PREPARING DECISION REGARDING LAMPUNG SOLAR PRINTING BANNER MAKING SERVICES USING MARKETING MIX (7P)

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ABSTRACT

A particular emphasis will be placed on the banner manufacturing service that Surya Printing Lampung offers to accomplish the purpose of this research, which is to investigate the influence of the promotion mix (7P) on the purchasing decision of consumers. A total of 96 samples, as part of this investigation, were used to perform multiple regression. The assistance of SPSS version 23 was used. According to the obtained regression analysis, factors such as value, position, location, and procedures, as well as physical evidence, have a favorable and significant impact through statistics on retail customers' purchasing decision. Off-product and people variables, on the other hand, do not provide evidence of such a link. While this is going on, the marketing mix (7P), which is determined by the F test, is affecting the decision to purchase banner manufacturing services from Surya Printing Lampung.

Keywords: Purchasing Decision ;Marketing Mix (7P); Banner

INTRODUCTION

The current development of the business world cannot be separated from business competition between companies. Competition is a reality in the business world that occurs and rules are followed by decision makers to deal with the influence of a company's degree of profit (Kusumawati et al. 2021). Currently, most companies use promotional alternatives, one of which is banners placed on several street corners to introduce their products to the surrounding community (Pasaribu 2018).

Companies need to realise and do what buyers want so that business owners adapt to the needs of buyers (Yudho & Agustin 2022). Market opportunities do not just come by chance, but rather there must be business creativity that suits needs in order to increase sales and be competitive in order to capture market share (Adhiansyah & Rizkyanfi 2020). Given these conditions, Business owners are looking for alternative marketing methods to support marketing operations. Regression analysis shows that elements such as value, position, location, procedures, and tangible materials have significant internal consequences on customer decisions (Lestari et al. 2019). The methods in the marketing mix will be the reason why consumers decide to make a purchase (Barcelona et al. 2019).

According to Khotimah and Jalari (2021), their research interpreting promotional strategy has meaning, namely combination of interrelated elements to form a marketing strategy as the key to achieving successful marketing targets and being able to increase attractiveness so that the company meets customer needs. The marketing mix is a concept as a reference for marketing strategies using Promotional strategies (7P) include goods, value, advertising, location, resources, craftsmanship, and material reality. The methods in the marketing mix will be the reason why consumers decide to make a purchase (Komari et al. 2020).

To achieve the desired marketing strategy, it means that there is a need for standardization or product provisions as well. This is to ensure that the resulting company image meets the predetermined criteria so that customers will make purchases (Mahendratmo & Ariyanti 2019). According to Tjiptono (2022) in his research, purchasing decisions can be defined as customer decisions influenced by their needs and this process shapes behavior in managing all activities based on information and the final point of purchasing the product that the customer wants (Iqbal & Indradewa 2019).

According to study has been carried out by Barcelona et al (2019) obtaining results where a product is not proven to exist positive and significant effect on purchasing decisions. In contrast to research by Adhiansyah and Rizkyanfi (2020) purchasing a product has a positive significant effect on purchasing decision. Further in the research Yudho and Agustin (2022) also confirms that price found a significant positive effect on purchasing decision. In contrast, the study the authors conducted did not find the same thing research by Komari et al (2020) that price has no effect on purchasing decision positively or significantly. Then on the promotion variable found a study by Khotimah and Jalari (2021) which also confirmed that promotions have a positive and significant influence on purchasing decision. However, it does not support the research findings in Yudho and Agustin (2022) that obtaining a promotion does not have a positive or significant effect on purchasing decisions.

According to study has been carried out by Yudho and Agustin (2022) emphasized that place (place/distribution) has a positive and significant influence on purchasing decision. But, such a result is not the same as research Tanjung (2021) which found that place does not influence purchasing decisions positively or significantly. According to research Yudho and Agustin (2022) the discovery was made that the process has a

positive and significant influence on purchasing decision. However, it does not support the findings by Komari et al (2020) which found that the process does not influence purchasing decisions positively or significantly. And on research (Khotimah & Jalari, 2021), it also confirms that physical evidence has a positive and significant influence on purchasing decisions. However, it does not support the results of research in Yudho and Agustin (2022) it turns out that physical evidence has no significant positive effect on purchasing decisions.

