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## Analysis of the Effect of Marketing Mix on Purchase Decisions and Impact on Consumer Loyalty at Chocolate Houses in Palu City

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### ABSTRACT

The purpose of this study is to analyze the effect of marketing mix variables on purchasing decisions, the influence of marketing mix variables on consumer loyalty, and the influence of marketing mix variables on consumer loyalty through purchasing decisions. The type of research used is descriptive research with a quantitative approach. The population in this study were all customers who had visited and made purchases of Central Sulawesi Chocolate at Rumah Cokelat. The sample used was 45 respondents who were taken using Cohen's formula. The data analysis used is descriptive analysis and path analysis. The results of the analysis show that the variables that have a positive and significant effect on purchasing decisions for Central Sulawesi chocolate products are price, place, and promotion, while those that are not significant are products, with p-value ( $p < 0.05$ ). The variables that have a positive and significant effect on consumer loyalty are product and price, while those that are not significant are place, promotion and purchasing decisions, with a p-value ( $p < 0.05$ ). And the variables that have a positive and significant effect on consumer loyalty through the intervening variables are price and promotion, while those that are not significant are products and distribution channels.

Keywords: Marketing Mix, Purchase Decision, Consumer Loyalty.

### INTRODUCTION

Central Sulawesi is the province with the largest area on the island of Sulawesi, with the longest coastline and many natural resources and superior commodities that must be developed (Yuliandi, 2014). The main commodity potential of Central Sulawesi Province is found in the agriculture, fisheries, services and mining sectors. Main commodity of agriculture sector is plantation sub-sector with commodity of coconut and cocoa. Currently, Central Sulawesi Province is one of the largest cocoa producing regions in Indonesia, which is around 17.95% of the national production of around 708,634 tons per year. Our neighboring countries such as Malaysia produce only 60,000 tons of cocoa beans per year, but are able to produce processed cocoa of 300,000 tons per year. The additional supply of raw materials from Indonesia, one of which is from Central Sulawesi cocoa beans, thus the added value is enjoyed by other countries (Marwati, 2018).

One of the efforts to improve the regional economy is to manage natural resources and develop business. Innovations in the business sector carried out by start-ups and Micro, Small and Medium Enterprises (MSMEs) can accelerate the level of national economic development. The Technical Implementation Unit (UPT) for the Development of Food and Handicraft Industry Products (P2IPK) The Department of Industry and Trade of Central Sulawesi Province is one of the units to develop superior commodities in the downstream sector of the cocoa processing industry with the main objective of realizing advanced, independent and competitive industry and trade. as the main driver of economic growth in encouraging the advancement of superior industrial products in Central Sulawesi (Marwati, 2018).

The presence of the Chocolate House under the auspices of the Technical Implementation Unit (UPT) of Food and Handicraft Industry Product Development (P2IPK) of the Industry and Trade Office of Central Sulawesi Province is currently able to process cocoa beans into a chocolate product, namely Chocolate Liquer and Coverture. This product is utilized by small and medium scale industries to be further processed using the Original Sulteng Chocolate brand from Central Sulawesi Cocoa Beans. Sales data for 2017, 2018 and 2019. In sales of chocolate from 2017 to 2018 there was a decrease of 10.5% and a 27% increase of 8% in 2019. This fluctuated due to different consumer behavior from one another. The way individuals make decisions to use available resources such as time, money, and effort to buy goods that are consumed. The increase was also influenced by consumer confidence in the product.

The factors that drive purchasing interest are tied to feelings and emotions; if someone is happy and content with their purchase of products or services, their interest will be piqued; disappointment, on the other hand, usually reduces interest. Consumer behavior is a critical aspect of marketing efforts. Consumer behavior is the basis for purchasing decisions. In today's era, companies are very concerned about consumer behavior. Purchase decisions determine the company's success in winning the market. In the long term, if purchasing decisions continue to increase, it will have a direct influence on the existence of the company. And vice versa if the company does not immediately improve in competing, the result will be a period of setbacks that will come automatically.

