companies to attract, retain, and satisfy customers. According to Kotler and Keller (2018), the marketing mix is a set of marketing tools used by companies to continuously achieve marketing goals in their target markets.

This research study was conducted at Oke Cafe Ampana Ampana which is located on Jln. Muh Hatta next to Bank Bsi, Kec. Ampana Kota, Kab. Tojo Una-Una, Central Sulawesi is one of the popular places to eat in the area because it offers a variety of food menus. Oke Cafe is a cafe that offers a variety of delicious menus at affordable prices, and is located in a strategic location that is easily accessible to many people. With a variety of dishes that can be enjoyed by various groups and competitive prices, Oke Cafe has great potential to attract customers. Oke Cafe Ampana, although it already has advantages in terms of menu and location, this cafe is still less than optimal in carrying out promotions. The lack of an effective marketing strategy has caused many people to not know about the existence of Oke Cafe, so that visitors who come are not in accordance with the potential it has. Therefore, Oke Cafe needs to increase promotional efforts to introduce its existence, attract more customers, and maximize existing potential. Based on the background and phenomena that have been described above, the author is interested in conducting research with the title "The Influence of Service Marketing Mix (7P) on Purchasing Decisions at Oke Cafe Ampana."

The purpose of the research is to find out and analyze:

1. To find out the significant influence of the service marketing mix consisting of product, price, place, promotion, people, process, and physical evidence on purchasing decisions at Oke Cafe Ampana.
2. To find out the influence of product on purchasing decisions at Oke Cafe Ampana.
3. To find out the influence of price on purchasing decisions at Oke Cafe Ampana.
4. To find out the influence of place on purchasing decisions at Oke Cafe Ampana.

5. To find out the influence of promotion on purchasing decisions at Oke Cafe Ampana.
6. To find out the influence of people on purchasing decisions at Oke Cafe Ampana.
7. To find out the influence of the purchasing decision process at Oke Cafe Ampana.
8. To find out the influence of physical evidence on purchasing decisions at Oke Cafe Ampana.

LITERATURE REVIEW

Marketing Mix (7P)

"A set of marketing tools used by a company to continuously achieve its marketing goals in its target market" is the definition of a service marketing mix. Thus, a service marketing mix can be defined as a set of strategic marketing instruments that a business uses to generate the intended response from its target audience. (Kotler and Keller, 2018).

Product

A product is a set of goods and services that a business provides to its target market. To put it another way, a product is anything that can be provided to meet a need or want. (Selang et al., 2023). The indicators for the product are:

1. Quality of Taste
2. Quantity of Portions
3. Variation in the Menu
4. Cleanliness (Hygiene)

Price

Price refers to "the amount of money that customers pay to obtain a product that they desire." (Kaura et al., 2015; Risnawati et al., 2019)

The following are pricing indicators: 1. Reasonably priced products

1. 2. Product quality and price are in line.
2. The items at Oke Cafe Ampana are more reasonably priced.
3. Oke Cafe Ampana's costs are reasonable given the advantages of the product.

Place/Location

Location marketing refers to a range of marketing initiatives that aim to make it easier for manufacturers to deliver or distribute goods and services to consumers. (Angliawati & Mutaqin, 2023; Yulida et al., 2023)

The indicators for location are:

1. Easy access to the location
2. Traffic
3. Large parking area
4. Surrounding environment oke cafe ampana aman

Promotion

One component of the marketing mix is promotion, which educates, convinces, and reminds customers of a business's names and goods (Department of Management, Indonesian Computer University, Indonesia). et al., 2021; Erfina Miftahul Jannah et al., 2023)

The indicators for promotion are:

1. Attractive advertising
2. Sales Promotion
3. Word of mouth (word of mouth) getting information from friends/family
4. Direct marketing regarding promos or offers at oke cafe ampana

People

Because production and consumption may be separated, management can lessen the direct impact of human resources on the final output that consumers receive when marketing manufactured goods, making people a crucial component of the marketing mix. (Selang et al., 2023).