Previous studies show The 7P marketing mix influences purchase satisfaction. Based on findings desire process researcher on find out 7P promotion strategy influential to satisfaction purchase as for objective. This research is to determine internal consequences 7P promotion strategy to purchasing decision.

Banner printing which can be useful for advertising media in Rumbia, precisely on Central Lampung, Lampung is a service for making Solar Printing Banners. Based on interviews, I have conducted with business owners, Surya Printing sells several types of banner fabric in different sizes. This type of banner is used in several trade businesses, school or university events, billboards, and other events. The images produced by Surya Printing are in accordance with customer requests, the customer can design the requested design himself and can also request design services first from employees. So, it is very helpful for customers if they cannot design their own designs. Apart from getting benefits in the form of ease in designing banners, purchasing banners at Surya Printing also provides good quality prints, quality material choices, competitive prices, friendly service, and delivery and installation services. And the types of product sizes offered are also very varied so they can according on buyer's requirements, the selling price is set to be affordable and still guarantee the quality of the products produced at Surya Printing.

This banner making service has a strategic location so that it can determine the right strategy and the company has also seen the needs of customers in the area. This background is the reason the author is interested in finding out more widely how purchasing decisions can continue to develop through the marketing mix (7P) provided by Surya Printing.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
Marketing Mix
The marketing mix is a combination of interrelated elements to form a marketing strategy as the key to achieving successful marketing targets and being able to increase attractiveness so that the company meets customer needs (Khotimah & Jalari, 2021; Nyoko 2012). In the marketing method for services, there are marketing mix variables that will be applied currently, namely 7P include goods, value, advertising, location, resources, craftsmanship, and material reality (Tanjung, 2021). According to Garvin (1984) in Komari et al (2020) there are several indicators: Performance, Reliability, Conformance, Aesthetics, Perceived quality. Customer satisfaction interpreted as a feeling that can fulfill customer needs or desires and also a feeling that has fulfilled the customer's own expectations. Study previous Which in do by Kusumawati et al (2021) convey about quality product influential positive to satisfaction customer.

Products
According to Trihastuti (2020:58) in research, products are everything that is sold on sale to be displayed, obtained and used to fulfill needs and wants such as goods, services, individuals, groups and ideas (Yudho & Agustin, 2022). In research, Yudho

and Agustin (2022) have conducted research on product indicators. These indicators include:

a. Variants/types
b. Design
c. Quality

Price

Price is how much the customer charges for goods or services, the entire figure has been exchanged by the customer for the product or service itself (Yudho & Agustin, 2022). In research, Yudho and Agustin (2022) have conducted research on price indicators. These indicators include:

a. Affordability
b. Discount
c. Price match with product

Promotion

Marketing is the sale of goods or services to achieve targets that entice customers to make purchases (Barcelona et al., 2019). In research, Yudho and Agustin (2022) have conducted research on promotion indicators. These indicators include:

a. Social media advertising
b. Word of mouth information
c. Direct sales

Place

Place or market goods, services, and production, distribution is considered as a single group or internal business arrangement including bureaus, small traders, large traders, and units (Barcelona et al., 2019). In research, Yudho and Agustin (2022) have conducted research on place indicators. These indicators include:

a. Strategic
b. Affordability
c. Environmental Hygiene

People

People are employees who provide products, services, Employees tasked with selling goods and resources are whether they are continuously or not in promotional strategy activities such as employee preparation, internships and fostering employee enthusiasm, job completion, records and learning (Tanjung, 2021). In research, Yudho and Agustin (2022) have conducted research on human indicators. These indicators include:

a. Friendliness
b. Courtesy
c. Provide solutions

Process

According to Kotler and Keller (2016), the process is a reflection of all creativity, discipline and marketing management structure (Khotimah & Jalari, 2021). In research, Yudho and Agustin (2022) have conducted research on process indicators. These indicators include:

a. Ease of interaction
b. Thorough
c. Making process

Physical Evidence
Physical evidence is a real facility that is considered an important component to achieve organizational goals to master large sales, in order to get a strong position to beat other businesses, it is very important to achieve promotion business standing company picture on customers (Safitri et al., 2023). In research, Yudho and Agustin (2022) have conducted research on physical evidence indicators. These indicators include:
a. Waiting place
b. Ample parking
c. Shop building