Consumer loyalty to the Chocolate House has not been said to be positive seen from the sales results which fluctuate every year. Purchasing decisions are one aspect that can improve consumer loyalty. Consumer loyalty will increase as a result of high purchasing decisions. As a result, researchers are interested in performing study on the marketing mix's influence on consumer loyalty as mediated via purchase decisions, resulting in a research gap. Research on consumer loyalty in companies engaged in the production of foodstuffs is still relatively low.

## METHODS

22 This study uses a qualitative approach using quantitative and qualitative data to increase consumer buying interest in Central Sulawesi Chocolate products. The sample size was 45 respondents utilizing the non-probability technique. Samples were gathered from users who were easily available and willing to participate in the study, namely by delivering questionnaires directly to customers who purchased processed Central Sulawesi chocolate goods. By employing the following analytical technique:

### 1. Validity Test

39 According to Sujianto (2015) a measurement scale is said to be valid if the scale is used to measure what should be measured. The value of the validity of each question item is assessed from the Corrected Item-Total Correlation.

### 2. Reliability Test

According to Sujianto (2015), instrument reliability refers to the ability of a measurement to produce a dependable result. Reliability of the instrument is required to collect data that meets the measurement objectives. To do this, a reliability test was conducted using the Cronbach's Alpha technique, which measures dependability on a scale of 0 to 1. According to Nugroho (2005), a variable construct's reliability is considered to be high if Cronbach's Alpha is more than 0.60. & Suyuthi (2005) defines it as dependable if the alpha coefficient is greater than 0.60.

### 3. Path Analysis.

12 The purpose of path analysis is to examine the pattern of relationships between variables in order to ascertain the direct and indirect impacts of a collection of independent factors (exogenous) on the dependent variable (endogenous). The purpose of this analysis is to ascertain the amount to which Quality (X1), Price (X2), Marketing Channels (X3), and Promotion (X4) influence Purchase Decisions (Y1) and their impact on Customer Loyalty (Z) utilizing the two-way equation model formula as follows:

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$$Y_1 = \rho_{x_1 y_1} X_1 + \rho_{x_2 y_1} X_2 + \rho_{x_3 y_1} X_3 + \rho_{x_4 y_1} X_4 + \rho_{y_1 \epsilon_1} \epsilon_1$$

$$Y_2 = \rho_{x_1 y_2} X_1 + \rho_{x_2 y_2} X_2 + \rho_{x_3 y_2} X_3 + \rho_{x_2 y_1} X_2 + \rho_{y_1 y_2} Y_1 + \rho_{Y_2} \epsilon_2 Z$$

1. Hypothetical Testing

Calculation of hypothesis testing using SPSS 23.0 will obtain information about the coefficient of termination and t test to answer the formulation of the research problem. According to Bhuono, the t-test is used to identify the effect of each independent variable on the dependent variable, either completely or partially (2005:54). Determine the significance level The significance level is set to 5%, or  $\alpha = 0.05$ . The following formula can be used to determine t arithmetic (t-test): When  $t_{count} > t_{table}$ ,  $H_0$  is refused; when  $t_{count} \leq t_{table}$ ,  $H_0$  is accepted.

Table 1. Operational Definition

| No | Variable Name       | Variable Definisi   | Indicators  | Measurement scale        |
|----|---------------------|---|---|--------------------------|
| 1  | Product Quality     | Barang or services offered by the company to the market to be noticed, purchased, used, or consumed.  | Durability<br>Packaging<br>(Selang,2013:75)<br>brand<br>product<br>characteristics<br>(Rahman,2009:32)  | Scale<br>Likert<br>1 – 5 |
| 2  | Product Price       | Price is a sum of money that must be spent by customers to obtain the company's products.   | Affordable<br>Price according to<br>quality<br>(Selang,2013:75)   | Scale<br>Likert<br>1 – 5 |
| 3  | Marketing Channels  | Marketing actions aimed at facilitating and facilitating the delivery of goods and services from producers to consumers, ensuring that they are appropriately (type, quantity, price, place and when needed). | Affordable location<br>The product is always available<br>(Selang,2013:75)<br>comfort of service and place<br>Transportation<br>(Silviana,2015)                                       | Scale<br>Likert<br>1 – 5 |
| 4  | Promotion           | Activities that inform, and remind prospective buyers about a product to influence an opinion or get a response.  | Advertising<br>Exhibition<br>Personal sales<br>sales promotion.<br>(Selang,2013:75)   | Scale<br>Likert<br>1 – 5 |
| 5  | Purchasing Decision | Direct involvement in the acquisition, consumption, and consumption of items and services, including the decision-making process that precedes and follows action.  | Product information.<br>Prodak provides benefits in accordance with expectations.<br>Benefits according to the price.<br>Facilities in 6show<br>(Parasuraman, Zeithaml, Bitner: 2008) | Scale<br>Likert<br>1 – 5 |
| 6  | Consumer            | Customer commitment   | Product repurchase.   | Scale                    |

