

THE INFLUENCE OF SEGMENTING, TARGETING, AND POSITIONING ON CONSUMER PURCHASE DECISIONS AT MALIKA BAKERY & CAKE SHOP IN LHOKSEUMAWE CITY

Saleha^{1*}, T. Edyansyah^{2*}, Sapna Biby³, Muchsin⁴

^{1,2,3,4}Faculty of Economics and Business, Universitas Malikussaleh

Correspondence E-mail: tedyansyah@unimal.ac.id

Received : 01 August 2025

Revised : 11 August 2025

Accepted : 30 August 2025

Published : 20 September 2025

DOI : <https://doi.org/10.54443/ijset.v4i12.1121>

Publish Link : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study aims to analyze the effect of Segmenting, Targeting, and Positioning (STP) on consumer purchase decisions at Malika Bakery & Cake Shop in Lhokseumawe City. A quantitative approach with a survey method was employed, using structured questionnaires distributed to 115 respondents selected through purposive sampling. The collected data were analyzed using multiple linear regression with the help of SPSS software. The results show that all three independent variables—Segmenting, Targeting, and Positioning—have a positive and significant influence on purchase decisions, both partially and simultaneously. The coefficient of determination (R^2) value of 55.2% indicates that consumer purchase decisions are largely influenced by the STP model, while the remaining 44.8% is explained by other external factors. These findings confirm that an effective implementation of STP strategies can enhance consumer interest and loyalty and serve as a strategic reference for MSMEs in developing more targeted marketing efforts.

Keywords: *Segmenting, Targeting, Positioning, Purchase Decision, Marketing Strategy*

INTRODUCTION

The rapid development of urban business sectors has led to increasingly intense market competition, especially in the food and beverage industry, including bakeries. In Lhokseumawe City, bakery and cake shops have grown significantly as a promising business segment. Amidst this competition, businesses are required to implement strategic marketing approaches to attract and retain consumers. One such strategy is the application of the Segmenting, Targeting, and Positioning (STP) framework, which aims to define market segments, select the appropriate target market, and develop a clear market position (Kotler & Keller, 2022). In recent years, consumer behavior has undergone significant transformation. Today's consumers demand more than just affordable prices—they seek quality, personalization, and brand alignment with modern lifestyles (Kotler & Armstrong, 2018). This shift poses challenges for local businesses such as Malika Bakery & Cake Shop in Cunda, Lhokseumawe, which must adapt to changing consumer preferences and competitive dynamics. The observed consumer behavior—frequent brand switching due to price sensitivity and promotional attractiveness—underscores the importance of effective brand positioning and tailored marketing strategies.

This service activity is motivated by the need to strengthen local MSME (Micro, Small, and Medium Enterprises) actors' capacity in market segmentation and consumer analysis to sustain their business competitiveness. Based on field observations and interviews with the manager of Malika Bakery, it was found that while the shop has implemented some STP strategies, several gaps remain in consumer targeting and product positioning, especially in response to the evolving digital and health-conscious trends. The objective of this activity is to improve the marketing competence of the Malika Bakery management team through capacity-building interventions focused on strategic STP implementation. By introducing updated marketing knowledge and providing assistance in customer data analysis, product differentiation, and digital branding, this activity aims to help the business enhance its customer engagement and increase purchase decisions. To achieve these objectives, the program will implement a structured service plan consisting of training on STP concepts, mentoring sessions on customer behavior analysis, and workshops on content-based digital promotion strategies. This plan is expected to equip the

business with practical tools to target the right customer segments, position their brand effectively, and adjust offerings in line with consumer preferences (Tjiptono, 2020; Gunawan, 2022). Previous literature supports the crucial role of STP strategies in influencing consumer decisions. For instance, Safitra (2021) found that the positioning of NU Green Tea significantly affected consumer purchase decisions. Meanwhile, Mujahidin and Khoirianingrum (2019) emphasized that effective segmentation can increase customer satisfaction and loyalty through more relevant marketing offers. In conclusion, the implementation of this community service activity is both urgent and relevant in addressing the competitive pressures faced by local food businesses. By fostering better understanding and application of STP principles, this initiative seeks to contribute to business sustainability and improved consumer satisfaction in Lhokseumawe.

