ANALYSIS OF INFLUENCE OF MARKETING MIX
TOWARD WALL’S MAGNUM CONSUMER
BUYING DECISION

(Case Study in Citywalk, Jababeka Education Park)

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1.1 Background of Study

One of the biggest potential markets in Indonesia is ice cream. Ice cream can be consumed by every people not limited by age, not only from child but nowadays adult already considering ice cream as their beverages. The level of ice cream consumption in Indonesia is having a positive trend year by year. Based on SWA Magazine (2008), the growth of Indonesia ice cream consumption are increasing 20% per year, even it was still behind the growth in the other country. Table 1.1 shows you the comparison of ice cream consumption level in between Indonesia and other country.

Table 1.1 Comparison of Ice Cream in The World

<table>
<thead>
<tr>
<th>Country</th>
<th>Consumption level (L/person/year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>21</td>
</tr>
<tr>
<td>England</td>
<td>8</td>
</tr>
<tr>
<td>Thailand</td>
<td>1.2 – 2</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1.2 – 2</td>
</tr>
<tr>
<td>Indonesia</td>
<td>0.2</td>
</tr>
</tbody>
</table>


Recently, the name of Wall’s Magnum was very familiar in the community, especially teenagers. Wall’s Magnum become a product that we can say was “booming” because it is a product that become very popular and sought by the people. Whereas, if we looking back in the past, before this phenomenon arise,
Wall’s Magnum itself can’t be classified as product that newly emerge in the market. It has been introduced in Indonesia ice cream market since 1993 (Wini, 2011). So, what makes Wall’s Magnum product can re-enter the market share of ice cream market in Indonesia after awhile not heard in Indonesia ice cream market share? Because of this the researcher are interesting in doing future research about this problem.

Wall’s Magnum popularity was started to arise again recently in Indonesia since the reappearance of the Wall’s Magnum advertisement in media television. In that advertisement, there is a woman who was eating ice cream Magnum Chocolate, and after that the woman was treated as if she was a lady from a noble family. More specifically, that advertisement also show the magnum ice cream with thick layer chocolate with soft vanilla ice cream inside, that can give a luxurious sensation for people who consume Magnum ice cream.

From that advertisement we know that Wall’s trying to enter different market segmentation. Basically, Magnum is not a new product that Wall’s introduced nowadays. It was a product that already been Indonesia since 1994. In, 1994 for Wall’s are introducing 3 market segmentation which are child, teenage, and adults, but in the adult market segmentation they not having any significance feedback in the market so that they just focusing on the child market segmentation since it more promising for them. But as the times goes by, people start to choose ice cream as their desserts. So that Wall’s are deciding to start their business in the adult market segmentation.

In entering new market segmentation a strong marketing mix are needed, Wall’s are focusing more on their advertisement on TV, Media, billboard, and others in order to attract the costumer in trying their product. For that reason,
researcher is interested in knowing and researching further whether it is true ice cream Magnum advertisement has been effective enough in attracting Indonesian people to buy Magnum product.

Wall’s itself as part of the Unilever was seriously concentrating their concern on their promotion. We can see as Table 2 show us below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Expenditures (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>106</td>
</tr>
<tr>
<td>2006</td>
<td>120</td>
</tr>
<tr>
<td>2007</td>
<td>172</td>
</tr>
</tbody>
</table>


Based on Table 2, we can see that the expenditures on advertisement as part of their promotion are increasing each year. It will be more when we considering on how they promote Wall’s Magnum. Based on that the researcher wants to know whether their strategy is effective enough, as we know that bigger expenditure will decreasing profits if it’s not covered by the sales. This research will be conduct simultaneously with the other marketing mix which is product, price, and place.

From all the aspect that the researcher already elaborates above, the main problem or reason that encourages the researcher conduct the research is what factors that become the main key point of the successful marketing strategy that can help Magnum re-enter the market in Indonesia nowadays, considering Magnum is not a new product that was introduced in Indonesia. Magnum itself already enters Indonesia market in 1994, but they achieve the highest market recognition recently. From this phenomenon the researcher wants to explore more about the marketing mix Magnum’s ice cream and the relation with the consumer buying decision.
1.2 Company Profile

1.2.1. Company History

Unilever as we know was a global company that has been well known through the globe. Unilever was founded on 1 January 1930 by Antonius Johannes Jurgens, Samuel van den Bergh and William Hulme Lever, 2nd Viscount Leverhulme.

Nowadays Unilever's products include foods, beverages, cleaning agents and personal care products with more than 400 brands. Unilever organizes its brands into four categories: Homecare, Personal Care, Foods and Refreshment (which includes tea, ice-cream and beverages).

Unilever is multinational with operating companies and factories on every continent (except Antarctica) and research laboratories at: Colworth and Port Sunlight in England; Vlaardingen in the Netherlands; Trumbull, Connecticut and Englewood Cliffs, New Jersey in the United States; Bangalore in India (see also Hindustan Unilever Limited); and Shanghai in China.

PT. Unilever Indonesia Tbk was established on 5 December 1933 as Zeepfabrieken N.V. Lever with an Act No. 33 which made by Mr. A.H. van Ophuijsen, a notary in Batavia. This Act was agreed by Governor General van Negerlandsch-Indie with a Letter No. 14 on 16 December 1933, registerd in Raad van Justitie in Batavia with No. 302 on 22 December 1933 and being announced in Javasche Courant on 9 January 1943.

On 22 July 1980, the company name was changed into PT. Unilever Indonesia. Than name was changed once again into PT. Unilever Indonesia Tbk with an Act that was madewas made by a notary name Mr. Mudofir Hadi, S.H. on 30 June 1997 and agreed by Minister of Law with decision No. C2-1.049HT.01.04TH.98 dated 23 February 1998 and being announced inn Berita Negara No. 2620 on 15 May 1998.
Unilever have 2 big factories in Indonesia which located in Cikarang and Rungkut (Surabaya). The factory in Surabaya is producing homecare and personal care, meanwhile in Cikarang is producing ice cream, butter, ketchup, tea, and other kinds of foods.

Unilever logo:

![Unilever Logo](image)

**Picture 1.1 Unilever Logo**

*Source: Unilever*

**1.2.2. Wall’s Magnum as Unilever Product**

Wall’s is a brand from Unilever that especially product ice cream. In Indonesia, Wall’s begin to enter the market in 1992. Until now, Wall’s already own 13 brands with more than 40 variances including Wall’s Magnum brand. (Retrieved from Unilever Indonesia website)

There are 7 variants of Magnum that have been introduced by Unilever Indonesia in Indonesia. They are:

1. **Magnum Classic**

   Magnum Classic is the first magnum that was distributed in Indonesia before but with different name. Then Wall’s re-introducing this product with the name Magnum Classic that as we know using different approach. This ice cream was a vanilla ice cream coated with the Belgian Chocolate.
2. Magnum Chocolate Truffle

Magnum Chocolate Truffle is a different type of Magnum ice cream. The difference of these variances with Magnum Classic is the fill. In Magnum Chocolate Truffle they are using chocolate ice cream that being coated with Belgian chocolate.

3. Magnum Almond

The third variances of Wall’s Magnum ice cream that being introduced in Indonesian market together with Magnum Classic and Magnum Chocolate Truffle. Magnum Almond is a vanilla ice cream that being coated with Belgian chocolate and also with almond piece.
4. Magnum Choco Cappuccino

The fourth variant of Wall’s Magnum ice creams that being released around May 2011 together with the launching of global tagline “For Pleasure Seeker” (SWA, 2011). Magnum Choco Cappuccino ice cream with Cappuccino flavor that coated with Belgian chocolate.

5. Magnum Chocolate and Strawberry

The fifth variant of Wall’s Magnum ice cream that being released in April 2012. A vanilla ice cream filled with strawberry sauce coated with Belgian chocolate.
6. Magnum Chocolate Brownie

The sixth variant of Wall’s Magnum ice cream that also being released in April 2012. A brownie ice cream coated with Belgian chocolate with chunk cashew nut.

Picture 1.6 Magnum Chocolate & Strawberry
Source: Lockerz

Picture 1.7 Magnum Chocolate Brownie
Source: Lockerz
7. **Magnum Golden Hazelnut**

The seventh variant of Wall’s Magnum ice creams that being released together with Magnum Chocolate and Strawberry and also with Magnum Chocolate Brownie on April 2012. A hazelnut ice cream coated with Belgian chocolate with hazelnut piece.

![Magnum Hazelnut](image)

**Picture 1.8 Magnum Hazelnut**

*Source: Tumblr*

8. **Magnum Gold**

The newest variant of Wall’s Magnum ice creams that being released. The pre released of this ice cream was spread through the TV advertisement that successfully hypnotizes the people. It is a vanilla ice cream that coated with Belgian chocolate and then coated again with sea salt caramel that makes the ice looked like being coated by gold.
1.3 Problem Identification

Magnum Wall’s is not a new product in Indonesia. It was already been introduced in 1994 by Wall’s, but the main problem is when it was become trend in 2011 since the first advertisement which arise in around November 2010.

In 1994, Magnum was introduced 3 segments of market that they are aiming on which are child, teenagers, and adult. But based on the market attraction they are more concerning on the child segmentation by using another product brand. After 16 years producing ice cream, Wall’s beginning considering to enter adult market segmentation.

