THE INFLUENCE OF THE MARKETING MIX (7P) ON CONSUMER PURCHASING DECISIONS (CASE STUDY KUTARADJA FRIED CHICKEN DARUSSALAM)

Linda Santri[1]*, Nova Suryani[2]

[1,2] Department of Agribusiness, Faculty of Agriculture, Universitas Syiah Kuala, Banda Aceh, Aceh, Indonesia
E-mail: lindasantri@usk.ac.id[1]*, novasuryani@usk.ac.id[2]

Abstract

This study analyzes how the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) influences purchasing decisions at Kutaradja Fried Chicken Darussalam. Using a quantitative approach, data were collected from 100 customers via questionnaires and analyzed through regression and hypothesis testing. Results showed that price, promotion, and physical evidence individually affected purchasing decisions ($p < 0.05$), while product, place, people, and process did not. However, all seven factors together significantly influenced decisions, explaining 66.4% of the variation ($R^2 = 0.664$). The findings suggest that competitive pricing, strong promotions, and appealing physical evidence are crucial for attracting customers. Although some elements lacked individual impact, their combined effect highlights the need for an integrated strategy. Kutaradja Fried Chicken should prioritize pricing, promotions, and store ambiance while maintaining balance across all 7Ps. This study offers practical insights for local fast-food businesses to strengthen marketing effectiveness.

Keywords: *Integrated marketing strategy, Kutaradja Fried Chicken, Marketing mix, Purchasing decision.*

INTRODUCTION

In modern times, there are more and more fast food businesses that are favored by various levels of society, from teenagers to parents. This happens because the business is able to adapt to the times. Therefore, every fast food business needs to continue to innovate, both in terms of improving product quality, friendly service, efficient serving processes, affordable prices, strategic locations, to comfortable interior and exterior designs. In addition, utilizing social media as a means of promotion is also a must in today's digital era (Chun & Nyam-Ochir, 2020). The rapid growth of the culinary industry in Indonesia, especially in the fast food sector, has made strong competition between business actors in the culinary industry sector. In following the market changes that continue to occur and the increasing desires of consumers, companies must create effective marketing strategies. One strategy that can be applied in facing this competition is to optimize the marketing mix (Qomariah, 2016).

Kutaradja Fried Chicken is a fast food restaurant that has a unique concept and is different from other fast food restaurants. Kutaradja Fried Chicken serves a main menu of crispy chicken with additional Acehnese spices, as well as serving a choice of sambal with local Acehnese flavors. This makes Kutaradja Fried Chicken the first local Fried Chicken fast food restaurant in Aceh. Kutaradja Fried Chicken was born in the midst of national and international brand competition, which must also understand well how its consumers behave. Consumer decisions in choosing a product are not only based on the quality of the product, but also based on how the product is offered, promoted, sold, and distributed (Heryanto, 2015). The marketing mix is a basic principle in the contemporary business world that aims to influence consumer choices and decisions. Understanding market needs and implementing the right marketing strategy can increase customer satisfaction and strengthen the company's competitiveness. Therefore, each element in the marketing mix must be strategically planned to provide the best value to customers (Putra & Saputri, 2020). Along with the development of information technology and lifestyle changes, consumer preferences for fast food products have also shifted. Today's consumers not only judge in terms of taste and price, but also consider aspects of place comfort, service speed, product visualization, and brand image. This requires businesses to develop more adaptive and integrated marketing strategies to meet increasingly complex

consumer expectations. The application of the marketing mix concept (7Ps) provides a comprehensive framework in identifying elements that can influence consumer purchasing decisions. Each element-product, price, place, promotion, people, process, and physical evidence-has different potential influences and needs to be analyzed systematically. Therefore, this study not only evaluates the partial influence of each variable, but also analyzes the simultaneous contribution of all elements of the marketing mix to purchasing decisions. The results of this study are expected to make a practical contribution to the development of marketing strategies for local businesses in the face of competition from the fast food industry. In the context of KFC Kutaradja, it is very important to understand how much the applied marketing mix elements contribute to consumer purchasing decisions. This is important not only as a means of assessing marketing performance, but also as a foundation in designing more effective marketing strategies (Mujito, 2025). This study aims to analyze the impact of product, price, place, promotion, people, process, physical evidence on consumer decisions to make purchases at Kutaradja Fried Chicken, both separately and together. From this research, it is hoped that it can contribute to the management of Kutaradja Fried Chicken in increasing the effectiveness of marketing strategies and maintaining consumer loyalty in the midst of intense competition.

