

MARKETING MIX IN LOCAL MINIMARKETS CREATES PURCHASE DECISIONS AND HAS IMPLICATIONS FOR CUSTOMER SATISFACTION

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Abstract

Purpose – This study examined the influence of the marketing mix, consisting of product, price, promotion, and place, on purchase decisions and customer satisfaction and the mediating effect of purchase decisions. **Methodology** – The sample consisted of 250 customers at local minimarkets in Lhokseumawe City taken using Purposive sampling method. Primary data were collected using a structured questionnaire and were tested for validity and reliability. The analysis tool was path analysis with the SEM (Structural Equation Modelling) method using AMOS. **Findings** – The results indicated that each element of the marketing mix, namely product, price, promotion, and place, positively and significantly influenced purchase decisions and customer satisfaction. Furthermore, the purchase decision directly affected customer satisfaction and mediated the relationship between the product mix elements (product, price, promotion, and place) and customer satisfaction. **Originality** – This study examined the influence of marketing mix elements on purchase decisions and customer satisfaction. Besides, this study also seeks to test the mediating effect of customer purchase decisions at local minimarkets in Lhokseumawe City.

Keywords: *Product; Price; Promotion; Distribution place; Purchase Decisions.*

1. Introduction

In Indonesia, minimarkets are one of the leading modern markets and retailers (Megawati, 2017), where minimarkets reached 3.98 million in 2022 (Rizaty, 2023). The increasing number of minimarkets emerging throughout Indonesia is a positive indication of their rapid development. Despite facing significant challenges from national-level minimarkets such as Indomaret, Alfamart, and Alfamidi (Sukrina, 2022), local minimarkets significantly contribute to the economy. One of the goals of business enterprises, including local minimarkets, is to create customer satisfaction (Dimyati & Afandi, 2018). Customer satisfaction is one of the goals of the marketing strategy of business enterprises. Maggon and Chaudhry (2018) & Bachri et al. (2022) suggest that customer satisfaction influences subsequent behaviour. Customer satisfaction is a substantial strategy for business organizations to win competition (Borishade et al., 2018; Bachri, 2018; Dhien et al., 2016). Customer needs are constantly changing, and businesses must adapt to these changes to meet those needs. One thing that companies must do is to pay attention to customer satisfaction (Liu et al., 2019). Moreover, satisfaction can reduce bad word-of-mouth promotion (Nam et al., 2020; Bachri, 2018).

Purchase decision is the process of consumer acceptance of a product (Qabiluddin et al., 2018; Munandar et al., 2022). Business enterprises need to strive to drive growth and customer retention. Consumer behaviour has a vital role in determining an organization's ability to survive and meet customer expectations. Consumers also need knowledge and product testing, especially if they have developed marketing campaigns (Fauziah et al., 2021; Lubis et al., 2016). Prasad et al. (2019) explain that the purchase decision is the consumer's understanding of the desire and need for a product by considering sources, setting purchase goals, identifying alternatives, and making decisions to purchase. Kotler & Keller (2018) state that the purchase decision is about decisions on the brand to be purchased. Purchase decision has a close and positive relationship with satisfaction (Dang et al., 2021; Seo et al., 2020; Ardyan et al., 2021). On the other hand, the consumer purchase decision is not an essential variable for mediating the relationship between

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product and customer satisfaction (Aristayasa & Mitariani, 2020; Bachri et al., 2020; Ikramuddin et al., 2022). The marketing mix is the factors that influence consumers in choosing to shop at minimarkets. Some factors in the marketing mix include product, price, place, and promotion (Kotler & Keller, 2018; Mulfachriza et al., 2021). Marketing mix is a marketing tool to determine marketing success and to respond to what is desired by the target market (Suarthana et al., 2020). Monoarfa et al. (2023) state that the marketing mix is a means to create consumer purchase decisions. Zeithaml and Bitner (2010) add that the marketing mix is an organizational control element to communicate with customers and a tool to satisfy customers. The marketing mix can improve customer satisfaction (Othman et al., 2020; Khalayleh & Al-Hawary, 2022). Meanwhile, Sabir (2020) says that the marketing mix element of the product does not affect customer satisfaction. Based on the phenomena and review of several previous studies, there has been limited and inconsistent research on purchase decisions and satisfaction influenced by marketing mix elements. This study examines the influence of marketing mix elements on purchase decisions and customer satisfaction. Besides, this study also seeks to test the mediating effect of customer purchase decisions at local minimarkets in Lhokseumawe City. This study contributes to developing customer behaviour concepts in the retail industry in Indonesia.