As Ms. Meila Putri Handayani, Senior Brand Manager Wall’s Magnum, said that Indonesian adult already considering ice cream as their desserts. Unilever thinks that Indonesia adult segmentation market starting to expand and deciding that Magnum was the right product to be introduced in the market. (Wini, 2011)

From this phenomenon the researcher wants to explore more about the marketing mix of Magnum’s ice cream and the relation with the consumer buying decision.
1.4 Statement of Problem

The study is going to analyze the relation between marketing mixes in relevance of consumer’s buying decision. Based on the problem identified, this research tries to answer these questions:
1. Is there any relevance of 4P’s marketing mix of Wall’s Magnum product towards consumers buying decision?
2. Which is the most significance factor in the 4P’s Marketing Mix of Wall’s Magnum product towards consumers buying decision?

1.5 Research Objective

In this research, the researcher would like to study about the marketing mix that dominantly consider by the customers. The purposes of the researcher are:
1. To know is there any relevance between marketing mixes of Wall’s Magnum product toward consumers buying decision.
2. To know the most significance factor in the 4P’s Marketing Mix of Wall’s Magnum product towards consumers buying decision.

1.6 Significance of Study

a. For company:
   Giving suggestions advice to PT. Unilever for Wall’s Magnum product in order to maintain and also increasing factors that become the key of success Wall’s Magnum like nowadays.

b. For researcher:
   Increasing the knowledge of the researcher in term of marketing mix and also become the implementation of knowledge that researcher learn so far. And also as one of the requirement the researcher have to fulfill in order to graduate.
c. For future study:
   This study can be used as a comparison or to provide knowledge and insights for the reader who wants to know more about the relevance of marketing mix toward customers buying decision who are interesting to conduct a related research.

1.7 Theoretical Framework

![Figure 1.1 Theoretical Frameworks](image)

4P’s Marketing Mix:

- Product (X1)
- Price (X2)
- Place (X3)
- Promotion (X4)

Consumer Buying Decision (Y)

Source: Philip Kotler and Gary Armstrong

The theoretical framework of this research is about the 4P’s marketing mix that can give influence to the consumer buying decision. Based on Kotler and Gary Armstrong (2012) 4P’s marketing mix is consists of product, price, place, and promotion.

1.8 Scope and Limitation

This research is concentrating on 4p’s marketing mix; the researcher will limit the research on the promotion factors. The research itself will be conducted in Citywalk Jababeka Education Park especially in Starmart and Alfmart.
1.9 Assumption and Hypothesis

According to researcher statement of problems above in this study, the researcher takes hypothesis as following:

a. \( H_{0.1} \): Marketing mix product has no influence on the Wall’s Magnum consumer buying decision.
\( H_{1.1} \): Marketing mix product has influence on the Wall’s Magnum consumer buying decision.

b. \( H_{0.2} \): Marketing mix price has no influence on the Wall’s Magnum consumer buying decision.
\( H_{1.2} \): Marketing mix price has influence on the Wall’s Magnum consumer buying decision.

c. \( H_{0.3} \): Marketing mix place has no influence on the Wall’s Magnum consumer buying decision.
\( H_{1.3} \): Marketing mix place has influence on the Wall’s Magnum consumer buying decision.

d. \( H_{0.4} \): Marketing mix promotion has no influence on the Wall’s Magnum consumer buying decision.
\( H_{1.4} \): Marketing mix promotion has influence on the Wall’s Magnum consumer buying decision.

e. \( H_{0.5} \): Marketing mix (product, price, place, and promotion) has no influence towards Wall’s Magnum consumer buying decision.
\( H_{1.5} \): Marketing mix (product, price, place, and promotion) has influence towards Wall’s Magnum consumer buying decision.

1.10 Definition of Terms

**Product:** can be good or services that a company offers to the consumer. In this research the product itself is actual goods.
**Price:** an amount of money that a consumer has to pay in order to use the goods. Pricing strategy can be different from a company to another company.

**Place:** where the company sells their product. It can also means the distribution channel.

**Promotion:** a strategy that use by a company to make their product be known in public in order to attract consumer.

**Marketing Mix:** mix of several ideas that used by marketing representative with purpose to promote particular product or brand that consists of Product, Place, Price, and Promotion

**Consumer Decision:** consumer decision is a process that consumer takes before decided to buy a certain product. It takes several process such as costumer identify their needs, collect information, evaluate alternatives, and the last is make buying decision.

**Competitor:** It refers to the products which stay on the same segmentation with Wall’s Magnum.

### 1.11 Thesis Outline

This thesis will be presented in organize and systematical way that will be divided into 5 (five) chapters:

**CHAPTER I**  
**INTRODUCTION**

This chapter or consist of the background of study, company profile, statement of problem, research objective, significance of study, theoretical framework, scope and limitations, and also the definition of terms

**CHAPTER II**  
**LITERATURE REVIEW**

This chapter is consists of the theory from the theoretical framework. The theory itself will be the theory that will be
used in supporting and have a direct relation with the main topic of the thesis.

CHAPTER III  RESEARCH METHODOLOGY

This chapter is consisting of the time when the research will be conducted and the place where the research will be conducted. This chapter also talks about the research method that the researcher will use in this research and also the method that the researcher uses in interpreting the data.

CHAPTER IV  ANALYSIS OF DATA AND INTERPRETATION OF RESULT

This chapter is consists of the data analysis and the result and the interpretation of the result.

CHAPTER V  CONCLUSION AND SUGGESTIONS

This chapter is consists of the conclusion of the research and also the suggestion on what must be done based on the conclusion.
CHAPTER II

LITERATURE REVIEW

2.1 Marketing

Marketing is vital point for a company to survive in the market nowadays, because marketing is an activity that a company does in order to get attention from the consumers. Marketing is also a tool that being used by a company for getting profits. Many people in common things that marketing is the same as sales, but honestly that understanding was false. Sales are just a part of marketing goal that a company tries to achieve.

American Marketing Association said that marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Kotler and Amstrong (2012) defined marketing as the process by which companies create value for costumers and build strong customer relationship in order to capture value from costumers in return.

2.2 Marketing Mix

A successful company can be measured by how they achieving their goals. In order to achieve the goals a good marketing strategy is needed. One of the marketing strategies that a company often uses is marketing mix.
Kotler and Armstrong (2012) defined marketing mix as the set of controllable tactical marketing tools—product, price, place, and promotion—that the firm blends to produce the response it wants in the target market.

Based on Philip Kotler and Keller (2012), marketing mix is the combination of 4P’s (Product, Price, Place, and Promotion), that every company has the option of adding, subtracting, or modifying in order to create a desired marketing strategy.

Based on the two definition above we can say that marketing mix is a tools that consist of 4P’s which are consists of product, place, price, and promotion that can be used by company in order to create a marketing strategy that can help them to achieve the target sales or a goal that the company set.

Based on the definition above, there are 4 main elements that the expert believes is part of marketing mix which are product, place, price, and promotion.

![Figure 2.1 Marketing Mix](image)

Source: Kotler and Keller, 2012
2.2.1. Product

Kotler and Armstrong (2012) defined product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Product includes more than tangible object such as cars, computers, or cell phone. Broadly define; “products” also include services, events, persons, place, organizations, ideas, or mixes of these.

Kotler and Armstrong (2012) stated that products level can be dividing into 3:

Figure 2.2 Product Level

Source: Kotler and Armstrong, 2012

1. Core Product

   Core product is not the tangible physical product. You can’t touch it. Core product is the fundamental service of benefit that customer really buying. Benefit is the main element that a company offers in their core product. Benefit is something that makes a product more valuable.
2. Actual Product

Actual product is the tangible, physical product. You can get some use out of it. You can touch it. Actual product can actually be improved by considering 5 aspects which are: brand name, quality level, packaging, design, and features. An actual product is what the consumer holds in his or her hand when the product is purchased. This is the packaging, brand name, logo and all tangible aspects of the product that can be seen without opening or using the product. While the tangible aspects of the product may not help the quality, it can lead to increased sales if properly used.

3. Augmented Product

Augmented product is a product with additional features and services that set it aside from similar competitors. Companies augment their products to increase revenues, and may create additional streams of revenue in the process, depending on the types of products and services they offer. Consumers may preferentially select an augmented product when they have an option, which puts demand on manufacturers to continue adding innovations to their products to capture and hold consumer attention. After sale service, warranty, installation, delivery and credit can be consider as factors of augmented product.

2.2.2. Price

Based on Kotler and Armstrong (2012), price is the amount charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or services. Price has been a major factor affecting buyer choice. Price is one of the most important elements determining a firm’s market share and profitability.
Price is the only element in the marketing mix that produces revenues while the other generating cost.

A company must set the right price in order to get more attention from the consumers. In order to setting the price there are some considerations that a company must think about. In their book, Kotler and Keller (2012) there are 6 steps that a company can follow in order to set their price in the market:

a. Step 1: Selecting the price object
b. Step 2: Determining demand
c. Step 3: Estimating cost
d. Step 4: Analyzing competitors costs, price, and offers
e. Step 5: Selecting a price method

2.2.3. Place

The place itself was very important for a product to be well known by people. Distribution can also include in place since distribution is one of the tools to sell product by trusting third parties since product was a little bit with service that can have a permanent place for them to open in order to run their business. The product goods can have a flexible place such as market, mini market, etc.

