INFLUENCE MARKETING MIX AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS AT CORNER CELL

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Abstract

Research aim: *The purpose of this study was to see the marketing mix and service quality on customers' decisions to buy Corner Cells.*

Design/Methode/Approach: *This examination adopts a descriptive quantitative approach. The population includes all consumers of Corner Cell without a specific limit. In this study, random sampling technique was used to select a sample of 60 respondents. Questionnaires were used to collect data, and the analysis was performed with multiple linear regression.*

Research Finding: *This research found that marketing mix and service quality influence consumer purchasing decisions by 81.6% compared to other factors.*

Theoretical contribution/Originality : *This research provides a theoretical contribution by integrating the concepts of marketing mix and service quality in the context of the mobile retail industry. In previous literature, marketing mix and service quality are often studied separately. Nevertheless, the outcomes of this study reveal that integrating these two factors significantly impacts consumer satisfaction. Consequently, this research enhances the understanding of how effective marketing and service strategies can be applied together to increase the consumer purchasing experience and satisfaction.*

Practitionel/Policy implication: *The results of this research provide practical guidance for Corner Cell management in designing more effective marketing and service strategies. By understanding that combining a good marketing mix and high service quality significantly increases customer satisfaction, management can focus resources on optimizing these aspects. For example, increasing staff training to improve service quality or adjusting promotional strategies to better attract customers. At the policy level, these results can be used to develop policies that support more holistic and customer-focused marketing practices.*

Research limitation : *This research is limited to a sample of corner cell consumers in Banggi Village, Kediri City, so the results may not be generalized to all retail stores.*

Keywords : *Marketing Mix, Service Quality, Consumer Purchasing Decisions*

1.   Introduction

The retail industry in Indonesia, specifically in the electronics sector, is experiencing very rapid development. This rapid growth has also triggered increasingly tight competition. Based on data from *Trading Economics*, retail sales in Indonesia were recorded to increase by 1.5% annually in October 2024. Increased market demand is driven by consumer behavior and shaped by cultural and psychological influences. Psychological factors of consumers play a more significant role in influencing purchasing decisions, especially in consumer motivation, perception and attitudes [1] . One type of retail business that is currently quite popular is a retail store.

A retail store is a store that provides retail products to end consumers for use [2]. The intensifying competition in the digital era demands that retail business players in Indonesia swiftly adapt to rapid shifts in market dynamics. Adapting to such changes allows retail stores to maintain their position in the competitive market. Retail stores that maintain their competitive advantage will better survive and compete in the market. The purchase decision is a process that consumers experience to determine whether they will buy a product [3]. The process of making a purchasing decision involves several stages, including recognizing a problem, gathering information, assessing alternatives, deciding on a purchase, also reflecting on the decision after the purchase [3] . Several factors can influence purchasing decisions, such as product selection, brand selection, and purchase location [4]

Consumer Purchasing Decisions are influenced by several things, one of which is the marketing mix. Marketing mix is important in supporting consumer purchasing decisions [5]. This statement is supported by a statement in research conducted by Tamsil which states that the marketing mix has a significant effect on purchasing decisions [6]. There are four main elements in marketing strategy known as the 4Ps, namely product, price, place, and promotion [7]. These four elements have an important role because if applied appropriately and in accordance with the target, it will greatly influence consumer decisions in making purchases [8]. This decision can then lead to a sense of satisfaction and encourage consumers to buy again next time [9].

In addition, consumer purchasing decisions are also influenced by service quality. Good service will make it easier for consumers to purchase goods, so that it will allow consumers to be encouraged to make purchases [10]. This statement is supported by research conducted by Hasbi which states that service quality has an influence on purchasing decisions [11]. Service quality itself is important because it is useful for embracing consumers to make purchases [12]. Service quality itself can be declared successful if a business can provide services in accordance with consumer expectations, so that consumers feel satisfied [13].

This research focuses on Corner Cell, situated in Banggi Village, Kediri City, because several interesting aspects are worth researching in more depth, including the variety of products offered, brand diversity, price match, discounts, and strategic location. However, these factors are not enough to encourage consumers to make purchasing decisions because consumers also need guarantees for the products purchased, attractive product designs, affordable prices, attractive promotional content, product availability, and comfortable sales areas [14] . The quality of service the Corner Cell owner provides can be seen from good communication between the owner and potential consumers, ease of payment, and the neat layout of goods. However, these factors are also not enough to encourage consumers to make purchasing decisions because consumers expect consistent service and speed in service [15].