The indicators for promotion are:

1. Fast employee service
2. Employees who are friendly to consumers
3. Employees are polite to customers
4. Experience

Process

The process encompasses all of the actual steps, systems, and sequence of operations utilized to provide services. (Najib et al., 2022; Prabowo et al., 2021)

The indicators in the process are:

1. Fast service process
2. Easy payment process
3. Good response delivery process to complaints
4. Operational efficiency process

Physical Evidence

The physical surroundings of the business where the service is developed and where the customer service provider interacts, as well as any tangible components used to support or communicate the service's function and any tangible goods that make it easier to perform or communicate the service, constitute physical evidence. (Selang et al., 2023)

1. Comfortable interior design of the oke cafe when visiting
2. Lighting and room colors that support a pleasant atmosphere when visiting
3. The aroma inside Oke Cafe is refreshing and increases comfort when visiting
4. The layout of tables, chairs, and other facilities at Oke Cafe is neatly arranged and makes it easy for visitors.

Purchase Decision

A purchasing choice is the point in a buyer's decision-making process where the consumer actually buys the items being sold, claim Meriana et al. (2023). One step in the decision-making process is making a purchase. In the context of marketing, Kotler et al. (2018) defined purchasing decision as the mental and emotional process that customers go through while deciding whether or not to purchase a good or service.

The indicators of purchasing decisions are:

1. Problem recognition
2. Information search
3. Alternative evaluation

4. Purchasing decision
5. Post-purchase behavior

Thought Framework

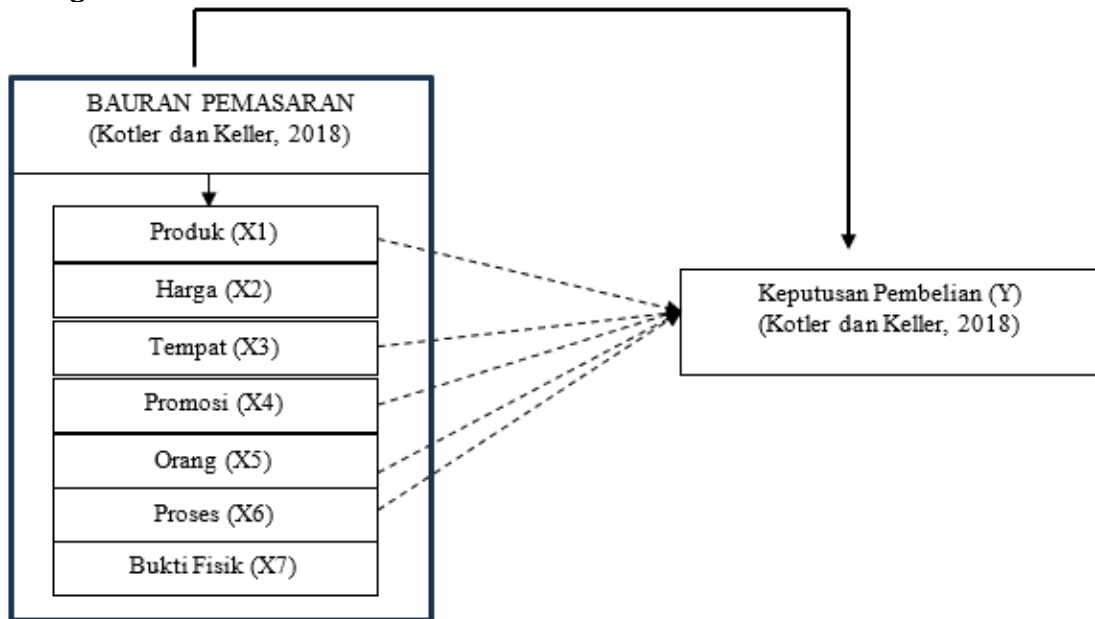


Figure 1. Thought Framework

Hypothesis

The theory and framework of thinking that have been previously explained serve as the foundation for the formulation of the hypothesis. From the theory and framework of thinking, the following hypotheses can be developed:

1. At Oke Cafe Ampana, the service marketing mix – which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence – has a big impact on customers' decisions to buy.
2. At Oke Cafe Ampana, product has a big influence on decisions about what to buy.
3. At Oke Cafe Ampana, price plays a big role in customers' selections to buy.
4. At Oke Cafe Ampana, location significantly influences customers' decisions to buy..
5. At Oke Cafe Ampana, promotions have a big impact on customers' decisions to buy.
6. At Oke Cafe Ampana, customers have a big say in what they buy.
7. At Oke Cafe Ampana, process has a big impact on what people decide to buy.
8. At Oke Cafe Ampana, physical evidence significantly influences customers' decisions to buy.