LITERATURE REVIEW

According to Assael (2001) in (Widiyanto & Sugandha, 2019), consumer behavior is influenced by various factors, both from within consumers such as perceptions, attitudes, beliefs, motivation, self- concept, and personality, as well as external factors such as culture, social class, reference groups, and family. In addition, consumer attitudes also determine their purchasing behavior. Therefore, to influence purchasing behavior, an effective approach is to influence consumer attitudes. Marketers need to understand and examine the elements in the marketing mix that influence consumer purchasing decisions in order to develop effective marketing programs. Research entitled "Analysis of the Effect of 7P Marketing Mix on Brand Haus! in Bandung City" results in that the marketing mix has a positive and significant effect on consumer purchasing decisions for Haus! in Bandung City (Purwanto & Imran, 2022). Then in a study entitled "The Effect of Marketing Mix on Consumer Purchasing Decisions at Blanco Coffee Yogyakarta" shows that partially product variables and physical evidence variables have a significant effect on consumer purchasing decisions, while price, place, promotion, people and process have no significant effect on consumer purchasing decisions (Prihatiningtyas & Chasanah, 2022). The research "The Effect of Marketing Mix (7P) on Purchasing Decisions (Study on Gacoan Noodle Consumers in the Yogyakarta Area)" also proves that product, price and location significantly influence consumer purchasing decisions on Gacoan Noodles, while promotions, people, processes and physical evidence are not found to have a significant effect on purchasing decisions on Gacoan Noodles (Santi et al., 2023).

METHOD

This study uses associative research with the aim of knowing the effect between the independent variable on the dependent variable both partially and simultaneously. This study uses quantitative data types. The data used was obtained from primary data collected from questionnaires through incidental sampling techniques, where the sample was collected by chance, meaning that anyone who happened to meet the researcher could be used as a sample. The number of samples used was 100 respondents. The research was conducted at the Kutaradja Fried Chicken fast food business in Darussalam. This study uses statistical analysis tools in the form of validity and reliability tests to measure the suitability and consistency of questionnaire instruments, classical assumption tests to ensure the feasibility of regression models (normality, multicollinearity, and heteroscedasticity tests), and multiple linear regression analysis to determine the effect of independent variables simultaneously and partially on the dependent variable. Hypothesis testing is done with the t test (partial), F test (simultaneous), and the coefficient of determination (R^2) to determine the extent of the influence of the independent variable on the dependent variable. The independent variables in this study are the elements of the 7P marketing mix which include: product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7). Meanwhile, the dependent variable (Y) is consumer purchasing decisions. The hypotheses proposed totaled eight, consisting of seven hypotheses to see the effect of each variable partially on purchasing decisions, and one hypothesis to test the effect of all variables simultaneously.

H1 : Product (product), has a significant effect on purchasing decisions at Kutaradja Fried Chicken.
H2 : Price (price), has a significant effect on purchasing decisions at Kutaradja Fried Chicken.
H3 : Place (place) has a significant effect on purchasing decisions at Kutaradja Fried Chicken.
H4 : Promotion (promotion) has a significant effect on purchasing decisions at Kutaradja Fried Chicken.

H5 : People (people) have a significant effect on purchasing decisions at Kutaradja Fried Chicken.

H6 : Process (process) has a significant effect on purchasing decisions at Kutaradja Fried Chicken.

H7 : Physical evidence has a significant effect on purchasing decisions at Kutaradja Fried Chicken.