LITERATURE REVIEW

The concept of marketing has evolved significantly beyond mere selling and advertising activities. Modern marketing is understood as a comprehensive process involving the planning, execution, and control of activities aimed at fulfilling customer needs and creating value (Kotler & Keller, 2022). In the increasingly competitive bakery industry, particularly in urban areas like Lhokseumawe, businesses are required to adopt strategic approaches such as Segmenting, Targeting, and Positioning (STP) to attract and retain consumers. Kotler and Keller (2022) define market segmentation as the process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors who might require separate products or marketing mixes. Segmentation enables companies to focus on the most profitable market segments. Scholars such as Mujahidin and Khoirianingrum (2019) emphasize the importance of segmentation in aligning marketing strategies with consumer characteristics, including demographic, geographic, psychographic, and behavioral factors.

Targeting, as the next stage after segmentation, involves selecting one or more market segments to enter. Kotler and Keller (2022) explain that not all market segments are equally attractive, and companies must evaluate each segment's size, growth, structural attractiveness, and company objectives and resources. Previous research by Anggraini (2019) on PT. Nur Ramadhan Wisata illustrates how focusing on a specific target market can lead to more efficient service and higher consumer satisfaction. Positioning refers to the process of designing the company's offering and image to occupy a distinct place in the minds of the target market. A strong market position enhances brand recognition and builds consumer loyalty (Tjiptono, 2020). For example, Safitra (2021) demonstrated that the successful positioning of NU Green Tea significantly influenced consumer purchase decisions, highlighting the value of a clearly communicated brand image.

Consumer purchase decision is another key concept underpinning this study. According to Kotler and Armstrong (2018), consumer purchase decisions involve complex processes that include recognizing a need, seeking information, evaluating alternatives, making the purchase, and post-purchase behavior. These decisions are shaped by various internal and external factors such as cultural background, social influences, personal preferences, and psychological motivations (Gunawan, 2022). While the existing literature provides a strong foundation on the relevance of STP strategies and their impact on consumer behavior, some limitations remain. Many prior studies have focused on large corporations or urban markets, with limited attention to micro and small-scale bakery businesses in developing regions like Lhokseumawe. Moreover, few studies integrate all three STP elements comprehensively in assessing their simultaneous effect on consumer decision-making. Therefore, this study aims to fill this gap by examining how Segmenting, Targeting, and Positioning simultaneously affect consumer purchase decisions at Malika Bakery & Cake Shop, a local enterprise operating in Lhokseumawe. By focusing on a real-world business context with direct customer feedback, this research contributes empirical insights into the practical implementation of STP strategies in the MSME sector.

METHOD

This study employed a quantitative descriptive approach using a survey method to examine the influence of Segmenting, Targeting, and Positioning (STP) on consumer purchase decisions at Malika Bakery & Cake Shop in Cunda, Lhokseumawe. The design of the research activities included instrument preparation, respondent selection, data collection, and data analysis.

Target Audience Selection

The population in this study consisted of consumers who had made purchases at Malika Bakery & Cake Shop. The sampling technique used was purposive sampling, with the main criteria being consumers who had made repeat

purchases and were aged 17 and above. A total of 115 respondents were selected as the sample, considered adequate to represent the consumer behavior of the bakery's customer base.

Materials and Tools

The main material used in this study was a structured questionnaire consisting of closed-ended questions measured using a 5-point Likert scale. The tools employed included Microsoft Excel for tabulation and SPSS (Statistical Package for the Social Sciences) version 25 for data analysis.

Instrument Design and Validation

The questionnaire was designed based on indicators derived from the theory of STP (Kotler & Keller, 2022) and purchase decision concepts (Gunawan, 2022; Indrasari, 2019). It was pre-tested on 20 respondents to evaluate its validity and reliability. The validity was tested using the Pearson Product Moment correlation, and reliability was assessed using Cronbach's Alpha.

Data Collection Techniques

Primary data were collected through direct distribution of questionnaires to the selected respondents at the bakery location. The survey was conducted over a two-week period. Secondary data were obtained from company records and previous studies relevant to STP and consumer behavior.

Data Analysis Techniques

The collected data were analyzed using multiple linear regression analysis to determine the influence of segmenting (X1), targeting (X2), and positioning (X3) on purchase decisions (Y). The analysis model was formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = Purchase Decision

X₁ = Segmenting

X₂ = Targeting

X₃ = Positioning

α = Constant

β₁, β₂, β₃ = Regression coefficients

ε = Error term

In addition to regression analysis, the research also included classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests to ensure the model's robustness. The coefficient of determination (R²) was used to determine the model's explanatory power, while the t-test and F-test were used to assess the significance of individual and simultaneous effects, respectively.

RESULTS AND DISCUSSION

This section presents the results of data processing, followed by a comprehensive discussion based on theoretical references. The results include descriptive statistics, classical assumption tests, and multiple linear regression analysis to determine the effect of Segmenting, Targeting, and Positioning on consumer purchase decisions at Malika Bakery & Cake Shop.