METHODOLOGY

According to how its goals are categorized, this study falls under the category of quantitative descriptive causal and survey approaches. To gather information in the field, the researcher administered a survey. Methods of gathering data via observations (Sugiyono, 2017) (interviews or questionnaires) that are not in-depth, and the results of the study tend to be generalized. The variables in this study are:

1. Independent Variables

Product, price, location, advertising, personnel, procedure, and tangible proof are the independent variables (X) in this study. Product (X1) Quality of food/drink taste at Oke Cafe Ampana (Kaura et al., 2015; Yilmazel, 2023) Quantity of portions supplied, diversity of menus, and sanitation (cleanliness) of food/drinks and places at Oke Cafe Ampana are the four indicators used to quantify these variables.

- Price (X2) affordable product prices, price matches product quality, product prices at oke cafe ampana are cheaper and the prices set by oke cafe ampana are in accordance with product benefits.
- Place (X3) Easy access to the location, Traffic around oke cafe ampana is not too dense, Large parking area and the environment around oke cafe ampana is safe.
- Promotion (X4) attractive advertisements, sales promotions, word of mouth (word of mouth) getting information from friends/family and direct marketing about promos or offers at oke cafe ampana.
- People (X5) fast employee service, friendly employees to consumers, polite employees to customers, and employee cooperation that is always compact.
- Process (X6) Fast service process, easy payment process, good response delivery process to complaints and operational efficiency process
- Physical evidence (X7), comfortable interior design of oke cafe when visiting, lighting and room colors that support a pleasant atmosphere when visiting, the aroma inside oke cafe is refreshing and increases comfort when visiting and the layout of tables, chairs, and other facilities at oke cafe are neatly arranged and make it easier for visitors.

2. Dependent Variable

The dependent variable (Y) in this study is Customer Satisfaction at 86 marts which consists of several indicators, namely: Brand, Distributor, Quantity, Time and Payment Method

Population and Sample

The study's population consists of all customers who have made purchases at Oke Cafe Ampana, albeit it is unclear how many of them there are. Purposive sampling is a non-probability sampling approach that was utilized to choose the sample for this investigation.

According to (Munir, 2022) a sample is part of the number and characteristics possessed by the population. This study uses a sample of 8 Variables (Independent + Dependent) $\times 10 = 80$ research samples. This is in accordance with the method of determining the sample size according to Rescoe in (Sugiyono, 2019) which states that if the study will conduct an analysis with multivariate (correlation or multiple linear regression for example), then the number of sample members is at least 10 times the number of variables studied.

This study uses the SPSS 25 (Statistical Program for Social Scane) software application which is used to analyze the service marketing mix variables (independent) against the purchasing decision variables (dependent). The data analysis technique used in this study is the Multiple Linear Regression Analysis Technique. This study was conducted using the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

RESULTS

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	9.018	1.122		8.034	0.000
<i>Product (X1)</i>	-0.631	0.062	-0.441	-10.143	0.000
<i>Price (X2)</i>	0.430	0.062	0.418	6.881	0.000
<i>Place (X3)</i>	0.522	0.078	0.324	6.717	0.000
<i>Promotion (X4)</i>	-0.560	0.042	-0.566	-13.294	0.000
<i>People (X5)</i>	0.318	0.073	0.212	4.335	0.000
<i>Process (X6)</i>	0.435	0.075	0.408	5.806	0.000
<i>Physical evidence (X7)</i>	0.212	0.066	0.189	3.206	0.002
R=0,954 R Square= 0,910 Adjusted R Square=0,902					
Sig F=0,000 $\alpha = 0,05$					