|  |         |   |   |                 |
|--|---------|---|---|-----------------|
|  | Loyalty | <sup>29</sup> to re-subscribe or re-purchase selected products/services in the future is strong, yet the situation and marketing activities have the capacity to impact behavioral changes. | Consistent in using central chocolate. Commitment Advise others to buy Central Sulawesi Chocolate. (Selang,2013:75) | Likert<br>1 – 5 |
|--|---------|---|---|-----------------|

**RESULTS AND DISCUSSIONS**

**Frequency Distribution.**

Table 2. Frequency Distribution

| <sup>28</sup> | Variable                   | Average | Information       |
|---------------|----------------------------|---------|-------------------|
| 1             | Product (X1)               | 4,43    | <sup>32</sup> ree |
| 2             | Price (X2)                 | 4,28    | Agree             |
| 3             | Distribution Channels (X3) | 4,36    | Agree             |
| 4             | Promotion (X4)             | 4,11    | Agree             |
| 5             | Purchasing Decision (Y)    | 4,36    | Agree             |
| 6             | Consumer Loyalty (Z)       | 4,38    | Agree             |

The variables examined in the study are the product, its pricing, its distribution channel, its promotion, its purchase decision, and its loyalty. The highest average score given by respondents in this study is the product variable with an average score given reaching 4.43 while the lowest response given by respondents is promotion, the average score given is 4.11.

**Validity Test Results**

Table 3. Validity Test Table

| No | Variable              | Question | <sup>40</sup> Corrected Item Total Correlation | Cut Off           | Criterion |
|----|-----------------------|----------|--|-------------------|-----------|
| 1  | Product               | 1        | 0.427  | <sup>7</sup> 0.30 | Valid     |
|    |                       | 2        | 0.361  | 0.30              | Valid     |
|    |                       | 3        | 0.350  | 0.30              | Valid     |
|    |                       | 4        | 0.192  | 0.30              | Invalid   |
| 2  | Price                 | 1        | 0.476  | 0.30              | Valid     |
|    |                       | 2        | 0.476  | 0.30              | Valid     |
| 3  | Distribution Channels | 1        | 0.690  | 0.30              | Valid     |
|    |                       | 2        | 0.573  | 0.30              | Valid     |
|    |                       | 3        | 0.715  | 0.30              | Valid     |
|    |                       | 4        | <sup>23</sup> 0.41                             | 0.30              | Valid     |
| 4  | Promotion             | 1        | 0.357  | 0.30              | Valid     |
|    |                       | 2        | 0.320  | 0.30              | Valid     |
|    |                       | 3        | 0.196  | 0.30              | Invalid   |
| 5  | Decision Purchase     | 1        | 0.353  | 0.30              | Valid     |
|    |                       | 2        | 0.395  | 0.30              | Valid     |
|    |                       | 3        | 0.540  | 0.30              | Valid     |
|    |                       | 4        | 0.252  | 0.30              | Invalid   |
| 6  | Loyalty               | 1        | 0.325  | 0.30              | Valid     |
|    |                       | 2        | 0.602  | 0.30              | Valid     |

|      |   |       |      |       |
|------|---|-------|------|-------|
| User | 3 | 0,489 | 0.30 | Valid |
|      | 4 | 0,394 | 0.30 | Valid |

Source: Primary Data After Processing, 2022.