HYPOTHESES DEVELOPMENT

Consumer decisions to purchase a product are based on needs and desires. Consumer purchase decisions go through several stages, such as identifying a problem. Buyers will research the availability of the product they want. During this information-gathering process, all data on the product will be collected, and buyers will use this information to choose from the available options. One brand is selected for purchase based on criteria in the buyer's mind. Buyers will conduct post-purchase evaluations to ensure their satisfaction with their purchase decision. Therefore, the evaluation process does not end with the purchase of a particular brand of product (Wang et al., 2020). Product influences purchase decisions (Mishra & Kulshreshtha, 2023; Abdullah & Razak, 2020) and affects satisfaction (Chumpitaz & Paparoidamis, 2020; Menidjel et al., 2020).

H1 : Products positively influences purchase decisions at local minimarkets in Lhokseumawe City.

H2 : Products positively influences customer satisfaction at local minimarkets in Lhokseumawe City.

Furthermore, price relates to purchase decisions and customer satisfaction (Rama, 2020; Ahmed et al., 2023). There is a direct correlation between price and demand. It means that the higher the price, the lower the demand for goods. Customers will be happier and more likely to buy goods if the company offers better pricing plans, including discounts, credit prices, and cash price strategies (Jobber & Shipley, 2012; Asrianda et al., 2020). Price influences purchasing decisions (Sun et al., 2020; Monoarfa et al., 2023). Then, the price also relates to customer satisfaction (Jeaheng et al., 2020; Slack et al., 2020).

H3: Price positively affects purchase decisions at local minimarkets in Lhokseumawe city.

H4: Price positively affects customer satisfaction at local minimarkets in Lhokseumawe city.

Promotion can be defined as a form of marketing communication, and marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and remind the target market of a company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question (Aguilar, 2020). Promotions positively and significantly influence purchasing decisions and customer satisfaction (Gorji & Siami, 2020; Bintarti et al., 2022; Kaveh et al., 2021).

H5: Promotion positively affects purchase decisions at local minimarkets in Lhokseumawe City.

H6: Promotion positively affects customer satisfaction at local minimarkets in Lhokseumawe City.

Furthermore, location significantly influences purchase decisions and customer satisfaction (Rizal et al., 2017; Riyadi & Rangkuti, 2016; Pramudita et al., 2020). Andretti et al. (2013) strengthen the evidence that location positively and significantly influences purchasing decisions and implications for customer satisfaction. The shorter the distribution channel, the faster the decision made by consumers creates satisfaction (Adam et al., 2023; Amiruddin & Modding, 2021).

H7: Location positively affects purchase decisions in local Minimarkets in Lhokseumawe city.

H8: Location positively affects customer satisfaction in local Minimarkets in Lhokseumawe city.

