

The Effect of Marketing Mixes on Consumer Decisions Buying Rush Toyota Cars in Deltamas Surya Indah Mulia Branch Balai Kota Medan

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Abstract: Purchasing decisions by consumers are decisions that involve perceptions of the marketing mix. The purpose of this study was to determine the factors that influence consumer decisions to buy a Toyota Rush car and develop an effective marketing mix policy. The type of research used is quantitative research. In this study, the population used is all consumers who purchase Toyota Rush in Medan City but the number of samples is definitely unknown. The results of the study show that simultaneously the marketing mix (product, price, place and promotion) has a positive and significant effect on consumer purchasing decisions of Toyota Rush and partially the product and place have a positive and significant effect on consumer purchasing decisions. Meanwhile, the variable that has the most influence on consumer purchasing decisions for Toyota Rush is the place.

Keywords: Marketing Mix, Purchase Decision

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I. Introduction

Today's progress, the need for transportation is very important for every consumer. Today's consumers are so spoiled with so many choices of products to decide which one to buy. While today the company is faced with a difficult problem, namely the problem of competition. The choice of companies to continue to exist, namely only by improving the quality of products or services. Today's society is very critical in choosing transportation products, the decision to buy a product is strongly influenced by the assessment of the shape of the product. To attract consumers, efforts are made to improve the marketing mix system more effectively. Effective marketing in its application is not only how to increase sales volume, but also observe how consumer behavior and meet consumer needs through efforts to observe the types and types of products that consumers desire.

The marketing concept assesses the success of a company if the company can meet the needs of consumers well, this indicates that the company has entered the era of competition. Apart from this, things that become the main factors of marketing that can create purchasing decisions involve four aspects, namely product, price, place / distribution and promotion. According to Kotler (2012), which defines the marketing mix is a set of marketing tools used by companies to achieve marketing goals within the target market. Marketing mix is controlled variables that can be used by companies to influence consumers of certain market segments in seven companies, besides Kotler (2012) popularizes a classification of four elements of marketing mix tools known as 4P, namely product, price, place, promotion.

Marketing mix, especially the mix where the company enlarges strategy. Because of this basis, the company proposes to make disturbed changes in marketing strategies that are in line with changing marketing conditions. Toyota's promotional strategies are very valuable. Through the web portal, the company provides very precise and well-timed information about the offer.

Therefore, the marketing mix is a central part of Toyota Motors' marketing strategy. With the implementation of various elements of the marketing mix, the company has made a very effective marketing strategy and tactics. With a marketing strategy, structured on the basis of elements of the marketing mix, this company derives an excellent corporate image and profitability among the entire car market today. It is also expected that if the company changes its marketing strategy and tactics according to the prerequisites of the customer related to the four elements of the marketing mix, it will be able to confirm the same level of profitability in the future.

One industry that has grown rapidly to date is the automotive industry. Its development is supported by the broadening of road facilities. The automotive industry is very competitive in form, color, technology and brand. Automotive market brands in Indonesia now come from Asian-made companies such as Mitsubishi, KIA, Honda, Daihatsu, Suzuki, Ford, Proton, Nissan, and Toyota that are in great demand by the people of Indonesia. Each brand, a product offered by its own service to its customers, in the form of after-sales service, parts, and pricing that is quite competitive with its type and market segment.

One of the companies engaged in the automotive industry, including sales and service of the famous Toyota brand cars in the western part of Indonesia, is PT Deltamas Surya Indah Mulia, Medan City Hall branch. The Toyota brand car products marketed by PT Deltamas Surya Indah Mulia at the City Hall branch have their own advantages and characteristics compared to other types of vehicles. This has become the company's marketing policy in the hope that marketed products can penetrate the market, and be able to reach a broad market share. For this reason, the purpose of improving the product is primarily the form, type, price, and durability, and the brands that are marketed must be able to increase customer satisfaction.

PT Deltamas Surya Indah Mulia branch of City Hall as one of the suppliers of Toyota brand vehicles in Medan, of course very concerned about the marketing mix system of the vehicles they sell in this case the Toyota Rush car. Toyota Rush is one of the company's flagship products. With the aim of grabbing a share among competitors in Medan, the marketing mix strategy is one of the guidelines used to increase the sales volume of the Toyota Rush type car.

Toyota Rush car sales data in the last 4 years (2014-2017). Based on the table it can be seen that the sales of Toyota Rush cars have fluctuated, the amount of sales is not fixed every year. Changes in the number of sales levels are influenced by various factors, including economic factors and increasingly intense competition in which the number of emerging competitors offers various types of brands and specifications of the vehicles offered that helped enliven the automotive industry in Medan. Therefore it is very important for Toyota companies to conduct analysis or observation about effective marketing strategies, so that companies can know and understand the nature of their customers by choosing the right strategy.