Purchasing Decision
Purchasing decision are defined by Peter and Olson (2006) further, namely that there are several stages in deciding to order that consumers have gone through previously regarding a product or service (Adhiansyah & Rizkyanfi, 2020). According to Chapman and Wahlers (2009), choose to consume as a sensitivity to people's buying behavior take order a product whether service. Consumers make purchasing decisions based on customer beliefs about the success of the company so that meet customer needs (Iqbal & Indradewa 2019). Meanwhile, Kotler and Keller (2006) in Pasaribu (2018) who has conducted his research said that there are several indicators of purchasing decisions. The purchasing decision indicators are as follows:
a. Need
b. Information
c. Evaluation of alternatives
d. Order confidence

Hypotheses
The hypothesis that this research will put forward is as follows :
> *H1 : Product has a significant influence on purchasing decision*
> *H2 : Price has a significant influence on purchasing decision*
> *H3 : Promotion has a significant influence on purchasing decision*
> *H4 : Place has a significant influence on purchasing decision*
> *H5 : People has a significant influence on purchasing decision*
> *H6 : Process has a significant influence on purchasing decision*
> *H7 : Physical evidence has a significant influence on purchasing decision*

Research Framework
Based on the theoretical study in the explanation above, so that this research hypothesis model the author examines the effect of the 7P marketing mix on purchasing decisions (case study of Banner Making Services at Surya Printing). Shown in the following figure:
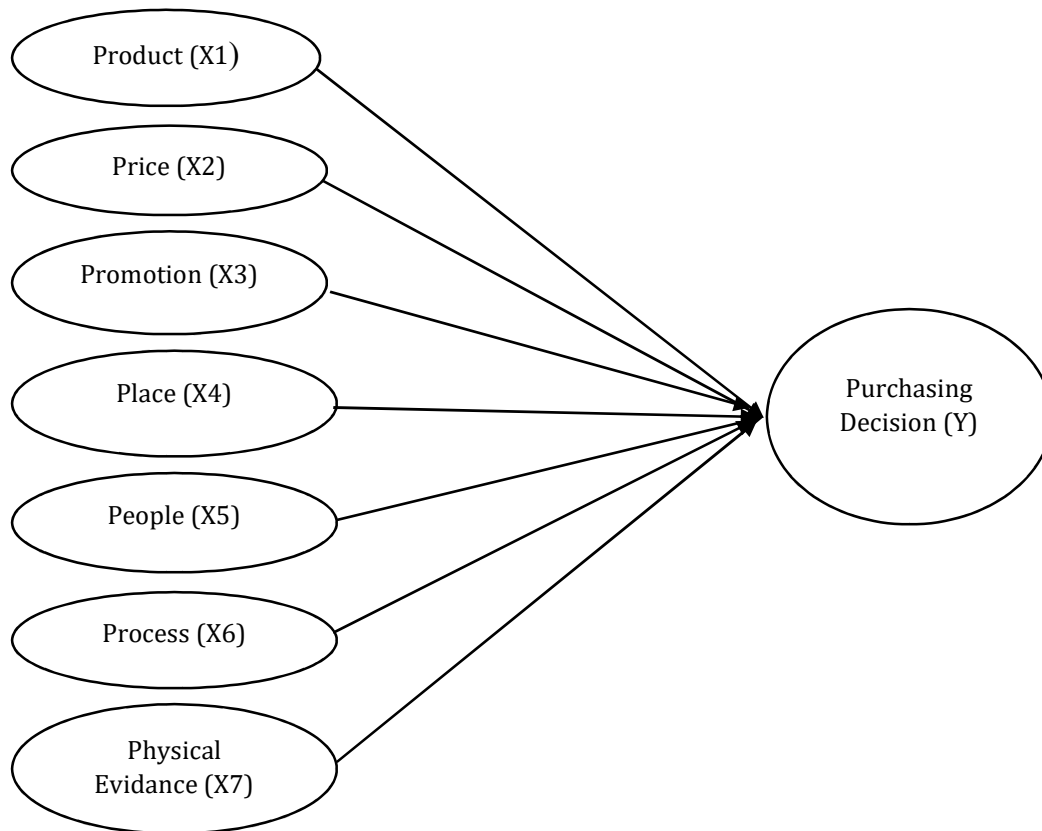
Source: constructed by the authors, 2023

