

# THE INFLUENCE OF SEGMENTING, TARGETING AND POSITIONING STRATEGIES ON PURCHASING DECISIONS AT YAZZBRAND STORES IN BIREUEN DISTRICT

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## Abstract

This research aims to see the influence of Segmenting, Targeting and Positioning Strategies on Purchasing Decisions at Yazzbrand Stores in Bireuen Regency. The sampling technique in this research is Purposive Sampling. The sample in this research was 96 consumers who purchased at Yazzbrand stores. The analytical tools used are multiple linear regression tests and hypothesis testing using the t test and F test. The results of the research show that partially the Segmenting and Positioning variables have a positive and significant influence on purchasing decisions at Yazzbrand stores in Bireuen Regency. Meanwhile, the Targeting variable has no effect on purchasing decisions at the Yazzbrand store in Bireuen Regency. Segmenting, Targeting and Positioning variables have a positive and significant effect on purchasing decisions at Yazzbrand stores in Bireuen Regency.

**Keywords :** *Segmenting, Targeting, Positioning and Purchase Decision*

## 1. INTRODUCTION

In this era of globalization, the Muslim fashion industry is experiencing very rapid growth and has become one of the fashion trends that is increasingly popular in Indonesian society. So many fashion companies are trying to meet the needs of Muslim consumers by presenting clothing. The State of the global Islamic economy report states that Muslim spending on fashion increased by 5.7% in 2021, from US\$ 279 billion to US\$ 295 billion, and is expected to grow by 6.0% in 2022 to US\$ 313 billion and reach US\$ 375 billion in 2025 with a 4-year CAGR of 6.1%. Meanwhile, in The Global Islamic Economy Indicator in the State Of The Global Islamic Economy (SGIE) Report 2022, Dinar Standard stated that Indonesia is in fourth position in the global sharia economy. Indonesia is ranked fourth after Malaysia, Saudi Arabia and the United Arab Emirates. Of course, this shows that there are still huge market opportunities open in the global and domestic markets which must be filled by the Muslim fashion industry in Indonesia in the international world in the field of Muslim fashion development. According to Kotler & Armstrong (2018) marketing is about creating value for customers. So, as a first step in the marketing process, companies must understand how consumers and markets operate. Individual consumers obtain or purchase goods through a process: first through advertising or references from other people and second by comparing one product with another until they have a purchasing decision. Marketers need to understand every side of consumer behavior.

Apart from large areas, in the Aceh region there are also many small fashion shops, one of which is the Yazzbrand shop which is located on Jl. Elak, in Bireuen City, District. Juang City, Kab. Bireuen, which sells various types of clothing that follow current trends for certain segments, namely by specializing its services for women. Along with the development of technological knowledge and the increasingly varied desires of consumers and the increasing number and types of products being marketed by competitors, the old marketing approach is no longer relevant to developing conditions. Marketing developments are continuously developed in order to find the best techniques that provide optimum value to increase expected income opportunities. One of the factors that influences purchasing decisions is Segmenting, Targeting and Positioning strategies. According to Tjiptono (2020), the main objective of the Segmenting, Targeting and Positioning strategy is to position a brand in the minds of consumers in such a way that the brand has a

sustainable competitive advantage. A product will have a competitive advantage if the product is considered important and unique by customers

According to Kotler & Armstrong (2018) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchasing intentions and purchasing decisions. It can be concluded that to make a decision people will go through a certain process, likewise in the case of a decision to choose a product or brand they will carry out the process first, perhaps because they do not want to bear the risk of buying the product, so they will be full of considerations. According to Kotler & Keller (2022) Marketing Segmentation divides a market into well-defined chunks. A market segment consists of a group of customers who share the same needs and interests. A marketer is tasked with identifying the right number and nature of market segments and deciding on them as targets. It can be concluded that market segmentation is the process of dividing consumers with different characteristics into smaller ranges and groups with the same characteristics or frequencies. Segmentation Patterns and Procedures. According to Kotler & Keller (2022) states that Targeting is the stage after market segmentation. This stage is carried out by making smaller groupings from the evaluation results of each market group and then determining one or more market segments to target. From the definition above, it can be understood that targeting is the process of selecting the most superior and attractive targets in making decisions about the market the company will target. According to Kotler & Keller (2022) Positioning is the action of designing a company's offer and image to occupy a special place in the minds of the target market. It can be concluded that Positioning is a selection process to determine which segment is the most superior and attractive among other products so that it can be depicted in the minds of consumers, so that consumers have an assessment of the product according to the segment that has been chosen.

## 2. IMPLEMENTATION METHOD

### 2.1 Location and Object of Research

The research location was carried out at the Yazzbrand store in Bireuen Regency. The objects of study in this research are Segmenting, Targeting, Positioning and Purchasing Decisions at Yazzbrand stores.