According to Kotler (2012) the impression of a good product can influence consumer perceptions, and the reality that appears in the field is indeed felt by many researchers that sometimes consumer satisfaction to buy is influenced by the quality of a product. Facts in the field many consumers buy a product but what is seen first is the price of a product.

II. Theoretical Review

2.1 Definition of Marketing

Marketing is one of the main activities carried out by the company in maintaining its survival. This marketing includes various activities related to efforts to deliver products to consumers including pricing, pricing, products according to consumer desires, distribution activities and promotional activities. To maintain its survival, the company must carry out its main function, namely marketing.

According to Kotler and Armstrong (2014) that marketing is a social process in which individuals and groups get what they need and want by creating and exchanging products with the value of individuals and other groups. According to Laksana (2008) marketing is all activities that offer a product to meet the needs and desires of consumers.

2.2 Marketing Strategy

The definition of marketing implies that the marketing mix can influence prospective customers to use valuable products so that they are able to meet the desires and needs of customers which ultimately are expected to be satisfied and loyal customers. In its strategic role, marketing includes every effort to achieve conformity between the company and its environment in order to find a solution to the problem of determining the two main considerations. First, what business the company is currently engaged in and what type of business can be entered in the future. Second, how the chosen business can be run successfully in a competitive environment over product, price, promotion and distribution perspectives to serve the target market (Tjiptono, 2008).

2.3 Marketing Mix

Marketing has a very important function in achieving company success. In achieving marketing success, each company needs to develop an effective marketing strategy by combining elements in the marketing mix. In the marketing mix (marketing mix) there are variables that support each other with one another which are then combined by the company to obtain the desired responses in the target market. With these devices companies can influence the demand for their products.

Zeithaml and Bitner (2013) suggested that the traditional marketing mix concept consisted of 4P, namely product, price, place, and promotion.

2.4 Consumer Behavior

The most important part of a successful marketing program is do market analysis. Market analysis provides information about the needs and desires of consumers that are needed by the organization so that the organization can be a responsive and marketing-oriented organization. Market analysis also provides information to direct strategic planning, because strengths, weaknesses, opportunities, and threats can be identified by studying desires, beliefs, images, attitudes, and levels of customer satisfaction. Market analysis also includes the study of how and why various consumers choose, use, contract, hold, give commis and hold bonds with certain products.

The factors that influence buying decisions vary for each buyer. These factors are:

a. Culture

Factors that provide the broadest influence and behavior of consumers, marketers must know the role played by culture, sub-culture, and the class of buyers.

b. Social factors

Consumer behavior is also influenced by several social factors that exist in the general public.

c. Psychological factors

The choice of goods purchased by someone is further influenced by four important psychological factors, namely motivation, perception, knowledge, beliefs and attitudes.

2.5 Definition of Purchasing Decisions

Purchasing decisions are a process of making purchasing decisions that include determining what will be purchased or not making a purchase and the decision is obtained from previous experiences. According to Kotler and Armstrong (2004) states that a buying decision occurs through a behavioral process consisting of five stages, namely recognition of needs, information seeking, evaluation of alternatives, buying decisions and then results or behavior after purchase. These five stages indicate that the purchasing process starts far from before when the purchase is carried out and has far-reaching consequences after the purchase.

2.6 Stages of Consumer Decisions

One of the important decisions taken by consumers and must receive great attention from marketers is consumer purchasing decisions. According to Kotler in Setiadi (2015) to arrive at consumer purchasing decisions will pass 5 stages, namely:

a. Introduction to problems

The buying process starts when the buyer is aware of a problem or need. The buyer feels the difference between the actual situation and the situation being alleviated. These needs can be triggered by internal stimuli such as hunger and thirst, which when reaching a certain point will be an encouragement and external stimulation. For example, when passing pastry shop that stimulates hunger.

b. Information search

After being moved by marketing stimulus, consumers try to find more information about things they recognize as their needs. Consumers obtain information from personal sources (family, friends, neighbors, and acquaintances), commercial (advertising, personnel, sellers, brokers, and packaging), public (mass media, ranking organizations) and sources of experience (assessment, product usage). The answers to these questions will help companies prepare effective communication with the target market (Abdullah and Francis, 2012).

c. Evaluate alternatives

Alternative evaluation is a stage where consumers obtain information about an object and make a final assessment. At this stage the consumer narrows the choice to the chosen alternative based on the suitability between the desired benefits and the choices provided by the available products.

d. Decision to buy

The buyer's decision is the stage where the consumer has a choice and is ready to make a purchase or exchange transaction between money or a promise to pay with ownership rights or use of an object.

e. Post-purchase behavior

Post-purchase behavior is a stage where consumers will experience two possibilities, namely satisfaction and dissatisfaction with the choices they make.