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The customer purchase decision is a complex process driven by needs and desires, which goes through several stages, starting from identifying a problem. Buyers will research the availability of the desired product. During this information-gathering process, buyer will collect all relevant data of the product and will use this information to choose from available options. A brand of product is selected for purchase based on the criteria in the buyer's mind. Buyers will conduct post-purchase evaluations to ensure their satisfaction with their purchase choice; therefore, the evaluation process does not end with the purchase of a particular brand of product (Wang et al., 2020). The product influences purchase decisions (Mishra & Kulshreshtha, 2023; Abdullah & Razak, 2020) and affects satisfaction (Chumpitaz & Paparoidamis, 2020; Menidjel et al., 2020). Besides, price is related to purchase decisions and customer satisfaction (Rama, 2020; Ahmed et al., 2023). There is a direct correlation between price and demand, meaning that the higher the price, the lower the demand for goods. Customers will be happier and more likely to purchase goods if the company offers better price plans, including discounts, credit terms, and cash pricing strategies (Jobber & Shipley, 2012; Asrianda et al., 2020). Price influences purchasing decisions (Sun et al., 2020; Monoarfa et al., 2023). Furthermore, the price also correlates with customer satisfaction (Jeaheng et al., 2020; Slack et al., 2020). Moreover, the location variable significantly influences purchasing decisions and customer satisfaction (Rizal et al., 2017; Riyadi & Rangkuti, 2016; Pramudita et al., 2020). Andretti et al. (2013) strengthen the evidence that location positively and significantly influences purchasing decisions and implications for customer satisfaction. The shorter the distribution channel, the faster the decision of consumers, which creates satisfaction (Adam et al., 2023; Amiruddin & Modding, 2021). Consumer purchasing decisions play a significant role in determining customer satisfaction. Customer satisfaction can be determined by the level of satisfaction they feel (Ardyan et al., 2021; Cao et al., 2018). There is a unidirectional relationship between consumer shopping decision factors and consumer satisfaction factors (Prianggoro & Sitio, 2020; Chaerudin & Syafarudin, 2021).

H9: Purchase decisions positively influence customer satisfaction in local minimarkets in Lhokseumawe City.

Products positively and significantly affect customer satisfaction (Diputra & Yasa, 2021; Tandon et al., 2020). It occurs because, after a purchasing decision, post-purchase results will happen. Customer satisfaction is the result of a post-purchase. Products significantly affect customer satisfaction through purchase decisions deeply embedded in customers. Purchase decisions are expected to be more effective than the direct influence of products on customer satisfaction (Supana et al., 2021; Mappesona et al., 2020).

H10: Purchase decisions mediate the relationship between products and customer satisfaction in local minimarkets in Lhokseumawe City.

In marketing products and services, several factors need to be considered by businesses so that consumers can make purchasing decisions, such as price (Limpopo et al., 2018; Arif & Siregar, 2021), brand (Chen et al., 2021; Andriato & Aliffianto, 2020), and features (Iskamto, 2021). Purchasing decisions can be used as a mediating factor between price and customer satisfaction (Rizal et al., 2017). Companies need to set prices that are suitable for the quality of the product and easily affordable so that consumers quickly make decisions and feel satisfied (Chaerudin & Syafarudin, 2021; Ilham et al., 2020).

H11: Purchase decisions mediate the relationship between price and customer satisfaction in local minimarkets in Lhokseumawe City.

Promotions positively and significantly affect customer satisfaction through purchasing decisions (Putri et al., 2014; Santoso & Sispradana, 2021; Prianggoro & Sitio, 2020; Othman et al., 2020). It occurs because, after a purchasing decision, post-purchase results will occur. Customer satisfaction is the result of a post-purchase (Syafarudin, 2021). The purchase decision is essential for mediating the relationship between promotion and customer satisfaction (Maftuchach et al., 2020; Mappesona et al., 2020). The more precise the consumer's decision, the higher the impact of promotion on customer satisfaction (Suryati, 2023).

H12: Purchase decisions mediate the relationship between promotion and customer satisfaction in local minimarkets in Lhokseumawe city.

Distribution positively and significantly affect customer satisfaction through purchase decisions (Rahman & Sitio, 2019; Amelia & Kusumawati, 2015). It occurs because, after a purchasing decision, post-purchase results will occur.

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The location factor significantly and positively affects customer satisfaction through purchasing decisions (Amiruddin & Modding, 2021). It indicates that purchase decisions are a pathway to achieving customer satisfaction in the influence of location on customer satisfaction. Customer satisfaction can be obtained by improving distribution locations through purchasing decisions (Sary et al., 2020).

H13: Purchasing decisions mediate the relationship between location and customer satisfaction in local minimarkets in Lhokseumawe city.