H8 : Product (product), price (price), place (place), promotion (promotion), people (people), process (process) and physical evidence (physical evidence) affect purchasing decisions at Kutaradja Fried Chicken simultaneously.
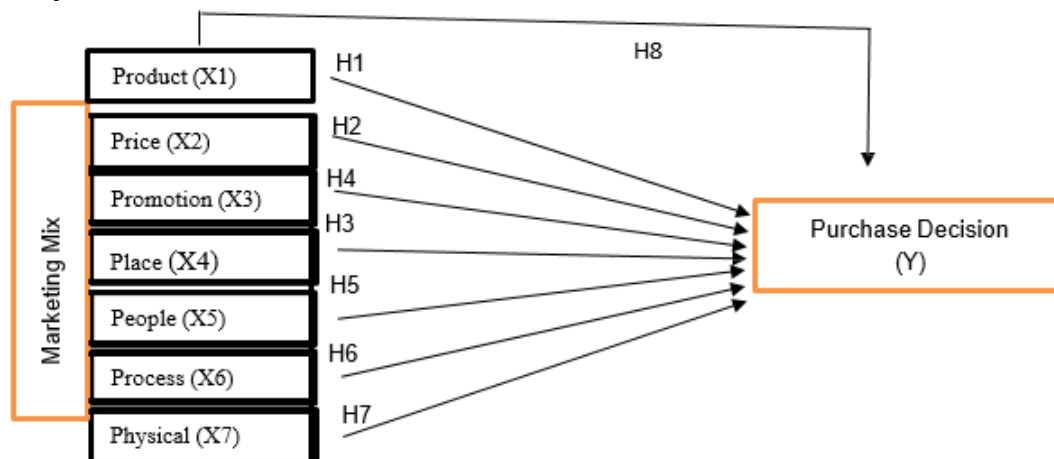

Figure 1. Framework of Thought

RESULTS AND DISCUSSION

Results of Data Validity and Reliability Test

Validity and reliability tests were carried out to see the validity and reliability of the questionnaire used (Jusmiana & Herianto, 2020). The validity test will show how well the data collected in measuring the variables to be measured, which is indicated by r count greater than r table at a significant level of 5%, it means that the data collected and used in the study is considered valid (Anggraini et al., 2022). While the reliability test is carried out to see the extent to which the questionnaire data can be used, the reliability test will show the consistency of the measurement results, meaning that the measurement results will show the same results if tested again (two or more times) on the same questionnaire data. The reliability test can only be carried out if the questionnaire data used has been valid in the validity test, so before the reliability test is carried out, the validity test must be carried out first (Fakiroh et al., 2023). In the reliability test, the measure used is the Cronbach's Alpha coefficient. If the questionnaire data shows a Cronbach's Alpha value greater than 0.60, the questionnaire data used is reliable or consistent in measuring. The results of validity and reliability in this study can be seen in Table 1 below.

THE INFLUENCE OF THE MARKETING MIX (7P) ON CONSUMER PURCHASING DECISIONS (CASE STUDY KUTARADJA FRIED CHICKEN DARUSSALAM)
Linda Santri and Nova Suryani

Variable	Indicator	r count	r table	Reliability (Cronbach's alpha)	Description
Product / Product (X1)	X1.1	0,580	0.1946	0,936	Valid
	X1.2	0,613	0.1946		Valid
	X1.3	0,684	0.1946		Valid
	X1.4	0,658	0.1946		Valid
Price / Price (X2)	X2.1	0,729	0.1946	0,925	Valid
	X2.2	0,802	0.1946		Valid
	X2.3	0,772	0.1946		Valid
	X2.4	0,690	0.1946		Valid
Place */ Place* (X3)	X3.1	0,558	0.1946	0,932	Valid
	X3.2	0,618	0.1946		Valid
	X3.3	0,675	0.1946		Valid
	X3.4	0,653	0.1946		Valid
Promotion / *Promotion* (X4)	X4.1	0,731	0.1946	0,928	Valid
	X4.2	0,772	0.1946		Valid
	X4.3	0,718	0.1946		Valid
	X4.4	0,690	0.1946		Valid
People (X5)	X5.1	0,745	0.1946	0,930	Valid
	X5.2	0,750	0.1946		Valid
	X5.3	0,592	0.1946		Valid
	X5.4	0,755	0.1946		Valid
Process (X6)	X6.1	0,757	0.1946	0,928	Valid
	X6.2	0,802	0.1946		Valid
	X6.3	0,756	0.1946		Valid
	X6.4	0,742	0.1946		Valid
Physical Evidence / Physical Evidence (X7)	X7.1	0,755	0.1946	0,932	Valid
	X7.2	0,650	0.1946		Valid
	X7.3	0,672	0.1946		Valid
	X7.4	0,661	0.1946		Valid
Purchase Decision (Y1)	Y1.1	0,732	0.1946	0,930	Valid
	Y1.2	0,717	0.1946		Valid
	Y1.3	0,541	0.1946		Valid
	Y1.4	0,737	0.1946		Valid