After-purchase satisfaction, consumers form their expectations on the basis of the messages received from sellers, friends, which causes dissatisfaction.

The greater the gap between expectations and performance, the greater the consumer dissatisfaction. Most consumers increase the gap if the product is not perfect, and they are very dissatisfied.

III. Materials and Method

3.1 Location and Time of Research

This research was carried out in the city of Medan at PT Deltamas Surya Indah Mulia branch of Balai Kota, located precisely at Jalan Balai Kota No. 2A. The research starts from December 2018 to April 2019.

3.2 Types of Research

This type of research is a type of quantitative research, which aims to obtain data in the form of information, both verbally and in writing about how the marketing mix can make consumers buy Toyota Rush brand cars at PT Deltamas Surya Indah Mulia Balai Kota branch in Medan.

3.3 Population and Samples

Population is a generalization area that consists of objects and subjects that have certain qualities and characteristics set by researchers to be studied and conclusions drawn later (Sugiyono, 2014). Whereas according to Arikunto (2010), the population is a complete group of elements which are usually in the form of people, objects, transactions, or events where we are interested in learning or becoming the object of research.

In this study, the population used is all consumers who purchase Toyota Rush in Medan City but the number of samples is definitely unknown. The population in this study is not well defined, and demographic information about the population cannot be obtained properly, so random sampling cannot be done. For these reasons, the sampling method used in this study is purposive sampling technique.

Whereas because of the consideration of the number of population that is not yet known for certain numbers, the withdrawal of the sample must be at least 4 or 5 times the number of variables. In this study there were 18 variable indicators. So the minimum number of samples taken in this study is $18 \times 5 = 90$ people.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Sugiyono (2004) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Linear Regression Analysis

The data analysis method used in this study is multiple regression analysis (Sugiyono, 2004). Therefore the research formulation in the path analysis framework only revolves around the independent variable (X_1, X_2, \dots, X_k) influencing the dependent variable Y, or how much direct, indirect, and total influence or simultaneous set of independent variables (X_1, X_2, \dots, X_k) to the dependent variable Y. Hypothesis testing using t test, F test, r squared test.

IV. Results and Managerial Implications

4.1 Descriptive Analysis

The results of the study showed that of the 98 respondents the majority (most) respondents (consumers of Toyota Rush) were men with a percentage of 83%, and the remaining 17% were women. The difference in the number of men and women for consumers of the Toyota Rush is indeed quite significant. It can be said that more enthusiasts of Toyota Rush are men when compared to women or who make purchases of cars in the household of a consumer are men.

The results showed that of the 98 respondents the majority (most) respondents (Toyota Rush consumers) aged 36 years to 45 years with a percentage of 51%, followed by respondents aged 20 years to 35 years with a percentage of 24%, respondents who were aged 45 years to 55 years with a percentage of 15% and the rest are respondents aged 56 years and above with a percentage of 10%. In other words, it can be said that the majority of ages owned by respondents of the Toyota Rush are consumers who are of family age. The size of the Toyota Rush which tends to be bigger is very suitable for use by families to travel in the city and out of town.

The results showed that of the 98 respondents the majority (most) respondents (consumers of Toyota Rush) had monthly income of IDR 5,500,000 - IDR 10,000,000 with a percentage of 51%, respondents with

monthly income of IDR 10,500,000 - IDR 15,000,000 with percentage of 41% and respondents with income of Rp. 2,000,000 - Rp. 5,000,000 with a percentage of 8%.

4.2 Results

The classic assumption of the regression model has been fulfilled with no obstacles. This indicates that the model prediction model meets the BLUE criteria (best, linear, unbiased estimate). The model prediction is close to the actual state. The regression results from the model by looking at the contribution of predictions of independent variables in explaining the dependent variable through the determination coefficient value adjusted R-square, the significance of predictions simultaneously through the F-test on ANOVA, and the magnitude of the influence of each independent variable on the regression coefficient.

Information about predictive ability of research models in the Research model. Adjusted R-square value in the Research Model indicates that the product independent variable (X_1), price (X_2), place (X_3), promotion (X_4) is able to explain 64.1% variance of data on the dependent variable of consumer purchasing decisions (Y). The rest, as much as 35.9% of the variance of data in consumer purchasing decisions is explained by other variables not examined in this model.