In Table 10 it can be seen that 21 question items are used to measure validity. Each of these question items resulted in a corrected item total correlation coefficient of more than or equal to 0.30 while the other three question items were eliminated, namely questions with code product\_4, promotion\_3, purchase decision\_19 the question item was eliminated because it had a corrected item total correlation coefficient. below 0.30. Therefore, all valid question items can continue to be used into further data processing stages.

**Reliability test results**

Table 4. Rehabilitation Test

| No | Variable              | Value cronbach's Alpha | Minimal cronbach's Alpha | Conclusion     |
|----|-----------------------|------------------------|--------------------------|----------------|
| 1  | Product               | 0.508                  | 0.60                     | Quite reliable |
| 2  | Price                 | 0.635                  | 0.60                     | Reliabel       |
| 3  | Distribution Channels | 0.789                  | 0.60                     | Reliabel       |
| 4  | Promotion             | 0.459                  | 0.60                     | Quite reliable |
| 5  | Purchasing Decision   | 0,587                  | 0.60                     | Quite reliable |
| 6  | Consumer Loyalty      | 0,664                  | 0.60                     | Reliabel       |

Source: Primary Data After Processing, 2022.

<sup>24</sup> Based on the results of the reliability test <sup>8</sup> the table above, it shows that the variables of price, distribution channel, and consumer loyalty have a Cronbach's Alpha value gr<sup>8</sup>ter than 0.60, so all questions on these variables are declared reliable. While the product, promotion and purchase decision variables have Cronbach's Alpha values below 0.60, all questions about these variables are quite variable (Triton, 2005)

**Path test results**

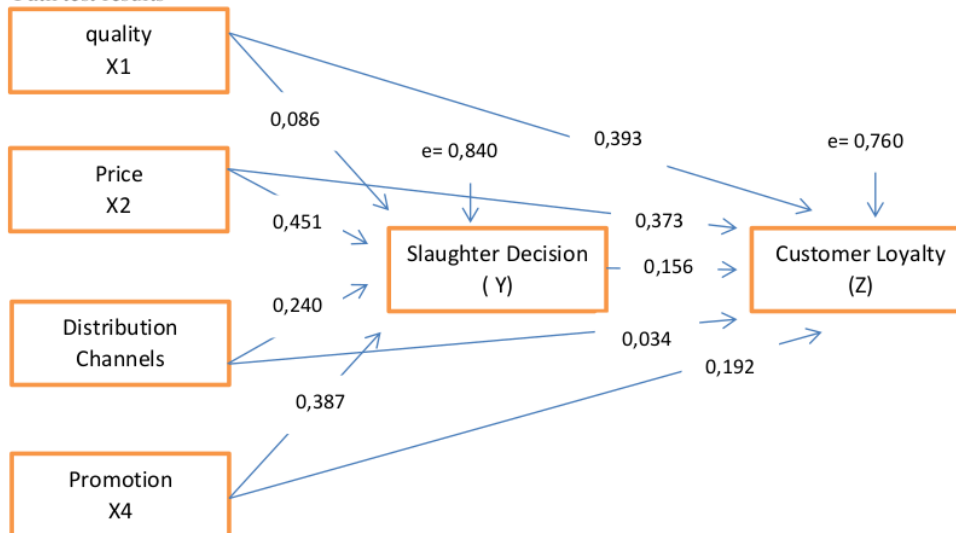


Figure 1. Path diagram

Table 5. Path Test

|                                     | Standardized Coefficients | T Statistic | P Values |
|-------------------------------------|---------------------------|-------------|----------|
| Produk → purchase decisions         | 0.086                     | 0.616       | 0.623    |
| Price → purchase decision           | 0.415                     | 2.485       | 0.017    |
| Distribution → purchasing decisions | 0.240                     | 2.120       | 0.040    |
| Promosi → purchase decisions        | 0.387                     | 2.674       | 0.011    |
| Produk → consumer loyalty           | 0.393                     | 2.668       | 0.011    |
| Price → consumer loyalty            | 0.373                     | 2.566       | 0.014    |
| Distribution → consumer loyalty     | 0.034                     | 0.073       | 0.933    |
| Promotion → consumer loyalty        | 0.192                     | 0.981       | 0.537    |
| Purchasing Decisions → consumer     | 0.156                     | 1.076       | 0.289    |

