

# Analysis of Product, Price, Place, Promotion, Process, Physical Evidence and People on Purchase Decisions at Bakso Spycy Jember

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## ABSTRACT

This study aims to determine the influence of marketing mix elements consisting of Product, Price, Place, Promotion, Process, Physical Evidence, and People on consumer purchase decisions at Bakso Spycy Jember. The research method used is quantitative with a survey approach, through the distribution of questionnaires to 80 respondents selected using purposive sampling techniques, questionnaires are distributed online using google forms. Data analysis was carried out using validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, determination coefficient tests, t-tests, F-tests using SPSS 26. The results of the simultaneous test showed that the seven independent variables had a significant effect on the purchase decision. Meanwhile, partially, the variables Price, Place, Physical Evidence, and People were shown to have a significant effect, while the variables Product, Promotion, and Process had no significant effect. This finding implies that culinary business actors, especially Bakso Spycy Jember, need to focus their marketing strategies on aspects that have been proven to have a significant influence on improving consumer purchase decisions.

**Keywords:** Marketing mix. Purchase Decision, Marketing Strategy, Culinary Business, Bakso Spycy Jember

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## 1. INTRODUCTION

Competition in the business world has become increasingly fierce in the era of globalization like today. Because there is a lot of business competition to get customers in every industry and there is a consumer segmentation in the sales sector, marketing has become very important in today's globalized world. One of the factors that drives the growth of a company's sales volume and helps it achieve its goals is marketing.

In the world of culinary business, where currently the competition is getting tighter because there are so many choices available to consumers. Business owners must implement effective marketing strategies in order to attract and retain customers, one of which is through the marketing mix (7p), namely Product, price, place, promotion, proses, physical evidence, and people. In general, nowadays to choose culinary, consumers are very selective about product quality, competitive prices, strategic location, attractive promotions, service efficiency, comfortable place atmosphere, and interaction with friendly employees. However, besides this there is a special phenomenon that occurs at Bakso Spycy Jember, where even though the location is in an alley and is not strategic, this business is still

crowded with visitors. This is due to the uniqueness of meatball products with spicy sauce and increasingly diverse menu choices, affordable prices, and promotions through social media by uploading content and live on the Tiktok, Intagram, and uploading content on Facebook so that many consumers are curious to try Spycy Jember Meatballs. In addition, the queue system that was implemented showed high customer interest, in one hour there were approximately 100 buyers queuing up almost every day, even though they had to wait for 30 minutes to 1 hour to be able to order. Physical evidence such as the cleanliness of the place and the availability of enough and comfortable seats for consumers support a positive experience for consumers, while good service and not too long for the serving process also make consumers loyal and even willing to come more than three times a month. This is interesting because this business is able to maintain customer loyalty, even though it does not have branches, large promotions, and is not even located on the side of a big road.

Based on the above background, this study tries to analyze the extent of aspects of the marketing mix (product, price, place, promotion, process, physical evidence, and Browse) influences consumer purchasing decisions, so that this business can be used as an example of successful strategies in the local culinary industry.

## 2. METHODS

This study uses a quantitative approach that aims to find out and analyze *product, price, place, promotion, process, physical evidence, and people* on the purchase decision of Spycy Jember Meatballs. In this study, the population to be studied is customers or buyers who have made purchases at Bakso Spycy Jember. The sampling technique in this study is purposive sampling, while this sampling method uses the roscoe formula, because the population in this study is not known for sure. In this study, an analysis will be carried out with multivariate, the number of sample members is at least 10 times the number of variables. From the results of the sample calculation, 80 respondents were obtained, so the sample taken was 80 out of the many existing populations. This type of research uses a quantitative method, the data in this study uses primary data, the primary data in this study is the distribution of questionnaires to the respondents, in this case the respondent is a consumer of Bakso Spycy Jember, and then the respondent fills out a questionnaire regarding consumer perception of independent variables in this study. The data collection method in this study is observation by direct observation, the researcher makes observations on Bakso Spycy Jember and social media Bakso Spycy Jember, literature studies which are other references related to research, and questionnaires. Where respondents fill in a list of statements prepared in writing with the aim of obtaining data from the respondents, the questionnaire is shared online through the google form. The measurement scale in this study uses the Likert Scale by giving a score of 1 – 5 to the respondents' answers with details, strongly agree (SS) = 5, agree (S) = 4, neutral (N) = 3, disagree (TS) = 2, strongly disagree (STS) = 1, which will later be calculated using SPSS version 26.