From the calculation of the results of the multiple linear regression analysis with the help of the SPSS program, the following equation function can be compiled.:

$$Y = (9.018) + -0.631 X_1 + 0.430 X_2 + 0.522 X_3 + -0.560 X_4 + 0.318 X_5 + 0.435 X_6 + 0.212 X_7 + e$$

DISCUSSION

- 1) The constant value (a) is (9.018). This value means that the independent variables (X1-X7) are assumed to be zero, so the purchasing decision at oke cafe ampana is estimated at 9.018. In this context, the constant can be considered as a fixed factor that influences purchasing decisions even though the independent variables do not change.
- 2) The regression coefficient X1 of 0.631 indicates that every one-unit increase in Product (X1), assuming other variables remain constant, will cause an increase in Purchasing Decision (Y) of 0.631 units. The significance value for this variable is 0.000 (Sig. <0.05), which means that the Product variable has a significant effect on purchasing decisions.
- 3) The regression coefficient X2 of 0.430 indicates that every one-unit increase in Price (X1), assuming other variables remain constant, will cause an increase in Purchasing Decision (Y) of 0.430 units. The significance value for this variable is 0.000 (Sig. < 0.05), which means that the Price variable has a significant effect on purchasing decisions.
- 4) The X3 regression coefficient of 0.522 indicates that every one-unit increase in Place (X3), assuming other variables remain constant, will cause an increase in Purchasing Decision (Y) of 0.522 units. The significance value for this variable is 0.000 (Sig. < 0.05), which means that the Place variable has a significant effect on purchasing decisions.
- 5) The X4 regression coefficient of 0.560 indicates that every one-unit increase in Promotion (X4), assuming other variables remain constant, will cause an increase in Purchasing Decision (Y) of 0.560 units. The significance value for this variable is 0.000 (Sig. < 0.05), which means that the Product variable has a significant effect on purchasing decisions.
- 6) The X5 regression coefficient of 0.318 indicates that every one-unit increase in People (X5), assuming other variables remain constant, will cause an increase in Purchasing Decisions (Y) of 0.318 units. The significance value for this variable is 0.000 (Sig. <0.05), which means that the People variable has a significant effect on purchasing decisions.
7. The X6 regression coefficient of 0.435 indicates that every one-unit increase in Process (X6), assuming other variables remain constant, will cause an increase in Purchasing Decisions (Y) of 0.435 units. The significance value for this variable is 0.000 (Sig. <0.05), which means that the Process variable has a significant effect on purchasing decisions.
8. The X7 regression coefficient of 0.212 indicates that every one-unit increase in Physical Evidence (X7), assuming other variables remain constant, will cause an increase in Purchasing Decisions (Y) of 0.212 units. The significance value for this variable is 0.002 (Sig. < 0.05), which means that the Physical Evidence variable has a significant effect on purchasing decisions.

CONCLUSIONS

Marketing Mix consisting of product, price, place, promotion, people, process, and physical evidence simultaneously have a significant effect on purchasing decisions at Oke Cafe Ampana

- 1) Product partially has a significant effect on purchasing decisions at Oke Cafe Ampana
- 2) Price partially has a significant effect on purchasing decisions at Oke Cafe Ampana
- 3) Place partially has a significant effect on purchasing decisions at Oke Cafe Ampana
- 4) Promotion partially has a significant effect on purchasing decisions at Oke Cafe Ampana
- 5) People partially have a significant effect on purchasing decisions at Oke Cafe Ampana
- 6) Process partially has a significant effect on purchasing decisions at Oke Cafe Ampana
- 7) Physical Evidence partially has a significant effect on purchasing decisions at Oke Cafe Ampana

RECOMMENDATIONS

Based on the research results, discussions and conclusions obtained, the researcher provides several suggestions as follows:

- 1) The researcher suggests that in the research results, the variables: Product, Price, Promotion, People, Process, and Physical Evidence show a positive and significant effect on purchasing decisions, so they need to be maintained and improved. Oke Cafe is advised to maintain the quality of taste, cleanliness, and menu variety, set prices that are in accordance with the value of the product, and ensure friendly and fast employee service. Interior design, efficiency of the service process, and ease of access to the location are also important factors that can increase customer comfort and satisfaction. With comprehensive improvements in these aspects, Oke Cafe can increase competitiveness and customer loyalty sustainably.
- 2) Researchers also recommend increasing promotion through social media by presenting interesting content such as menu information, daily promos, and customer testimonials. Promotion can also be strengthened through the distribution of brochures, banners around the location, and word of mouth promotion from satisfied customers. These efforts need to be carried out routinely and consistently to increase consumer appeal and purchasing decisions.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Effect of Service Marketing Mix (7p) on Purchase Decisions at Oke Cafe Ampana in order to perfect this research and increase insight for readers and writers.

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