

**THE INFLUENCE OF 4PS AS MARKETING STRATEGY ON PURCHASE INTENTION IN
TRANSMART KAWANUA MANADO***PENGARUH 4P SEBAGAI STRATEGI PEMASARAN TERHADAP NIAT BELI DI TRANSMART
KAWANUA MANADO*

By:

**Dewita L. Abas¹
Frederik G. Worang²
Ferdinand J. Tumewu³**¹²³International Business Administration, Management Program
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

¹dewita.luciana@gmail.com²frederikworang@unsrat.ac.id³ferdinandtumewu@unsrat.ac.id

Abstract: After facing the COVID-19 crisis, the retail industry needs to continuously innovate with effective marketing strategies to revive consumer purchase intentions. This study aims to identify the impact of the 4Ps aspects on customer purchase intentions at Transmart Kawanua Manado. Through the analysis of marketing strategies based on Product (X1), Price (X2), Place (X3), And Promotion (X4) as independent variables, with Purchase Intention (Y) as the dependent variable, a quantitative research method was used by collecting primary data from 100 respondents who are customers of Transmart Kawanua. The results show that while the products offered are standard and can be found in other shopping centers, location is not the main determining factor. However, effective pricing strategies and promotions play a significant role in attracting purchase interest. Additionally, all 4Ps aspects simultaneously influence customer purchase intentions at Transmart Kawanua. Therefore, an integrated marketing approach that considers all 4Ps aspects is crucial in enhancing customer engagement and business growth for Transmart Kawanua.

Keyword:s Marketing Strategy, Marketing Mix, Product, Price, Place, Promotion, Purchase Intention

Abstrak: Setelah mengalami krisis COVID-19, industri ritel perlu terus berinovasi dengan strategi pemasaran yang efektif untuk memulihkan niat beli konsumen. Penelitian ini bertujuan untuk mengidentifikasi dampak aspek 4P pada niat beli pelanggan di Transmart Kawanua Manado. Melalui analisis strategi pemasaran Berdasarkan Produk (X1), Harga (X2), Tempat (X3), Dan Promosi (X4) sebagai variabel independen, dengan Niat Beli (Y) sebagai variabel dependen, metode penelitian kuantitatif digunakan dengan mengumpulkan data primer dari 100 responden pelanggan Transmart Kawanua. Hasilnya menunjukkan bahwa sementara produk yang ditawarkan adalah standar, lokasi tidak menjadi faktor penentu utama. Namun, strategi penetapan harga dan promosi yang efektif memiliki peran yang signifikan dalam menarik minat beli. Selain itu, semua aspek 4P secara simultan berpengaruh terhadap niat beli pelanggan Transmart Kawanua. Oleh karena itu, pendekatan pemasaran terintegrasi yang mempertimbangkan semua aspek 4P menjadi kunci penting dalam meningkatkan keterlibatan pelanggan dan pertumbuhan bisnis Transmart Kawanua.

Kata Kunci: Strategi Pemasaran, Bauran Pemasaran, Produk, Harga, Tempat, Promosi, Niat Beli

INTRODUCTION

Research Background

Globalization brings significant changes to the business world, providing opportunities for entrepreneurs to expand their operations into broader markets. However, it also intensifies competition, especially in the retail industry. This competition becomes even more stringent with the emergence of various retail shopping centers, requiring companies to implement strategies that can capture consumer attention and generate an intention to purchase the products or services offered. The rapid development of this era has transformed consumer lifestyles and behaviors, making them increasingly selective in shopping destinations. Companies need to understand

consumer behavior, needs, and expectations in this situation, and implement effective marketing strategies to compete in this competitive market.

The COVID-19 pandemic, which began at the end of 2019 and lasted for approximately three years, brought significant changes to the mechanism of global life and impacted all aspects of life. Large-scale and medium-scale social restrictions fundamentally altered the economic cycle. One of the industries most affected was the retail industry. Restrictions on people's mobility and significant declines in purchasing power required retail businesses to adjust their strategies quickly. The pandemic triggered significant changes in consumer behavior, reflecting shifts in consumer preferences and habits amidst unprecedented global changes.

Post-COVID-19, consumer shopping practices worldwide have changed, posing new challenges for all industries, as consumers always ensure their shopping experiences are safe. Similar challenges emerged during crises, resulting in diverse consumer experiences across various consumer segments. From these unprecedented experiences, the business world gathered insights into consumer behavior to enable marketing and align company-designed strategies with consumer expectations, optimizing marketing amidst the impact of changes and the COVID-19 crisis. Adapting company strategies and identifying new ways to reach customers are crucial in addressing evolving consumer behaviors.

Marketing strategies are a key factor in the success of a company. According to Stanton (1984), marketing strategy encompasses all aspects, from planning and pricing of products, and marketing products, to the distribution of goods or services to satisfy consumer purchasing power. An effective marketing strategy requires a deep understanding of consumer needs and preferences, grounded in the reality of their business. The marketing mix can also be implemented in the retail industry's strategies, playing a crucial role in influencing customers and generating an intention to purchase the products or services offered. Therefore, the marketing mix can be considered a tool to enhance marketing success.