Table 1. Data Validity and Reliability Test Results

Source: Primary Data Analysis (2025)

Based on Table 1 above, it shows that all variables have an r-count value greater than the r- table, meaning that all variables contained in the research questionnaire are considered valid. The reliability test is also shown in Table 1, where the crombach's alpha value is greater than 0.60, meaning that the questionnaire for each variable used, namely X1 (product), X2 (price), X3 (place), X4 (promotion), X5 (people), X6 (process), X7 (physical evidence) and Y1 (Purchase decision) is reliable.

Classical Assumption Test
The classic assumption test is carried out to ensure that the resulting regression model has a high level of estimation accuracy, is free from bias, and is consistent (Mariam & Nopianti, 2022). The classical assumption test is also carried out to ensure that the regression model used is appropriate and statistically feasible. This classic assumption test includes several tests, including normality, multicollinearity, and heteroscedasticity tests for research using time-series data (Purba, 2021).

Normality Test
The purpose of the normality test is to test whether the residuals in the regression model have a distribution that is close to the normal distribution (Ghozali & Munyati, 2018). In this study, the normality test was carried out

with the skewness kurtosis test. The data will be tested by calculating the ratio of the skewness statistical value to the skewness standard error and the ratio of the kurtosis statistical value to the kurtosis standard error. Data is said to be normally distributed if the skewness ratio value and kurtosis ratio are between +2 and -2.

Table 2. Normality Test Results (Descriptive Statistics)

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	100	- 4.87475	5.36692	.0000000	1.89389046	-.190	.241	.486	.478
Valid N (listwise)	100								

Source: SPSS Processing Output (2025)

Table 2 above shows that the skewness ratio and kurtosis ratio values are between +2 and -2, namely -0.190 for the skewness statistical value and 0.486 for the kurtosis statistical value. This means that the normality test found that the data used is normally distributed.

Multicollinearity Test

The purpose of the multicollinearity test is to ensure that there is no very strong or perfect relationship between the independent variables in the regression model. If there is a high or perfect correlation between the independent variables, then the model is said to have a multicollinearity problem. Conversely, the regression model is considered feasible and good if the independent variables in it are not correlated with each other (Ghozali & Munyati, 2018). The results of multicollinearity testing can be seen in Table 3 below.

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.393	2.545
	X2	.216	4.620
	X3	.347	2.879
	X4	.325	3.073
	X5	.325	3.079
	X6	.328	3.049
	X7	.309	3.239

Source: SPSS Processing Output (2025)

Based on the multicollinearity test results in Table 3 above, it shows that all variables have a tolerance value> 0.10 or VIF value < 10, meaning that in multicollinearity testing there is no high or perfect correlation between independent variables. It can be concluded that this research passes multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether in the regression model there are differences in residual variances between one observation and another (Ezer & Ghozali, 2017). The results of the heteroscedasticity test can be seen in the figure below.
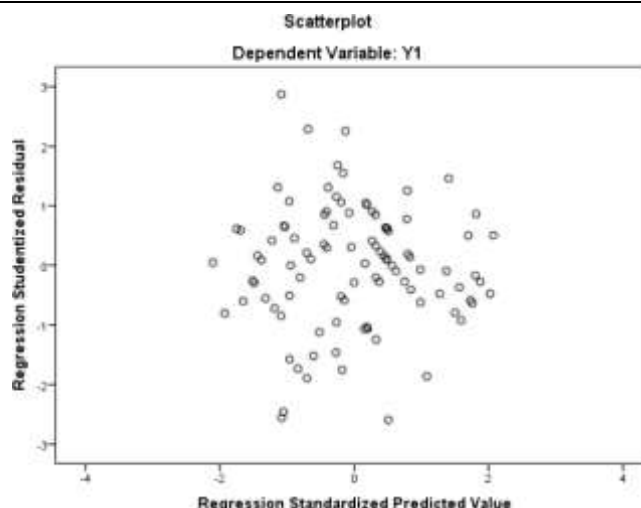
Figure 2. Heteroscedasticity Test Results

Based on the results of the scatterplot output on the heteroscedasticity test in Figure 2 above, it can be seen that the points spread and do not form a clear pattern. This means that this research based on the heteroscedasticity test does not encounter problems.

