



The Effect Marketing Mix on Unplanning Purchases at PT. Alfamart in Banjarmasin

Rina^{1*}, Apriya Santi²

Universitas Islam Kalimantan Muhammad Arsyad Al Banjari

E-mail: hjrinal234@gmail.com

Received: Juny, 2022 Accepted: July, 2022; Published: August, 2022

Abstract

This research aims to determine the effect of the marketing mix on unplanned purchase at PT. Alfamart. Explanatory research methods approach with survey techniques, the number of samples in this study were one hundred respondent's who had shopped at least twice in the PT. Alfamart. The results showed that the variable product, price, place, promotion, people, physical evidence, and process have significant effect on unplanned purchases at PT. Alfamart, and the results of the descriptive analysis states that the respondents agreed with the proposed items.

Key Words: Marketing Mix, Impulsive Buying.

INTRODUCTION

In this millennial era, retail companies are increasingly mushrooming. Each company offers their advantages, where retail companies such as Minimarkets and Supermarkets are starting to emerge to shift traditional markets, plus the demands of consumers wanting to shop more simply and practically accompanied by a calm and comfortable atmosphere, they are given the freedom to choose the products they want. they buy. The diversity of the population is distinguished, among others, from social status, position, culture and age, giving rise to different wants and needs for the fulfillment of types of primary products to secondary products. In addition to planned purchases made by consumers, there are also unplanned purchases (Impulsive Buying) due to the influence of the marketing mix (product, price, place, promotion, people, physical evidence, and process) carried out by the company when consumers are doing shopping activities at the Minimarket / Supermarket. Unplanned purchases can occur due to impulsiveness simply because they are reminded when they see the goods, impulsive because of the need (suggestion impulsive) and planned impulses. Meanwhile, according to Samuel (2005: 141) unplanned purchases are also caused by the stimulation of the shopping environment. Specifically, documentation about the atmosphere of a shopping environment and retail environment can change consumer emotions. Emotional changes change consumer moods that affect both, namely buying behavior and the evaluation of the previous consumer's shopping place. Stores can offer an atmosphere or environment that can influence consumer decision behavior patterns. Shopping environment and mood can influence someone to make an unplanned purchase (Baker, et al, 2005: 142).



Planned impulses are purchases that have been planned but the brand, type, size, or other specific info has not been decided. Where the buying decision is made at the minimarket / supermarket, when looking at the available products. Unplanned buying (Impulsive Buying) at convenience stores is one of the important factors needed for marketers and manufacturers in order to increase sales and company profits. Many companies spend a large amount of their resources doing advertising (Advertising). Products with certain brands to reach customers, this effort is made to increase product use, conduct market experiments and increase market share,

The marketing mix is a set of marketing tools used by the company to be able to achieve its marketing goals and target market where the marketing mix is the main key in the success of marketing a product, therefore PT. Alfamart as a company engaged in retail here prioritizes customers and prospective customers against unplanned purchases because it is very profitable for the company. Meanwhile, the number of retail Alfamart in Banjarmasin is more than 50 retails spread over 5 districts. Where in each sub-district there are more than 10 Alfamart retailers.

Competition in the retail industry is currently very competitive and must be realized by PT. Alfamart. If you want to continue to exist, PT. Alfamart must be able to create innovation in its marketing mix. In addition, PT. Alfamart must also be able to provide satisfaction for customers, both for the products purchased and the services provided. Through the implementation of the right marketing mix strategy, the company will be able to carry out survival and increase profits.

Table 1.1
Data Table Number of Customer Visits At PT. Alfamart Cempaka Branch in Banjarmasin in 2021

Day	Number of Visits	O'clock
Monday	± 100 people	07.00 – 22.00 WITA
Tuesday	± 100 people	07.00 – 22.00 WITA
Wednesday	± 100 people	07.00 – 22.00 WITA
Thursday	± 120 people	07.00 – 22.00 WITA
Friday	± 150 people	07.00 – 22.00 WITA
Saturday	± 200 people	07.00 – 22.00 WITA
Sunday	± 200 people	07.00 – 22.00 WITA

Source: Alfamart Cashier 2022 (data reprocessed)

Seen from table 1.1, it can be concluded that the number of visitors on Monday, Tuesday and Wednesday is approximately 100 people, on Thursday the number of visitors is approximately 120 people, then Friday the number of visitors is approximately 150 people, and on Saturday and Sunday approximately as many as 200 people seen from the number of transactions.