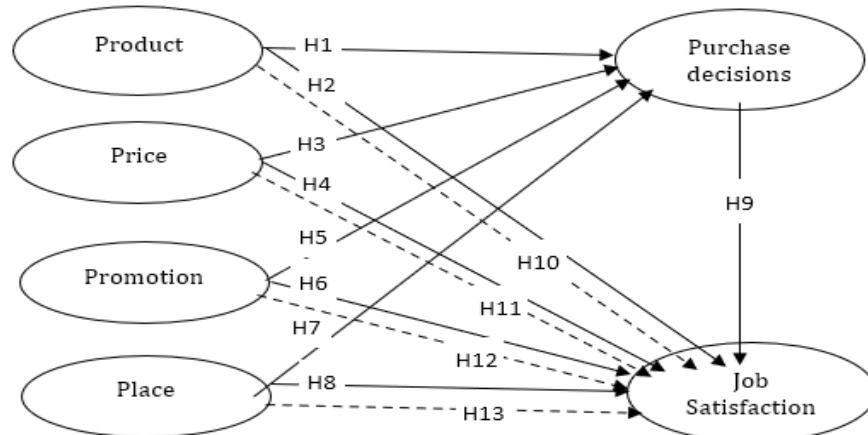


Figure 1. Conceptual Framework

Information:

—→ : direct influence
- - - → : indirect influence

2. Research Method

In analyzing the relationship between marketing mix, purchase decisions, and customer satisfaction, this study used 250 customers of local minimarkets as respondents using the purposive sampling technique. Purposive sampling is a data collection approach with specific considerations, such as respondents aged at least 18 years, respondents who have made purchases more than three times at local minimarkets, respondents residing in Lhokseumawe City, and the local minimarkets used are Arifamart, Cahaya Market, and Sejahtera. Primary data was obtained by distributing structured questionnaires from September to December 2023. The measurement scale in this study is a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). In measuring products, this research adopted and adapted the study of Kotler et al. (2018), which has four indicators: product quality, design, brand, and product diversity. To measure price, this study adopted and adapted the work of RAP and Iriani (2014), which has four indicators: price affordability, price appropriateness with product quality, price competitiveness, and price appropriateness with benefits. The promotion variable adopted and adapted from the study of Tjiptono (2008) has four indicators: brochures, discounts, word of mouth, and involvement in specific events. For the place variable, this study adopted and adapted the study of Gadi and Iskandar (2020), which has four indicators: salespeople, relationships with manufacturers, distributors, and retailers. Meanwhile, to measure purchasing decisions, this research adopted and adapted the study of Kotler et al. (2018), which has four indicators: product consistency, buying habits, recommending to others, and repurchasing. It used four indicators to measure customer satisfaction (Tuasikal et al., 2023). Hypotheses were tested using Structural Equation Modeling (SEM) with AMOS. Before testing the data using SEM AMOS, this study tested the reliability and construct validity/indicators. For the constructs of products, prices, promotions, places, purchasing decisions, and customer satisfaction, all items had values greater than 0.334 (the values for $df = 33$, $\alpha < 0.05$). It indicates that all items used are valid. Meanwhile, Cronbach's alpha values for product, price, promotion, place, purchasing decision, and customer satisfaction are 0.801, 0.772, 0.789, 0.812, 0.845, and 0.798, respectively. Therefore, it concludes that all constructs used in this study are reliable.

3. Results and Discussions

Assumption Test for SEM

In this research, the data is normally distributed. It can be seen from the critical ratio values for skew and kurtosis, which are in the range between -2,580 and +2,580 (Hair et al., 2006). The data did not detect outliers because the Mahalanobis distance (ρ_1 and ρ_2) values were less than 0.05. Apart from that, the data also does not experience multicollinearity.

Structural Equation Modelling

The measurement model test was conducted to determine the accuracy of all constructs that have been integrated into a model. This test is based on several criteria of the Goodness of Fit Test such as the value of Goodness of Fit Index, Adjusted Goodness of Fit Test, Tucker-Lewis Index, Comparative Fit Index, Root Mean Square Error of Approximation, CMIN, and P-Value (Hair et al., 2006). The measurement model shows that the proposed model is adequate and parsimonious. This can be seen in the following table:

Table 1. Goodness of Fit Test for Measurement Model

Criteria	Cut-off	Results	Conclusions
χ^2 Chi-Square	-	284.852	Good
Probability	$\geq 0,05$	0.018	Good
CMIN/DF	$\leq 2,00$	1.201	Good
Goodness of Fit Index (GFI)	$\geq 0,90$	0,854	Marginal
Adjusted Goodness of Fit Index (AGFI)	$\geq 0,90$	0.816	Marginal
Tucker Lewis Index (TLI)	$\geq 0,95$	0.955	Good
Comparative Fit Index (CFI)	$\geq 0,95$	0.962	Good
Root Mean Square Error of Approximation (RMSEA)	$\leq 0,08$	0.040	Good

Source : Output SEM Amos 2023.