Hypothesis Test Results

In hypothesis testing research is carried out when the classical assumption test has obtained results. The hypothesis tests carried out in this study are R^2 Test (coefficient of determination), T Test (partial test), F Test (simultaneous test) and multiple linear regression analysis.

R^2 Test (Coefficient of Determination Test)

The R^2 test or coefficient of determination test is an indicator used to evaluate the extent to which a model can explain the variation that occurs in the dependent variable. In other words, the R square value plays a role in predicting and measuring the level of contribution of the influence given by the independent variable (X) simultaneously to the dependent variable (Y) (Ramadlanti et al., 2024). The coefficient of determination (R^2) test is presented in percentage form, with a range of values between 0 and 1. The test results for the coefficient of determination (R^2) are presented as follows.

Table 4. Test Results of the Coefficient of Determination (Model Summary [b])

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815[a]	.664	.638	1.96462

Source: SPSS Processing Output (2025)

Based on Table 4, the results of the R^2 test or the coefficient of determination show that the R value is 0.815 so that there is a strong relationship between the variables of product, price, place, promotion, people, process and physical evidence with purchasing decisions, which is 81%. Meanwhile, the R square value of 0.664 indicates that 66.4% of the variation in the dependent variable, namely purchasing decisions, can be explained by the independent variables consisting of product, price, place, promotion, people, process, and physical evidence. The remaining 33.6% is influenced by other factors not explained in this study.

T Test (Partial Test)

The T test or partial test is conducted to test the significance of the effect of each independent variable on the dependent variable partially. the results of the T test or partial test can be seen in Table 5 below (Saibana et al., 2024).

Table 5. T Test Results (Partial Test)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	2.804	1.489		-1.883	.063
	X1	.151	.120	.121	1.254	.213
1	X2	.406	.165	.320	2.466	.016
	X3	.163	.141	.119	1.160	.249
	X4	.285	.144	.289	2.183	.038
	X5	-.075	.126	-.064	-.599	.551
	X6	.107	.117	.096	.914	.363
	X7	.164	.135	.214	2.010	.049

a. Dependent Variable: Y1
Source: SPSS Processing Output (2025)

Figure 5 above shows the results of the T test conducted to see the effect of product variables (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) on purchasing decision variables (Y). The significance value of the price variable is 0.016; the significance value of the promotion variable is 0.038; the significance value of the physical evidence variable is 0.049. Each of these variables has a significance value <0.05, it can be concluded that each of the variables X2, X4 and X7 has a significant influence on variable Y (dependent variable), namely purchasing decisions. Meanwhile, the other variables have a significance value> 0.05 X1, X3, X5 and X6 (independent variables) do not have a significant influence on variable Y (dependent variable), namely purchasing decisions.

F Test (Simultaneous Test)

The F test or simultaneous test was conducted to see the effect of the independent variables product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) simultaneously on the dependent variable purchasing decisions (Y) (Almasyah, 2022). The F test results can be seen in Table 6 below.

Table 6. F Test Results (Simultaneous Test) (ANOVA ^{a})

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	701.865	7	100.266	25.978	.000^b
1	Residual	355.095	92	3.860		
	Total	1056.960	99			

Source: SPSS Processing Output (2025)

Based on Table 6 above, the results of the F test or simultaneous test conducted show that the Fcount> Ftabel value (36.867> 2.19) and the significance level <0.05 (0.000 <0.05), meaning that the regression equation formed from the variables product (X1), price (X2), place (X3), and promotion (X3).0.05), meaning that the regression equation formed from the variables product (X1), price (X2), place (X3), and promotion (X4), people (X5), process (X6), and physical evidence (X7) as independent variables together have an effect on purchasing decisions (Y) as the dependent variable, the decision taken is to accept H8 and reject H0.