### 2.2 Population and Sample

Population is a general area consisting of objects and themes with certain qualities and characteristics determined by researchers according to research needs Sugiyono (2022). The population in this study is all the people of Bireuen Regency who buy clothes at the Yazzbrand store. According to Sugiyono (2018), the sample is part of the number and characteristics of the population. The sampling technique in this research was carried out using a non-probability sampling technique. According to Sugiyono (2016), what is meant by Non Probability Sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. In determining the sample, if the population is large and the number is unknown, then to make the research easier the researcher takes a sample of 100 respondents. According to Rascoe in Widiyanto (2008) to calculate the sample if the population is unknown is as follows:

$$n = \frac{Z^2}{4(moe)^2}$$

Where:

n = Number of samples studied

Z = Level of normal distribution at the 5% significance level = 1.96

Moe = Margin of Error, namely the maximum level of sampling error that can still be tolerated or desired

By using a Margin of Error of 10%, the minimum number of samples that can be taken is:

$$n = \frac{1,96^2}{4(0,10)^2} n = \frac{3,8416}{4(0,10^2)}$$

$$n = \frac{3,8416}{4(0.01)}$$

$$n = 96,04$$

Based on the calculations above, the number of respondents used in this research was 96 respondents.

### 2.3 Data Analysis Methods

This study uses multiple linear regression with the following equation model:

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

Where:

Y : Purchase Decisions

$\alpha$  : Constant

$\beta$  : Regression Coefficient

X1: Segmenting

X2 : Targeting

X3 : Positioning

$\varepsilon$  : Error Term

## 3. RESULTS AND DISCUSSION

### 3.1 Test validity

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is declared valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire, Ghozali (2018). The validity test is carried out by looking for the value from the r table, the formula for determining the value is  $Df = n - 2$ , which means n is the number of respondents, namely 96. So  $Df = 96 - 2 = 94$ . If you look at the r table, the value of  $Df = 94$  with a level the significance of 5% is 0.2006. The results of validity testing can be seen in the table:

Validity Test Results				
No	Question Indicators	Rcalc ulate	Rtabel	Information
		Value	value	
1.	Purchase Decisions (Y)			
	1. Y1	0,442	0,2006	Valid
	2. Y2	0,664	0,2006	Valid
	3. Y3	0,530	0,2006	Valid
	4. Y4	0,602	0,2006	Valid
	5. Y5	0,526	0,2006	Valid
	6. Y6	0,90	0,2006	Valid
2.	Segmenting (X <sub>1</sub> )			
	1. X1.1	0,443	0,2006	Valid
	2. X1.2	0,565	0,2006	Valid
	3. X1.3	0,719	0,2006	Valid
	4. X1.4	0,648	0,2006	Valid
	5. X1.5	0,698	0,2006	Valid
	6. X1.6	0,698	0,2006	Valid
	7. X1.7	0,429	0,2006	Valid
	8. X1.8	0,407	0,2006	Valid
3.	Targeting (X <sub>2</sub> )			
	1. X2.1	0,717	0,2006	Valid
	2. X2.2	0,748	0,2006	Valid
	3. X2.3	0,559	0,2006	Valid

	4. X2.4	0,737	0,2006	Valid
	5. X2.5	0,475	0,2006	Valid
4.	Positioning (X <sub>3</sub> )			
	1. X3.1	0,282	0,2006	Valid
	2. X3.2	0,327	0,2006	Valid
	3. X3.3	0,365	0,2006	Valid
	4. X3.4	0,365	0,2006	Valid
	5. X3.5	0,317	0,2006	Valid
	6. X3.6	0,340	0,2006	Valid
	7. X3.7	0,356	0,2006	Valid

Source: Research results, data processed in 2023

From these results it can be seen that the  $R_{\text{calculated}}$  value is greater than 0.2006 so that it can be concluded that each statement item in the questionnaire is declared valid.