Source: Primary Data After Processing, 2022

Table 6. Total Influence

|                                       | Standardized coefficients beta | Standardized coefficients beta |       | X → Z via Y | Total |
|---------------------------------------|--------------------------------|--------------------------------|-------|-------------|-------|
|                                       |                                | X → Y                          | Y → Z |             |       |
| Produk → purchase decision →          | 0.393                          | 0.086                          | 0.156 | 0.013       | 0.406 |
| Price → purchase decision → loyalitas | 0.373                          | 0.415                          | 0.156 | 0.647       | 0.437 |
| Distribution → purchasing decisions → | 0.034                          | 0.240                          | 0.156 | 0.037       | 0.052 |
| Promosi → purchase decision →         | 0.192                          | 0.387                          | 0.156 | 0.060       | 0.252 |

Source: Primary Data After Processing, 2022.

## DISCUSSION

### 1. Effect of product variables (X<sub>1</sub>) on purchasing decisions (Y)

The path test findings indicate that the product variable (X<sub>1</sub>) has a marginally significant influence, where the t-count value is 0.616 t table 1.679 and the resultant p-value (0.623) is greater than the specified significant level (0.05). The conclusion is that H<sub>0</sub> is accepted and H<sub>a</sub> is rejected, indicating that the product variable has a negligible effect on purchase decisions for chocolate products from Central Sulawesi.

This result is in accordance with the opinion of Wantini (2013), that "consumers look beyond the reality of the product and its ingredients" based on this statement, in making purchases, consumers will also consider aspects such as quality, brand, packaging, and even the company that sells it. Behind a product. Consumers of the Chocolate House consider that the Central Sulawesi chocolate brand is not yet well-known, judging by the new showroom in Palu City and the absence of online sales. This study disagrees with Sembiring et al. (2014) who obtained the results of research, that product quality has a significant effect on purchasing decisions.

### 2. Effect of price of chocolate products (X<sub>2</sub>) on purchasing decisions (Y)

The path test results indicate that the price variable (X<sub>2</sub>) has a significant effect partially, as the t-count value is 2.485 t table 1.679 and the p-value obtained (0.017) is less than the specified significant level (0.05), implying that a 1% increase in the price of Central Sulawesi chocolate products increases purchasing decisions by 41.5 percent, ceteris paribus. The conclusion is that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, indicating that the price variable has a marginally significant effect on purchasing decisions for chocolate items from Central Sulawesi.

This finding is consistent with Tjiptono's (2008) opinion in Wan's (2013) article on the role of price, which states that "price plays a significant role for producers in retail sales, there is a buyer

segment that is extremely price sensitive (making price the sole consideration when purchasing a product). This study contradicts Haris' (2015) findings that price has a favorable but little effect on purchasing decisions.

### 3. The influence of place or distribution (X3) on purchasing decisions (Y)

The path test results indicate that the place or distribution variable (X3) has a significant effect partially where the t count value is 2.120 t table 1.679 and the p value obtained (0.040) is less than the specified significant level (0.05), implying that each percent increase in distribution increases the number of purchases of Central Sulawesi chocolate products by 24 percent. The conclusion is that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, indicating that the promotion variable has a marginally significant effect on purchasing decisions for chocolate products from Central Sulawesi.

This research established that location has an effect on purchase decisions. The elements are strategic locations, always-available goods, and friendly and polite service, all of which encourage consumers to make purchasing decisions. This finding is consistent with Swastha & Sandoko (2011)'s assertion that location is a collection of activities undertaken by businesses in order to make their products available to and accessible to consumers. This study contradicts Haris' (2015) findings that distribution has a favorable but marginal effect on purchasing decisions.