Together, the product independent variable (X_1), price (X_2), place (X_3), promotion (X_4) can significantly influence consumer decisions. This decision is obtained based on the calculated F-value which is greater than the F-table, or through the F-test significance value smaller than 0.05 (Sig F = 0,000). Thus the product independent variable (X_1), price (X_2), place (X_3), promotion (X_4) is true as a predictor for Toyota Rush purchasing decisions.

Coefficient results through hypothesis testing and then compared with t table, namely n = number of samples 98 with a significance level = 0.05, then obtained t table of 1.984. So from the results of each variable, it can be seen which variables affect the performance of employees as follows:

a. From the calculation results it is known that obtained t count for X_1 of 6.145 is greater than t table 1.98 with a significance of 0,000 smaller than the significance level of 0.05, so it can be concluded that H_1 is accepted and H_0 is rejected, meaning this indicates that the product partial positive and significant effect on Toyota Rush purchasing decisions. In other words, the product has a direct and close relationship with the consumer purchasing decisions of Toyota Rush, so by improving Toyota Rush products it will improve or improve consumer purchasing decisions.

b. From the calculation results it is known that obtained t count for X_2 equal to -.08 smaller than t table 1.98 with a significance of 0.937 greater than the significance level of 0.05, so it can be concluded that H_1 is rejected and H_0 is accepted, meaning this indicates that prices partially have no positive (negative) and significant effect on consumer purchasing decisions.

c. From the calculation results it is known that obtained t count for X_3 is 6,420 greater than t table 1,98 with a significance of 0,000 smaller than the significance level of 0,05, so it can be concluded that H_1 is accepted and H_0 is rejected, meaning this indicates that the place is partially positive and significant effect on Toyota Rush purchasing decisions. In other words the place has a direct and close relationship with the consumer purchasing decisions of Toyota Rush, so by improving the marketing mix where Toyota Rush will improve or improve consumer purchasing decisions.

d. From the calculation results it is known that obtained t count for X_4 equal to 1.27 is smaller than t table 1.98 with significance of 0.207 greater than the significance level of 0.05, so it can be concluded that H_1 is rejected and H_0 is accepted, meaning this indicates that promotion partial does not have a positive (negative) and significant effect on consumer purchasing decisions.

4.3 Managerial Implications

Based on the above, the managerial implications that can be carried out by the Toyota Rush are as follows:

1. Places become one of the variables that influence consumer purchasing decisions that have relatively greater influence. Places can make Toyota Rush products that are sold can be easily obtained by customers and are always available to customers. If in a business condition that has fierce competition, the factor of site selection is the most important main component so that the business can also compete effectively, it is necessary to have a business location that is strategic and easily accessible to consumers. The accuracy of location selection is one of the factors that determine the success of a business.

2. Products become one of the variables that influence consumer purchasing decisions, but their effects are relatively smaller when compared to places. Therefore, the Toyota Rush needs to do things that can improve its product capabilities based on consumer perceptions. Reviewing the shortcomings of the Toyota Rush is based on consumer perceptions, which are related to engine strength and durability and fuel economy. Where, the performance produced in the runway embedded in this car is still somewhat underpowered, especially for a small SUV class. Therefore the management needs to pay attention to this matter for future improvement.

3. In this study promotion and prices do not affect consumer decisions in purchasing Toyota Rush.

V. Conclusion and Suggestion

5.1 Conclusion

The conclusions in this study are:

1. Simultaneously the marketing mix (product, price, place and promotion) has a positive and significant effect on the consumer's decision to buy a Toyota Rush car and partially the product and place has a positive and significant effect on the consumer's decision to buy a Toyota Rush car.
2. The variables that have the most influence on consumers' decision to buy a Toyota Rush car are places and those with the least influence are products.

5.2 Suggestion

The suggestions given by researchers into this study are as follows:

1. The factors that influence consumer decisions to buy Toyota Rush cars are products and places. Therefore the company management focuses on these two marketing mix strategies.
2. Related to the product, there are some things that can still be improved by the company, namely:
 - a. Performance (performance) Toyota Rush is its main function.
 - b. Toyota Rush Product Features to increase value in the eyes of consumers.
 - c. Reliability of the Toyota Rush so that the product is free from failure when carrying out its functions.
 - d. Improved product standards.
 - e. Durability of the Toyota Rush to make the product more durable and durable when used by consumers.
 - f. Products must be able to be repaired.
 - g. The appearance of the product is made as attractive as possible.

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