Based on Gary Armstorng and Philip Kotler (2012),

“Place includes company activities that make the product available to target consumers.”

To help the company to distribute the product there are marketing channel. Gary Armstrong and Philip Kotler (2012) defined

“Marketing channel as a set of interdependent organization that help make a product or service available for use or consumption by the consumer or business use.”
2.2.4. Promotion

Promotion is one of strategy that a company uses in order to gain attention from the consumers. The company can give information about their product or services through promotion so that consumers can have a basic knowledge on the products or services that the company wants to offer. Through a promotion marketer can deliver their product values, benefit and product knowledge to the customer and also persuade customer to buy their product and services.

In their book Gary Armstrong and Philip Kotler (2010) said that

“Promotion means activities that communicate the merits of the product and persuade target customers to buy it.”

According from the George E. Belch and Michael E. Belch (2003):

“Promotion is the coordination of all seller initiated effort to set up channel of information and persuasion in order to sell goods and service or promote an idea”.

In their book, Philip Kotler and Gary Armstrong (2010) there are tools that called a promotional mix. Promotional mix itself was a tool that the company can use to deliver the customers value and can help the company to build the customer relationship.

The five major promotional tools can be defined as follows:

1. Advertising

Advertising is defined as any paid form non personal communication about an organization, product, service, or any idea by an identified sponsor. Advertising also has an objective, according from Gary Armstrong and Phillip Kotler (2012), advertising a specific communication task to be
accomplished with a specific target audience during a specific period of time. Advertising objective can be classified into four different objectives.

a. Informative Advertising
   Informative advertising is used heavily when introducing a new product category; the objective is to build primary demand.

b. Persuasive Advertising
   Persuasive advertising become more important as competition increases, the objective is to build selective demand.

c. Comparative Advertising
   Comparative advertising, in which a company directly or indirectly compares its brand with one or more other brands, comparative advertising has been used for products ranging from soft drinks, beer, and pain relievers to computer, batteries, car rentals, and credit cards.

d. Reminder Advertising
   Reminder advertising is important for mature products- it helps to maintain customer relationships and keep consumers thinking about the product.

2. Public Relation
   According to Gary Armstrong and Phillip Kotler (2012) public relations is defined as “Building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events”. Public relations are used to promote products, people, place, ideas, activities, organizations, and event nations. Companies use PR to build good relations with consumers, investors, the media, and their communities.

3. Personal Selling
   According to Gary Armstrong and Philip Kotler (2012) personal selling is defined as
'Personal presentations by the firm’s sales force for the purpose of making sales and building customer relationships.'

Personal selling is using people as their main promotion. They send people to market their product that called sales person. By using this strategy their can attract people with their warm smile and product understanding since people are tend to ask question on some new product which they can’t do when they see media advertisement.

4. Sales Promotion
Sales promotion can be defined as some sort of incentive that can help to attract customers to buy a product. The incentives itself can be in many form such as discount voucher, buy 1 get 1 voucher, or something else that can give the consumer more benefits in buying a product.

5. Direct Marketing
According to Gary Armstrong and Kotler (2012), direct marketing can be defined as

"Connecting directly with carefully targeted consumers, often on a one-to-one, interactive basis. Using detailed databases, companies tailor their marketing offers and communications to the needs of narrowly defined segments or individual buyers."

Based on the definition above we can conclude that direct marketing is a way of marketing that specified into one customers using detailed database, such as Facebook or direct phone. Direct marketing nowadays was use by a company such as eBay, Amazon, and other online shop all over the world since they want to attract individual buyers.

2.2.5 People
People are another new P’s that was added by economical analyst into marketing mix. Marketer or any other service personnel in the company plays
critical role in giving service to the consumers in the market. If marketer and service personnel are rude and not serve their customers, they might be disabling to attract customers to buy their product and service. According to Bitner and Booms (2005) “people are all people directly or indirectly involved in the service counter, namely the firms contact employees, personnel and other customers”.

People become one of the important factors in the 7p marketing mix because of the inseparability of production and consumption for service in the market which encourage firm or company to depend heavily on their employees or people who everyday face directly and deliver service to customers. Employees of firm or company have significant contribution on the service quality of firm, a favorable service can creating a favorable image for firm or company which can lead to the higher of customer satisfaction.

2.2.6 Physical Evidence

Another factor that also include on the 7p marketing mix is physical evidence. Physical evidence is more focusing on the environment or surrounding place where the process or interaction of people who are deliver the services with the consumer who are consume or buy the service or product occurs. According to the Bitner and Booms (2005) physical evidence definition in the marketing mix is “refers to the environment in which the service assembled and in which the seller and customers interact, combined with tangible commodities”. Another things that also refers to the physical evidence in service is all the tangibles representative of service such as in the hotel industry the design of the furniture, lighting, layout, or decoration its categorize as physical evidence. The more intangible service of the company, the more needed a company or firm to provide more tangible things or physical evidence for their customers so
that their customer can experience the nature of service that company wants to deliver to their customers.

### 2.2.7 Process

Service is something that perish ability which has means that service is cannot be inventoried or stored and returned. As services are something that cannot be stored or inventoried, it has become a challenge for firm and company to deliver services as what customers needs and wants through process or flow of activities which services are transferred from marketers or people to customers. According to the Bitner and Booms (2005) process “is referred to the procedures, mechanism, and flow of activities by which the service is delivered i.e the service delivery and operating system”. All of the combination of steps and procedure of process delivering service from marketers to customers constitute a service process which is evaluated by customers in the end.

### 2.3 Consumer Buying Decision

Consumer buying decision is important to be known by a company in order to sell the right product and using the right strategy. By knowing the consumer buying decision process, marketer can gives what is consumer really wanted the most and need. According to Kotler and Armstrong (2012) there are 5 steps of consumer buying decision, which are:

![Figure 2.3 Consumer Buying Decision Process](source: Principle of Marketing 14th Edition)
1. Need Recognition

The buying decision starts with a need. First of all the customers will define their needs on a product or the problem that they face in their daily life. There are 2 stimulus for the consumer which are external stimulus and internal stimulus. The internal stimulus is something that comes from the consumers itself such as thirst and hunger. And for the external stimulus the example is advertising that can be from media ad or print ad and also can come from a discussion with friend or family.

2. Information Search

After the consumers defined their needs they tend to search more information on the product that they want to buy. For example is when you decide to buy a television for your daily usage. You will give more attention on television advertisement whenever you see one but before you decide to buy you won’t pay any extra attention to the advertisement. There are two levels that engage in the information search process or levels. The first level or state is called as heightened attention. Heightened attention level or state is a condition or a situation in which a person simply becomes more receptive to information about a product. The others level is being called as active information search. In this level or state a person tend to looking or gathering reading material, phoning friends, going online, and visiting stores to learn about the product. There are some information sources or major information sources in which customers usually search divided into four group:

a. Personal (family, friends, neighbors, acquaintances)
b. Commercial (advertising, websites, salespersons, dealers, packaging, displays)
c. Public (mass media, consumer-rating organization)
d. Experiential (handling, examining, using the product)
3. Evaluation of Alternatives

In this stage after get the information, the consumer will try to search product alternative that have almost the same benefits that other brands offer or we can say alternative brands.

There are some basic concepts that involves in this process of understanding the consumer evaluation process. First, most of consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities to deliver the benefits. However consumer will pays the most attention to attributes that deliver the sought-after benefits. Marketers often segment the market for a product according to attributes and benefits important to different consumer goods.

Through process of learning and experience consumer or people acquire belief and attitudes. A belief is a descriptive thought that a person hold about something. An attitude is a person enduring favorable or unfavorable situation, emotion feelings, and action tendencies toward some object or idea. People have attitudes toward almost everything; religion, politics, clothes, music and food.

4. Purchase Decision

In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitudes of others. If someone important to you thinks that you should buy the lowest priced car, then the chances of you buying a more expensive car are reduced.
The second factor is unexpected situational factors. The consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change the purchase intention. For example, the economy might take a turn for the worse, a close competitor might drop its price, or a friend might report being disappointed in your preferred car. Thus, preferences and even purchase intentions do not always result in actual purchase choice.