As stated by Kotler (2005), the marketing mix is the process of blending marketing strategies tailored to the company's conditions and standards based on the products, applied prices, promotions, and locations. A marketing mix is a combination of various marketing elements commonly used by business practitioners, systematically arranged to achieve the business goal of reaching the sales target. By implementing the marketing mix, a company can build a positive image for its products or services and provide the best service to consumers. According to McCarthy, as cited in Kotler and Keller (2016), it is explained that the Marketing Mix is divided into four parts, incorporating various marketing activities into four broad tools known as the "four Ps of marketing": product, price, place, and promotion.

A product is something offered to consumers, whether it be goods or services, to fulfill their needs or desires. Price is something that needs to be considered from various aspects, and prices are flexible, meaning they can change quickly. Promotion is a way that companies introduce their products to the public, including advertising, direct marketing, personal selling, sales promotion, and public relations. Place refers to where customers can buy products and how products reach a particular location. A strategic and easily accessible location for consumers is highly beneficial for the company.

Balancing marketing strategy and a profound understanding of consumers is key to building a positive relationship with customers. Purchase intention is described as a mental statement reflecting the consumer's plan to purchase a specific product with a particular brand. Motivation is the inner driving force that compels someone to act (Rohani, Hadidu, and Manda, 2023). If someone has high motivation towards a specific object, they will be compelled to acquire that product. Purchase intention reflects the extent to which consumers are willing to purchase a product or service. In the context of the retail industry, this becomes a crucial measure in enhancing the success of marketing strategies that can transform consumer interest into actual transactions. Factors like these positively influence consumers' purchase intention.

The success of the retail industry requires companies to continually innovate to capture consumer attention. This innovation is not only related to products or services but also encompasses effective strategies to remain relevant and competitive in this ever-evolving market. Business competition arises due to the competition among sellers striving for profit, market share, and high sales volume. It can also mean competing to win the hearts of customers. Companies are demanded to be increasingly sensitive to competition influenced by rapid growth, economic changes, and business activities (Walean, Harianja and Karwur, 2009). Competition in the market triggers each company to continuously improve quality to emerge victorious in the competition.

Consumer purchase intention is influenced by several factors, such as product, price, promotion, and distribution. The researcher wanted to know the influence of the marketing mix factors on Transmart Kawanua consumers. The main issue in this research is the closure of several PT Trans Retail Indonesia outlets. Sukamdani, Chairman of the Indonesian Employers Association (Apindo), links the closures to two main factors: a shift in consumer behavior towards online shopping through e-commerce and a decrease in consumer

purchasing power due to the impact of the COVID-19 pandemic (Merdeka.com, 2023). In this current situation, one of the two Transmart outlets in North Sulawesi, Transmart at Bahu Mall, was permanently closed on June 30, 2023 (Kompas. id, 2023). Now, Transmart Kawanua Manado is the only PT Trans Retail outlet in North Sulawesi.

Despite being the only outlet that survives, Transmart Kawanua also faces a decline in sales. Based on this fact, the researcher aims to investigate the challenges faced by Transmart Kawanua. From the perspective of marketing mix factors such as product, price, place/location, and promotion serve as references in analyzing what influences the purchase intention of Transmart Kawanua's customers. Hence, the results of this research are expected to assist the company in increasing sales. Transmart Kawanua needs to identify factors influencing customer purchase intentions, facilitating effective competition with other retail businesses in the city of Manado. Variables from this marketing mix are one of the ways to boost Transmart Kawanua's sales. This research, titled "The Effect of 4P of the Marketing Mix in Marketing Strategy Towards Purchase Intention at Transmart Kawanua Manado" is conducted to determine whether products, prices, place/location, and promotions can affect the purchase intentions of Transmart Kawanua's consumers as the research focus. This research aspires to uncover profound insights into how products, prices, place/locations, and promotions can shape purchase intentions in the retail industry.

Research Objectives

1. To determine the influence of products offered by Transmart Kawanua on customer purchase intention.
2. To determine the influence of price tags by Transmart Kawanua on customer purchase intention.
3. To determine the influence of place location of Transmart Kawanua on customer purchase intention.
4. To determine the influence of the promotion offered by Transmart Kawanua on customer purchase intention.
5. To determine the influence of the marketing mix (product, price, place, and promotion) on customer purchase intention at Transmart Kawanua.

THEORETICAL FRAMEWORK

Marketing

Marketing is perceived as the process of introducing or distributing products or services to consumers. There is an anticipation for the generation of enduring demand for the company's produced goods or services. Marketing, as defined by Kotler and Armstrong (2018), is the process of creating value and building relationships with customers to capture value from customers in return.

Purchase Intention

Purchase intention represents consumers who have the possibility, willingness, plans, or readiness to buy a product or service in the future. An increase in purchase intention suggests a higher likelihood of making a purchase. Kotler and Keller (2016) define purchase intention as consumer behavior that occurs when stimulated by external factors, leading them to make purchasing decisions based on their personal characteristics and decision-making processes.

Product

Product refers to anything that holds the potential to capture the market's attention, and undergo purchase, usage, or consumption, all while potentially meeting the desires or needs of customers (Kotler and Armstrong, 2016). Product development refers to the introduction of novel products within existing markets. Companies have the option to offer altered, associated, or entirely new products to their current markets. This strategic move is aimed at satisfying customer demands and competing effectively with rivals. The indicator of product in this study refers to Kotler and Keller (2016) which are quality, variety, and superiority.