All variables in this research can be put forward in a model. The results can be seen in the following image:

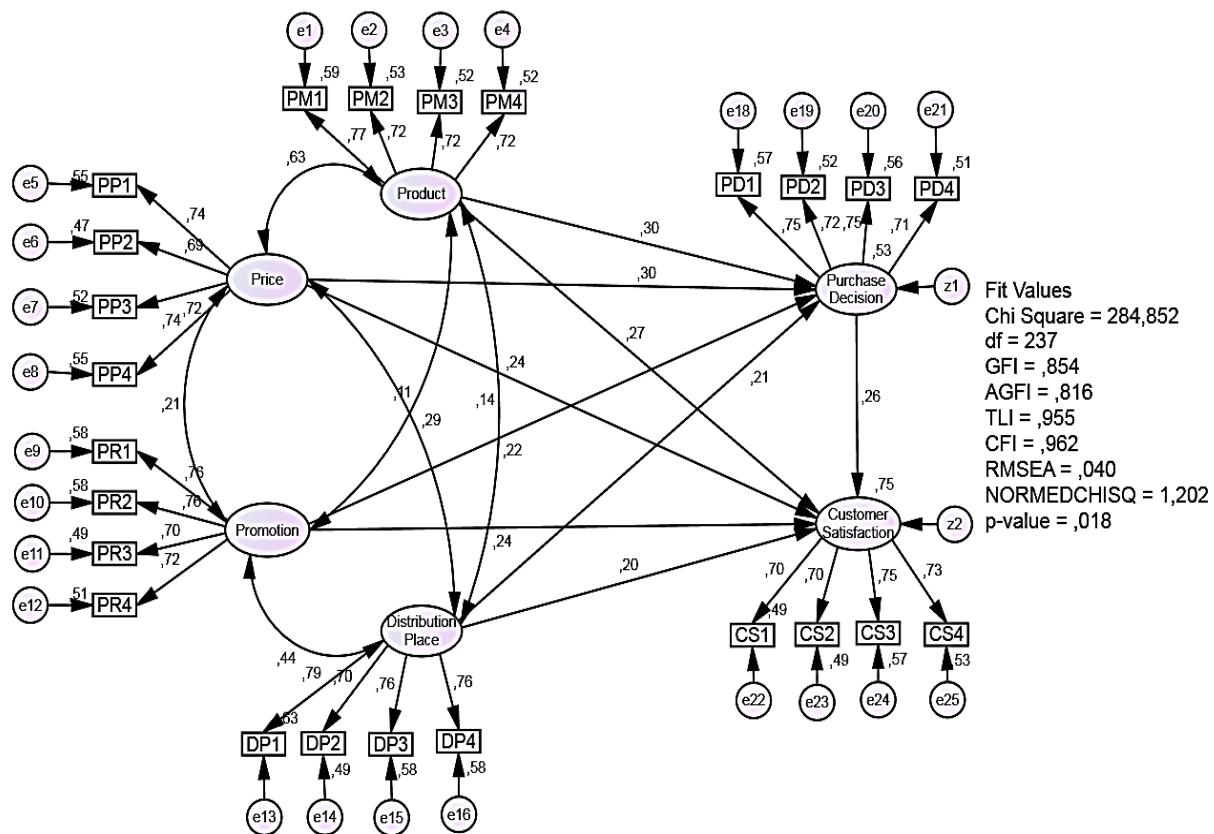


Figure 2. Full model

Discussions

Table 2 shows the coefficient, t-statistics, and probability values. The hypothesis can be seen by comparing the t-statistic value with the t-table and the probability value with alpha significance ($\alpha = 0.05$).