Figure 1
Research Framework

METHOD

In this study uses quantitative methods, simultaneous assessments of respondents to see reactions on the statement displayed on the questionnaire via Google Forms. The study thus researched on Surya Printing Lampung. The population in this research were all customers of Surya Printing. The population of service buyers at Surya Printing is grouped into an infinite population because the number cannot be calculated.

Respondent on this study is customer Surya Printing Lampung a number 96 customer. The sample technique that will be taken in this study is to use sampling with Non-Probability Sampling on Accidental Sampling method. The data was processed using multiple linear regression analysis test with the help of SPSS software version 23 (Istanti et al., 2020).

RESULTS AND DISCUSSION
Respondent Profile

Respondent profile explain the character of the people who have already made purchasing decisions in Surya Printing Lampung.

Table 1
Respondents by gender

Gender	Frequency	(%)
Male	60	60.4%
Girl	36	39.6%
Total	96	100%

Source: Primary Data Processing, 2023

Results show the gender of 96 respondents in total. It can be identified that the male gender is 60 people (60.4%) compared to with female, that is 36 person (39.6%).

Table 2
Respondents by age

No.	Age	Frequency	(%)
1	15-24 Years	64	64.2%
2	25-34 Years	12	12.3%
3	35-44 Years	12	12%
4	>45 Years	8	7.5%
	Total	96	100%

Source: Primary Data Processing, 2023

There were 64 respondents in the 15-24 year range (64.2%). Furthermore, in the 25-34 year range, 12 people (12.3%) were collected. Respondents aged 35-44 years were 12 people (12%) while those aged >45 years showed results, namely 8 people, 7.5%. In this case, the age classification of respondents is dominated by the 15-24 year range, accounting for 64.2%

Validity test

Validity is determination and accuracy of an instrument when using its measurement function (Sugiyono 2020). Validity shows that the research instrument can reveal data accurately and carefully regarding data completeness when the researcher designs it and then measures it (Adabi, 2020).

Through obtaining numerical calculations assisted by the SPSS 23 tool related to the validity found the calculated r value starting from 0.409 to the largest 0.656 which is greater than the table r value, it is shown that all types of statements on the dependent and independent variables are proven to be valid. This is try to look inside findings of the correlation coefficient figure or r_{hitung} > 0.202. 0.202, to be precise, was obtained from r_{tabel} N= 96. So all the items in this statement can be said to be appropriate to answer the researcher's needs.

Reliability Test

Reliability testing carried out achieves the evaluation of the tool through the number of factors and the composition of the questionnaire (Sugiyono 2020). If the Cronbach Alpha results exceed the provisions reliability figure or > 0.60, it means the questionnaire can be considered reliable (Adabi, 2020) . This is how the reliability testing results of the study were obtained.

Table 3
Reliability Test Results

Variable	Cronbach Alpha
Product (X1)	0,848
Price (X2)	0,850
Promotion (X3)	0,832
Price (X4)	0,857
People (X5)	0,847
Promotion (X6)	0,848
Physical Evidance (X7)	0,862
Keputusan Pembelian (Y)	0,769

Source: Primary Data Processing, 2023

The table shows that all variables show reliable results. This is because the Cronbach alpha numbers for all variables are higher than the standard reliability values. So this questionnaire is declared feasible to maintain the consistency of each respondent's answers.