In addition, the reason for the selection in this study, namely retail PT. Alfamart Banjarmasin because the PT. Alfamart often aggressively conducts large price discounts in order to attract customers (visitors) at Alfamart itself, when compared to similar retailers such as Indomaret, Martplus, 212 Mart, and others. Alfamart's tendency to do more price-cutting promotions is the reason for choosing PT. Alfamart as the object of research.



Formulation of the problem can be described as follows:

1. Does the marketing mix consisting of product, price, place, promotion, people, physical evidence, process variables have a simultaneous effect on unplanned purchases (impulsive buying) at PT. Alfamart in Banjarmasin?
2. Does the marketing mix consisting of product, price, place, promotion, people, physical evidence, process variables have a partial effect on unplanned purchases (impulsive buying) at PT. Alfamart in Banjarmasin?
3. Which marketing mix variable has the dominant influence on unplanned purchases at PT. Alfamart in Banjarmasin?

The aim of this research is :

1. To analyze the influence of the marketing mix which consists of product, price, place, promotion, people, physical evidence variables, simultaneous process of unplanned purchases (impulsive buying) at PT. Alfamart in Banjarmasin.
2. To analyze the influence of the marketing mix which consists of product, price, place, promotion, people, physical evidence variables, the partial process of unplanned purchases (impulsive buying) at PT. Alfamart in Banjarmasin.
3. To analyze the marketing mix variables that have a dominant influence on unplanned purchases at PT. Alfamart in Banjarmasin, so that it can be used as a reference in PT. Alfamart itself

RESEARCH METHOD

In accordance with the objectives to be achieved in this study, namely to explain the relationship and influence of several predetermined variables. So the type of research used is explanatory survey research as concluded by Cooper and Pamela (2003:13), and Singarimbun and Effendi (1995:3) that explanatory research is proven to be able to properly explain the relationship between the observed aspects.

The location of this research was conducted at PT. AlfaMart Banjarmasin in 5 sub-districts, namely West Banjarmasin, East Banjarmasin, North Banjarmasin, South Banjarmasin, and Central Banjarmasin.

So the unit of analysis in this study is consumers who shop and have made transactions at PT. AlfaMart Banjarmasin in 5 sub-districts namely West Banjarmasin, East Banjarmasin, North Banjarmasin, South Banjarmasin, and Central Banjarmasin who have made unplanned purchases (unplanned purchases). In order to represent consumers of PT. Alfamart in Banjarmasin.

The population in this study were all visitors who had made purchases at PT. AlfaMart Banjarmasin in 5 sub-districts, namely West Banjarmasin, East Banjarmasin, North Banjarmasin, South Banjarmasin, and Central Banjarmasin, from November to April 2022.

Given the limitations of time, effort, and cost, the sample size taken using the Slovin formula (Umar, 2002: 108), namely:

$$\square \frac{N}{1+n(e)^2}$$

Information :

n = sample size

N = total population

e = percentage of allowance for inaccuracy due to tolerable sampling error



The total population is 459,078 people whose data is obtained from the accumulated number of visitors to PT. AlfaMart which has made transactions at the cashier for 1 year, with the selected error rate of 10%, then the calculation of determining the sample to be studied is:

$$n = 99.98 \text{ (Round to 100)} \frac{459.078}{1+459.078(0,1)^2}$$

The size of the sample to be taken in this study is 100 respondents.

The sample selection of 100 people is divided into 5 districts, namely: West Banjarmasin (20 Respondents), East Banjarmasin (20 Respondents), North Banjarmasin (20 Respondents), South Banjarmasin (20 Respondents), and Central Banjarmasin (20 Respondents). So that the sample selection can represent the consumers of PT. Alfamart in Banjarmasin. Where the sample selection in each sub-district is spread across several Alfamart Retail Branches in the sub-district.

Sampling is done by non-probability sampling. The method used is purposive sampling, namely the technique of determining the sample with certain considerations (Sugiono, 2004: 78). Based on this technique, the withdrawal is done by choosing anyone who happens to be found directly at the research location. Respondents are customers of PT. AlfaMart which has met the age requirements between 18 years to 55 years and is considered a productive buyer or potential buyer and has made a purchase transaction both planned and unplanned at PT. AlfaMart at least 3 times the purchase transaction.

The analysis used to produce an overview of the data that has been collected based on the respondents' answers is through the distribution of items from each variable. The presentation of the data that has been collected is done using a frequency table.