5. Post Purchase Behavior

This is the last step or process of consumer buying decision. This process is explaining about more about consumer experience and feeling after purchase the products. After purchase the products, the consumer might experience dissonance from noticing certain disquieting features or hearing favorable things about other brands and will be alert to information that support his or her decision. In this process marketers needs to supply beliefs and evaluations that reinforces the consumer choice and help consumer feel good about the brand. According from the Kotler & Keller (2012), there are three things that marketers have to do in this steps, in this last steps markets is necessary to monitor post purchase satisfaction, post purchase actions, and post purchase product uses and disposal.

a. Post Purchase Satisfaction

Satisfaction is a function of the closeness between expectations and the product’s perceived performances. If performances fall shorts of expectations, the consumers is disappointed. If it meets expectations, the consumer is satisfied. If it exceeds expectations, the consumer is delighted. These feelings is make a difference in whether the consumer buys the product again and talks favorably or unfavorably.
about it to others. The larger the gap between expectations and performance it will make the greater dissatisfaction.

b. Post Purchase Action

A satisfied consumer is more likely to purchase the product again and will also tend to say good things about the brands to others. Dissatisfied consumers may abandon or return the products. They may seek information that confirms its high value or they may take public action by complaining to the company, going to lawyer, or complaining to other group such as business, private, or government agencies. Private action includes deciding to stop buying the product (exit option) or warning friends (voice option).

c. Post Purchase Uses and Disposal

Marketers should also monitor how buyers use and dispose of the product. A key driver of sales frequency is product consumption rate—the more quickly buyers consume a product; the sooner may be back in the market to repurchase it.
CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Method

In doing research, there are two research methods that a researcher can use. These two methods are quantitative and qualitative. Quantitative research attempts precise measurement of something such as consumer behavior, knowledge, or opinion. Qualitative research itself defined as interpreting or to seek or describe of a phenomenon not using frequency or number but using other data by doing interview or group interview or other methods. (Cooper and Schindler, 2006)

Qualitative measures are good to providing possibility of exploring phenomenon, providing a deeper understanding on a research problem. However there are disadvantages in using qualitative measure which is in the validity and reliability since the subjectivity and narrative argument are making the validity and reliability hard to belief. Quantitative method on the other hand has its main advantages for gaining objective and precise on phenomenon and human behavior. (Malhotra, 2010)

Based on the theories above, researcher decides to quantitative research as the researcher research method. Since the research that the researcher conduct is about the human behavior especially their buying decision behavior on a product. By using quantitative research the data that the researcher collect can be used since it will become more valid and reliable better than using qualitative research.
3.2 Research Framework

![Research Framework Diagram]

- **Statement of Problem**
- **Literature Review**
- **Variable Research**
  - **Questionnaire**
  - **Validity Test**
    - **Valid?**
      - Yes: **Reliability Test**
      - No: **No**
  - **Reliable?**
    - Yes: **Data Collection**
    - No: **No**
  - **Data Collection**
  - **Data Transformation**
  - **Data Analysis**
  - **Conclusion**

**Figure 3.1 Research Framework**

*Source: Self Constructed*
The research was started by identifying the problem that the researcher wants to discuss that related with International Business sector. Based on the theory, constructive questionnaire and primary data collected the researcher can implement multiple regression method to find whether marketing mix have a simultaneously influence customer buying decision and based on that which one is the most significance one.

3.3 Research Instrument

In this research, researcher use data collection and data analysis as research instrument. Data collection consists of survey, literature review, and questionnaire. Meanwhile, data analysis is using SPSS version 16.0 and Microsoft Excel 2010.

3.3.1 Data Collection

a. Survey
Before start to write the research, researcher is doing survey about newest issue that happened in Indonesia that was done by multinational company that has their name globally in the world. That problem should be related with International Business major which is the concentration of the researcher during study at university. After the problem was found, researcher does research to analyze the problem and find the solution for it.

b. Literature Review
After that researcher search for theories that the researcher used to strengthen this research based on valid statement stated in the book since the statement was stated by professional person that already mastered in that field of study. The theories use are related to the marketing mix and customer buying decision that globally effect in every country and also every company wherever their country of origin.
c. Questionnaire

The researcher are used a constructed questionnaire as research instrument. In this research, researcher using Liker Scale questionnaire with scoring scale 1 – 5 (one to five). The Likert Scale, developed by Rensis Likert, is the most frequently used method in constructing summated rating scale. Summated rating scales consist of statement that expresses favorable and unfavorable attitudes towards the object of interest. The respondent are asked to give their opinion on how much they agree or disagree on each statement based on numerical score. Likert scale is easy and quick to construct and more reliable and also provide a greater volume of data than any other methods. (Cooper and Schindler, 2006)

The format of a typical five-level Likert item:

1  =  Strongly disagree
2  =  Disagree
3  =  Neither agree nor disagree (Neutral)
4  =  Agree
5  =  Strongly agree

Table 3.1 : Pre-Questioner

<table>
<thead>
<tr>
<th>Question</th>
<th>Statement</th>
<th>Measurement Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>X 1.1</td>
<td>Magnum ice cream has a good quality.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 1.2</td>
<td>Magnum ice cream has a good brand image in the customer point of view.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 1.3</td>
<td>Magnum ice cream has a good packaging.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 1.4</td>
<td>Magnum ice cream has its own</td>
<td>Likert Scale</td>
</tr>
</tbody>
</table>
Price

<table>
<thead>
<tr>
<th>Question</th>
<th>Statement</th>
<th>Measurement Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>X 2.1</td>
<td>Magnum ice cream has a reasonable price.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 2.2</td>
<td>Magnum ice cream has a competitive price with their competitors.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 2.3</td>
<td>Magnum ice cream price is as worth as his quality</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 2.4</td>
<td>Magnum ice cream has the same price anywhere you buy it.</td>
<td>Likert Scale</td>
</tr>
</tbody>
</table>

Place

<table>
<thead>
<tr>
<th>Question</th>
<th>Statement</th>
<th>Measurement Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>X 3.1</td>
<td>Magnum ice cream has a good stock availability in the market.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 3.2</td>
<td>Magnum ice cream can be found everywhere.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 3.3</td>
<td>Magnum café has a strategic place.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 3.4</td>
<td>Magnum café provides a comfortable place.</td>
<td>Likert Scale</td>
</tr>
</tbody>
</table>

Promotion

<table>
<thead>
<tr>
<th>Question</th>
<th>Statement</th>
<th>Measurement Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>X 4.1</td>
<td>Magnum ice cream has an attractive advertisement and promotion in media whether print media or electronic media.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>X 4.2</td>
<td>Magnum has an attractive tagline,</td>
<td>Likert Scale</td>
</tr>
</tbody>
</table>
### Consumer Buying decision

<table>
<thead>
<tr>
<th>Question</th>
<th>Statement</th>
<th>Measurement Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y 1.1</td>
<td>I buy Magnum ice cream because the quality is good.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Y 1.2</td>
<td>I buy Magnum ice cream because the price is reasonable with the quality that they offer.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Y 1.3</td>
<td>I buy Magnum ice cream because of their promotion in print and electronic media was attracted.</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Y 1.4</td>
<td>I buy Magnum ice cream because of the good availability in the market.</td>
<td>Likert Scale</td>
</tr>
</tbody>
</table>

Source: Self Constructed

### 3.3.2 Data Analysis

a. Statistic Product and Service Solution (SPSS) V. 16.0

The researcher is using SPSS version 16.0 as the statistical tool to calculate the data and analyze the data that the researcher retrieve from the questionnaire. The SPSS is used to analyze the validity and reliability of the pilot test and also to calculate the multiple regression of the variable that the researcher wants to analyze.
b. Microsoft Excel 2010

The researcher also uses Microsoft Excel 2010 as one of the tool to input and managed the raw data so that can be later on input in the SPSS.

3.4 Sampling Design

3.4.1 Size of the Population

Population is a collection of groups that have the same characteristic and sample is the part of group in the population that we choose as object of research. (Jonathan Sarwono, 2012). In this case the population is people in Citywalk Jababeka Education Park, specifically in Starmart and Alfamart.

When it’s not possible to study an entire population, in this case Jababeka Education Park population, a smaller sample is taken using sampling techniques. It can be random simple random sampling, systematic random sampling, stratified random sampling, sample cluster, stratified cluster.

3.4.2 Sample Design

In this research, researcher use a random sampling technique using Slovin formula since this formula was a commonly use formula when facing a given population with a certain margin error. This technique was used by the researcher to gain sample data that later on will be used to collect raw data. The formula of Slovin techniques is:

\[ n = \frac{N}{1+N \left( e^2 \right)} \]

n = Number of Samples
N = Number of Population
e = Error Tolerance
In this research, researcher uses 250 people as the total population of Starmart and Alfamart customer per day and for the error tolerance the researcher uses 5% of error tolerance, therefore:

\[ n = \frac{N}{1 + N \left( e^2 \right)} \]

\[ n = \frac{250}{1 + 250 \left( 0.05^2 \right)} \]

\[ n = \frac{250}{1 + 250 \left( 0.0025 \right)} \]

\[ n = \frac{250}{1.625} \]

\[ n = 153.84 \]

\[ n = 154 \]

### 3.4.3 Sampling Technique

In this research the research will use simple random sampling as sampling technique. The researcher will distribute the questionnaire randomly to the customer who come into the store without consider the requirement of the questionnaire.

According to McClave, Benson, and Sincich (2008), if n element is selected from population in such way that every set of elements in the population has an equal probability of being selected, than n elements are said to be a random sample.

### 3.5 Pilot Test

#### 3.5.1 Validity Test

Validity test is needed to be conducted by the researcher to measure how related the question that the researcher conduct with the main purpose of the research. By doing this testing, it helps the researcher to filter which question is
related with the research purpose and which one is not so that the research can be more valid.

There are 2 methods in calculating validity test; the first one is Spearman Rank and the other one is Pearson’s correlation coefficient. Spearman Rank is use when the data that the researcher uses is ordinal data. Ordinal data is the data that use statement such as very good, good, poor, and very poor. Pearson’s correlation coefficient is use when the data that the researcher uses is interval data. Interval data is a data that measured using tools such as Likert scale.

