

THE EFFECT OF MARKETING MIX ON BUY DECISIONS RABBANI MUSLIM FASHION IN BANDUNG, WEST JAVA, INDONESIA

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Abstract:

This study is motivated by decreasing of purchasing transaction for Rabbani muslim fashion in the 2014-2017 period. This tendency could be interpreted as decreasing of buy decision on Rabbani's product. The marketing mix is one of the factors that influence buy decisions of consumers. The purpose of this study was to determine the effect of marketing mix consisting of Products, Price, Place and Promotion of the Purchasing Decision on Rabbani products. This study uses descriptive and verification methods. Data was collected by questionnaire and interview techniques. The sample used in this study were 100 male and female respondents wearing Muslim clothing in the city of Bandung. The analytical method used in this study is Logistic Regression Analysis. The results of this study indicate that Marketing Mix has a significant influence, both partially and simultaneously on purchasing decisions. The Marketing Mix dimension partially which has the greatest influence is the place, while the smallest influence is indicated by the promotion dimension.

Keywords: Products, Prices, Promotions, Places and Buy Decisions

1. Introduction

Fashion are accessories to complement the appearance of someone both men and women such as sunglasses, watches, belts, shoes, clothes, bags and more. Of the many kinds of fashion one of which is clothing. Clothes can be one of the clearest markers of outer appearance, which makes one different from the others, which then evolved into the identity of individuals and certain groups or communities. Fashion is not just about the clothes, but also plays a role in social actions that can express a particular identity. If we talk about fashion as culture, Indonesia became one of the few countries that follow the fashion culture. One of the fashion culture in Indonesia is Muslim Clothing fashion culture.

Bandung is known as a Muslim fashion producer in Indonesia. According to the Ministry of Tourism and Creative Economy the value of Indonesian Muslim fashion trade to reach USD \$ 7.18 billion in 2017. From this figure, Bandung is the region with the largest contribution. "Seeing these conditions, the government has made a blue print that contains planning so that Bandung becomes the center of the Muslim fashion business.

Along with the high growth of the clothing industry, especially Muslim clothing, the competition between Muslim clothing companies is getting tighter. To be able to win the competition, every company is required to create creative and innovative strategies in seeking

new breakthroughs. Marketing strategies are needed to influence a person's behavior so that they are interested in the services or products that the company will offer. One strategy that can be used is through the marketing mix so that the company's goal to increase profits can be achieved.

The next company's challenge lies with consumers. Consumers are people who will buy goods offered by the company. Every consumer has different criteria in determining his choice to buy a product or service. Therefore, what needs to be considered by business people or companies is how to create uniqueness in terms of the products offered, and can provide satisfaction to their customers. When customer satisfaction has been fulfilled, it can influence the consumer's decision to buy the product or service.

One of the leading Muslim clothing companies in Indonesia, especially in Bandung, is Rabbani. Based on Rabbani's website (www.rabbani.co.id, downloaded on September 24, 2017) Rabbani is a well-known brand in Indonesia, because this brand has grown into a market share of Muslim fashion clothing marked by Rabbani has received various awards, such as Indonesia Original Brand, Franchise Top of Mind, and become a Top Brand for 4 years, from 2014 to 2017. The number of outlets spread in major cities in Indonesia reaches approximately 141 branches. In the city of Bandung the number of Rabbani outlets has four branches. Although Rabbani is famous in the minds of consumers but still with the presence of other Muslim fashion companies similar to Rabbani products, competition is getting tighter. This is evidenced by the declining data on the number of consumers who make buy transactions.

Table 1. Number of Consumers Performing Buy In Rabbani Products

Month	2014	2015	2016	2017
January	2,781	2,744	2122	2,559
February	2577	2,610	2,398	2,648
March	2,569	2,730	2,600	2,636
April	2632	2,400	2,599	2,421
May	2511	2430	2,680	2463
June	2,896	2660	2497	2,410
July	2,510	2,431	2511	2469
August	2,653	2,425	2,397	2,555
September	2790	2,767	2,538	2,394
October	2,991	2869	2761	2,747
November	2,855	2,799	2,799	2,496
December	2,459	2655	2,800	2,447
amount	32 224	31 520	30 702	30 245

Source: Dipati Ukur Branch, 2017

From the data table 1, we can observe that when viewed in detail the number of consumers who make purchases in Rabbani each month tend to go up and down. In 2014-2015 the number of consumers who made buy transactions decreased from 32,224 transactions to 31,520 transactions and continued until 2017 to only 30,245 transactions. The data shows that sales on Rabbani products every year continue to decline.