Price

Price is the amount of value exchanged by customers for a product or service in exchange for ownership or benefit in using the product or service (Kotler and Armstrong, 2016). Price as an inherent part of the product that reflects how much the product's quality is worth (Priansa, 2017). The indicator of price in this study refers to Kotler and Armstrong (2016) which are affordability, competitiveness, and price suitability.

Place

A location is a place to deliver products to consumers. A market is where buyers and sellers come together to buy and sell their resources, goods, or services (Suprayitno, 2008). In the marketing context, the location involves several players, such as marketing intermediaries, distribution channels, agents or brokers, wholesalers, retailers, logistics, and transportation functions. Tjiptono (2014) defines the distribution channel as a series of organizational participants that perform all the functions needed to deliver products or services from the seller to the end buyer. The indicators of place in this study refer to Senggetang, Mandey, and Moniharapon (2019) and include accessibility, visibility, and parking facilities.

Promotion

Promotion is an effort to communicate information about a product or service to potential customers using various forms of communication, such as advertising, sales promotion, public relations, and direct marketing. Promotion aims to stimulate demand for a product or service, inform potential customers about its features and benefits, and persuade them to buy (Belch and Belch, 2018). The indicator of promotion in this study refers to Belch and Belch (2018) which are advertising, sales promotion, and digital marketing.

Empirical Studies

Halim, et al. (2019) explored the marketing mix which are price, product, promotion and place on sales performance of Politeknik Shah Alam respondent. Result shows that the element in Marketing Mix Which Promotion is the higher mean among the element Marketing Mix with 0.835 while the Product were the second highest with 0.806. Next, the customer perception towards Price is the third higher with the 0.711. lastly, the lowest mean is Place with 0.711.

Wang (2023) evaluated the impact of the service marketing mix (7Ps) and how it affects the script killing industry, and how it can be used to better satisfy customers and increase their purchase intention. The H1 to H7 hypotheses are proposed based on the service marketing mix (7ps) to explore the effect of seven influencing factors on purchase intention. This study will use quantitative research method and questionnaire as a research tool to find at least 200 respondents to collect data and analyze and validate it using SPSS7 software. The H1 to H7 hypotheses are proposed based on the service marketing mix (7ps) to explore the effect of seven influencing factors on purchase intention. This study will use quantitative research method with questionnaire as research tool and SPSS7 software for analysis and validation. In the field of script killing, product, price, location, people, process, and physical evidence has a significant positive influence on purchase intention.

Suyanto and Dewi (2023) investigated the influence of the marketing mix on consumer purchase intentions and its impact on consumer purchasing decisions for Somethinc products in Indonesia. In addition, the study analyzes the moderating effects of age, income, and culture on purchase intentions and purchase decisions. This research utilizes the marketing mix (Product characteristics, Affordable prices, Easy access to products, and Price promotions) concept based on prior studies in the realm of marketing and consumer behavior. Within the context of beauty and personal care products, these variables are purported to exert influence on one another. Data were collected through questionnaires sent to 275 consumers of Somethinc products. SmartPLS was utilized to evaluate hypotheses using structural equation modeling. The findings are: product characteristics, affordable prices, easy access to products, and price promotions positively and significantly affect purchase intention. The intention to purchase also influences the decision to purchase. The most influential variable in the context of purchase intention is price promotions. A moderating effect of age, income, and culture was also found between purchase intention and purchase decision.

Research Hypothesis

H₀₁: Product does not affect Purchase Intention.

H_{a1}: Product affects Purchase Intention.

H₀₂: Price does not affect Purchase Intention.

H_{a2}: Price affects Purchase Intention.

H₀₃: Place does not affect Purchase Intention.

H_{a3}: Place affects Purchase Intention.

H₀₄: Promotion does not affect Purchase Intention.

H_{a4}: Promotion affects Purchase Intention.

H₀₅: Product, Price, Place, Promotion do not affect Purchase Intention.

H_{a5}: Product, Price, Place, Promotion affects Purchase Intention.

Conceptual Framework

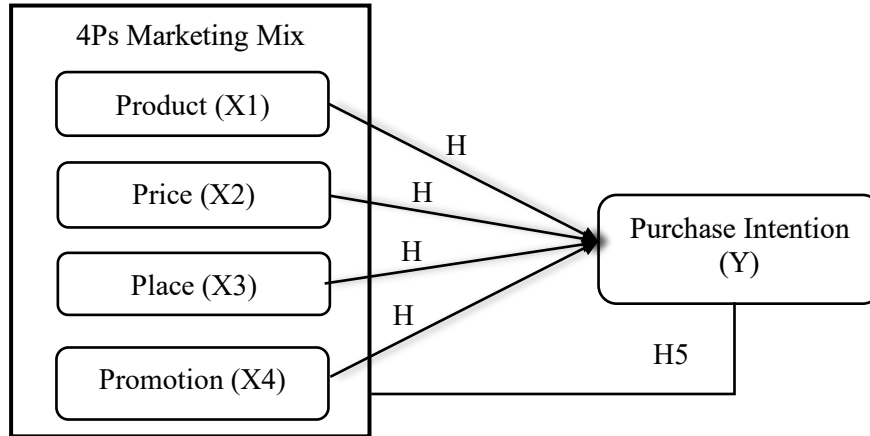


Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD

Research Approach

In this study, a quantitative approach is employed using a descriptive quantitative research design. This approach involves aspects of measurement, calculation, formula, and numerical data certainty throughout the research proposal, processes, hypothesis testing, fieldwork, data analysis, and conclusions. A questionnaire is used as the data collection technique in this research.