To determine the effect of the independent variable (X) on the dependent variable (Y), either simultaneously or partially, the Multiple Linear Regression equation is used with the following formula:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

Information :

b0	: Consumer
b1 to b7	: Regression coefficient
X1	: <i>product</i>
X2	: <i>price</i>
X3	: <i>place</i>
X4	: <i>promotion</i>
X5	: <i>people</i>
X6	: <i>physical evidence</i>
X7	: <i>process</i>
Y	: unplanned purchase
e	: error / influence of other factors

RESULTS AND DISCUSSION

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 1
Frequency of Product Variable Items (X₁)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X1.1	0	0	22	62	16	100	3.94	3.87
X1.2	0	0	32	50	18	100	3.86	
X1.3	0	0	31	57	12	100	3.81	

Source: Primary Data(data reprocessed, 2022)

Based on the table above, it appears that the mean (average) of respondents' answers is 3.87, this indicates that respondents agree about the product indicators above can affect unplanned purchases (Impulsive Buying) at PT. Alfamart.

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 2
Frequency of Price Variable Items (X₂)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X2.1	0	0	26	55	19	100	3.93	3.93
X2.2	0	0	35	54	11	100	3.76	
X2.3	0	0	15	60	25	100	4.10	

Source: Primary Data(data reprocessed, 2022)

Based on the table above, it appears that the mean (average) of respondents' answers is 3.93, this indicates that respondents agree about the above price indicators that can affect unplanned purchases (impulsive buying) at PT. Alfamart.

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 3
Frequency of Place Variable Items (X₃)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X3.1	0	0	22	62	16	100	3.94	3.90
X3.2	0	0	32	50	18	100	3.86	
X3.3	0	0	31	57	12	100	3.81	
X3.4	0	0	17	67	16	100	3.99	

Source: Primary Data (data reprocessed, 2022)

Based on the table above, it appears that the mean (average) of respondents' answers is 3.93, this indicates that respondents agree about the Place indicators above can affect unplanned purchases (Impulsive Buying) at PT. Alfamart.



The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 4
Frequency of Promotional Variable Items (X₄)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X4.1	0	0	20	67	13	100	3.93	3.99
X4.2	0	0	23	58	19	100	3.96	
X4.3	0	0	17	68	15	100	3.98	
X4.4	0	0	15	62	23	100	4.08	

Source: Primary Data (data reprocessed, 2022)

Based on the table above, it appears that the mean (average) of respondents' answers is 3.99, this shows that respondents agree about the Promotion indicators above can affect unplanned purchases (Impulsive Buying) at PT. Alfamart.

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 5
Frequency of People Variable Items (X₅)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X5.1	0	0	24	68	8	100	3.84	3.86
X5.2	0	0	29	59	12	100	3.83	
X5.3	0	0	20	70	10	100	3.90	

Source: Primary Data (data reprocessed, 2022)

Based on the table above, it appears that the mean (average) of respondents' answers is 3.86, this shows that respondents agree about the People indicators above can affect unplanned purchases (Impulsive Buying) at PT. Alfamart.

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 6
Frequency of People Variable Items (X₆)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X6.1	0	0	24	68	8	100	3.84	3.83
X6.2	0	0	27	57	16	100	3.89	
X6.3	0	0	35	58	7	100	3.72	
X6.4	0	0	20	69	11	100	3.91	
X6.5	0	0	30	59	11	100	3.81	

Source: Primary Data (data reprocessed, 2022)



Based on the table above, it appears that the mean (average) of respondents' answers is 3.83, this indicates that respondents agree about the Physical Evidence indicators above can affect unplanned purchases (Impulsive Buying) at PT. Alfamart.

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 7
Frequency of Process Variable Items (X₇)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
X7.1	0	0	20	67	13	100	3.93	
X7.2	0	0	26	55	19	100	3.93	
X7.3	0	0	35	54	11	100	3.76	
X7.4	0	0	15	60	25	100	4.10	3.93

Source: Primary Data (data reprocessed, 2022)

Based on the table above, it appears that the mean (average) of respondents' answers is 3.93, this shows that respondents agree about the Process indicators above can affect unplanned purchases (Impulsive Buying) at PT. Alfamart.

