THE INFLUENCE OF MARKETING MIX ON PURCHASING DECISIONS OF U WINFLY BRAND ELECTRIC MOTORCYCLES AT ARKA BIKE

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ABSTRACT
Along with technological advances and the times, Marketing is one of the most important parts in advancing a company, especially companies engaged in goods and services. In the business world, every company is required to compete and formulate the right marketing strategy. The purpose of this study was to determine the effect of the marketing mix consisting of product, price, promotion, and place on the purchasing decision of U Winfly electric motorcycle at Arka Bike Gresik. This research is quantitative research. The population in this study are consumers at Arka Bike Gresik with a total sample of 60 respondents. This studi uses multiple linear regression analysis technique. The results of the analysis show that the marketing mix which consists of product, price, promotion and place simultaneously has a significant effect on purchasing decisions, while partially the marketing mix consisting product, place and pomotion have a significant effect on motorcicles purchasing decisions U Winfly brand electric motorbike at Arka Bike Gresik but not for price variable.

Keywords: Marketing Mix, Purchasing Decision

INTRODUCTION

The globalization of trade is currently growing and developing very rapidly. Even so is the case with the business world including the development of marketing which is also growing and developing to adapt to the changes that occur in both scale trading global and local. Marketing is seen here as important by companies as an integrated effort to make products to meet consumer needs where marketing is tasked with introducing these products to consumers, and so that consumers can fulfill their needs at the right time and place The challenge faced by marketing management is essentially to make a better marketing strategy, in order to be able to get new customers and retain existing customers.

Entering the industrial revolution 4.0 whose presence forced various aspects of life to change too. The experience of the emergence of the industrial revolution in the previous wave which slowly but surely brought significant damage to the earth, made people start to become aware and turn their attention to preserving nature. As a result, environmentally friendly technologies are starting to bloom, including the use of electric motorbikes as an environmentally friendly, efficient and effective alternative, especially in urban areas. Starting from the high effect of global warming due to the use of fossil fuels, world motor manufacturers inevitably have to enter the era of electric motors to reduce emissions.

Business competition is so tight that business people have to compete to create products that are needed and in demand by the market, the products created must be up-to-date and have sophisticated technology so that they can attract the interest of consumers and of course at reasonable prices or can still be reached by consumers. Motorcycles are a means of transportation that is quite in demand by consumers in Indonesia. This fact is supported by motorcycle sales data in Indonesia in 2020 according to AISI (Indonesian motorcycle Industry Association) data of 3,660,616 units. While the U winfly electric motorbike until 2023 has sold 28,000 units throughout Indonesia.

In the development and growth of the automotive industry wich is very rapid, especially motorcycle, the marketing strategy becomes one of the determining factors. continues to increase the number of vehicles owned by the community and can also be seen from the mobility of vehicles on the highway, it is necessary to carry out a more innovative marketing strategy.

In connection with the above, Arka Bike Gresik as one of the dealers selling Winfly U Brand Electric Motorcycles in Gresik City also faces challenges in the field of marketing. Especially electric motorbikes are a new product in Indonesia. For this reason, it is appropriate for the management of Arka Bike Gresik to know what factors influence consumer purchasing decisions, especially in order to be able to formulate the right marketing strategy in marketing U Winflay brand electric motorcycles.

LITERATURE REVIEW

Marketing Mix
Is a strategy to improve a business activity in terms of marketing, as an effort to make the maximum aggregate in order to create maksimum consequences (Alma, 2016). The 4P concept, better known as the marketing mix, is one of the key contemporary in current marketing principles which includes of variables that can be controlled by the company, where the 4Ps include product, price, place and promotion. According to (Kotler and Armstrong, 2018) these four things are very important and are always a consideration for consumers in making a purchasing decision.

The 4 (four) variables additives of marketing mix: *Product* is a aggregate of products and services that the corporation gives to 2 (two) goal markets; *Price* is the amount that the consumer has to pay to get the product; *Place* consists of the enterprise's merchandise available to goal customers; *Promotion* refers to sports that speak the goodness of the product and convince goal clients, that is according to what become said through Kotler and Keller (2016).

Purchase decision
Kotler & Armstrong (2018) explains that a purchase decision is described as what to shop for, whether or not to shop for or no longer, while to buy, wherein to buy, and the way to pay for it. Purchasing decisions are a chain of techniques processes that begin from capasity consumers spotting problems, seeking information about certain products or brands and comparing how properly each of these options be able to solve problems, which then leads to purchasing decisions (Tjiptono, 2014).