1.1. Statement of Problem

This issue occurs because of the high number of competitors impacting consumer choices at Corner Cell. Factors influencing purchasing decisions include the marketing mix and the level of service quality offered.

1.2. Research Objectives

This study explores how the marketing mix and service quality influence customers' purchasing decisions at Corner Cells.

2. Method

The researcher utilizes a quantitative descriptive approach using a *probability-based* sampling method. Due to the difficulty in determining the population, this research utilized a random sampling method. The sampling technique employed was multivariate, where the number of all variables (both independent and dependent) was multiplied by 10. With six variables in this research, 60 people were taken as respondents. For data collection, this study used a questionnaire containing statements related to all variables [16] . Statistical concepts such as testing the data quality, classical assumptions testing, multiple straight line regression, coefficient of determination, and hypothesis testing were explored in the data analysis. The criteria for respondents used in this study are:

a. respondents have bought products at Corner Cell at least 1x in the last 1 month

b. respondents are consumers, not employees of Corner Cell

c. Willing to be a respondent and fill out a questionnaire voluntarily and objectively

2.1 Data Validity and Reliability Test

If a research tool has undergone validity testing, it is considered valid. The measurement instruments in question are the statements contained in the questionnaire [17]. This validity testing process is carried out using the IBM SPSS 23 software to evaluate whether the indicators in the questionnaire are valid. An indicator is deemed valid if the value

r_{count} exceeds r_{table} at the 0.05 significance level. The following is a validity test of each variable

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Table 1. Validity Test Results

Item	Corrected Item - Total Correlation r_{count}	r_{table}	Details
X1.1	.642	0,254	VALID
X1.2	.715	0,254	VALID
X1.3	.667	0,254	VALID
X1.4	.521	0,254	VALID
X1.5	.632	0,254	VALID
X1.6	.681	0,254	VALID
X1.7	.621	0,254	VALID
X1.8	.580	0,254	VALID
X1.9	.683	0,254	VALID
X1.10	.618	0,254	VALID
X1.11	.617	0,254	VALID
X1.12	.666	0,254	VALID
X1.13	.728	0,254	VALID
X1.14	.671	0,254	VALID
X1.15	.495	0,254	VALID
X1.16	.537	0,254	VALID
X1.17	.703	0,254	VALID
X1.18	.702	0,254	VALID
X1.19	.740	0,254	VALID
X1.20	.660	0,254	VALID
X1.21	.624	0,254	VALID
X1.22	.704	0,254	VALID
X1.23	.716	0,254	VALID
X1.24	.719	0,254	VALID
X2.1	.776	0,254	VALID
X2.2	.780	0,254	VALID
X2.3	.674	0,254	VALID
X2.4	.749	0,254	VALID
X2.5	.808	0,254	VALID
X2.6	.688	0,254	VALID
Y1.1	.685	0,254	VALID
Y1.2	.799	0,254	VALID
Y1.3	.767	0,254	VALID

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Y1.4	.702	0,254	**VALID**
Y1.5	.699	0,254	**VALID**
Y1.6	.712	0,254	**VALID**

From table 1 above, it is possible to observe that the outcome from the validity test shows the variable's performance, *marketing mix*, service quality variables and purchasing decision variables where the calculated r value is the smallest 0.521 and the largest 0.808, This indicates that the value exceeds the r table, which is 0.254, meaning the questionnaire is valid.

2.2 Data Reliability

The researcher used the reliability test method to evaluate the reliability and consistency of the questionnaire based on its variables. This test helps to determine whether the instrument can be trusted. An indicator is deemed when an indicator's Cronbach alpha value is higher than 0.6 [18].