Formula of Pearson’s correlation coefficient is:

\[ r = \frac{N \Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{N \Sigma X^2 - (\Sigma X)^2} \sqrt{N \Sigma Y^2 - (\Sigma Y)^2}} \]

Source: Berenson, Levine & Timothy C. Krehbiel (2011)

Where:

N = the number of paired observations

\( \Sigma X \) = the X variable summed

\( \Sigma Y \) = the Y variable summed

\( \Sigma X^2 \) = the X variable squared and the squares summed

(\( \Sigma X \))^2 = the X variable summed and the sum squared

\( \Sigma Y^2 \) = the Y variable squared and the squared summed

(\( \Sigma Y \))^2 = the Y variable summed and the sum squared

\( \Sigma XY \) = the sum of the product of X and Y
To measure a validity of an instrument can be measured by comparing $r$ calculated with $r$ table. The criteria of a question can be count as valid:

a. $r$ value $> r$ table or significance value $r < 0.05$ : Valid

b. $r$ value $< r$ table or significance value $r > 0.05$ : Invalid (Sugiyono, 2006)

After found the question that invalid, that question was taken out, since it’s not significance with the research purpose, the test was run once again.

In this research, researcher uses the criteria of $r$ value. The N in the pilot test is 20, so that the df is 18. The $r$ table for df 18 is 0.444, so that the $r$ table that will be used as the comparison with the $r$ value is 0.444. If the $r$ value $> r$ table the question is valid, and if the $r$ value $< r$ table the question is invalid.

The research use 20 as pilot test since the criteria that stated by Ancok (1982) that the value of the $r$ table must above 0.3, the higher the better. So that the researcher decided to use 20 as pilot that which is 0.444 in the $r$ table.

<table>
<thead>
<tr>
<th>Variable</th>
<th>$r$ calc</th>
<th>$r$ table</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.599</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.574</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.502</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.478</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.641</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.6</td>
<td>0.538</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.1</td>
<td>0.734</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.553</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.529</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.497</td>
<td>0.444</td>
<td>Valid</td>
</tr>
</tbody>
</table>
In the pilot test, the researcher using 20 respondents in order to test the reliability and validity of the question that later on will be used as questionnaire that will help the research fulfill the objective.

From table above variable X4.3 \( r=0.185 \), X4.4 \( r=-0.057 \), and X4.5 \( r=0.244 \), these three statements is invalid because they cannot fulfill the requirement of \( r \) value have to be at least 0.3. After processing the validity test we can move on to next test which is the reliability test

### 3.5.2 Reliability Test

Reliability is a necessary contributor to validity but not a sufficient condition for validity. (Cooper and Schindler, 2006)
In other words, reliability is a part of validity that can help to decide the question can be used on the research or not but it doesn’t mean if a question is reliable it was valid but if a question is valid than the question must be reliable. For example is bathroom scale, if the scale measures your weight correctly than the scale is valid and reliable. But when the scale overweighs you by 6 pounds constantly so the scale is reliable but not valid. And if the scale measures tour weight erratically time by time, it means that the scale is not reliable so that it can’t be valid.

Based on Malhotra and Peter Birks (2006), in order to fulfill the criteria of a question categorized as reliable researcher must see the coefficient alpha or Cronbach’s alpha. Cronbach’s alpha are varies from 0 until 1. Cronbach’s alpha that value less than 0.6 are considered as not reliable.

<table>
<thead>
<tr>
<th>Table 3.3 Reliability Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability Statistics</td>
</tr>
<tr>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>.926</td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.16

Based on Table, the Cronbach’s Alpha value is 0.926 which means that the all the statement in the pilot test are reliable to be used in the next process since Cronbach’s Alpha calculated by the SPSS is bigger than 0.6 as the theory said.

3.6 Classical Assumption Test

3.6.1 Normality Test

Normality test is needed to be done to know whether the data that the researcher use is normally distribute or not. A data can be count as normally distributed when the curve in the histogram is having shape like a bell. (Jonathan, 2012)
3.6.2 Multicollinearity Test

Multicollinearity is a situation where the correlation among the variables is strong. Correlated independent variables make it difficult to make inferences about the individual regression coefficients and their individual effects on the dependent variable. Multicollinearity can be measured by the VIF, VIF that greater than 10 is considered unsatisfactory. (Lind, Marchal and Wathen, 2010)

When this happens it means that the independent variable is happen to be have a high multicollinearity with your dependent variable so that it needs to be taken out from your research.

3.6.3 Heterocedasticity

Heterocedasticity is one of the test that needed to be done by the researcher in order to know is there any similarity of residual variance from one observation to other observations.

A more serious problem associated with heterocedasticity is the fact that the standard errors are biased. Because the standard error is important to conduct significance tests and calculates confidence intervals, a biased standard errors lead to incorrect conclusions about the significance of the regression coefficients. (Statistic Solution, 2011)

Based on Duwi Consultant (2011), a data can be mentioned as heterocedasticity if:

a. There is a certain pattern in the scatter plot. The patterns itself can be shaped as a wave or the shape is shifting from narrows than widens.

b. If there is no clear pattern, such as the dots that place upper and down the zero line in Y axis, it can be categorized as heterocedasticity.
3.7 Multiple Regression

A multiple regression is use when you use more than one independent variable in your research. Multiple regressions are use the search is there any correlation between those independent variables with dependent variable simultaneously.

Based on Lind, Marchal, and Wathen (2010), multiple regressions can be formulated as:

\[ Y = a + b_1x_1 + b_2x_2 + \ldots + bkx_k + \varepsilon \]

Based on that theory, researcher can formulate a formula based on the research that the researcher done, which is:

\[ Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + \varepsilon \]

Where:

\[ Y = \text{Independent variable, in this research is Consumer Buying decision} \]

\[ a = \text{Constant} \]

\[ x_1 = \text{Product} \]

\[ x_2 = \text{Price} \]

\[ x_3 = \text{Place} \]

\[ x_4 = \text{Promotion} \]

\[ b_1 = \text{Regression Coefficient} \]

\[ b_2 = \text{Regression Coefficient} \]

\[ b_3 = \text{Regression Coefficient} \]

\[ b_4 = \text{Regression Coefficient} \]
\( \varepsilon = \text{Random Error term/ Residual} \)

### 3.8 Hypothesis Test

#### 3.8.1 F – Test

F – Test was done in order to know whether all the independent variables that the researchers use can simultaneously affect the dependent variable. F test works by statistically test the null hypothesis that there is no linear relationship between independent variable and dependent variable.

The level of significance that used in this research is \( \alpha = 0.05 \). H0 is accepted if the significance value of the f test value is greater than the level of significance \( \alpha = 0.05 \) and Ho is rejected if the f test value is less than the level of significance \( \alpha = 0.05 \).

#### 3.8.2 T – Test

T – Test was done in order to know whether each independent variable can affect the dependent variable. The level of significance \( \alpha \) is 0.05. Ho is rejected if t test value lower than \( \alpha = 0.05 \) and Ho is accepted if t test value greater than \( \alpha = 0.05 \).

a. t value < t table or significant t > 0.05, accept Ho
b. t value > t table or significant T < 0.05, reject Ho

#### 3.8.3 Coefficient of Determination (R^2)

Coefficient of determination is important thing to do in order to know about the proportion of dependent variable can be explained by independent variable. This test will focuses on adjusted \( R^2 \) where it is arranged from 0 – 1. If the value of \( R^2 \) is close to 0, means that the capability of independent variable to explain dependent variable is weak. In the other side, if the value of \( R^2 \) is close to 1, means that the capability of independent variable to explain dependent
variable is strong and can provide nearly complete information about dependent variable.

Table 3.4. The Correlation Coefficient Table

<table>
<thead>
<tr>
<th>Coefficient Interval</th>
<th>Correlation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00 - 0.199</td>
<td>Very Weak</td>
</tr>
<tr>
<td>0.20 - 0.399</td>
<td>Weak</td>
</tr>
<tr>
<td>0.40 - 0.599</td>
<td>Average</td>
</tr>
<tr>
<td>0.60 - 0.799</td>
<td>Strong</td>
</tr>
<tr>
<td>0.80 - 1.00</td>
<td>Very Strong</td>
</tr>
</tbody>
</table>

Source: Sugiyono, 2004

3.9 Limitations

a. There are many factors which affect consumer in making buying decision but for this research the researcher focuses on promotion, price, place, and promotion where those problems are part from marketing mix that have role to construct customer mind toward a product.

b. The respondent in this research are people who buy or already tried consume Wall’s Magnum.

c. Researcher distributed the questioner at Starmart and Alfamart in Citywalk Jababeka Education Park with total respondents 154 people.

d. The theory for this research is 4P’s marketing mix and buying decision.
CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

4.1 Data Collection

The total amounts of respondents in this research are calculated as follow:

a. Starmart \(=\) 110 respondents
b. Alfamart \(=\) 44 respondents

Total respondents \(=\) 154 respondents

Researcher only use Indonesia respondent so that the questionnaire also in Indonesia language and it was keep as a file for research purpose only.