Population and Sample Size

In line with the research focus, the researcher concludes that the population meeting the criteria is the entire population of the city of Manado. However, the exact number of this population is not yet known, so the researcher employs the Lemeshow formula to determine the required sample size. Based on the calculations, the sample size is 96, however, for research purposes, the researcher will take 100 respondents as the sample.

Data Collection Method

In this study, data were collected through the distribution of questionnaires to customers of Transmart Kawanua Manado. The surveys will encompass questions related to marketing strategy, consumer behavior, and purchase intention. The questionnaire is designed to transform the necessary information into a set of specific questions intended for respondent answers. The data are being measured by using a 5-point Likert scale, structured to gauge the level of agreement.

Operational Definition and Measurement of Research Variable

Table 1. Definition of Research Variables

Variables	Definition	Indicators
Product (X ₁)	Product refers to the tangible or intangible goods or services offered by a company to meet the needs or wants of consumers.	1. Quality 2. Variety 3. Superiority (Kotler and Keller, 2016)
Price (X ₂)	Price is defined as the monetary value assigned to a product or service, which a consumer is required to pay in exchange for ownership or usage. It involves discounts, payment terms, and the perceived value of the product.	1. Affordability 2. Competitiveness 3. Price Suitability (Kotler and Armstrong, 2016)
Place (X ₃)	Place refers to the distribution and availability of the product or service to	1. Accessibility 2. Visibility

Promotion (X_4)	consumers. It involves the physical locations or channels through which customers can access the product. Promotion defined as the marketing activities and communication strategies employed to create awareness, stimulate interest, and persuade consumers to choose a particular product.	3. Parking facilities (Senggetang, Mandey, and Moniharapon, 2019) 1. Advertising 2. Sales promotion 3. Digital marketing (Belch and Belch, 2018)
Purchase Intention (Y)	Purchase intention refers to the process in which consumers express a desire or plan to buy a particular product or service.	1. Attention 2. Interest 3. Desire 4. Action (Kotler and Keller, 2016)

The measurement scale that used in this research to understand the respondents' attitudes toward statements or questions in the questionnaire, the researcher used the Likert scale. It is a 5-point scale that is considered to measure the degree of agreement.

Table 2. 5-Point Likert Scale

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
(5)	(4)	(3)	(2)	(1)

Testing of Research Instruments

A validity test is used to measure whether the questionnaire is valid or not. A questionnaire is considered valid if the questions can reveal something that will be measured by the questionnaire. The validity test is done by comparing the value of r count and r table for degree of freedom ($df = n - 2$; n is the number of samples. If r count $>$ r table and has a positive value, the indicator is valid. Conversely, if r count $<$ r table, it means the indicator is invalid. Reliability refers to the accuracy and precision of a measurement procedure, indicating its consistency in producing reliable results. Cronbach's Alpha value is used to assess this consistency. The following are the criteria for interpreting the correlation values obtained from Cronbach's Alpha in the reliability statistics; if a value greater than 0.60 is considered reliable, while if a value less than 0.60 is considered less reliable.

Data Analysis

Data analysis is the process of transforming data into a simpler and readable. Data analysis involves transforming data into a simpler, more readable, and interpretable format. The collected data will undergo analysis, employing classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests. Following these tests, the data will be subjected to multiple linear regression analysis.

Classical Assumption Test

Normality Test

The normality test aims to test whether there is a confounding variable or residual variable that has a normal distribution in the regression model. To continue the research, the result of the normality test must be at an alpha level of 5% or 0.05. If the significance level is $>$ 0.05, the data can be considered to follow a normal distribution.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation among the independent variables. To determine the presence of multicollinearity symptoms in a regression model, the evaluation is typically carried out through measures such as tolerance value and variance inflation factor (VIF). If the tolerance value is $>$ 0.1 and the VIF value is $<$ 10, then multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the variance of residuals from one observation to another. A good regression model exhibits homoscedasticity, meaning the variance of

residuals is the same across observations. In this research, the presence or absence of heteroscedasticity can be detected with a significance level of 5% or 0.05. If the significance value is > 0.05 , it means there is no indication of heteroscedasticity. If the significance value is < 0.05 , it indicates the presence of heteroscedasticity.

Multiple Linear Regression Regression Equation

Multiple linear regression analysis examines the linear relationship between two or more independent variables and the dependent variable (Y). The analysis aims to determine the direction of the relationship between the independent variables and the dependent variable, indicating whether each independent variable has a positive or negative effect. It also predicts the value of the dependent variable when an independent variable increases or decreases. In this research, multiple regression analysis is used because the study includes four independent variables. The regression equation in this study is as follows:

$$y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

- y : Purchase Intention
- α : Constant when all independent variable = 0
- β_1 : 1st regression coefficient (Product)
- β_2 : 2nd regression coefficient (Price)
- β_3 : 3rd regression coefficient (Place/location)
- β_4 : 4th regression coefficient (Promotion)
- X_1 : Product
- X_2 : Price
- X_3 : Place/location
- X_4 : Promotion
- e : Error term

Hypothesis Testing T-Test (Partial Test)

The t-test is utilized to determine the extent of influence that independent variables have on the dependent variable in a regression analysis, with a significant level of 0.05. The hypothesis acceptance criteria are as follows:

- H_0 : Probability $>$ significance level of 0.05, indicating that the independent variables do not have an impact on the dependent variable.
- H_a : Probability $<$ significance level of 0.05, indicating that the independent variables have an impact on the dependent variable.