Marketing mix is one of the factors that influence consumer purchasing decisions. According to Kotler and Armstrong (2010), the marketing mix is a set of marketing tools used by companies to achieve their marketing goals. Marketing mix is included in modern marketing systems, namely products, prices, places, promotions (Lovelock, 2011). Rabbani must pay

attention to the marketing mix concept to meet the needs of its customers so that it will be easier to implement the right strategy for marketing Rabbani products. The purpose of this study was to determine the effect of the marketing mix on consumer purchasing decisions in determining the right marketing strategy for Rabbani..

According to Kotler and Armstrong (2012: 29), Marketing management is a series of processes performed by the company to create a value for our customers and build strong relationships with them in order to create a value of those customers. Meanwhile, according Assauri (2013: 198), reveals that the marketing mix is a combination of variables or activities that constitute the core of the marketing system, a variable that can be controlled by the company to influence the reaction of the buyers or consumers. As Kotler and Keller (2012: 166) explains that the buy decision is the decision of consumers to buy a product through the stages through which consumers before making a buy that includes the perceived needs, activities before buying, behavior while taking, and feeling after buy.

In the study Sarifa Marwa, et al (2014), showed that at least five of the marketing mix which had an influence on purchasing decisions of life insurance, and product mix is the most influential variable on life insurance buy decisions. While the research conducted Algrina Ulus Agnes (2013), concluded that simultaneous or partially, product, price, place, dominant variable is a variable product, price, and location, and for the weak is the variable promotion. Based on the above theory, the proposed framework is presented in the following figure

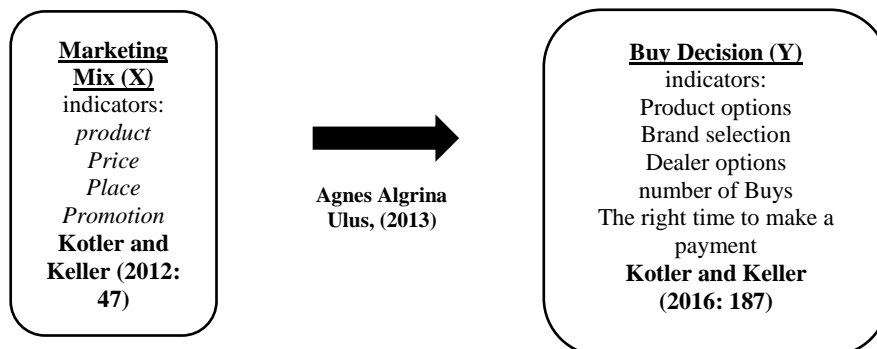


Figure 1. The framework

Source: Processed Data (2017)

Based on this conceptual framework, it can put forward a hypothesis as follows: "Marketing Mix affect the Buy Decision On Rabbani's Products in Bandung".

2. Research Methodology

The method used in this research is descriptive and verification methods. Sugiyono (2013: 206), explaining that the descriptive method is a method used to depict or describe the collected data as it is without intending to generally accepted conclusion. While the verification method is a method used to determine the relationship between two or more variables through the collection of field data, the nature of the verification basically wanted to test the truth of a hypothesis which is implemented through field data collection.

The study was conducted in 2018 in Bandung, West Java Province, Indonesia. Data was collected using a questionnaire with five point Likert scale. In order to collect data to determine the effect of the marketing mix on consumer purchasing decisions Rabbani, a

questionnaire was distributed to 100 consumers Moslem determined using Slovin and taken using systematic random sampling

Variable Definition and Measurement of Variables

Marketing Mix(X) is a set of marketing tools combined controlled by the company to produce the desired response target market. The dimensions used to measure the Marketing Mix variables Kotler and Armstrong (2012: 75):

1. product
2. Price
3. Promotion
4. Place

Buy Decision (Y) is the decision of consumers to buy a product through the stages through which consumers before making a buy that includes the perceived needs, activities before membeli, wear time behavior, and feelings after buy. Dimensions used to measure the buy decision variables Kotler and Keller (2012: 166), namely: Product options with indicators Purchasing and not buying.

Population and Sampling Techniques

According Sugiyono (2013: 115), states that the population is a region consisting of the object or subject that has certain qualities and characteristics defined by the researchers to learn and then draw conclusions.

Infinite population, ie the population that has a data source can not be determined quantitatively exhaustible limits. Therefore, the vast population is infinite and can only be described qualitatively. The population in this study is consumers who use Moslem is in the city of Bandung.