Table 2. Coefficients, t-statistics, and Probability Values

	Hypothesis Statements	Coefficients	t-statistics	Probs.
H1	: Products have a positive and significant effect on customer purchase decisions.	0,301	2,535	0,010
H2	: Products have a positive and significant effect on customer satisfaction.	0,271	2,250	0,024
H3	: Price has a positive and significant effect on customer purchase decisions.	0,301	2,213	0,027
H4	: Price has a positive and significant effect on customer satisfaction.	0,243	1,988	0,047
H5	: Promotion has a positive and significant effect on customer purchase decisions.	0,221	2,173	0,030
H6	: Promotion has a positive and significant effect on customer satisfaction.	0,245	2,540	0,011
H7	: Place has a positive and significant effect on customer purchase decisions.	0,214	1,985	0,047
H8	: Place has a positive and significant effect on customer satisfaction.	0,200	2,085	0,037
H9	: Purchase decision has a positive and significant effect on customer satisfaction.	0,256	2,019	0,043

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H10	: Purchase decision mediates the effect of products on customer satisfaction.	0,077	1.686	0.091
H11	: Purchase decision mediates the effect of price on customer satisfaction.	0,077	0.554	0.579
H12	: Purchase decision mediates the effect of promotion on customer satisfaction.	0,057	1.719	0.085
H13	: Purchase decision mediates the effect of place on customer satisfaction.	0,055	1.418	0.156

Source : Output SEM Amos 2023.

The first hypothesis test shows that the product factor significantly and positively affects purchase decisions in Lhokseumawe City local market with a beta value of 0.301. The t-statistics value is 2.550, higher than the t-table value of 1.960, and the probability value is 0.010, lower than the significance threshold of α at 0.050. This result is consistent with the study by Wang et al. (2020), stating that products are crucial elements offered by the company to meet consumer needs and preferences. Product variety will make it easier for consumers to choose various alternatives. The second hypothesis states that the product factor affects customer satisfaction at local markets in Lhokseumawe. The beta value is 0.271. The t-statistic value is 2.250, higher than the t-table value of 1.960, and the probability value is 0.024, lower than the significance threshold of α at 0.050. The findings align with Sabir's (2020) research. They mention that products are key elements in creating customer satisfaction. The more products available, the higher the customer satisfaction level.

The third hypothesis in this study can be accepted. The beta value is 0.301. The t-statistic value is 2.213, higher than the t-table value of 1.960, and the probability value is 0.027, lower than the significance threshold of α at 0.050. Price significantly affects the purchasing decision at local markets in Lhokseumawe. Steven et al. (2022) also found similar results in their research, stating that price can significantly affect consumer decision-making in the retail industry. Price serves as a determinant of a company's success. A reasonable price corresponding to product quality and benefits attracts consumer attention. The fourth hypothesis states that price significantly affects customer satisfaction at local markets in Lhokseumawe. The beta value is 0.243. The t-statistic value is 1.988, higher than the t-table value of 1.960, and the probability value is 0.047, lower than the significance threshold of α at 0.050. As study results show, the more affordable prices set by the market, the higher customer satisfaction when shopping locally. This research supports Ahmed et al.'s (2023) work, which finds a strong correlation between customer satisfaction and price. Price can be used as a factor influencing consumer behaviour.

The fifth hypothesis test demonstrates that promotions positively and significantly affect purchase decisions for local market customers in Lhokseumawe. The beta value is 0.221. The t-statistic value is 2.173, higher than the t-table value of 1.960, and the probability value is 0.030, lower than the significance threshold of α at 0.050. This study aligns with Santoso & Sispradana (2021); and Fitri et al. (2018), who state that promotions are crucial elements to introduce and encourage consumers. The more attractive promotional discounts, the quicker customers make purchasing decisions. The sixth hypothesis suggests that promotions have a positive and significant effect on customer satisfaction at local markets in Lhokseumawe. The beta value is 0.245. The t-statistic value is 2.540, greater than the t-table value of 1.960, and the probability value is 0.011, lower than the significance threshold of α at 0.050. The study's results are consistent with Ilyas & Mustafa (2022), who found that promotions have a strong correlation with customer satisfaction. Sales promotions and discounts become essential factors in attracting consumers to shop and impact customer satisfaction.