The results of respondents' answers in response to the research questionnaire given are shown in the following table:

Table 8
Frequency of Items Variable Unplanned Impulsive Buying (Y)

Indicator/ items	Answer Score					N	mean	
	1	2	3	4	5		Items	Variable
	f	f	f	f	f			
Y1	0	0	27	57	16	100	3.89	
Y2	0	0	35	58	7	100	3.72	
Y3	0	0	20	69	11	100	3.91	
Y4	0	0	30	59	11	100	3.81	3.83

Source: Primary Data (data reprocessed, 2022)

Based on the table above, it can be seen that the mean (average) of respondents' answers is 3.83, this indicates that respondents agree about the indicators of unplanned purchases (Impulsive Buying) at PT. Alfamart.

Multiple Regression Equation

Table 9
Multiple Linear Regression Equation
Coefficients*

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1 (Constant)	.033	.096			.349	.728



Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
X1	.037	.051	.046	.3711	.003
X2	.470	.672	.543	.3.699	.005
X3	.192	.059	.021	.4.328	.002
X4	.003	.042	.003	.3.068	.005
X5	.296	.050	.300	.5.859	.000
X6	.1.258	.060	1.212	21.117	.000
X7	.074	.082	.080	2,899	.001

a. Dependent Variable: Y

Based on the table above, it can be determined that the multiple linear regression model is expressed in the form of the following equation:

$$Y = 0.033 + 0.037 X1 + 0.470 X2 + 0.192 X3 + 0.003 X4 + 0.296 X5 + 1.258 X6 + 0.074 X7$$

From the value of the regression equation above, it can be seen that the Product, Price, Place, Promotion, People, Physical Evidence, and Process variables have a positive regression coefficient value. This shows that these variables are directly proportional or in the same direction as the dependent variable (unplanned purchases). If among the independent variables there is a change (either up or down), then the dependent variable will also change in the same direction (up or down).

Of the seven independent variables above, the physical evidence variable is the most dominant variable affecting unplanned purchases (Impulsive Buying) at PT. Alfamart. This can be seen from the coefficient of the physical evidence variable which is the highest among the other independent variables.

Coefficient of Determination (R²)

Table 10
Coefficient of Determination
Model Summary

Model	R	R. Square	Adjusted R Square
1	.983*	.966	.963

a. Predictors: (Constant), X7, X3, X5, X4, X6, X1, X2

b. Dependent Variable: Y

The adjusted coefficient of determination (R²) of 0.963 indicates that the variation of unplanned purchases (impulsive buying) is explained by the product, price, place, promotion, people, physical evidence, and process variables of 96.3 percent while 3.7 percent is explained by the variable others not analyzed in the model.



t test (Partial)

Table 11
T-Test Results (partial)
Coefficients

	Model	T	Sig
1	(Constant)	.349	.723
	X1	3,711	.003
	X2	3,699	.005
	X3	4.328	.002
	X4	3.068	.005
	X5	5.859	.000
	X6	21.117	.000
	X7	2,899	.001

a. Dependent Variable: Y

The coefficient of the product variable (X1) is significant at = 0.05, because t count > t table (3.711 > 1.980) or sig value. 0.003 < 0.05. This means that the effect of product variables on unplanned purchases is significant. It means that the hypothesis which states that the product has an effect on unplanned purchases can be accepted.

The coefficient of the price variable (X2) is significant at = 0.05, because t count > t table (3.699 > 1.980) or sig value. 0.005 < 0.05. This means that the effect of the price variable on unplanned purchases is significant. Means that the hypothesis which states that price has an effect on unplanned purchases can be accepted.

The coefficient of the place variable (X3) is significant at = 0.05, because t count > t table (4.328 > 1.980) or sig. 0.002 < 0.05. This means that the influence of the place variable on unplanned purchases is significant. It means that the hypothesis which states that place has an effect on unplanned purchases can be accepted.

The coefficient of the promotion variable (X4) is significant at = 0.05, because t count > t table (3.068 > 1.980) or sig. 0.005 < 0.05. This means that the effect of the promotion variable on unplanned purchases is significant. It means that the hypothesis which states that promotion has an effect on unplanned purchases can be accepted.

The coefficient of the people variable (X5) is significant at = 0.05, because t count > t table (5.859 > 1.980) or sig value. 0.000 < 0.05. This means that the influence of the people variable on unplanned purchases is significant. It means that the hypothesis which states that people influence unplanned purchases can be accepted.

The coefficient of the physical evidence variable (X6) is significant at = 0.05, because t count > t table (21.117 > 1.980) or sig.0.000 < 0.05. This means that the effect of the physical evidence variable on unplanned purchases is significant. It means that the hypothesis which states that physical evidence has an effect on unplanned purchases can be accepted.