The sample is part of a number of karakteristik owned by the population. When large populations and researchers may learn all there is in the population, the researchers can use a sample drawn from that population. (Sugiyono, 2013: 16).

Sampling method taken in this study is a probability sampling technique that is sampling among respondents random or random. The determination of the number of samples in this study were taken in accordance with that have been suggested by Fraenkel and Wellen (1993: 92) in Soehardi cited by Sigit Prasetyo (2008), stating that in a study of a minimum sample size of 100 people.

Data collection technique

Data collection techniques are ways in which to obtain data. So in this study, the technique of data collection is done by:

1. Research Field (Field Research)
2. Direct observation (Observation)
3. Interview
4. Spreading Questionnaire (Questionnaire)
5. Research Library (Library Research)

Data Analysis and Hypothese Testing

In analyzing the data used logistic regression analysis with the following stages:

- 1) Logistic Regression model building

In principle, the logistic regression aims to estimate the probability of certain events in a population as a function of clear. This regression using a variable response / bound in the form of a dummy.

2) parameter estimation

Methods to estimate the unknown parameters in the logistic regression model is the Maximum Likelihood method as this method is more practical. Maximum Likelihood method would estimate the parameter values that maximize the likelihood function.

3) Model significance test

The statistical test used was:

$$G^2 = -2 \ln \frac{L_0}{L_p} \quad (3)$$

L_0 = Maximum Likelihood Model reduction (Reduce Model) or a model consisting of only constants

L_p = Maximum Likelihood of the full model (full model) or with all the independent variables.

G^2 statistic follows a Chi-square distribution with p-degrees of freedom so that the hypothesis is rejected if the p-value $< \alpha$, which means that the variable X together affect the dependent variable Y.

4) Partial Test and Formation Model

The statistical test used is

$$W = \left[\frac{\beta_j}{\text{Std}(\beta_j)} \right] \quad (4)$$

the hypothesis is rejected if the p-value $< \alpha$ which means partial X_j independent variables affect the dependent variable Y.

5) odds ratio

The odds ratio is a measure of the risk or predisposition to experience the events 'success' of the category to other categories, defined as the odds ratio for $X_j = 1$ for the $X_j = 0$.

Odds ratios denoted by θ , is defined as the ratio of these two values the opportunity $X_j = 1$ and $x_j = 0$, so that

$$\theta = \frac{[\pi(1) / (1 - \pi(1))]}{[\pi(0) / (1 - \pi(0))]} \quad (5)$$

6) Determination analysis

Determination Analysis is used to look at the ability of independent variables in explaining the dependent variable, this study uses coefficients Cox & Snell R Square and Nagelkerke R Square. These values are also called Pseudo R-Square. Cox & Snell R Square is a measure that seeks to imitate the size of R Square on multiple regression estimation technique based on a probability with a maximum value of less than 1 so that it is difficult to interpret. Therefore, Nagelkerke R Square which is a modification of the Cox & Snell in which the value varies 0-1, it will be easier to be interpreted as an interpretation of R Square on multiple regression or Pseudo R-Square in multinomial logistic regression

3. Discussion and Conclusion

The research data is the number of scores obtained from the respondents' answers to the statement regarding the variables studied, the Marketing Mix and Buy Decision, while source data based on questionnaires distributed randomly on 100 respondents Bandung society. The questionnaire consisted of 13 questions, with 12 questions for variables Marketing Mix (X), and one question for the buy decision variable (Y). Respondents from a number of questions will be presented and analyzed based on the most frequently appearing later were presented. The method used to process the data and analyze the data in this study is the Logistic Regression Analysis.

1. Validity test

Table 2. Validity Test Results

variables	Indicator	Item code	r_h	r_{table}	Criteria
<i>Marketing Mix</i>	<i>Quality</i>	P1	0.514	0.306	valid
	<i>Design</i>	P2	0.653	0.306	valid
	<i>product Variety</i>	P3	0.529	0.306	valid
	<i>list Price</i>	P4	0.345	0.306	valid
	<i>Discount</i>	P5	0.669	0.306	valid
	<i>allowances</i>	P6	0.562	0.306	valid
	<i>Sales Promotion</i>	P7	0.571	0.306	valid
	<i>advertising</i>	P8	0.380	0.306	valid
	<i>Sales Force</i>	P9	0.612	0.306	valid
	<i>Channels</i>	P10	0.472	0.306	valid
	<i>coverage</i>	P11	0.359	0.306	valid
	<i>assortment</i>	P12	0.535	0.306	valid

Sources: Primary data are processed, 2017

Based on table 2, it can be seen that r count is greater than r table (0.306), which means that all indicators for the Marketing Mix (X) variable are declared valid.