To analyze the data that has been collected, this study uses several data analysis techniques. Namely: Data instrument test consisting of validity test and reliability test. The classical assumption test consists of a normality test, a multicollinearity test, and a heteroscedasticity test, to ensure the data meets the requirements of linear regression statistics. Then multiple linear regression analysis is used to determine the influence or relationship linearly between two or more independent variables and one dependent variable. Next, the R2 determination coefficient test, and finally the hypothesis test consisting of the t test (partial test) and the F test (simultaneous test).

## 3. RESULTS AND DISCUSSION

The partial regression test (t-test) is carried out to test the significance of each independent variable whether it affects the dependent variable (Sugiyono:2017:161). This test is done by comparing the t-count with the t-table. If the t-count is greater than the t-table

at the level of significance ( $\alpha$ ) 5%, then the variable has a significant influence, and vice versa.

Table 1. Results of the t-test (partial)

Variable	Table	Thitung	Standard Sig	Sig	Ket
Product (X1)	1,99346	0,289	0,05	0.773	Unproven
Price (X2)	1,99346	2,028	0,05	0.046	Evident
Place (X3)	1,99346	2,325	0,05	0.023	Evident
Promotion (X4)	1,99346	1,785	0,05	0.078	Unproven
Process (X5)	1,99346	-1,541	0,05	0.128	Unproven
Physical Evidence (X6)	1,99346	2,364	0,05	0.021	Evident
People (X7)	1,99346	2,232	0,05	0.029	Evident

Source: Processed Data, 2025

The results of the t-test showed that the variables Price ( $t = 2.028$ ;  $\text{sig.} = 0.046$ ), Place ( $t = 2.325$ ;  $\text{sig.} = 0.023$ ), Physical Evidence ( $t = 2.364$ ;  $\text{sig.} = 0.021$ ), and People ( $t = 2.232$ ;  $\text{sig.} = 0.029$ ) had a significant influence on purchase decisions due to the t-value calculated  $> t$  table (1.99346) and the significance of  $< 0.05$ . Meanwhile, the variables Product ( $t = 0.289$ ;  $\text{sig.} = 0.773$ ), Promotion ( $t = 1.785$ ;  $\text{sig.} = 0.078$ ), and Process ( $t = -1.541$ ;  $\text{sig.} = 0.128$ ) had no significant effect because  $t$  calculated  $< t$  table and significance  $> 0.05$ . The t-value of the table is used at a significance level of 5% with the degree of freedom ( $df$ ) = 72.

Figure 1. Picture Caption

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	571.024	7	81.575	61.849	.000b
Residual	94.964	72	1.319		
Total	665.988	79			

a. Dependent Variable: Purchase Decision  
b. Predictors: (Constant), People, Promotion, Place, Process, Price, Physical Evidence, Product

Source: Processed Data, 2025

Based on the results of the F test, an F-calculation value of 61.849 was obtained, with a significance value ( $\text{sig.}$ ) of 0.000. The F-table at  $\alpha = 0.05$  with  $df_1 = 7$  and  $df_2 = 72$  is 2.140. Because  $F_{\text{cal}} > F_{\text{table}}$  and  $\text{sig.} < 0.05$ , it can be concluded that the variables Product, Price, Place, Promotion, Process, Physical Evidence, and People simultaneously have a significant effect on purchasing decisions at Bakso Spycy Jember. These results show that together, the 7P marketing mix strategies implemented have an important role in influencing consumers' purchasing decisions.

## Discussion

### a. Product (X1) has no effect on Purchase Decision (Y)

The results of multiple regression analysis in the t-test against H1 showed a  $t_{\text{cal}}$  value of  $0.289 < t_{\text{table}}$  of 1.99346. The significant value was  $0.773 > 0.050$ . So  $H_0$  is accepted and  $H_a$  is rejected. Thus, it can be concluded that the product variable (X1) has no effect on

the Purchase Decision. This means that the diversity of products, quality, brands, and packaging offered by Bakso Spycy Jember is not the main factor in encouraging consumers to buy. This can be because consumers already have a strong positive perception of the distinctive taste of Spycy Meatballs.