The coefficient of the process variable (X7) is significant at = 0.05, because t count > t table (2.899 > 1.980) or sig.0.001 < 0.05. This means that the effect of the



process variable on unplanned purchases is significant. It means that the hypothesis which states that the process has an effect on unplanned purchases can be accepted.

F Test (Simultaneous)

Table 12
F . Test Results
ANOVA

Model	Sum of Squares	df	Play Square	F	Sig.
1. Regression	16,913	7	2.416	374,060	.000*
Residual	.594	92	.006		
Total	17,507	99			

a. Predictors: (Constant), X7, X3, X5, X4, X6, X1, X2

b. Dependent Variable: Y

This test is used with the aim of proving whether the independent variables have a joint effect on the dependent variable. From the results of calculations through SPSS shows that F_{count} is 374.060 and $F_{table} = 2.29$ (using a significance level of 0.05% and degrees of freedom (df); $n-(k+1)$; $100-(5+1) = 94$). This states that $f_{count}(374.060) > F_{table} (2.29)$ so that the hypothesis is accepted. This means that the independent variables consisting of product (X1), price (X2), place (X3), promotion (X4), and people (X5), physical evidence (X6), and process (X7) simultaneously affect the purchase not planned (Impulsive Buying) at PT. Alfamart.

From the results of the hypothesis test above, it is proven that the marketing mix consisting of product (X1), price (X2), place (X3), promotion (X4), and people (X5), physical evidence (X6), and process (X7) has an effect on against unplanned purchases (Impulsive Buying) at PT. Alfamart.

This is in accordance with the research of Ucik Purnama Sari (2011) and Semuel (2006) who say that the marketing mix (product, price, place, promotion, people, physical evidence, and process) and advertising media affect unplanned purchases (Impulsive Buying). .

Semuel states that unplanned purchases are influenced by the shopping environment and shopping experience which consists of hedonic shopping values reflecting shopping potential and emotional conditions; utilitarian shopping value considers the functionality of the product obtained; resource expenditure is used to estimate the time of expenditure, sources of expenditure, and social interaction, and to estimate two conditions, namely the amount of money and time spent on spending. Thomson et.al., in Semuel suggests that when an impulse purchase occurs, it will provide an emotional experience more than rational so it is not seen as a suggestion. On this basis, unplanned purchases are seen as rational decisions rather than irrational.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the testing of the proposed hypothesis, it can be concluded that:

- 1 *Product, price, place, promotion, people, physical evidence,* and the process has a simultaneous effect on unplanned purchases (Impulsive Buying) at PT. Alfamart.



- 2 *Product, price, place, promotion, people, physical evidence*, and the process has a partial effect on unplanned purchases (Impulsive Buying) at PT. Alfamart
- 3 The dominant variable has an effect on unplanned purchases (Impulsive Buying) at PT. Alfamart is a physical evidence variable.

Suggestion

Based on the conclusions above, it can be put forward some suggestions as follows:

- 1 For the leadership of PT. Alfamart to pay more attention to product, price, place, promotion, people, physical evidence, and process variables so that unplanned purchases can be improved.
- 2 The physical evidence variable has a more dominant influence so that the existing indicators are more closely observed and developed so that consumers are more satisfied.
- 3 For further researchers, they can utilize and develop the results of this study by using different variables or indicators used for each variable that needs to be developed.

REFERENCES

Clother 1994 Multi Level Marketing Jakarta : Erlangga

Kotler, Philip, 2000, Marketing Management, PT. Index, Jakarta

Riduwan, Drs, MBA 2008. Methods & Techniques for Compiling Thesis. Bandung Alfabeta

Santoso, Singgih, 2002, Multivariate Statistics SPSS Exercise Book, PT. Alex Media Komputindo Gramedia, Jakarta.

Schiffman, Leon G & Leslie Lazar Kanuk, 2000. "Consumer Behavior." 7th Edition Prentice Hall, United States

Stanton William J 1996. Principles of Marketing (translation). Issue 7 volume 1 Erlangga. Jakarta

Sutisna, 2002. Consumer Behavior and Marketing Strategy, Rosdakarya. Bandung. Page 11-22

Private, Basu & T Hani Handoko 1987. Marketing Management Analysis of Consumer Behavior. Yogyakarta Liberty