Kotler & Keller (2016), stated that the purchasing decision is to identify all possible options to solve the problem and evaluate the options systematically and objectives and targets that determine the advantages and disadvantages of each Decision making is an person interest this is immediately concerned in acquiring and the usage of items supplied. Advertising student have developed a "5-level model" of the shopping for decision technique, namely: Problem Definition, Information Search, Alternative Evaluation, Purchase Decision and Post-Purchase Behavior. The five stages are a framework for evaluating the consumer purchasing decision process. (Kotler and Keller, 2016).

In Dady Pradhana (2017) Kotler and Armstrong (2008) says that indicators of purchasing decisions are: a) The stability of buying after knowing product information. b) Decided to buy because of the most preferred brand. c) Buy because according to the wishes and needs. d) Buy because get recommendations from other people.

Research on electric motorcicle has previously been carried out but there are still very few, so it is very necessary to do this considering that: 1). The government has encouraged the use of electric motorcicle as one of the efforts to reduce the level of air pollution and greenhouse gas emissions generated by conventional motor, 2). hope that the use of electric motorcycles can reducing dependence on imported fuel oil and increasing efficiency energy in the transportation sector; 3). There are policies and regulations issued by the government to encourage and support the use of electric motorcicles. As for previous research on electric motorcicles, we can see in table 1.

Table 1. Research By Past Author

Author and Year	Title and Publication Artikel	Indicator
Edwin Sholeh Rahmanullah, Siti Nurjanah (2018)	MATEC Web of Conferences 215, 02006 ICTIS 2018. Influence of Product Quality, Price and Supporting Infrasturcture to Perceived Value and Interest in Buying of Electric Motorcycle.	Product Quality, Price, Supporting Infrasturcture, Perceived Value, Interest in Buying.
Ravaelino Dimas Eka Narendra, Desrina Yusi Irawati (2023)	SITEKIN: Jurnal Sains, Teknologi dan Industri, Vol. 20, No. 2, June 2023, pp.493 - 497 ISSN 2407-0939 print / ISSN 2721-2041 online. Analysis Of Community Satisfaction With The Use Of Electric Motorbikes In The City Of South Surabaya,	Community Satisfaction, Product Quallity, Electric Motorbikes
Hermanto Yaputro, Kurniawati, Renny Risqiani, Nico Lukito, Krisna Prabowo Sukarno (2022)	The Effect of Green Marketing, Sustainable Advertising, Eco Packaging or Labeling Towards Green Purchasing Behavior (Study on Electric Vehicle). Karya Ilmiah Online Universitas Trisakti	Green Marketing, Sustainable Advertising, Eco Packaging/ Labeling, Green Purchasing Behavior

METHODS

In this research, the authors used a type of quantitative research (quantitative method), namely by analyzing it mathematically to see the influence of the marketing mix on purchasing decisions of U Winfly brand electric motorbikes. This study took samples at Arka Bike Gresik with a total sample of 60 people. This sample is a customer at Arka Bike Gresik. The data collection technique used is field research which will be carried out by going directly to the research object in terms of obtaining and collecting data. in collecting data related to research objects, this research was conducted using instruments in the form of: Interviews, Documentation and Questionnaire Methods (Sugiyono, 2011).

To discover how a lot impact or influence the independent variable (X) has on the dependent variable (Y), a couple of linear regression evaluation is used. on this studies, the dependent variable is the marketing mix, and the independent variable is purchasing decisions. Standardized Beta Coefficients will be used to interpret the variable coefficients independent in the regression equation, the advantage of using Standardized Beta Coefficients is that it can eliminate differences in units of measure in the independent variables (Ghozali, 2018).

RESULTS

This study was conducted to examine the effect or influence of the marketing mix on consumer purchasing decisions. Marketing Mix consists of 4P variables namely Product, Price, Place, Promotion. To test it, the researcher distributed questionnaires to respondents who were potential buyers of electric motorcicles. The data obtained was then analyzed using several stages. The first stage is to ensure that the items in the questionnaire are valid and reliable. then it is necessary to test the validity and reliability tests. Validity tests are completed to make sure that the units used are appropriate. Furthermore, a reliable measure indicates that the instrument can be trusted. The next step is to see the effect of each independent variable on the dependent variable with the t test and F test.