### 4. The influence of the promotion variable (X4) on purchasing decisions (Y)

The path test results indicate that the promotion variable (X4) has a significant effect partially, as the t-count value is 2.674 t table 1.679 and the p-value obtained (0.011) is less than the specified significant level (0.05) with a regression coefficient of 0.387, indicating that a 1% increase in price increases the purchasing decision of Central Sulawesi chocolate products by 38.7%, ceteris paribus. The conclusion is that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, indicating that the promotion variable has a marginally significant effect on purchasing decisions for chocolate products from Central Sulawesi.

These findings corroborate Hermawan's (2015) conclusion that the promotion variable has a significant effect on purchasing decisions. One of advertising's functions as a marketing communication tool is persuasion, or the ability to persuade customers to purchase items and services. Rumah Cokelat promotes itself through both visual and non-visual media, specifically print media, brochures, word of mouth, exhibitions or events, as well as the internet. This study establishes that promotion is a factor that customers evaluate when making purchasing decisions. This study contradicts Haris' (2015) findings that promotion had a favorable but marginal effect on purchasing decisions.

### 3. Effect of product variable (X1) on consumer loyalty (Z)

The path test findings indicate that the product variable (X1) has a marginally significant influence, as indicated by the t-count value of 2.168 t table 1.679 and the resultant p-value (0.011), which is less than the specified significant level (0.05). The conclusion is that H<sub>0</sub> and H<sub>a</sub> are accepted, indicating that product factors have a significant effect on consumer loyalty for chocolate products from Central Sulawesi.

In this study, the quality of the chocolate house's products enabled consumers to repurchase the chocolate and even persuade relatives to purchase Central Sulawesi chocolate. This study confirms the findings of prior research conducted by Mangore et al. (2015) and, in contrast to Ni wayan & Sulistyati (2013) research, which indicates that the product has no effect on loyalty, the computation of t count is

0.411 > 0.05. This indicates that the product has had no discernible influence on Pepsodent brand toothpaste consumer loyalty in Denpasar City.

#### 4. The effect of the price variable (X2) on consumer loyalty (Z)

The path test results indicate that the price variable (X2) has a significant influence in part, as indicated by the t-count value of 2.668 t table 1.679 and the derived p-value (0.0114), which is less than the specified significant level (0.05). The regression coefficient is 0.373, which indicates that a 1% rise in the price of Central Sulawesi chocolate goods will increase purchasing decisions by 17.3 percent, ceteris paribus. The conclusion is that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, indicating that the price variable has a major effect on the loyalty of chocolate customers in Central Sulawesi.

The price of a product or service is the amount charged for it. Price is a revenue-generating element of marketing that is subject to change. Premium chocolate is sold at a reasonable price, Rp. 150.000,-/kg, when compared to other forms of premium couverture chocolate. The findings of this study contradict the findings of Lumintang (2013) and Selang (2013), which indicate that pricing has a substantial effect on consumer loyalty. Additionally, this study contradicts Halimatus et al. (2017), who concluded that price has no significant effect on consumer loyalty; this suggests that the price of ABC sweet soy sauce is higher than the price of comparable competitors.

#### 2. The effect of place or distribution variable (X3) on consumer loyalty (Z)

The path test findings indicate that the location or distribution variable (X3) has a marginally significant influence, where the t-count value is 0.073, the t-table value is 1.679, and the resultant p-value (0.933) is greater than the specified significant level (0.05). The conclusion is that H<sub>0</sub> is accepted and H<sub>a</sub> is denied, indicating that the location or distribution of chocolate products in Central Sulawesi has a negligible effect on consumer loyalty.

The findings of this study corroborate prior research, specifically Sigit & Susy (2016), which concluded that location had no effect on consumer loyalty. Furthermore, this study contradicts Nuruddin's (2017) research, which indicates that the location or distribution of a business's marketing has a major effect on loyalty. Establishing a location that is both reasonable and comfortable for clients will make it easier for them to learn about, observe, and comprehend the products or services offered.