### 3.2 Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of variables. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent and do not change over time, a data can be said to be reliable if Cronbach's alpha value is greater than 0.60 (Ghozali, 2018). The results of reliability testing can be seen in the following table:

#### Reliability Test Results

Variabel	Cronbach's alpha	Standar alpha	Keterangan
Purchase Decisions	0,713	0,6	Reliabel
Segmenting	0,654	0,6	Reliabel
Targeting	0,666	0,6	Reliabel
Positioning	0,663	0,6	Reliabel

Source:

Research results, data processed in 2023

### 3.3 Multiple Linear

Analysis Results The technique used in this study is a multiple linear regression equation, so the calculation results of regression analysis are obtained in the following table: Multiple Linear

#### Regression Test Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	27,026	4,142		6,525
	Segmenting	192	,078	,256	2,461
	Targeting	-0,35	,110	-,033	-,321
	Positioning	142	,099	,192	1,983

a. Dependent Variable: Keputusan Pembelian

Source: Research results, data processed in 2023

Based on the table above, it can be seen that the value is obtained from the multiple linear regression analysis equation below:

$$Y = 27,026 + 0,192 (X_1) + -0,035 (X_2) + 0,142 (X_3)$$

The description of the multiple linear regression equation above is as follows:

1. The Segmenting coefficient (X<sub>1</sub>) value is 0.192, so it can be interpreted that if Segmenting (X<sub>1</sub>) is increased by 1 value unit, it is predicted that Purchase Decisions (Y) at Yazzbrand Stores in Bireuen Regency will increase by 0.192.
2. The Targeting coefficient value (X<sub>2</sub>) is -0.035, so it can be interpreted that if Targeting (X<sub>2</sub>) is reduced by 1 value unit, it is predicted that the Purchase Decision (Y) at the Yazzbrand Store in Bireuen Regency will decrease by 0.035.
3. The value of the Positioning coefficient (X<sub>3</sub>) is 0.142, so it can be interpreted that if Positioning (X<sub>3</sub>) is increased by 1 value unit, it is predicted that the Purchase Decision (Y) at the Yazzbrand Store in Bireuen Regency will increase by 0.142.

### 3.3 Hypothesis Testing

#### 3.3.1 Partial Test (t Test)

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	27,026	4,142		6,525
	Segmenting	192	,078	,256	2,461
	Targeting	-0,35	,110	-,033	-,321
	Positioning	142	,099	,192	1,983

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data (2023)

Data (2023)

Based on table 4.10, it can be concluded that the hypothesis results from this research are as follows:

1. It is known that the significance value for the Segmenting variable (X<sub>1</sub>) on Purchasing Decisions (Y) is  $0.016 < 0.05$  and the value of tcount is  $2.461 > \text{table } 1.986$ , so it can be concluded that H<sub>1</sub> is accepted, which means that Segmenting has a positive and significant effect on purchasing decisions .
2. It is known that the significance value for the Targeting variable (X<sub>2</sub>) on Purchasing Decisions (Y) is  $0.749 > 0.05$  and the value of tcount is  $-0.321 < \text{table } 1.986$ , so it can be concluded that H<sub>2</sub> is rejected, which means that Targeting has no positive effect and is not significant on purchasing decisions.
3. It is known that the significance value for the Positioning variable (X<sub>3</sub>) on Purchasing Decisions (Y) is  $0.041 < 0.05$  and the value of tcount is  $1.983 > \text{table } 1.986$ , so it can be concluded that H<sub>3</sub> is accepted, which means Positioning has a positive and significant effect on purchasing decisions .

#### 3.3.2 Simultaneous Test (F Test)

Model	Sum of Square	df	Mean Square	F	Sig
1 Regression	52,411	3	17,470	2,742	,048 <sup>b</sup>
Residual	586,089	92	6,371		
Total	638,500	95			

Source: Primary Data (2023)

it shows that the results of the F test show that the significance value is  $0.048 < 0.05$  and the value of Fcount is  $2.742 > F_{table} 2.70$  so it can be concluded that H4 is accepted, which means that Segmenting, Targeting and Positioning have a positive and significant effect. simultaneous to purchasing decisions.

### 3.3.3 Koefisien Determinasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.151 <sup>a</sup>	.663	.643	2.432

a. Predictors: (Constant), Segmenting , Targeting, Positioning

percentage it is worth 64.3

b. Dependent Variable: Keputusan Pembelian

## 4.

## CONCLUSION

1. The Segmenting variable obtained a sig value. the Segmenting variable is  $0.16 < 0.05$  and tcount is  $2.461 > t_{table} 1.986$ , so it can be concluded that H1 is accepted, which means that Segmenting has a positive and significant effect on purchasing decisions at Yazzbrand stores in Bireuen Regency
2. The Targeting variable obtained a sig value. The Targeting variable is  $0.749 > 0.05$  and tcount is  $-0.321 < t_{table} 1.986$ , so it can be concluded that H2 is rejected, meaning that Targeting has no positive and significant effect on purchasing decisions at Yazzbrand stores in Bireuen Regency.
3. The positioning variable obtained a sig value. The Positioning variable is  $0.041 < 0.05$  and tcount is  $1.983 > 1.986$ , so it can be concluded that H3 is accepted, which means that Positioning has a positive and significant effect on purchasing decisions at Yazzbrand stores in Bireuen Regency.

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