Normality test

Normal testing is possible tested on a statistical test, namely Kolmogorov Smornov (Yudho & Agustin 2022). The Smirnov Kormogorov test is useful for testing the assumption of normality in number (Khotimah & Jalari 2021). The determination criteria on Kolmogorov Smirnov test is a sig value > 0.05 for normal distribution (Pasaribu, 2018). The normality testing as follows :

Table 4
Normality Test

One Sampel Kolmogorov	
Asymp. Sig. (2-tailed)	.161 [d]
N	96

Source: SPSS Output, 2023

Based on the normality test using Kolmogorog Smirnov, it can be seen in the significance section that the figure is 0.161, where the figure shown is higher than the Asymp Sig. (2-tailed) is 0.05. This means that the conclusion is that the residual data in the research has a normal distribution.

Heteroscedasticity Test

Heteroscedasticity testing is to observe the data when tested whether there is a heteroscedasticity phenomenon or not, because the provisions for carrying out multiple linear regression analysis must pass a heteroscedasticity test (Imran et al., 2021) . It is known found no heteroscedasticity when the significance value of is > 0.05 (Sari et al., 2020) the results of the heteroscedasticity test as follows :

Table 5
Heteroscedasticity Test

Variable	Sig value (2-tailed)
Product (X1)	0.664
Price (X2)	0.938
Promotion (X3)	0.699
Place (X4)	0.475
People (X5)	0.707
Process (X6)	0.257
Physical Evidence (X7)	0.104

Source: Primary Data Processing, 2023

According to the test results using Glejser, it shows that the significance number (2-tailed) for all independent variables is higher than 0.05. So, the conclusion is that the regression model shows that there is no heteroscedasticity phenomenon.

Multicollinearity Test

The aim of multicollinearity which is to show whether the data is free of multicollinearity if the VIF number is less than 10 and the tolerance results exceed 0.1 (Sari et al., 2020).

Table 6
Multicollinearity Test

Tolerance	VIF
0.139	7,175
0.136	7,342
0.191	5,235
0.233	4,293
0.292	3,422
0.148	6,759
0.188	5,327

Source: SPSS Output 23, 2023

Through the findings of table 6, it was able to establish that two marketing mix and product quality variables in the tolerance column show an average number from 0.136 to a number of 0.292 , the result of which is more than 0.10. And in the numbers, look at the VIF column, the value of which is smaller than 10. So it can be concluded that between the marketing mix variables and product quality in this research, there is no multicollinearity phenomenon, so the conditions in the regression analysis process are fulfilled.

Multiple Linear Regression Test

Multiple linear regression is carried out to observe the relationship between two or more variables, mainly to explore the form of relationship in the model which is not yet well understood and to observe how the choice of several independent variables can influence the dependent variable during complex events (Christalisana, 2018).

Table 7
Multiple Linear Regression

Coefficients	
Factor	Unstandardized Coefficients B
Constant	6,539
Products	-0.017
Price	0,292
Promotion	0,424
Place	0.109
People	-0.098
Process	0.125
Physical	0,246

Source: SPSS Output 23, 2023

The constant result is 6.539, so it means that if marketing mix also product quality variables are considered constant (0), the purchasing decision will be 6.539

1. The regression coefficient value for the product variable has a value of -0.017, which means that the product variable shows a negative direction, so the higher the value, the less positive the influence on purchasing decisions at Surya Printing Lampung.
2. The regression coefficient value for the price variable has a value of 0.292, which means that the price variable shows a positive direction, so that if the value is high, the better the influence on purchasing decisions for banner making services at Surya Printing Lampung.
3. The regression coefficient value for the promotion variable has a value of 0.424, which means that the promotion variable shows a positive direction, so the higher the result, the better influence on purchasing decisions for banner making services at Surya Printing Lampung.
4. The regression coefficient value of the place variable has a value of 0.109, which means that the place variable shows a positive direction, so that if the value is high, the better the influence on the decision to purchase banner making services at Surya Printing Lampung.
5. The regression coefficient value for the people variable has a number of -0.098, this means that the people variable shows a negative direction, so the higher the value, the less good it will influence purchasing decisions at Surya Printing Lampung.
6. The regression coefficient value for the process variable has a value of 0.125, which means that the place variable shows a positive direction, so that if the value is high, the better the influence on the decision to purchase banner making services at Surya Printing Lampung.
7. The regression coefficient value for the physical evidence variable has a value of 0.246, which means that the physical evidence variable shows a positive direction, so the higher the value, the better the influence on purchasing decisions for banner making services at Surya Printing.