#### 3. The effect of promotion variable (X4) on consumer loyalty (Z)

The path test results indicate that the place or promotion variable (X4) has a marginally significant influence, as indicated by the t-count value of 0.981 t table 1.679 and the p-value obtained (0.537), which is greater than the specified significant level (0.05). The conclusion is that H<sub>0</sub> is accepted and H<sub>a</sub> is rejected, indicating that the promotion variables have a limited effect on consumer loyalty for chocolate products from Central Sulawesi.

The chocolate house's promotional strategy, which integrates advertising, personal selling, and publicity into an integrated program as a means of engaging with buyers, has proven unsuccessful in increasing consumer loyalty. The findings of this study corroborate prior research, specifically Prita (2017), who concluded that promotion had little influence on consumer loyalty. Additionally, this study contradicts Nurudin's (2017) research, which indicates that promotion has a major effect on consumer loyalty. The more aggressively promoted a product, the stronger the loyalty generated. Numerous promotions contribute significantly to client loyalty.

#### 4. The influence of the purchasing decision variable (Y) on consumer loyalty (Z)

The path test findings indicate that the purchasing decision variable (Y) has a marginally significant influence, where the t-count value is 1.076, the t-table value is 1.679, and the resultant p-value (0.289) is greater than the specified significant level (0.05). The conclusion is that H<sub>0</sub> is accepted

while  $H_0$  is rejected, indicating that the purchasing decision variables have a limited effect on consumer loyalty for Central Sulawesi chocolate products.

Purchase decisions are made in response to a customer's wants and aspirations. Consumers of Central Sulawesi chocolate lacked a strong bond with the product, which did not translate into loyalty in the selection of Central Sulawesi chocolate goods. The findings of this study corroborate prior studies, specifically Elvira (2010), who concluded that purchasing decisions have little effect on consumer loyalty. This contradicts research indicating that purchase decisions have an effect on brand loyalty (Massie, 2013).

#### 2. The effect of product variable (X1) on consumer loyalty (Z) through purchasing decisions (Y)

The effect of product constructs (X1) on customer loyalty (Z) via consumer decisions (Y) is calculated by multiplying the beta value of the product construct on purchasing decisions by the beta value of the purchase decision on consumer loyalty to obtain a value of 0.013. (attachment 6.3). The overall effect of product constructs (X1) on consumer loyalty (Z) as a consequence of purchasing decisions (Y) is the sum of the direct effects of product constructs on consumer loyalty and the indirect effect of product constructs on consumer loyalty as a result of consumer decisions of 0.406.

Based on the calculated direct impact value of 0.393 and the calculated indirect effect value of 0.013, which indicates that the direct effect is greater than the indirect effect, these results show that X1 through Y have no significant indirect effect on Z. As a result,  $H_0$  is accepted while  $H_a$  is refused.

#### 3. The effect of the price variable (X2) on consumer loyalty (Z) through purchasing decisions (Y)

The influence of the pricing construct (X2) on customer loyalty (Z) via consumer decisions (Y) is equal to the product of the price construct's beta value on purchasing decisions and the beta value of purchasing decisions on consumer loyalty, which equals 0.647. (attachment 6.3). Then, the total effect of the price construct (X2) on consumer loyalty (Z) via purchasing decisions (Y) is equal to the sum of the price construct's direct effect on consumer loyalty and the price construct's indirect effect on consumer loyalty via consumer decisions, which is 0.437. (appendix 6.3).

Based on the direct influence value of 0.373 and the indirect effect value of 0.647, which indicates that the direct effect is less than the indirect effect, these data show that X2 through Y has a large indirect effect on Z. As a result,  $H_0$  is rejected while  $H_a$  is accepted.

#### 4. The effect of the variable location or channel of distribution (X3) on consumer loyalty (Z) as a result of purchase decisions (Y)

The effect of the distribution construct (X3) on consumer loyalty (Z) via consumer decisions (Y) is calculated by multiplying the distribution construct's beta value on purchasing decisions by the beta value of purchasing decisions on consumer loyalty to obtain a value of 0.034. (attachment 6.3). Then, the total effect of the distribution construct (X3) on customer loyalty (Z) via purchasing decisions (Y) is the sum of the distribution construct's direct effect on consumer loyalty and the distribution construct's indirect effect on consumer loyalty via consumer decisions, which is 0.052. (attachment 6.3).