Multiple Linear Regression Test

The use of multiple linear regression tests in this study with the aim of knowing the influence of each independent variable product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) on the dependent variable purchasing decisions (Y) (Sya'idah & Jauhari, 2018). Based on the results of multiple linear regression tests, the regression equation for the marketing mix on purchasing decisions is:

Y= 2.804 + 0.151 X1+ 0.406 X2+ 0.163 X3+0.285 X4- 0.285 X5+ 0.107 X6+ 0.164 X7.

The constant value in this regression is 2.804 units, meaning that if the independent variables product, price, place, promotion, people, process and physical evidence in the model are assumed to be equal to zero, then the

independent variables outside the model will still reduce purchasing decisions by 2.804 units. The following is a description of each independent variable contained in the equation. *Product (Product).* The independent variable product (X1) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of 0.151. This means that each unit in the product variable will cause an influence on purchasing decisions of 0.151 units, assuming that the other variables in the model remain constant. Thus, increasing the product has an effect on increasing consumer decisions to purchase products at Kutaradja Fried Chicken.

Based on the t test above, the t value obtained is 1.254 with a significance of 0.213. In the t test, the t table used is 1.98, so in this test it is found that t count (1.254) < t table (1.98) with a significance greater than 0.05 (0.213>0.05). Thus the decision taken is H0 accepted and H1 rejected, namely the product (product) does not have a significant effect on purchasing decisions at Kutaradja Fried Chicken. *Price.* The independent variable price (X2) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of 0.406. This means that each unit in the price variable will cause an influence on purchasing decisions of 0.406 units, assuming that the other variables in the model remain constant. Thus, increasing prices has an effect on increasing consumer decisions to purchase products at Kutaradja Fried Chicken.

Based on the t test above, the t value obtained is 2.466 with a significance of 0.016. In the t test, the t table used is 1.98, so in this test it is found that t count (2.466) > t table (1.98) with a significance smaller than 0.05 (0.016 <0.05). Thus the decision taken is H0 rejected and H2 accepted, namely that there is a significant influence between price and purchasing decisions at Kutaradja Fried Chicken. *Place* The independent variable place (X3) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of 0.163. This means that each unit in the place variable will cause an influence on purchasing decisions of 0.163 units, assuming that the other variables in the model remain constant. Thus, increasing the place has an effect on increasing consumer decisions to purchase products at Kutaradja Fried Chicken. Based on the t test above, the t value obtained is 1.160 with a significance of 0.249. In the t test, the t table used is 1.98, so in this test it is found that t count (1.160) < t table (1.98) with a significance greater than 0.05 (0.249>0.05). Thus the decision taken is H0 accepted and H3 rejected, namely place does not have a significant effect on purchasing decisions at Kutaradja Fried Chicken.

Promotion

The independent variable promotion (X4) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of 0.285. This means that each unit in the promotion variable will cause an influence on purchasing decisions of 0.285 units, assuming that the other variables in the model remain constant. Thus, increasing promotion has an effect on increasing consumer decisions to purchase products at Kutaradja Fried Chicken. Based on the t test above, the t value obtained is 2.183 with a significance of 0.038. In the t test, the t table used is 1.98, so in this test it is found that t count (2.183)> t table (1.98) with a significance smaller than 0.05 (0.038 <0.05). Thus the decision taken is H0 rejected and H4 accepted, namely that there is a significant influence between promotion and purchasing decisions at Kutaradja Fried Chicken. *People* The independent variable person (X5) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of -0.285. This means that each unit in the people variable will cause a purchase decision of -0.285 units, assuming that the other variables in the model remain constant. Thus, a decrease in people has an effect on increasing consumer decisions to purchase products at Kutaradja Fried Chicken.