Hypotheses Test (t-test)
The T test finds out how the independent variable independently affects the dependent variable. The t test sees the relationship when alone in the independent variable to the dependent variable. The findings of the t test can be seen in the coefficient table listed in

the significance column, so that such findings are considered to have an effect on the independent variable on the dependent variable partially where the probability of the t value is high number or Sig. value is less than 0.05. Likewise, on the contrary, when the t value is more than 0.05, it is said to have no significant effect (Sari et al. 2020).

Table 8
T Test

Coefficients

Factor	t	Sig.
Constant	5,211	,000
Products	-0.076	,940
Price	1,275	.023
Promotion	2,124	,036
Place	1,666	,007
People	-0.057	,564
Process	1,582	.013
Physical	1,315	.021

Source: SPSS Output 23, 2023

Based on the results, it can be understood from the t value and the significant valu of all independent variables on the dependent variable:

1. The product variable has a calculated t value = 0.076 < t table = 0.2017 at a significance level of 0.940 > 0.05, so H0 is accepted and H1 is rejected, which means that hypothesis testing resulted in the finding that there is an insignificant effect on product on.
2. The price variable has a calculated t value = 1.275 > t table = 0.2017 at a significance level of 0.023 < 0.05, so H0 is rejected and H2 is accepted, which means the hypothesis test prove that there is a significant influence between the price and the purchasing decision.
3. The promotion variable has a calculated t value = 2.124 > t table = 0.2017 at a significance level of 0.036 < 0.05, so H0 is rejected and H3 is accepted, which means the results of the hypothesis test prove that there is a significant influence between the promotion on the purchasing decision.
4. The place variable has a calculated t value = 1.666 > t table = 0.2017 at a significance level of 0.007 < 0.05, so H0 is rejected and H4 is accepted, which means the hypothesis test prove that there is a significant influence between the place on the purchasing decision.
5. The people variable has a calculated t value = -0.057 < t table = 0.2017 at a significance level of 0.564 > 0.05, so H0 is accepted and H5 is rejected, which means the hypothesis test prove that there is a insignificant influence between the people on the purchasing decision.
6. The process variable has a calculated t value = 1.582 > t table = 0.2017 at a significance level of 0.013 < 0.05, so H0 is rejected and H6 is accepted, which means the hypothesis test prove that there is a significant influence between the process on the purchasing decision.

7. The physical evidence variable has a value of t = 1.315 > t table = 0.2017 at a significance level of 0.021 < 0.05, so H0 is rejected and H7 is accepted, which means the hypothesis test prove that there is a significant influence between the physical evidence on the purchasing decision.

F Test (Simultaneous)
The criteria in this test are seen from the F value if it is higher than number 4 so that H0 is rejected and Ha is accepted and the significance level is 0.05 or 5% and if the calculated F number is more based on the F table, so H0 is rejected and Ha is accepted (Sari et al ., 2020). Through the findings on simultaneous significance test, it is understood in the table 9.

Table 9
F Test

ANOVA		
Model	F	Sig.
Regression	11,931	,000

Source: SPSS Output 23, 2023

F table formula:
Df1   = 2 (number of independent variables)
Df2   = nk-1
        = n (number of samples) – k (number of independent variables) – 1
        = 96-2-1
        = 93

So the F table value can be seen in the F table in 96th order and 2nd place, with a value of 3.09 according to the F test. It is known that the calculated F value is 11.931 and the F table is 3.09 (the value from the F table from df1 (regression 2 and df2 (residual) sample 96 – 2 – 1 = 93). So the calculated F is higher than number 4, namely 11.931 > 4, and the significance level is 0.000 < 0.05 then the independent variables (product, price, promotion, place, people, process and physical evidence) found simultaneous influence on purchasing decisions.