2. Reliability Test

Table 3. Results of Reliability Test

variables	Cronbach Alpha	N of items	Status
Marketing Mix (X)	0,745	12	reliable

Sources: Primary data are processed, 2017

Based on the examination table reliability test is known that all the variables have Cronbach Alpha > 0.70 it can be stated that the variables of the Marketing Mix (X) in this study is reliable.

3. Testing of Logistic Regression Parameter

Table 4. Test Omnibus Coefficient Models

Omnibus Tests of Model Coefficients				
		Chi-square	df	Sig.
Step 1	Step	76.646	4	,000
	Block	76.646	4	,000
	Model	76.646	4	,000

Sources: Primary data are processed, 2017

Based on Table 4 gives the value of chi-square goodness-of-fit test of 76.646 with degrees of freedom = 4 and shows significance value models of P-value = 0.000 because this value is smaller than $\alpha = 0.05$. So it can be concluded that Marketing Mix which consists of Product, Price, Place and Promotion has a significant effect on Purchasing decisions simultaneously. Further testing can be continued to examine the significance of variables partially.

4. Partial test

Table 5. Partial Test Parameter Estimation Variables in the Equation

	B	SE	Wald	Df	Sig.	Exp (B)
product	1,183	,290	16.671	1	,000	3,266
Price	,734	,268	7.503	1	,006	2,084
Step 1a Promotion	,557	,220	6.430	1	.011	1,746
Place	,521	,213	6.002	1	.014	1.684
Constant	-28.546	6.227	21.012	1	,000	,000

a. Variable (s) entered on step 1: Product, Price, Promotion, Place.

Sources: Primary data are processed, 2017

Based on table 5 it can be seen that the significance value for Products, Price, Place and Promotion. less than 0.05, it can be concluded that partially Products, Prices, Place and Promotion significantly influence purchasing decisions.

5. Odds Ratio

Table 6. Estimated Parameter Odds Ratio Variables in the Equation

	B	SE	Wald	Df	Sig.	Exp (B)
product	1,183	,290	16.671	1	,000	3,266
Price	,734	,268	7.503	1	,006	2,084
Step 1a Promotion	,557	,220	6.430	1	.011	1,746
Place	,521	,213	6.002	1	.014	1.684
Constant	-28.546	6.227	21.012	1	,000	,000

a. Variable (s) entered on step 1: Product, Price, Promotion, Place,

According to the table 6 to *odds Ratio* can be seen in the column Exp (B) value that is generated can be interpreted as follows:

1. Exp (1,183) = $e^{1,183} = 3.266$ means that the higher the quality, design and the selection of other products, the tendency to buy 3,266 times compared to not buy.
2. Exp (0.734) = $e^{0,734} = 2.084$ means that the higher the level of labeling, discount, and pieces of every buy of a particular activity then, the tendency to buy 2,084 times compared to not buy.
3. Exp (0.557) = $e^{0,557} = 1.746$ means higher advertising and promotional tool salesperson then, the tendency to buy 1,746 times compared to not buy.
4. Exp (0.521) = $e^{0,521} = 1.684$ means that the higher the ease of finding the place and the diversity of products sold then, the tendency to buy 1,684 times compared to not buy.

6. Binary Logistic Regression Models

Binary logistic regression model was used to see whether the dependent variables dichotomous scale ($Y = 0$ and $Y = 1$) is affected by the independent variable. After testing the same time, the logistic regression model is obtained as follows:

$$g(x) = -28,546 + 1,183X_1 + 0,734X_2 + 0,557X_3 + 0,521X_4$$

and logistic regression model is:

$$\pi(x) = \frac{e^{-28,546+1,183X_1+0,734X_2+0,557X_3+0,521X_4}}{1+e^{-28,546+1,183X_1+0,734X_2+0,557X_3+0,521X_4}}$$

7. Determination analysis

Table 7. Model Summary
Model Summary

Step	-2 log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	56,167	, 535	, 728

Sources: Primary data are processed, 2017

According to the table 7 shows the value of Nagelkerke R Square equal to 0.728 or 72.8%, which mean the variability of buy decisions that can be explained by marketing mix (product, price, promotion, and place) equal to 72.8%. While the remaining 27.2% is explained by other variables.

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