4.2 Research Time and Place

The research was conducted in front Alfmart and Starmart. The research time was on December 2012 until the 154 samples are met. The first data was gathered 17\(^{th}\) December 2012 by gathering the respondents for the pilot tests. After the validity and the reliability test was done. The research then continued by gathering the respondents in 18\(^{th}\) and 19\(^{th}\) December 2012. In the 18\(^{th}\) December, the researcher is focusing on the Starmart with the total respondents around 70 respondents. In the second day the research are continued on the Starmart by collecting around 40 respondents and the rest 44 respondents in Alfmart.
4.3 Descriptive Statistic

4.3.1. Respondent

1. Gender

Based on Figure 4.1, we can see that there are 46% (71 respondents) are male and 54% (83 respondents) are female. The ratio of respondent between man and woman are not that far but still the woman respondent ratio is a little bit bigger than the man. We can relate this result with the TV advertisement that Wall’s Magnum does using the female endorser. This means that Wall’s Magnum is expected to attract the woman segmentation.
2. Age

Figure 4.2 Demographic Views (Age)

Source: Self Constructed

Based on Figure 4.2, we can see that 38% (59 respondents) are 15 – 18 years old, 54% (73 respondents) are 19 – 23 years old and 8% (22 respondents) are more than 23 years old. The gap of the ratio between the age of 15 – 18 years old and 19 – 23 is not too far but the gap of the > 23 years old ratio are way too far. This gap is considered as normal since the place of the research in Citywalk Jababeka Education Park which is near university and student housing which most of the population is college students.
3. **Occupation**

![Occupation Chart]

Based on Figure 4.3, we can see that 86% (132 respondents) are students, 12% (18 respondents) are employees, 2% (4 respondents) are entrepreneurs, and none from the other jobs beside the selected jobs that the researcher provides. This result happens since area of Citywalk Jababeka Education Park having more population of students than adult.

4. **Frequency**

![Frequency Chart]

Based on Figure 4.4, we can see that 42% (63 respondents) go to the park 1-2 times, 21% (31 respondents) go 3-5 times, and 37% (55 respondents) go often. This result may happen because of the convenience of the park's location and the availability of facilities.
Based on Figure 4.4, we can see that 21% (32 respondents) of the respondents consume Wall’s Magnum ice cream 1 – 2 times in a month, 37% (58 respondents) them are 3 – 5 times, and 42 (66 respondents) of them buying Wall’s Magnum ice cream more than 5 times a month or we can say that they are the frequent user of this product.

5. Information Source

![Information Source Chart]

**Figure 4.5 Demographic Views (Information Source)**

**Source: Self Constructed**

Based on Figure 4.5, we can see that 63% (97 respondents) of the respondents knowing Magnum ice cream from the TV advertisement. 10% (16 respondents) of them know Magnum ice cream from their family, 20% (31 respondents) from friends, and 7% (10 respondents) are from other sources. The other sources they are mentioned are 4 of them said from the magazine, 1 of them said from radio ads, 3 of them said from the internet, and 2 of them said they saw it in the supermarket.
4.3.2. Variables

In this part, the researcher will shown each of survey results based on each variable. The first variable or X1 is product which consists of 7 statements that related to the Magnum product variables. These 6 statements is comes after eliminated one statement that not valid through validity test process.

<table>
<thead>
<tr>
<th>X1.1</th>
<th>X1.2</th>
<th>X1.3</th>
<th>X1.4</th>
<th>X1.5</th>
<th>X1.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.58%</td>
<td>51.95%</td>
<td>27.27%</td>
<td>50.00%</td>
<td>58.64%</td>
<td>55.19%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
</table>

**Figure 4.6 Variable Frequencies (Product)**

**Source:** Primary Data- Microsoft Excel 2010

Based on Figure 4.6, we can say that:

a. In the first statement (X1.1) “Magnum ice cream have a good quality” almost 75% of the respondents are agree, 24% are neutral and 1.3% are disagree. No one is strongly disagreeing on this statement.

b. The second statement (X1.2) “Magnum ice cream has a good brand image in the customer point of view”. 27.27% of the respondents are strongly agree, 50% of them are agree, 21.13% are neutral and only 1.30% of them are disagree. No one is strongly disagreeing in this statement.
c. The third statement (X1.3) is “Magnum ice cream has a good packaging”. 24.03% of the respondents are strongly agree, 45.45% are agree, 24.03% are neutral, 6.49% are disagree, and 0% is strongly disagree.

d. The fourth statement (X1.4) is “Magnum ice cream have its own uniqueness that the other brand don’t have”. 22.73% are strongly agree, 48.70% are agree, 27.27% are neutral, 1.30% are strongly disagree, and none of them are answering strongly disagree.

e. The fifth statement (X1.5) is “Magnum ice cream has a good customer services.” 1.30% are strongly agree, 8.44% are agree, 55.19% are neutral, 35.06 are disagree, and none of them is strongly disagree.

f. The sixth statement (X1.6) is “Magnum ice cream has many choice of flavor.” 15.58% are strongly agree, 51.95% are agree, 27.27% are agree, 51.95 are neutral, 5.19 are disagree, and 0% is strongly disagree.

Figure 4.7 Variable Frequencies (Price)

Source: Primary Data- Microsoft Excel 2010
Figure 4.7 is talking about the variable frequency on price variable. From the Figure 4.7, we can say that:

a. The first statement of price variable (X2.1) is “Magnum ice cream has a reasonable price”. 12.99% are strongly agree, 39.61% are agree, 35.06% are neutral, 7.79% are disagree, and 4.55% are strongly disagree.

b. In the second statement (X2.2), “Magnum ice cream has a competitive price with their competitors”, 18.18% are strongly agree, and 46.75% are agree. 25.32% of the respondents are neutral, and the rest 9.74% are disagree. None of the respondents are strongly disagreeing with this statement.

c. The third statement (X2.3) is “Magnum ice cream price is as worth as his quality”. 21.43% are strongly agree, 44.16% are agree, 31.17% are neutral, 3.25% are disagree, and 0% of them is strongly disagree.

d. The fourth statement (X2.4) is “Magnum has the same price anywhere you buy it.” 24.03% of the respondents are strongly agree, 48.70% are agree, 25.32% are neutral, 1.95% are disagree, and none of the respondent answering strongly disagree.
Figure 4.8 Variable Frequencies (Place)

Source: Primary Data- Microsoft Excel 2010

Figure 4.8 is talking about the variable frequency on place variable. From the Figure 4.8, we can say that:

a. The first question in the place variable (X3.1) is “Magnum ice cream has a good stock availability on the market”. 15.58% are strongly agree, 48.05% are agree, 29.22% are neutral, 5.84% are disagree, and 1.30% are strongly disagree on this statement.

b. The second question (X3.2) is “Magnum ice cream can be found everywhere.” 40.91% of the respondents are strongly agree, 46.10 are agree, 11.69% are neutral, and 1.30% of them are disagree. None of the respondents is answering strongly disagree.

c. The third question (X3.3) is “Magnum Café has a strategic place”. 25.97% of the respondent are strongly agree, 37.66% are agree, 28.57% are neutral, and 7.79% are disagree. None of the respondent is answering strongly disagree.
d. The fourth question (X3.4) is “Magnum Café provides a comfortable place.” 17.53% of the respondents are strongly agree, 41.56% are agree, 33.77% are neutral, and 7.14% of them are disagree. None of the respondent is answering strongly disagree.

![Promotion Frequency](image.png)

**Figure 4.9 Variable Frequencies (Promotion)**

*Source: Primary Data- Microsoft Excel 2010*

Figure 4.9 show the variable frequency on the promotion variable. We can say that:

a. In the first statement (X4.1), “Magnum ice cream has an attractive advertisement and promotion in media whether print media or electronic media”, 51.95% of them are strongly agreed on this statement. 30.52% are agreed, 16.88% are neutral, and 0.65% of them are disagreeing.

b. Second statement (X4.2) is “Magnum has an attractive tagline, For Pleasure Seeker, which makes the consumer curious”. 2.60% of them are strongly agreed, 40.26% are agreed, 51.30% are neutral, and 5.84% are disagreed.

c. Third statement (X4.6) is “Magnum has fan page in Facebook and Twitter that provides more information to the consumer.” 41.56% of them are
strongly agree, 44.81% of them are agree, 11.69% of them are neutral, and 1.95% of them are disagree.