The Influence of Product (X1) on Purchasing Decisions (Y)
Product does not have a positive and significant effect on purchasing decisions. This research supports the findings of Barcelona et al (2019), obtaining results where the product does not have has a positive and significant influence on purchasing decisions. However, it is not the same in the study conducted by Adhiansyah and Rizkyanfi (2020) purchasing a product has a positive or significant effect on purchasing decisions.

The Infuence of Price (X2) on Purchasing Decisions (Y)
Price has a positive and significant effect on purchasing decisions.These findings certainly support the results of research that has been carried out Yudho and Agustin (2022) He also confirms that price has a positive and significant influence on purchasing decisions. However, these findings do not support research by (Komari et al (2020) that price does not influence purchasing decisions positively or significantly.

The Influence of Promotion (X3) on Purchasing Decisions (Y)

Promotion has a positive and significant effect on purchasing decisions. These findings certainly support the study conducted Khotimah and Jalari (2021) which also confirmed promotion produces a positive and significant influence on purchasing decisions. However, it does not support the research findings in Yudho and Agustin (2022) that obtaining a promotion does not have a positive or significant effect on purchasing decisions.

The Influence of Place (X4) on Purchasing Decisions (Y)

Place has a positive and significant effect on purchasing decisions. These findings certainly support the results of research that has been carried out Yudho and Agustin (2022) He also emphasized that place (place/distribution) has a positive and significant influence on purchasing decisions . However, these findings do not support research Tanjung (2021) which found that place does not influence purchasing decisions positively or significantly.

The Influence of People (X5) on Purchasing Decisions (Y)

People do not influence purchasing decisions either positively or significantly. This research supports the findings of Tanjung (2021) who obtained results where people were the only variable that had influence. This is different from research by Adhiansyah and Rizkyanfi (2020) which found that people have a positive or significant influence on purchasing decisions.

The Influence of Process (X6) on Purchasing Decisions (Y)

Process has a positive and significant effect on purchasing decisions. Based on these findings, it certainly supports the study carried out Yudho and Agustin (2022) which also confirms that the process has a positive and significant influence on purchasing decisions. However, it does not support the findings by Komari et al (2020) which found that the process does not influence purchasing decisions positively or significantly.

The Influence of Physical Evidence (X7) on Purchasing Decisions (Y)

Physical evidence has s positive and significant influences purchasing decisions. Based on these findings, of course, based on case studies that have been carried out Khotimah and Jalari (2021) it also confirms that physical evidence has a positive and significant influence on purchasing decisions. However, it does not support the results of research in Yudho and Agustin (2022) that physical evidence does not have a positive or significant effect on purchasing decisions.

CONCLUSION AND SUGGESTION

From the analysis that the researchers have carried out, it is concluded that it is concluded where price, promotion, place, process, and physical evidence have a positive also significant influence on purchasing decisions for Lampung Solar Printing Banner making services. Whereas products then people do not have a positive or significant influence on purchasing decisions for the Surya Printing Lampung banner-making service.

Based on these results, the researchers suggest things that the banner making services at Surya Printing Lampung should further improve product quality, one of which is material durability because this can influence customers to make purchasing decisions and can increase customer satisfaction.

Apart from product quality, Surya Printing Lampung should also pay attention to people, namely human resources, by improving the abilities of its employees through communication with customers and the performance provided to appeal to the buyer's desire who then make purchases.

Future research will be better if there are additional variables and to use a wider sample. Indicators on the questionnaire should be improved to make it easier for respondents to complete the questionnaire. Other variables that can be researched such as performance, customer experience, lifestyle, packaging and others may influence purchasing decision.

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