The seventh hypothesis test result shows that location has a positive and significant effect on the decision to buy for local market customers in Lhokseumawe. The beta value is 0.245. The t-statistic value is 1.985, higher than the t-table value of 1.960, and the probability value is 0.047, lower than the significance threshold of α at 0.050. The research aligns with Arisuddin et al. (2020), confirming that location has a positive and significant effect on the purchasing decisions of customers. A well-organized layout within the minimarket can facilitate consumer movement and speed up purchasing decisions. The eighth hypothesis in the study can be accepted. The beta value is 0.200. The t-statistic value is 2.085, greater than the t-table value of 1.960, and the probability value is 0.037, lower than the significance threshold of α at 0.050. The location has a positive and significant effect on the decision to buy at local markets in Lhokseumawe. The results of this research align with Herawati & Qomariyah (2017), who mention that

location or distribution channels have a significant relationship with customer satisfaction. The shorter the distribution channel, the more affordable consumers can obtain products and the higher their satisfaction level. The ninth hypothesis states that the purchase decisions has a positive and significant effect on customer satisfaction at local markets in Lhokseumawe. The beta value is 0.110. The t-statistic value is 2.019, greater than the t-table value of 1.960, and the probability value is 0.043, lower than the significance threshold of α at 0.050. The findings of this research align with Heryanto (2015), who states that the purchase decisions directly affects customer satisfaction. Customers with frequent purchasing habits have higher expectations. The tenth hypothesis test result regarding the mediating effect of the purchase decision on the relationship between product and customer satisfaction at local markets in Lhokseumawe is rejected. The indirect effect beta value is 0.077. The t-statistic value is 1.686, lower than the t-table value of 1.960, and the probability value is 0.579, higher than the significance threshold of α at 0.050. The purchase decision does not mediate the relationship between product and customer satisfaction. This result aligns with Aristayasa et al. (2021), who found that the purchase decision is not a mediating variable in the relationship between product quality and customer trust and satisfaction.

The eleventh hypothesis test result regarding the mediating effect of the purchasing decision on the relationship between price and customer satisfaction at local markets in Lhokseumawe is rejected. The indirect effect beta value is 0.077. The t-statistic value is 0.554, lower than the t-table value of 1.960, and the probability value is 0.579, higher than the significance threshold of α at 0.050. The purchasing decision does not mediate the relationship between price and customer satisfaction. This result aligns with the views of Lenzun & Massie (2014), who believe that the purchasing decision cannot be a mediating variable, as promotions negatively affect customer satisfaction. The twelfth hypothesis test result regarding the mediating effect of purchase decisions on the relationship between location and customer satisfaction at local markets in Lhokseumawe is rejected. The indirect effect beta value is 0.055. The t-statistic value is 1.418, lower than the t-table value of 1.960, and the probability value is 0.156, higher than the significance threshold of α at 0.050. The purchasing decision does not mediate the relationship between location and customer satisfaction. This result aligns with the views of Asrawan & Romadhoni (2022), who state that ease of access to location and store layout within the minimarket should be a manager's primary concern to compete with larger national minimarkets.

Managerial Implications:

There are several practical implications for this research. Local minimarkets must focus on product strategy, offering a wider variety of products. Additionally, reasonable price strategies or discount offers should be established to attract customers and encourage them to buy more. The convenience of store location should be a top priority for minimarket owners, enabling them to compete with larger national minimarkets.

4. Conclusions

This empirical study investigates the impact of various marketing elements on purchasing decisions and customer satisfaction at local minimarkets in Lhokseumawe. The results confirm that product, price, promotion, and location significantly affect purchase decisions and customer satisfaction. While decision-making positively affects customer satisfaction, it does not act as a mediator. However, product variety is the dominant factor influencing purchasing decisions at local minimarkets in Lhokseumawe. The study has limitations, such as the limited sample size. Future researchers can expand the sample for more robust generalizations, and the variables used can also be broadened. The authors suggest incorporating technology-related variables into the marketing concept.

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