F-Test (Simultaneously Test)

The F-test is used to test the significance of the overall equation that determines the combined influence of the independent variables on the dependent variable in a regression analysis with a significant level of 0.05. The result of the test is as follows:

- H_0 : Probability $>$ significance level of 0.05, indicating that the independent variables do not have an impact on the dependent variable.
- H_a : Probability $<$ significance level of 0.05, indicating that the independent variables have an impact on the dependent variable.

RESULT AND DISCUSSION

Research Result

Validity and Reliability Test

In this study, the questionnaire data consists of 100 samples. The formula $df = n - 2$ is used to find the data point, resulting in $df = 100 - 2 = 98$. Based on this degree of freedom calculation, the r-table value for this study is 0.1966. Using a significance level (α) of 5% or 0.05, the validity testing results show that the r-value is $>$ the tabled r-value. Therefore, it can be said that each item of the Product (X_1), Price (X_2), Place (X_3),

Promotion (X4), and Purchase Intention (Y) variables are valid for use as measurement instruments in this study.

Table 3. Validity Test Result

Variable	Question	r _{count}	r _{table}	Annotation
Product (x ₁)	x _{1.1}	0,734	0,1966	Valid
	x _{1.2}	0,719	0,1966	Valid
	x _{1.3}	0,799	0,1966	Valid
Price (x ₂)	x _{2.1}	0,798	0,1966	Valid
	x _{2.2}	0,811	0,1966	Valid
	x _{2.3}	0,812	0,1966	Valid
Place (x ₃)	x _{3.1}	0,861	0,1966	Valid
	x _{3.2}	0,868	0,1966	Valid
	x _{3.3}	0,788	0,1966	Valid
Promotion (x ₄)	x _{4.1}	0,851	0,1966	Valid
	x _{4.2}	0,883	0,1966	Valid
	x _{4.3}	0,898	0,1966	Valid
Purchase Intention (y)	y ₁	0,825	0,1966	Valid
	y ₂	0,829	0,1966	Valid
	y ₃	0,806	0,1966	Valid
	y ₄	0,852	0,1966	Valid

Source: Data Processed from SPSS, 2024

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Critical Value	Annotation
Product (x ₁)	0,614	0,60	Reliable
Price (x ₂)	0,731	0,60	Reliable
Place (x ₃)	0,789	0,60	Reliable
Promotion (x ₄)	0,851	0,60	Reliable
Purchase Intention (y)	0,844	0,60	Reliable

Source: Data Processed from SPSS, 2024

By using Cronbach's alpha coefficient value (> 0.60), the results obtained from the reliability testing for the Product (X1), Price (X2), Place (X3), and Promotion (X4) variables all show values > 0.60. Therefore, all variable indicators in the questionnaire are considered reliable.

Classical Assumption Test

Normality Test

In this research, the One-Sample Kolmogorov-Smirnov Test results show a value of 0.079 with a significance level of 0.131. Based on these results, it can be concluded that the data in this study is normally distributed.

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.66566742
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.066
Test Statistic		.079
Asymp. Sig. (2-tailed)		.131 ^c

Source: Data Processed from SPSS, 2024

Multicollinearity Test**Table 6. Multicollinearity Test Result**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product (x_1)	.775	1.290
Price (x_2)	.650	1.540
Place (x_3)	.758	1.320
Promotion (x_4)	.688	1.453

Source: Data Processed from SPSS, 2024

If the tolerance value is $> 0,1$ and the VIF < 10 , then there is no multicollinearity issue with the independent variables in this research. The tolerance value for Product (x_1) is 0,775, Price (x_2) is 0,650, Place (x_3) is 0,758, and Promotion (x_4) is 0,688. Meanwhile, the VIF value for each variable is 1,290 (x_1), 1,540 (x_2), 1,320 (x_3), and 1,453 (x_4). With the tolerance values of each independent variable $> 0,1$ and VIF < 10 , it can be concluded that there is no multicollinearity issue in this study.

Heteroscedasticity Test**Table 7. Heteroscedasticity Glejser Test Result**

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	1.984	.800		2.480	.015
Product (x_1)	.015	.064	.026	.227	.821
Price (x_2)	.003	.070	.006	.044	.965
Place (x_3)	-.052	.052	-.117	-1.007	.317
Promotion (x_4)	-.031	.057	-.066	-.537	.593

Source: Data Processed from SPSS, 2024

As seen on Table 7, it can be observed that the correlation between Product (x_1) is 0,821 sig., Price (x_2) is 0,965 sig., Place (x_3) is 0,317 sig., and Promotion (x_4) is 0,593 sig. Where the significance value of Product (x_1), Price (x_2), Place (x_3), and Promotion (x_4) is $> 0,05$, which all can be concluded that there is no heteroskedasticity issue.