Based on the t test above, the t value obtained is -0.599 with a significance of 0.551. In the t test, the t table used is 1.98, so in this test it is found that t count (-0.599) < t table (-1.98) with a significance greater than 0.05 (0.551> 0.05). Thus the decision taken is that H0 is accepted and H5 is rejected, namely people do not have a significant effect on purchasing decisions at Kutaradja Fried Chicken. *Process* The independent variable process (X6) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of 0.107. This means that each unit in the process variable will cause an increase in purchasing decisions by 0.107 units, assuming that the other variables in the model remain constant. Thus, improving the process has an effect on increasing consumer decisions to purchase products at Kutaradja Fried Chicken. Based on the t test above, the t value obtained is 0.914 with a significance of 0.363. In the t test, the t table used is 1.98, so in this test it is found that t count (0.914) < t table (1.98) with a significance greater than 0.05 (0.363>0.05). Thus the decision taken is that H0 is accepted and H6 is rejected, namely the process (process) has no significant effect on purchasing decisions at Kutaradja Fried Chicken. Physical Evidence The independent variable physical evidence (X7) has an influence on purchasing decisions (Y), which is indicated by the regression coefficient value β1 of 0.164. This means that each unit in the physical evidence variable will cause an increase in purchasing decisions by 0.164 units, assuming that the other variables in the model remain constant. Thus, increasing physical evidence has an effect on increasing

consumer decisions to purchase products at Kutaradja Fried Chicken. Based on the t test above, the t value obtained is 2.010 with a significance of 0.049. In the t test, the t table used is 1.98, so in this test it is found that t count (2.010)> t table (1.98) with a significance smaller than 0.05 (0.049 <0.05). Thus the decision taken is H0 rejected and H7 accepted, namely that there is a significant influence between physical evidence and purchasing decisions at Kutaradja Fried Chicken.

CONCLUSION

Based on data analysis and discussion in this study, it can be concluded that promotional prices and physical evidence have a significant effect on purchasing decisions at Kutaradja Fried Chicken partially. Meanwhile, product, place, people, and process have no significant effect on purchasing decisions at Kutaradja Fried Chicken partially. Simultaneously product, price, place, promotion, people, process and physical evidence have a significant effect on purchasing decisions at Kutaradja Fried Chicken. The existence of a significant influence of the price and promotion variables on purchasing decisions at Kutaradja Fried Chicken partially shows the importance of managing price, promotion and physical evidence strategies carried out to increase sales and achieve competitive advantage. Then even though the variables of product, place, people, and process do not have a significant effect on purchasing decisions at Kutaradja Fried Chicken partially, these variables must still be considered for updates to the strategies used in these variables to make them more effective. All variables used can be considered for comprehensive integration in the marketing strategy used by Kutaradja Fried Chicken.

REFERENCES

Almasyah, G. F. (2022). Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Minyak Goreng Kunci Mas Pada PT Sarimekar Cahaya Persada Sampit. 10(2).

Anggraini, F. D. P., Aprianti, Setyawati, V. A. V., & Hartanto, A. A. (2022). Jurnal Basicedu. Jurnal Basicedu, 6(4), 6491–6504. https;//jbasic.org/index.php/basicedu.

Chun, S. H., & Nyam-Ochir, A. (2020). The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale. Sustainability (Switzerland), 12(18), 1–19. https://doi.org/10.3390/SU12187435.

Ezer, E., & Ghozali. (2017). Pengaruh Jumlah Penghasilan, Pajak Penghasilan, Denda Pajak, Pemeriksaan Pajak Terhadap Kepatuhan Pajak. Diponegoro Journal of Accounting, 6(3), 1–13.

Fakiroh, Z., Wahyuningsih, N. S., & ... (2023). The Effect of Perceived Service Quality and Consumer Satisfaction on User Loyalty for Grab-Bike Online Transportation. Experimental, 1(6), 2985 3877. https://jurnal.institutsunandoe.ac.id/index.php/ESE%0Ahttps://jurnal.institutsunandoe.ac.id/index.php/ESE/article/view/247%0Ahttps://jurnal.institutsunandoe.ac.id/index.php/ESE/article/download/247/345

Ghozali, Z., & Munyati. (2018). Pengaruh Disiplin Kerja Dan Gaya Kepemimpinan Partisipatif Terhadap Kinerja Pegawai Pada UPBJJ-UT Palembang. Jurnal Ekobis, 2(1), 105–128. http://jurnal.unisti.ac.id/ekobis/article/view/81/82

Heryanto, I. (2015). Analisis Pengaruh Produk, Harga, Distribusi, dan Promosi Terhadap Keputusan Pembelian Serta Implikasinya pada Kepuasan Pelanggan. Jurnal Ekonomi, Bisnis & Entrepreneurship, 9(2), 80–101. https://core.ac.uk/download/pdf/234663443.pdf

Jusmiana, A., & Herianto. (2020). Suplemen Materi Statistik Terapan dalam Ilmu Kesehatan. 1–111.