Table 2. Reality Test Results

	Variable	*Cronchbach Alpa*	**Reliable Limits**	*Details*
X1	*Marketing Mix*	.940	0,60	**RELIABLE**
X2	Service Quality	.840	0,60	**RELIABLE**
AND	Purchase Decision	.821	0,60	**RELIABLE**

Source: Output SPSS, 2023

The reliability test resulted in Cronbach's alpha values of 0.940 for the marketing mix variable, as shown in Table 3.2 above, 0.840 for the service quality variable, and 0.821 for the purchasing decision variable. Since these values exceed 0.60, they indicate that the questionnaire used is reliable.
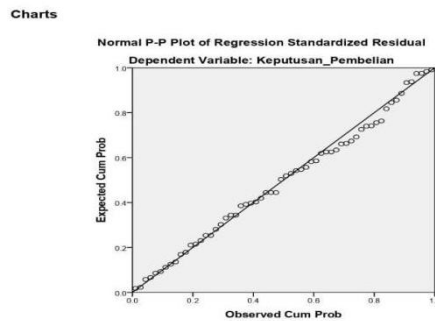
3. Results

3.1 Classic Assumption Test
3.1.1 Normality Test

To assess whether the analyzed data follows a normal distribution, researchers conduct a normality test. The standard probability plot suggests that the residuals are likely normally distributed; if the points align closely along a diagonal line from left to right, it indicates that the residuals follow a normal distribution.

Figure 1. Normality Test

Source: Output SPSS, 2023

The illustration suggests that the test results follow a normal distribution. This is evident from the points that are distributed along the diagonal line from one end to the other, indicating normality in the data.

3.1.2 Multicollinearity Test

Multicollinearity test can be useful which checks if a strong correlation exists between the independent variables in a single observation. It assumes VIF should be at least 10 or tolerance value must not get more than 0.10 [18].

Table 3.
**Multicollinearity and Multiple Linear Regression**

Model	Collinearity Statistic	
	Tolerance	VIF
(Constant)		
Marketing _Mix	,231	4,321
Quality_Service	,231	4,321

According to the table above, the VIF value is below 10, confirming that the multicollinearity assumption is satisfied and the independent variables are not significantly correlated.

3.1.3 Heteroskedasticity Test

One of the evaluations made when learning about heteroscedasticity is that the residuals differ from one observation to another in a regression model. This test is conducted to verify that the variance of the residuals remains consistent throughout the entire range of independent variable values. If the residual variance is not constant, this can indicate the presence of heteroscedasticity, which can affect the estimation results of the regression model.

Figure 2. Heteroscedasticity test
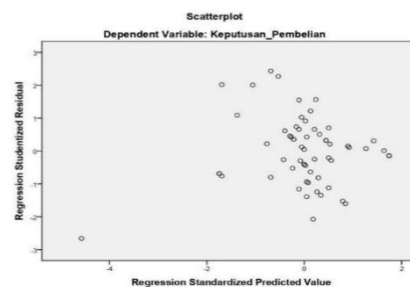
Source: Output SPSS, 2023

In the image above, random dots are scattered randomly with no pattern, anywhere on both sides of zero. This shows that the heteroscedasticity assumption is met, namely the residual variance does not show a particular pattern and is distributed randomly throughout the range of independent variable values. As a result, the regression model under the test shows no signs of heteroscedasticity.

3.1.4 Multiple Linear Regression Test

Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis determines the direction of the relationship between the independent variable and the dependent variable if the independent variable increases or decreases.

Table 4.
Multiple linear regression equation test results

		Unstandardized Coefficients	
Model		B	Std. Error
1	*(Constrat)*	3.234	2.051
	Marketing_Mix	.164	

Kualitas_Layanan	.245	.044
		.161

a. Dependent Variable Keputusan_Pembelian

Source: Output SPSS, 2023

The table On top of, the calculation results are as follows:

$Y = a + b_1X_1 + b_2X_2$

$= 3.234 + 0.164X_1 + 0.245X_2$

$a = 3.234$ indicates that$_1$ and X_2 has a positive value

$b1 = 0.164$, which indicates that a one-unit improvement in the *marketing mix* will result in a 0.164 increase in the purchasing decision.

$b2 = 0.245$ which means that if the quality of service increases in units, as a result, purchasing decisions will see a 0.245 increase.

3.1.5 Coefficient of Determination Test (R^2)

Table 5. Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error in the Estimate	Durbin-Watson
1	.816	.656	.665	2.23491	1.706

a. Predictors : (Constant), Kualitas_Layanan, Marketing_Mix

b. Dependent Variable : Keputusan_Pembelian

Source: Output SPSS, 2023

This table clearly depicts that the coeffecient of determination between 1 & X2 against Y in the Corner cell is 0.816 or 81.6% This means that the average consumer purchasing decision at Corner Cell is 81.6% influenced by *marketing mix* and service quality, while 18.4% is influenced by other factors.