![Figure 4.10 Variable Frequencies (Consumer Buying decision)](image)

Source: Primary Data - Microsoft Excel 2010

Figure 4.10 is about the variable frequencies of the consumer buying decision variable. We can interpret the data as follow:

a. In the first statement (Y1.1), “I buy Magnum ice cream because the quality is good”, 27.27% of them are strongly agreed. 50.65% of them are agreed, 18.18% are neutral, and 3.90 are disagreeing.

b. The second statement (Y1.2) is “I buy Magnum ice cream because the price is reasonable with the quality that they provide”. 18.83% are strongly agreed, 54.55% are agreed, 22.73% are neutral, and 3.90% are disagreeing.

c. The third statement (Y1.3) is “I buy Magnum ice cream because of their promotion in print and electronic media was attracted”. 41.56% are strongly agreed, 44.81% are agreed, 11.69% are neutral, and 1.95% of them are disagreeing.
d. The fourth statement (Y1.4) is “I buy Magnum ice cream because of the good availability in the market.” 1.30% are strongly agree, 29.87 are agreed, 48.05 are neutral, 18.83% are disagreeing, and 1.95% of the respondent are strongly disagreed

4.3.3. Descriptive Statistic

Table 4.1 Descriptive Statistic

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>154</td>
<td>2.83</td>
<td>4.67</td>
<td>3.7551</td>
<td>.39211</td>
<td>.154</td>
</tr>
<tr>
<td>Price</td>
<td>154</td>
<td>2.25</td>
<td>5.00</td>
<td>3.7516</td>
<td>.53512</td>
<td>.286</td>
</tr>
<tr>
<td>Place</td>
<td>154</td>
<td>2.50</td>
<td>5.00</td>
<td>3.8718</td>
<td>.47763</td>
<td>.228</td>
</tr>
<tr>
<td>Promotion</td>
<td>154</td>
<td>2.67</td>
<td>4.67</td>
<td>3.7361</td>
<td>.39559</td>
<td>.156</td>
</tr>
<tr>
<td>Decision</td>
<td>154</td>
<td>2.25</td>
<td>4.75</td>
<td>3.8214</td>
<td>.41590</td>
<td>.173</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>154</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.16

In this descriptive statistic, the researcher uses the mean of each variable since each variable is consisted with more than one question. Because of that the minimum and maximum score is not in integer but in decimal and for the mean itself is calculated based on the mean of each respondent on each variable. Based on Table, we can see that the minimum and maximum mean from 154 respondents for Product (X1) are 2.83 and 4.67. For the mean is 0.39211 and for the standard deviation and variances are 0.154. For the variable Price (X2), the minimum is 2.25, maximum is 5.00, the mean is 3.7516 and for the standard deviation is 0.53512. For the variable Place (X3), the minimum data is 2.50, the maximum is 5.00, the mean is 3.8718, and for the standard deviation is 0.47763. For the variable promotion (X4), the maximum and minimum data are 2.67 and 4.67. For the mean and standard deviation are 3.7361 and 0.39559. For the dependent variable consumer buying decision (Y1), the maximum data
is 4.75 and for the minimum data is 2.25. For the mean and standard deviation are 3.8214 and 0.41590.

4.4 Classic Assumption Test

4.4.1 Normality Test

In every research using multiple regressions, researcher need to the normality of the data that has been collected. The normality can be measured by seeing the P – P plot and histogram.

![Histogram Chart](Image)

**Figure 4.11 Histogram Chart**

Source: Primary Data-SPSS V.16

Based on the Figure 4.11 above, we can see that the data is normally distributed as the theory mentioned that data can be said as normally distributed if the curve is having shape like a bell shape. In the figure above, the data is having a bell shape.
Based on the P–P plot curve that been shown in the Figure 4.12 above, we can safely assume that the data was normally distributed as the criteria of the normality in P–P plot is spreading approximately surrounding the diagonal direction of the line about 45°, besides that the data also not seriously deviated from the line that means the distribution is normal and ready to be used for next step of research.

4.4.2 Multicollinearity Test

In order to do the Multicollinearity test, the researcher used variance inflation factor or (VIF) to check. Variance inflation factor or (VIF) has function to measure how much the variance of the estimated coefficients is increased over the case of no correlation among the variables. According to Barry Render,
Ralph Stair and Michael Hanna (2006), a variable categorize or having a high collinearity if VIF value or results more than 10 or it has tolerance tend to approach 0.

Table 4.2 VIF Result

<table>
<thead>
<tr>
<th>Collinearity Statistics</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.796</td>
<td>1.256</td>
</tr>
<tr>
<td></td>
<td>.668</td>
<td>1.497</td>
</tr>
<tr>
<td></td>
<td>.724</td>
<td>1.381</td>
</tr>
<tr>
<td></td>
<td>.845</td>
<td>1.183</td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.16

Table 4.2 shows that all the variables have variance inflation factor (VIF) values which less than 10. It means that in this regressions model there is no multicollinearity exist.

4.4.3 Heterocedasticity Test

Heterocedasticity is often happen when the data are not normally distributed, because of that heterocedasticity test need to be done. A data can be excluded as heterocedasticity if the data scatter plot are spread randomly and does not make certain pattern such as decreasing or increasing pattern.

Based on the Figure 4.13 below, we can say that the data are scatter and not make a certain pattern like increasing or decreasing.
4.5 Multiple Regression Model

There are more than one independent variables that used in this study, because of that the researcher used multiple regression models in order to explain relationship between dependent variable and those independent variables.
Table 4.3 Regression Model

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>.139</td>
<td>.290</td>
<td>.479</td>
<td>.632</td>
</tr>
<tr>
<td>Product</td>
<td>.129</td>
<td>.054</td>
<td>2.006</td>
<td>.047</td>
</tr>
<tr>
<td>Price</td>
<td>.135</td>
<td>.051</td>
<td>.174</td>
<td>2.625</td>
</tr>
<tr>
<td>Place</td>
<td>.366</td>
<td>.055</td>
<td>.420</td>
<td>6.811</td>
</tr>
<tr>
<td>Promotion</td>
<td>.342</td>
<td>.082</td>
<td>.325</td>
<td>5.524</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Decision

Source: Primary Data-SPSS V.16

In this regression model, the value of the constant (a) is not used. It’s because the data have the same unit, which is doesn’t have denomination. For this case, the regression coefficient that was used was the coefficient in the standardized coefficient column. (Danang, 2011)

Based on that the regression formula can be changed into:

\[ Y = b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 \]

Since all the criteria of the T test have been fulfilled we can say that each of the variables is significance with the dependent variable. From that we can formulate the formula for the multiple regressions. The formula is as follow:

\[ Y = 0.122X_1 + 0.174X_2 + 0.420X_3 + 0.325X_4 \]

Where:

X1= Product

X2= Price
X3 = Place

X4 = Promotion

From the regression model above, we can say that:

a. The production variable is affecting the consumer buying decision 0.122 or we can say that for every increase of the product variable while the other variables are constant, will cause an increase Wall’s Magnum consumer buying decision by 0.122.

b. The price variable is affecting the consumer buying decision 0.174 or we can say that for every increase of the product variable while the other variables are constant, will cause an increase Wall’s Magnum consumer buying decision by 0.174.

c. The place variable is affecting the consumer buying decision 0.420. In other words while the other variables are constant, will cause an increase in Magnum buying decision by 0.420.

d. The promotion variable is affecting the consumer buying decision 0.325. In other words, while the other variable constant; it will increase 0.325 of the consumer buying decision in Jababeka Education Park area especially around President University is based on the promotion of Wall’s Magnum.

4.6 Hypothesis Test

4.6.1 F – Test

F test is used to test the effect of all independent variables toward independent variable simultaneously.

a. $H_0: \beta_1 = 0$, Null hypothesis is accepted if F value is greater than 0.05 (there is no significant factor of marketing mix of 4p; Product, Price, Place, and
Promotion that influence consumer buying decision in buying Wall’s Magnum ice cream)
b. $H_a: \beta \neq 0$, Alternative hypothesis is accepted if F value less than 0.05 (there is a one significant factor of marketing mix of 4p; Product, Price, Place, and Promotion that influence consumer buying decision in buying Wall’s Magnum ice cream)

In this study, the researcher used SPSS V.16 to do the F test, and it showed in table below:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>14.937</td>
<td>4</td>
<td>3.734</td>
<td>48.267</td>
<td>.000a</td>
</tr>
<tr>
<td>Residual</td>
<td>11.527</td>
<td>149</td>
<td>.077</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>26.464</td>
<td>153</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Promotion, Product, Place, Price
b. Dependent Variable: Decision

**Source: Primary Data-SPSS V.16**

The requirement value that has to achieve in this F test is the significance value has to be less than 0.05. From table above, it can be seen that the significance value is 0.00 which is less than 0.05. From that results it can be conclude that all of the independent variable of marketing mix 4p’s (Product (X1), price (X2), place (X3), and promotion (X4) simultaneously has significant influence toward independent variable of Wall’s Magnum consumer buying decision. It means in this study the researcher will accept the $H_a$ and reject $H_0$. 

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4.6.2 T – Test

T test is used to examine whether each independent variable factor of marketing mix 4p’s; product (X1), price (X2), place (X3), and promotion (X4) has influence toward dependent variable of Magnum consumer buying decision. Each of independent variable will be significance toward the dependent variable if each value in the significance column of each independent variable is less than 0.05 and for the t is greater than 1.976 based on the t table. The hypotheses are following:

a. \( H_{0.1} \): Marketing mix of product has no influence on the Wall’s Magnum consumer buying decision
   \[ H_{1.1} \]: Marketing mix of product has influence on the Wall’s Magnum consumer buying decision
b. \( H_{0.2} \): Marketing mix of price has no influence on the Wall’s Magnum consumer buying decision
   \[ H_{1.2} \]: Marketing mix of price has influence on the Wall’s Magnum consumer buying decision
c. \( H_{0.3} \): Marketing mix of place has no influence on the Wall’s Magnum consumer buying decision
   \[ H_{1.3} \]: Marketing mix of place has influence on the Wall’s Magnum consumer buying decision
d. \( H_{0.4} \): Marketing mix of promotion has no influence on the Wall’s Magnum consumer buying decision
   \[ H_{1.4} \]: Marketing mix of promotion has influence on the Wall’s Magnum consumer buying decision.
From the Table 4.5, it has show each significance value of each independent variables, here are the results as following:

a. Product (X1) has significance value of 0.047 which is less than 0.05 and the value is 2.006 is greater than 1.976. It means that product (X1) is significance toward the dependent variable of Magnum consumer buying decision and $H_{0.1}$ is rejected and accepted $H_{1.1}$ from the hypothesis and the variable of product is the less significance among the other variables.

b. Price (X2) has significance value of 0.010 which is less than 0.05 and the value is 2.625 is greater than 1.976. It means that price (X2) is significance toward the dependent variable of Magnum consumer buying decision and $H_{0.2}$ is rejected and accepted $H_{1.2}$ from the hypothesis.

c. Place (X3) has significance value of 0.000 which is less than 0.05 and the value is 6.611 is greater than 1.976. It means that place (X3) is significance toward the dependent variable of Magnum consumer buying decision and $H_{0.3}$ is rejected and accepted $H_{1.3}$ from the hypothesis and from the t value we can see that the variable of place is the most significance one.