Based on the direct influence value of 0.034 and the indirect effect value of 0.037, which indicates that the direct effect is less than the indirect effect, these data show that X3 through Y has a strong indirect effect on Z. As a result,  $H_0$  is rejected while  $H_a$  is accepted.

#### The effect of the promotion variable (X4) on consumer loyalty (Z) through purchasing decisions (Y)

The effect of promotional constructs (X4) on consumer loyalty (Z) via consumer decisions (Y) is equal to the product of the beta value of the promotional construct on purchasing decisions and the beta value of purchasing decisions on consumer loyalty (attachment 6.3). Then, the promotional construct's total influence on consumer loyalty (Z) via purchasing decisions (Y) is equal to the sum of the promotional construct's direct influence on consumer loyalty and the promotional construct's indirect effect on consumer loyalty via consumer decisions, which is 0.252. (appendix 6.3).

Based on the calculated direct impact value of 0.192 and the calculated indirect effect value of 0.060, which indicates that the direct effect is bigger than the indirect effect, these results show that X4 through Y has no significant effect on Z indirectly. As a result, H0 is accepted while Ha is rejected.

## CONCLUSION

The effect of marketing mix variables on purchasing decisions, namely the Product variable, is both positive and insignificant for Central Sulawesi chocolate items purchased at Palu City's Chocolate House. Price has a major beneficial impact on purchasing decisions for Central Sulawesi chocolate items at Palu City's Chocolate House. The location of the Chocolate House in Palu City has a positive and significant effect on purchase decisions for Central Sulawesi chocolate products. Promotion has a substantial favorable impact on purchasing decisions for Central Sulawesi chocolate products at Palu City's Chocolate House.

The marketing mix variable has a positive and significant effect on consumer loyalty at Rumah Cokelat in Palu City. At Rumah Chocolate in Palu City, price has a favorable and considerable effect on consumer loyalty. At Rumah Chocolate in Palu City, location has a beneficial but minor effect on consumer loyalty. At Rumah Chocolate in Palu City, promotion has a small but favorable effect on consumer loyalty. And purchase decisions influence consumer loyalty at Rumah Chocolate in Palu City in a good but small way.

The effect of marketing mix variables on consumer loyalty as measured by purchasing decisions, namely the product variable, is positive and insignificant for Central Sulawesi chocolate items purchased at the Chocolate House in Palu City. Through purchase selections for Central Sulawesi chocolate products at the Chocolate House in Palu City, price has a favorable and significant effect on consumer loyalty. Through purchase selections for Central Sulawesi chocolate products at the Chocolate House in Palu City, distribution channels or locations have a favorable and significant effect on consumer loyalty. Through purchases of Central Sulawesi chocolate products at the Chocolate House in Palu City, promotion has a positive but negligible influence on consumer loyalty.

## Suggestion

Product variables can improve purchasing decisions and become loyal to consumers, it is hoped that the chocolate house can improve product quality even better with new innovations without eliminating existing aspects, building the image and brand of Central Sulawesi Chocolate. The price variable can improve purchasing decisions and become loyal to consumers, by maintaining price stability for Central Sulawesi chocolate products. Variable Distribution channels can improve purchasing decisions and become loyal to consumers. They must maintain a stock of chocolate products at business locations that are always available, making it easier for consumers to get the chocolate they want. And the promotion variable can improve purchasing decisions and become loyal to consumers, namely by adding and increasing the effectiveness of promotional media on social media that are widely accessed by the public.

Suggestions for academics, This research is expected to be a reference for those who are interested in studying business with a focus on consumer behavior from the marketing aspect and able to provide a new understanding of the problems studied.

Suggestions for further researchers is that this research only examines the effect of the marketing mix consisting of product, price, place and promotion on the number of purchases. So it is suggested to further researchers to be able to see other variables that can influence purchasing decisions on consumer loyalty, and can increase the number of samples that will be used. This suggestion is very important to try for further researchers to be able to explain the phenomena that occur at these different locations and respondents.

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