Test of Validity and Reliablity
Based on desk 2 it is able to be visible that every statement on the instrument used is stated to be valid. It can be seen by comparing each r count with r table and the results show that the r count value for each statement component is greater than r table, so it can be concluded that the marketing mix variable consisting of place price products and promotions is valid. The research reliability in Table 3 shows that the Alpha coefficient value of the variables studied shows reliable results, the purchasing decision variable has a Cronbach Alpha more than 0.60, so it be able to concluded the purchasing decision variable is reliable and all the instruments used in this study can be dependable

Table 2. Result Of Instrument Validity Test

Variable	Item	r count	r table	Description
Product	1	0,925	0,254	Valid
	2	0,951	0,254	Valid
	3	0,813	0,254	Valid
Price	1	0,643	0,254	Valid
	2	0,899	0,254	Valid
	3	0,847	0,254	Valid
Place	1	0,798	0,254	Valid
	2	0,745	0,254	Valid
	3	0,790	0,254	Valid
	4	0,739	0,254	Valid
Promotion	1	0,748	0,254	Valid
	2	0,830	0,254	Valid
	3	0,834	0,254	Valid
	4	0,735	0,254	Valid
Purchasing Decision	1	0,873	0,254	Valid
	2	0,911	0,254	Valid
	3	0,673	0,254	Valid
	4	0,795	0,254	Valid

Source: Processed data, 2023

Table 3. Result Of Instrument Realibility Test

Variable	Reliabilitas Coefficitient	Cronbach's Alpha	Description
Product	3 item	0,880	Reliabel
Price	3 item	0,719	Reliabel
Place	4 item	0,768	Reliabel
Promotion	4 item	0,792	Reliabel
Purchasing Decision	4 item	0,828	Reliabel

Source: Processed data, 2023

Table 4. t-Test (Partial Test Result)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.308	.419		-.734	.466		
	Product	.754	.044	.619	16.969	.000	.313	3.199
	Price	.065	.059	.045	1.111	.271	.251	3.982
	Place	.295	.041	.280	7.239	.000	.278	3.594
	Promotion	.125	.061	.114	2.029	.047	.131	7.648
a. Dependent Variable: Purchasing Decision								

Source: Processed data, 2023

Table 5. F-Test (Simultan Test Result)

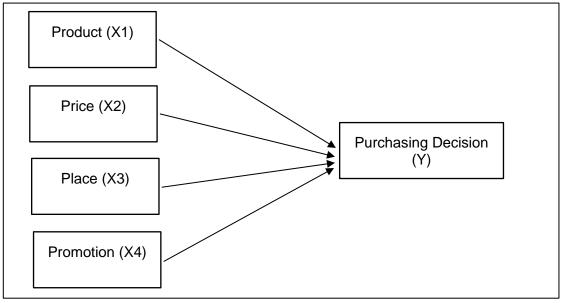| ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.959	4	35.990	586.636	.000[a]
	Residual	3.374	55	.061		
	Total	147.333	59			
a. Predictors: (Constant), Promotion, Product, Place, Price						
b. Dependent Variable: Purchasing Decision						

Source: Processed data, 2023

Figure 1. Conceptual Framework
Source: Processed data, 2023

DISCUSSION

From the calculation results obtained multiple regression equations Product variable (X1), Price (X2), Place (X3) and Promotion (X4) will influence Decision Purchasing (Y) U Winfly brand electric motorbike at Arka Bike Gresik, with the following equation: Y = -0.308+ 0.754X1+ 0.065X2+ 0.295X3+0.125, Based on the multiple regression equation above, it shows that Product, Price, Place and Promotion have an influence on purchasing decisions Electric Motor This means that if the Product, Price, Place and Promotion variables are increased, it will be able to increase the decision to buy an Electric Motorcicles.

After the F test, the results obtained were that the four independent variables were together has a significant influence on purchasing decisions. This is supported by the value results F count is 586.636 with a significance of 0.000 which is less than 0.05. This means that if the Product, Price, Place and Promotion variables get significant attention together it will be able to encourage consumer purchasing decisions to buy an Electric Motor Brand U Winfly.

CONCLUSION

Research on Marketing Mix has been extensively researched, as well as purchasing decisions but making Electric Motors as the object of research is still very little. considering that electric motorbikes are a new product in this country. The research that I did was very limited both in terms of time and object and research population. and hopefully in the future it can inspire other researchers to be able to study more deeply and more broadly about this Electric Motorcycle.

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