Multiple Linear regression

Multiple linear regression analysis aims to evaluate the extent of the impact of independent variables on the dependent variable. In Table 8, the results of the multiple linear regression analysis are presented, which can be interpreted as follows:

Table 8. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.031	1.206	
Product (x_1)	.109	.097	.077
Price (x_2)	.391	.105	.279
Place (x_3)	.070	.078	.063
Promotion (x_4)	.664	.086	.561

Source: Data Processed from SPSS, 2024

The structural equation model:

$$y = 1,301 + 0,109x_1 + 0,391x_2 + 0,070x_3 + 0,664x_4 + e$$

1. The constant value (α) before the influence of independent variables is 1,301.

2. The regression coefficient value (β_1) for Product (x_1) variable is 0.109, meaning that if x_1 increases, y will increase by 0,109.
3. The regression coefficient value (β_2) for Price (x_2) variable is 0,391, indicating that if x_2 increases, y will increase by 0,391.
4. The regression coefficient value (β_3) for Place (x_3) variable is 0,070, suggesting that if x_3 increases, y will increase by 0,070.
5. The regression coefficient value (β_4) for Promotion (x_4) variable is 0,664, implying that if x_4 increases, y will increase by 0,664.

Hypothesis Testing

T-test (Partial Hypothesis Testing)

To evaluate the significance of the relationships between these variables, we use the t-table with a confidence level of 95% or 0,05, calculated as follows:

$$\begin{aligned}
 t &= [\alpha; (df = n - k)] \\
 &= [0,05; df = (100 - 5)] \\
 &= 0,05; (df = 95) \\
 &= 1,98525
 \end{aligned}$$

Table 9. T-test (Partial Hypothesis Testing)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.031	1.206		.855	.395
Product (x_1)	.109	.097	.077	1.127	.263
Price (x_2)	.391	.105	.279	3.714	.000
Place (x_3)	.070	.078	.063	.901	.370
Promotion (x_4)	.664	.086	.561	7.700	.000

Source: Data Processed from SPSS, 2024

The calculation results indicate that the t-table value is 1.98525. As seen in Table 9, the partial hypothesis test results show a significance value for the product (x_1) of 0.263 > 0.05 and a t-value of 1.127 < t-table 1.985. It can be concluded that the product does not have an impact on purchase intention (y). The hypothesis test for price on purchase intention shows a significance value of 0.000 < 0.05 and a t-value of 3.714 > t-table 1.985, indicating that the price has an impact on purchase intention (y). The hypothesis test for place on purchase intention shows a significance value of 0.370 > 0.05 and a t-value of 0.901 < t-table 1.985, indicating that the place does not have an impact on purchase intention (y). The hypothesis test for promotion on purchase intention shows a significance value of 0.000 < 0.05 and a t-value of 7.700 > t-table 1.985, indicating that the promotion has an impact on purchase intention (y).

F-test (Simultaneously Hypothesis Testing)

Table 10. F-test (Simultaneously Hypothesis Testing)

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	516.170	4	129.042	44.632	.000 ^b
Residual	274.670	95	2.891		
Total	790.840	99			

Source: Data Processed from SPSS, 2024

Using a significance level of 5% or 0,05, with the F-table value is calculated as follows:

$$\begin{aligned}
 f\text{-table} &= f(k; n - k) \\
 &= f(4; 100 - 4) \\
 &= f(4; 96) = 2,47
 \end{aligned}$$

The calculation results show that the critical value is 2.47. As seen in Table 10, the simultaneous hypothesis testing results show a significance value of 0,000, which is < the significance level of 0,05, and f-value of 44,632, which is > the critical f-value of 2,47. This indicates that the null hypothesis (H_0) is rejected and the

alternative hypothesis (H_a) is accepted. It indicates that collectively, the variables Product (x_1), Price (x_2), Place (x_3), Place (x_3), have a significant impact on purchase intention.

Discussion

The Influence of Product on Purchase Intention

Based on the test results, it is evident that X_1 , which represents the product variable, does not influence the purchase intention of Transmart Kawanua's customers. The hypothesis (H_{a1}) stating that Product (X_1) affects Purchase Intention (Y) is rejected. A product is anything that can be offered to the market for attention, acquisition, use, or consumption, capable of satisfying a desire or need. However, for some businesses, the product factor does not guarantee increased sales for several reasons, as evidenced by research conducted by Fajri and Heikal (2021) showing that the product does not significantly influence purchase intention in the context of Bank Aceh Syariah. The weak influence of the product on purchase intention is due to various factors such as product diversity, characteristics, and services that do not meet customer expectations or needs. Additionally, the internal consistency and convergent validity of the product are not strong enough to drive purchase intention. Overall, the limited influence of the product on consumer decision-making can hinder its effectiveness in driving purchases. Therefore, the product factor is not the primary influence on purchase intention for Transmart Kawanua's customers. The rejection of hypothesis H_{a1} highlights the need for a broader and more innovative marketing strategy to attract customers' purchase intentions, such as offering attractive product packages and promoting more enticing offers. The data analysis results indicate that the product offerings by Transmart Kawanua fail to captivate customers' interest in making purchases. This is because the products offered are standard and can be found in other shopping centers, causing indicators of product variables such as product quality, variety, and product excellence to be perceived as ordinary by customers. Hence, the company needs to develop a more appealing and unique strategy to increase customers' purchase intentions, such as introducing exclusive products, providing more personalized customer services, and strengthening brand image to capture consumer attention. Consequently, the product factor is not the main influence on customers' purchase intentions at Transmart Kawanua. Therefore, from this research result Transmart Kawanua needs to expand its marketing strategy, leveraging opportunities and developing more innovative approaches that go beyond mere product factors to attract customers' purchase intentions. One potential step is to offer product packages such as food items and promote attractive product offers. This study is supported by research conducted by Santoso and Sungkari (2019) showing that the product factor does not influence consumer purchase intentions when buying genuine Microsoft software. Consumers tend to choose illegal software because they perceive it as meeting their needs, considering its basic features similar to genuine software.