**b. Price (X2) affects Purchase Decision (Y)**

The results of multiple regression analysis in the t-test against H2 showed a tcal value of  $2.028 > t_{table} 1.99346$ . The significant value was  $0.046 < 0.050$ . So H0 is rejected and Ha is accepted. Thus, it can be concluded that the price variable (X2) has a significant effect on the reversal decision. Affordable prices and in accordance with the benefits felt by consumers are an important attraction. Consumers consider that the price offered is commensurate with the quality of taste and service received. This is in accordance with research by Farida (2024) which also shows that price variables have a significant effect on purchasing decisions at Cak Man City Meatballs in Jember.

**c. Place (X3) influences the Purchase Decision (Y)**

The results of multiple regression analysis in the t-test against H3 showed a tcal value of  $2.325 > t_{table} 1.99346$ . The significant value was  $0.023 < 0.050$ . So H0 is rejected and Ha is accepted. Thus, it can be concluded that the place variable (X3) has a significant effect on the reversal decision. Although the location of Bakso Spycy Jember is not in a strategic place (in an alley), the easy access and comfort of the place are the reasons why consumers still choose to come. This signifies that the visibility factor can be compensated by the comfort factor and the experience offered. This research is in line with the research of Anggraeni (2017), who found that distribution (place) has a very high influence on purchase decisions.

**4. Promotion (X4) has no effect on the purchase decision (Y)**

The results of multiple regression analysis in the t-test against H4 showed a tcal value of  $1.785 < t_{table} 1.99346$ . The significant value was  $0.078 > 0.050$ . So H0 is accepted and Ha is rejected. Thus, it can be concluded that the promotion variable (X4) has no effect on the Purchase Decision. Although Bakso Spycy Jember is active on social media such as Tiktok and Instagram, the promotion has not been able to have a direct influence on the purchase decision. This can happen because consumers are more influenced by word of mouth or personal experiences.

**5. Process (X5) has no effect on the purchase decision (Y)**

The results of multiple regression analysis in the t-test against H4 showed a tcal value of  $-1.541 < t_{table} 1.99346$ . The significant value was  $0.128 > 0.050$ . So H0 is accepted and Ha is rejected. Thus, it can be concluded that the process variable (X5) has no effect on the Purchase Decision. Even though the long queue occurs, consumers are still willing to wait, which means that the service process has not become an obstacle for them.

**6. Physical Evidence (X6) affects the purchase decision (Y)**

The results of multiple regression analysis in the t-test against H6 showed a tcal value of  $2.364 > t_{table} 1.99346$ . The significant value was  $0.021 < 0.050$ . So H0 is rejected and Ha is accepted. Thus, it can be concluded that the physical evidence variable (X6) has a significant effect on the return decision. The cleanliness of the premises, the availability of seating, and the neat appearance of the environment provide convenience for consumers, which reinforces their loyalty to the business. This is in line with the research of Andriyanto et al. (2020) which states that physical evidence is the most dominant variable in the purchase decision of Thiwul Ayu Mbok Sum.

**7. People (X7) have a significant influence on the purchase decision (Y)**

The results of multiple regression analysis in the t-test against H6 showed a tcal value of  $2.232 > t_{table} 1.99346$ . The significant value was  $0.029 < 0.050$ . So H0 is rejected and Ha is accepted. Thus, it can be concluded that the people variable (X7) has a significant effect on the reversal decision (Y). Friendly, responsive service, and warm interaction from



employees are able to create a positive and memorable experience for consumers, so they decide to buy again.

#### 4. CONCLUSION

This study aims to analyze the influence of the marketing mix consisting of Product, Price, Place, Promotion, Process, Physical Evidence, and People on consumer purchase decisions at Bakso Spycy Jember. Based on the results of multiple linear regression analysis, t-test, and F-test, it was concluded that simultaneously, all marketing mix variables (7P) had a significant effect on purchasing decisions. Partially, the variables Price, Place, Physical Evidence, and People were shown to have a significant influence on purchasing decisions. This shows that consumers strongly consider the aspect of affordable prices, easily accessible locations even though not strategic, clean and comfortable dining atmospheres, and services provided by employees. Meanwhile, the Product, Promotion, and Process variables did not have a significant effect partially, indicating that product quality, promotion intensity, and service flow were not strong enough to influence purchasing decisions independently. These findings underscore the importance for business actors, especially Bakso Spycy Jember, to focus their marketing strategies more on aspects that have proven to be significant in shaping consumer purchasing decisions.

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