Descriptive Statistics and Respondent Characteristics

Based on the collected data from 115 respondents, the characteristics of consumers varied by age, gender, occupation, and purchase frequency. Most respondents were female (62.6%), aged between 21–30 years (38.3%), with a dominant frequency of purchases occurring once a week (43.5%).

Subsection 1: The Influence of Segmenting, Targeting, and Positioning on Purchase Decisions

The results of the multiple linear regression analysis are shown in Table 1

Table 1. Results of Multiple Linear Regression Analysis

Variable	Coefficient (β)	t-value	Sig. (p-value)
Constant	3,551	2,152	0,034
Segmenting (X1)	0,437	5,067	0.000
Targeting (X2)	0.278	3.562	0.001
Positioning (X3)	0.212	3.117	0.002

The regression model indicates that all three independent variables have a **positive and significant influence** on consumer purchase decisions. The value of $R^2 = 0.552$ implies that 55.2% of the variation in purchase decisions can be explained by Segmenting, Targeting, and Positioning, while the remaining 44.8% is influenced by other factors. This finding is consistent with Kotler and Keller (2022), who emphasized that strategic market segmentation and accurate targeting allow businesses to design offerings that match consumer preferences, thereby increasing purchase intent. The significance of Positioning ($p = 0.001$) further supports the view that a brand’s image and perceived value play a critical role in consumer decision-making (Tjiptono, 2020).

Subsection 2: Implications of Findings and Comparison with Previous Studies

The findings of this study align with research by Safitra (2021), which found that effective brand positioning influences consumer preferences and repeat purchases. Similarly, research by Mujahidin and Khoirianingrum (2019) highlights that detailed segmentation strategies allow for better targeting and increased customer satisfaction. From a practical standpoint, Malika Bakery can leverage these findings to refine its customer segmentation—focusing on demographic and psychographic traits—and enhance positioning strategies by emphasizing product quality, local authenticity, and healthy ingredients. In digital promotions, personalized messages based on consumer segments could strengthen targeting effectiveness. These implications are particularly relevant in the context of increased competition in the local food and beverage sector, where consumer loyalty is influenced by both functional and emotional brand associations.

CONCLUSION

This study aimed to analyze the influence of Segmenting, Targeting, and Positioning (STP) on consumer purchase decisions at Malika Bakery & Cake Shop in Lhokseumawe. Based on the findings, it can be concluded that:

1. Segmenting, Targeting, and Positioning each have a positive and significant influence on consumer purchase decisions. This implies that a more focused understanding of consumer characteristics, precise target selection, and a well-established market position can significantly increase consumer purchasing interest.
2. Simultaneously, the three STP components explain 55.2% of the variance in purchase decisions, suggesting a strong collective impact. The remaining 44.8% is influenced by other external factors not examined in this study.
3. The positioning variable had the highest influence among the three, emphasizing the importance of brand perception and value creation in consumers' minds when making purchase decisions.

From a practical perspective, these results suggest that local businesses such as Malika Bakery should continuously improve their STP strategies—particularly by refining product positioning and targeting strategies based on up-to-date market segmentation.

Future Development Plan

For sustainable implementation of this service concept, future development may include digital literacy training for marketing teams, consumer behavior trend analysis workshops, and design of loyalty programs tailored to each identified market segment. These efforts are intended to strengthen long-term customer relationships and help local MSMEs remain competitive in dynamic market environments.

REFERENCES

- Anggraini, D. (2019). *Penerapan Segmentasi Pasar dalam Meningkatkan Pelayanan Konsumen pada PT. Nur Ramadhan Wisata Surabaya*. *Jurnal Ilmu Manajemen*, 7(2), 150–162.
- Gunawan, A. (2022). *Perilaku Konsumen dalam Perspektif Bisnis Modern*. Jakarta: Prenada Media.
- Indrasari, M. (2019). *Manajemen Pemasaran*. Yogyakarta: Pustaka Pelajar.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Mujahidin, E., & Khoirianingrum, L. (2019). Segmentasi Pasar dan Loyalitas Konsumen: Studi pada UMKM. *Jurnal Ilmu Manajemen*, 10(2), 145–156.
- Safitra, R. (2021). Positioning Produk dan Pengaruhnya Terhadap Keputusan Pembelian Konsumen NU Green Tea. *Jurnal Ilmiah Manajemen*, 13(1), 33–40.
- Tjiptono, F. (2020). *Strategi Pemasaran* (5th ed.). Yogyakarta: Andi.