Mariam, A., & Nopianti, N. (2022). Pengaruh Label Halal dan Harga Terhadap Minat Beli Konsumen pada Produk Kosmetik (Studi Kasus Siswa / Siswi Perhotelan SMK Negeri 1 Ciamis). Jurnal Kewarganegaraan, 6(2), 2627–2633.

Mujito. (2025). Strategi Pemasaran (Product, Price, Place and Promotion) (N. D. Wulandari (ed.); 1st ed.). Selat Media Patners.

Prihatiningtyas, G., & Chasanah, U. (2022). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Konsumen Di Blanco Coffee Yogyakarta. Jurnal Riset Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Program Magister Manajemen, 9(2), 1–18. https://doi.org/10.32477/jrm.v9i2.369

Purba, I. (2021). Pengaruh Kepemilikan Manajerial, Kepemilikan Institusional Dan Kepemilikan Publik Terhadap Nilai Perusahaan Pada Perusahaan Properti Dan Real Estate Yang Terdaftar Di Bursa Efek Indonesia Periode 2016-2018. Jurnal Riset Akuntansi & Keuangan, 7(1), 18–29. https://doi.org/10.54367/jrak.v7i1.1168

Purwanto, T. A. ; I., & Imran, A. I. (2022). Analisis Pengaruh Bauran Pemasaran 7p Terhadap Keputusan Pembelian Brand Haus! Di Kota Bandung. E-Proceeding of Management, 9, 2387.

Putra, D. A., & Saputri, M. E. (2020). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Tiket Online Angkutan Kereta Api (Studi pada Stasiun Bandung). E-Proceeding of Management, 7(1), 1211–1218.

Qomariah, N. (2016). Marketing Adactive Strategy. Cahaya Ilmu. https://www.researchgate.net/profile/Nurul-Qomariah/publication/326623130_marketing_adactive_strategy/links/5b59593daca272a2d66ba8f1/marketing-adactive-strategy.pdf

Ramadlanti, Z., Khasib, N., Ustiyasari, R. I., & Alamia, R. (2024). Pengaruh Bauran Pemasaran Terhadap Keputusan Berkuliah di Politeknik Balekambang Jepara. 2, 197–203.

Saibana, I., Noval, M., Aminah, S., Nafila, H., & Rosadi, M. (2024). Investasi, Inflasi dan Konsumsi: Pengaruhnya terhadap Pertumbuhan Ekonomi di Kalimantan Selatan. Ecoplan, 7(1), 1–14. https://doi.org/10.20527/ecoplan.v7i1.687

Santi, A., Hidayati, N., & Yamini, E. A. (2023). Pengaruh Bauran Pemasaran (7P) Terhadap Keputusan Pembelian (Studi Pada Konsumen Mie Gacoan Di Daerah Istimewa Yogyakarta) (Awalina Santi Nur Hidayati Pengaruh Bauran Pemasaran (7P) Terhadap Keputusan Pembelian (Studi Pada Konsumen Mie Gacoan Di Daerah Is. Jurnal Bisnis Dan Manajemen (JURBISMAN), 1(1), 283–306.

Sya'idah, E. H., & Jauhari, T. (2018). Pengaruh Marketing Mix Terhadap Loyalitas Pelanggan. Jurnal Ekonomi Universitas Kadiri, 3, 23–30.

Widiyanto, G., & Sugandha. (2019). Analisis Pengaruh Marketing Mix Terhadap Keputusan Pembelian Produk Makanan Cepat Saji. Ekonomi Bisnis, 17(1), 1–12. https://jurnal.ubd.ac.id/index.php/PE/article/view/86/49