Table 4.5 T -Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.139</td>
<td>.290</td>
<td>.479</td>
</tr>
<tr>
<td></td>
<td>Product</td>
<td>.129</td>
<td>.064</td>
<td>.122</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.135</td>
<td>.051</td>
<td>.174</td>
</tr>
<tr>
<td></td>
<td>Place</td>
<td>.386</td>
<td>.055</td>
<td>.420</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Decision

Source: Primary Data-SPSS V.16
d. Promotion (X4) has significance value of 0.000 which is less than 0.05 and the t value is greater than 1.976. It means that promotion (X4) is significance toward the dependent variable of Magnum consumer buying decision and $H_{0,4}$ is rejected and accepted $H_{1,4}$ from the hypothesis.

Based on the result above we can say that each of the variables is significance with the dependent variable. For the T value, the entire variables are having T value greater than 1.976 which means that the entire hypotheses are accepted. From the Table, we can see that the significance of the place and promotion variable is the biggest among other variables because of that place and promotion is highly related with the dependent variable consumer buying decision individually. It doesn’t mean that the other two variables are not related but based on Table, significance value for place and promotion are having 0.00 significance value. And for the product variables the significance is have the smallest significance but already pass the criteria of the data. It means that between the 4 variables, product variables is the less considerate one in the customer point of view even it was related with the dependent variable. By comparing the T value we can see that the place variable is having the biggest T value amongst the other variables.

### 4.6.3 Coefficient of Determination ($R^2$)

The measurement should be done in order to help the researcher in analyzing whether independent variables can explain the dependent variable. How far the product, price, place and promotion can explain or describe the dependent variable which is consumer buying decision.

The result of the research model can be seen on Table:
Adjusted R square is value of R square that has been adjusted, this value is always less than the R square and this value can be negative not always positive. Based on Santoso (2001), for a regression model that have more than 2 independent variable better use the adjusted R square value as the coefficient of determination.

According to the table above, R describe about coefficient of correlation where the value of R is 0.751 which means there is a strong correlation between those independent variables and buying decision. For the adjusted R square used for measuring how far or large these independent variables can describe dependent variable where according to table above adjusted R square is 0.553 which means these independent variable in this research can describe or explain 55.3% about buying decision and the rest which 44.7% is explained by the other factors.

### 4.7 Interpretation of Result

Based on the data analysis above we can make an interpretation of the data analysis:

![Table 4.6 Adjusted R Square](source: Primary Data-SPSS V.16)
a. **Product** ($X_1$) **Towards Wall’s Magnum Buying decision**

There are significance relationship between product and consumer buying decision. The relationship itself can stand alone or together with other P’s of marketing mix simultaneously affect the consumer buying decision. It can be seen on the T – Test.

Based on the data analysis, product has a level of significance 0.047 which means that product is significance towards the consumer buying decision. The element of product in the research questionnaire are about the quality of the product, brand image of the product, packaging, uniqueness, customer service, and the choice flavor. It means that the respondents are agreeing that product is affecting their buying decision. It can be supported by the theory by Kotler & Armstrong (2012).

Based on Kotler & Armstrong (2012), there is stage in the consumer buying decision called information search. What they really search is the information of product. How good the product is, what makes them different, what they want to know is all about the product so they can decide on what decision they have to made.

b. **Price** ($X_2$) **Towards Wall’s Magnum Buying decision**

Based on the result of the data analysis we can see that price is one of the factor can individually affect or simultaneously with the other marketing mix affect on the consumer buying decision. As price is the comparison on how good is a product with another product.

In this research the price variable have the level of significance 0.010 which means that price variable are significance with the consumer buying decision. The element of price research that the researcher use are about the price that being reasonable, competitive price with the competitors, price that worth with the quality and price, and the same price anywhere
consumer buy it. Based on that, this element was the main consideration of the price based on the consumer perception that can affect their buying decision.

In the third step as Kotler and Armstrong (2012) said in his book, in the buying decision stage there are terms called unexpected situational factors, which mention about the expected price of the product. So that we can say that price is related to the consumer buying decision.

c. Place (X₃) Towards Wall’s Magnum Buying decision

Place also, based on the result of data analysis, and it’s significantly affect the customer buying decision. In buying a product, one of the main considerations of the consumer is where they can buy it. If the products are scare it will be difficult to them to buy the product on the next purchase.

The element of place that the researcher use is about the availability of the product in the market, the product can be found everywhere, the official store that can be found in strategic place, the official store that offers more satisfaction better than other place. From that we can say that those elements are the one that make the place variable significance with the consumer buying decision.

It is proved by the result of the T – Test. On the T – Test, the variable product (X₃) have 0.000 value of significance which is smaller than the significance criteria (α < 0.05) and 6.611 for the t value which is bigger than the t table (t table = 1.976). The t value of the place variable is the biggest among the other variables that makes the place variables is the most significance variable that affect the customer buying decision.
d. Promotion ($X_4$) Towards Wall’s Magnum Buying decision

Statement of the null hypothesis ($H_{0,4}$) in the third hypothesis which state that “Marketing Mix of place has no influences on the Wall’s Magnum consumer buying decision” is rejected and the alternative hypothesis is accepted since the variable, product, have positive and significance effect to the Wall’s Magnum consumer buying decision with regression coefficient 0.325 which means that each increase of product ($X_4$), while the other variables are constant, will cause an increase Wall’s Magnum consumer buying decision by 0.325.

In this research the element of measurement of the promotion variable are about the attractiveness of the advertisement and promotion, attractive tagline, and the promotion through fan page. This element can be considered as the main reason that affecting the consumer buying decision. It can be proved by the theory that Keller stated in his book. Based on the T – Test, promotion has the significance level of 0.000 and the t value 5.524 which make the promotion variable the second dominant after the place variable.

Based on Keller and Armstrong (2012), advertisement as part of promotion can help the consumer to recognize their need or problem in order to decide which product that they need to buy. This need reorganization was part of the consumer buying decision. Beside that promotion also can help the consumer in the next stage of consumer buying decision which is information search. To get better information, consumer usually uses advertisement or internet to know a product better.

e. Marketing Mix Toward Wall’s Magnum Buying decision

The results of this research show that Wall’s Magnum consumer buying decision will be affected by marketing mix (product, price, place, and
promotion). This is proved with the F Test that had been done before, with the significance level 0.000 which is less than 0.005. It means that all the independent variables, product, price, place, and promotion simultaneously, are affecting the dependent variable. The correlation itself was positive correlation that can be seen on the multiple regression result that shown the beta with positive value.
CHAPTER V

CONCLUSION AND RECOMMENDATION

This is the last chapter in this research where this chapter will discuss about the recommendation and conclusion from analysis on chapter 4 about the influence of marketing mix toward buying decision on Wall’s Magnum. This research is conducted in order to the influence and how strong those variables can affect buying decision on Wall’s Magnum. All of the information in this research can be used for evaluation about product performance in market where the evaluation itself is very useful for reconsidering their marketing strategy so that they can improve the weak part and also maintain the good part.

5.1 CONCLUSION

According to chapter four about the analysis of 4P’s Marketing Mix influence the Wall’s Magnum consumer buying decision among students at President University, here are some conclusions that researcher get as following:

a. The 4P’s marketing mix is simultaneously affect the consumer buying decision which was shown on the F Test which have the significance lower than 0.05.

b. Each of the marketing mix variables can also independently affect the consumer buying decision. Each of the variables is significantly affect the consumer buying decision that can be shown in the T Test. Each of the variables have the significance below 0.05 and the most significance variable is place which have t value 6.611 for the t value which is bigger than the t table (t table = 1.976).
5.2 RECOMMENDATION

Recommendations from the researcher are:

a. All the marketing mix independent variables are significant on consumer buying decision. Based on that, PT. Unilever Indonesia Tbk must keep their product, price, place, and promotion so that a good consumer buying decision can go well, especially about their product. In this research the product variable has the biggest significance based on the T – Test, beside the T – Test, in the regression model product shows the less beta coefficient. Based on this the company must increase the product variables by improving their quality, introducing new flavor, make a new packaging, and other things that can help their product improvement. Since in the regression model product can affect the consumer behavior by 0.122. By increasing the product it can increase the consumer buying decision also.

b. For the next researcher that will do the same field of researcher can use more deeper variables or conducting the research in different area since the consumer buying decision can be different in every place. They also can use more specific variable, maybe by using the product attributes that was part of the product or the brand.
REFERENCES

Books:


**Journal:**


**Website:**


APPENDICES