3.2 Hypothesis Testing
3.2.1 T Test (Partially)

Table 6. T Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.	Beta	t	Sig.

		Error					
1	*(Constant)*	3.234	2.051			1.577	.120
	Marketing_Mix	.164	.044	.596		3.747	.000
	Kualitas_Layanan	.245	.161	.242		1.521	.134

a. Dependent Variable: Keputusan_Pembelian

Source: Output SPSS, 2023

It can be inferred from the image above that:

1. ***Marketing mix* (X₁)** Consumer purchasing decisions (Y) are significantly affected by the marketing mix, with a significance value of 0.000, indicating a strong influence as it remains under the 0.05 benchmark. This shows that the marketing mix significantly affects consumer purchasing decisions.

2. **Service quality (X₂)** Service quality has no significant impact on consumer purchasing decisions (Y), as the significance value of 0.134 is higher than the 0.05 threshold, showing no notable effect in this study.

3.2.2 F Test (Simultaneous)

Table 7. F Test Results

ANOVAᵃ

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	*Regression*	568.695	2	284.348	56.928	.000ᵇ
	Residual	284.705	57	4.995		
	Total	853.400	59			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Kualitas_Layanan, Marketing_Mix

Source: Output SPSS, 2023

The table above clearly presents that a significance value of 0.000 is recorded, indicating that it is below the 0.05 benchmark. This indicate that the variable **X₁ (*Marketing mix*)** and **X₂ (Service quality)** jointly influence customer purchasing decisions at Corner Cell. In other words, these two variables significantly influence customer purchasing decisions.

4. Discussion

4.1 the influence of marketing mix on consumer purchasing decisions

Marketing mix atau bauran pemasaran yang terdiri dari produk, harga, tempat, dan promosi memiliki hubungan yang signifikan terhadap keputusan pembelian konsumen, karena keempat elemen ini secara langsung memengaruhi persepsi dan preferensi konsumen terhadap suatu produk atau layanan. Produk yang berkualitas, harga yang sesuai dengan nilai yang dirasakan, kemudahan akses melalui saluran distribusi, serta promosi yang tepat dan menarik akan meningkatkan minat serta keyakinan konsumen dalam melakukan pembelian [19]. Penelitian lain juga menunjukkan bahwa penerapan strategi marketing mix yang tepat dapat meningkatkan kepuasan pelanggan yang berujung pada keputusan pembelian dan pembelian ulang [20]

4.2 the influence of service quality on consumer purchasing decisions

Kualitas pelayanan memiliki hubungan yang erat dan signifikan terhadap keputusan pembelian konsumen, karena pelayanan yang baik menciptakan pengalaman positif yang mendorong konsumen untuk melakukan pembelian dan bahkan pembelian ulang. Aspek-aspek seperti kecepatan layanan, keramahan staf, kejelasan informasi, dan kenyamanan fasilitas menjadi faktor penentu kepuasan yang memengaruhi keputusan konsumen [21]. Ketika konsumen merasa dilayani dengan baik, mereka cenderung merasa dihargai dan percaya pada penyedia produk atau jasa tersebut, sehingga meningkatkan kemungkinan untuk membeli [22].

5. Conclusion

The results indicate that the Marketing Mix (X1) and Service Quality (X2) significantly influence Consumer Purchasing Decisions at Corner Cell. Using descriptive quantitative methods and random sampling, the study finds that these two factors together account for 81.6% of the influence on consumer purchasing decisions. This underscores the importance of marketing mix elements, including products, pricing, promotions, and distribution, as well as the service quality, in motivating consumers to make purchases at the store.

According to the multiple linear regression analysis, Service Quality (X2) holds less significance than the Marketing Mix (X1), in influencing purchasing decisions. Although service quality influences consumer satisfaction, its influence on purchasing decisions is not as great as the *marketing mix*. Therefore, Corner Cell is advised to focus more attention on management *marketing mix* optimal ones, such as adjusting promotional strategies and increasing the variety of products offered.

This research provides theoretical contributions by integrating concepts of *marketing mix* and service quality in the context of the mobile retail industry, which have previously often been studied separately. In practice, the results of this research can be used as a guide for Corner Cell management to design more effective marketing and service strategies to improve consumer experience and satisfaction. Policies that support more holistic and

customer-focused marketing practices can be developed to support more optimal outcomes in consumer purchasing decisions.

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