The Influence of Price on Purchase Intention

Based on the test results, it is shown that X_2 , which is the Price variable, partially influences the purchase intention (Y) of Transmart Kawanua customers. This indicates that the first hypothesis, H_{a1} : Product (X_1) affects Purchase Intention (Y) is accepted. These research findings align with a study conducted by Walean, Harianja and Karwur (2020) on Transmart Kawanua, which demonstrates that price is one of the factors significantly impacting purchase decisions. In other words, establishing the right price for a product is crucial as it can influence a company's competitiveness and its ability to affect consumer purchase intentions. This contributes to the company's efforts to increase sales revenue and achieve desired profitability goals. There are three key indicators from the price variable that influence customer purchase intentions: affordability, price competitiveness, and price appropriateness. Affordability reflects consumers' ability to purchase products at prices they deem reasonable. Price competitiveness indicates how competitive a company's product prices are compared to its competitors. Meanwhile, price appropriateness refers to how well product prices align with the value and quality offered. These indicators are important factors in a company's pricing strategy as they can influence consumers' perceptions of product value and ultimately their purchase decisions. By considering and optimizing price variables, companies can enhance the attractiveness of their products and more effectively influence consumer purchase intentions. From the data analysis results, it is revealed that Transmart Kawanua customers are more inclined to make purchases when they perceive prices as affordable. The lower the prices offered, the greater the customers' intention to purchase. This is supported by field practices at Transmart Kawanua, where discounts are often provided for essential products. Therefore, implementing a marketing strategy focused on competitive pricing can effectively increase customer purchase intentions, thereby directly contributing to the growth of Transmart Kawanua. It can be concluded that price, with indicators of affordability, price competitiveness, and price appropriateness, significantly influences customer purchase

intentions at Transmart. These findings are supported by a study by Halim et al. (2019), where the hypothesis stating that price influences purchase intentions is accepted. The study shows that despite cosmetic product prices exceeding acceptable price ranges, there is no decrease in consumer purchase intentions for those products. This confirms that price plays a crucial role in influencing consumer purchase decisions.

The Influence of Place on Purchase Intention

Based on the test results, the Place variable (X3) does not influence on Purchase Intention (Y). Therefore, the third hypothesis (Ha3) stating that Place (X3) affects Purchase Intention (Y) is not accepted. According to Alnaser et al. (2017), companies should consider the location of their businesses, as choosing a strategic location for business operations can enhance business visibility, attract customers, and increase foot traffic. While location strategy may be crucial for some businesses, it may not significantly impact their customers for others. The research findings also align with the study by Iqbal et al. (2023), which indicates that location does not influence purchase intention significantly, where the traditional 'place' factor may not have a significant impact on purchase intention as previously thought. This indicates that other factors such as price, promotions, and product quality may have a greater influence on customer purchase intention than the location factor. From the data analysis, the location or place factor for Transmart Kawanua customers is not considered a determinant of their purchase intention. Customers tend to prioritize other aspects such as offered prices or available promotions over the shopping location. Although the three indicators of the place variable, namely accessibility, visibility, and parking facilities, have been considered, they have not been able to stimulate customer purchase intention. Therefore, it is important for Transmart Kawanua to review its location strategy and focus on other aspects that more significantly influence customer purchase intention, such as more effective pricing strategies and promotions. These research findings are supported by Iqbal et al. (2023) that the hypothesis regarding place influencing purchase intention is rejected because consumers do not view store location as a significant factor in their purchase decisions. Thus, companies need to improve marketing strategies that focus more on other factors that can effectively increase customer purchase intention, such as product quality, competitive pricing, and attractive promotions.

The Influence of Promotion on Purchase Intention

Based on the test results, it is shown that the Promotion variable (X3) partially influences the purchase intention (Y) of Transmart Kawanua's customers. This indicates that the third hypothesis, Ha3: Promotion (X3) affects Purchase Intention (Y), is accepted. Promotion is the communication process between customers and products or services, aiming to convey information to the target market, namely customers, about the product and how to raise their awareness of it. In the research by Suyanto and Dewi (2023), promotion plays a crucial role in stimulating consumer purchase intention by providing comprehensive information and influencing product demand. There are three key indicators in promotion that influence the purchase intention of Transmart Kawanua's customers: advertisements, promotional offers, and social media promotions. Advertisements provide product information, promotional offers attract interest with discounts or vouchers, and social media promotions offer interactive and real-time access to customers. This strategy is effective in enhancing purchase intention at Transmart Kawanua. Field facts reinforce the importance of promotion strategies in attracting interest and influencing purchase intention at Transmart Kawanua, leading to increased sales, new customer acquisition, and customer retention. Therefore, a more effective promotion strategy, especially through social media, needs to be emphasized to enhance the appeal of products and services at Transmart Kawanua by increasing customer engagement. This research is supported by Wang (2023), which found that promotion impacts purchase intention, especially through price promotions and special offers. It can be concluded that effective promotion can be key in increasing customer purchase intention and supporting business growth. Promotion strategies focusing on customer engagement, such as online contests, community discussions, and relevant content, are also crucial in building closer relationships with customers, improving loyalty, and optimizing promotion campaign efficiency. Additionally, promotion strategies focusing on customer engagement are essential. Through active interaction with customers, such as online contests, community discussions, and engaging content, Transmart Kawanua can build closer relationships with its customers. This not only creates a positive impression of the brand and products but also enhances customer loyalty, which can have long-term impacts on business performance. Utilizing data analysis in planning promotion strategies can also be an effective step. By leveraging collected customer data, companies can gain deeper insights into customer preferences and purchasing behavior.

The Influence of 4Ps on Purchase Intention

Based on the F-test results, it is evident that Transmart Kawanua customer purchase intention (Y) is indeed influenced by the four 4Ps variables: Product (X1), Price (X2), Place (X3), and Promotion (X4). This implies there is a significant influence from the combination of these four factors on customer purchase intentions at Transmart Kawanua. From the data analysis results, it is observed that customer purchase intentions at Transmart Kawanua are influenced by a combination of factors such as product quality, pricing, convenience of location, and promotional activities. This indicates that each variable of the 4Ps has a different impact but is interconnected, highlighting the importance of a marketing strategy that integrates all 4P aspects synergistically. Therefore, a marketing strategy that integrates these factors becomes crucial in capturing and maintaining customer interest and driving purchase intentions. The simultaneous impact of product, price, place, and promotion underscores the importance of crafting a strategy that addresses all these aspects harmoniously. A combination of high-quality products, competitive pricing, strategic store locations, and effective promotional campaigns can create a positive shopping experience for customers, thereby positively influencing their purchase intentions towards Transmart Kawanua. In conclusion, hypothesis (Ha5) stating that "4Ps (Product, Price, Place, and Promotion) influence purchase intentions" is accepted. In other words, an integrated marketing approach that considers and integrates all 4P aspects is crucial in enhancing customer engagement and driving business growth for Transmart Kawanua. These research findings are supported by a study by Thu (2019), which states that product, price, place, and promotion variables influence consumer purchase intentions, in this case, specifically in the cosmetics product category. The study reveals a positive correlation between independent and dependent variables, indicating that superior independent variables lead to increased customer purchase intentions. In other words, the importance of a comprehensive integrated marketing approach to enhance customer engagement and drive business growth, particularly with promotions playing a pivotal role followed by product quality and affordable pricing.

CONCLUSION AND RECOMMENDATION

Conclusion

The purpose of this study is to analyze the influence of the marketing mix elements: product, price, place, and promotion, on customer purchase intentions at Transmart Kawanua. Based on the analysis of 100 respondents who are customers of Transmart Kawanua Manado, using multiple linear regression with the aid of SPSS Statistics 23 software for data analysis, the findings can be concluded as follows:

1. The analysis reveals that the product does not affect customer purchase intentions at Transmart Kawanua. The products offered by Transmart Kawanua are standard and can be found in other shopping centers, leading customers to perceive that the product is not a determining factor for their purchase intentions.
2. The analysis indicates that the pricing strategy employed by Transmart Kawanua affects customer purchase intentions. Transmart frequently offers discounts on essential household products, which attracts customers to purchase these products at affordable prices.
3. The analysis shows that the place/location does not affect customer purchase intentions at Transmart Kawanua. Place/location is not considered a determining factor for their purchase intentions; customers tend to prioritize other factors.
4. The analysis suggests that promotional activities conducted by Transmart Kawanua can affect customer purchase intentions. Transmart Kawanua has successfully implemented effective promotions through discounts, special offers, and social media promotions, which stimulate customers' desire to make purchases.
5. The analysis indicates that the combination of the four marketing mix elements: product, price, place/location, and promotion, affects customer purchase intentions at Transmart Kawanua. This demonstrates that each element of the 4Ps has interconnected impacts that create a positive shopping experience for customers. In other words, an integrated marketing approach that considers and integrates all 4P aspects is crucial in enhancing customer engagement and driving business growth for Transmart Kawanua.

Recommendation

Here are the recommendations for further research based on the study's conclusions:

1. Due to the significant impact of the 4Ps (Product, Price, Place, and Promotion) marketing strategy, it is recommended to maintain and enhance the implementation of these factors to influence customer purchase intention and further increase Transmart Kawanua's sales value. Consistently evaluating and adapting these

- strategies based on customer feedback and market trends can help the company stay competitive and meet evolving customer needs.
2. There is a need to understand the factors that can affect purchase intention. This understanding can assist in making wiser and more satisfying shopping decisions at Transmart Kawanua. Customers can benefit from being aware of how product quality, pricing, store location, and promotional activities can influence their buying behavior, enabling them to make informed choices that align with their preferences and budget.
 3. In the retail industry, this study encourages further exploration of marketing strategies by implementing the 4Ps marketing mix. Understanding how these factors significantly influence their companies is crucial for developing effective marketing campaigns and improving overall business performance. By leveraging insights from this study, businesses can tailor their strategies to better resonate with their target market and drive customer engagement and loyalty.
 4. Future researchers is recommended to expand this study by including additional variables related to marketing strategies across various companies. Exploring factors such as customer service, brand perception, and digital marketing efforts can provide a more comprehensive understanding of the dynamics influencing customer purchase intention in the retail industry. Utilizing advanced data collection techniques, such as surveys, interviews, and observational studies, can also contribute to a deeper analysis and insights into consumer behavior and preferences.

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