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THE ROLE OF MARKETING MIX (7 P'S) TOWARDS REPURCHASE INTENTION OF ALIBABA'S FRIED BANANA IN BANDUNG CITY

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ABSTRACT

This study aims to find out the impact of the marketing mix (7 p's) on the repurchase intension of Alibaba Bandung's Pisang Goreng. The research method used in this study is a quantitative descriptive approach. The sampling technique used is the slovin formula, that obtained by giving out the questionnaire to 98 respondents. This study used qualitative data and multiple regression analysis as the analysis methods. All variable indicators are declared valid and reliable. The result of the F-test proves that the product, price, place, promotion, people, physical evidence, and proser variable simultaneously has an impact on the repurchase intension of Alibaba Bandung's Pisang Goreng. The result of the t-test proves that product and promotion have an impact on the repurchase intension of Alibaba Bandung's Pisang Goreng.

Keywords: *Product, Price. Place, Promotion, People, Physical evidence, Process, and Repurchase intension.*

Introduction

The advancement of the business world in Indonesia is developing rapidly so the type of Micro Small and Medium Enterprise (*UMKM*) compete to maintain their business. The things that can be done to maintain the business is with a marketing strategy about a concept of the importance of Customer's repurchase intension (Alfonsius *et al.*, 2021). Alibaba's Pisang Goreng is a business engaged in the fast-food sector, and the income is obtained from the consumer. So Alibaba's Pisang Goreng must fulfill the consumer's need in order to obtain the maximum income (Barusman & Yoshua 2014), Based on the pre-survey of Alibaba's Pisang Goreng consumers obtained by taking 20 respondents.

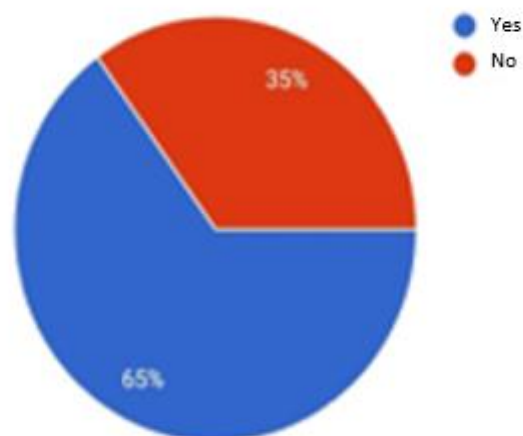


Figure 1. Pre-Survey of repurchase intention of Alibaba's Pisang Goreng 2021

Based on figure 1, The repurchase intention on Alibaba Bandung's Pisang Goreng achieve 65% yes on repurchase intention, and 35% no on repurchase intention This becomes a problem, why quite a number of consumers did not have the intention to repurchase toward Alibaba Bandung's Pisang Goreng. The target set by

Alibaba Bandung's Pisang Goreng in the pre-survey is 20% in No toward repurchase Intention. Through a pre-survey that surpasses the target, Alibaba's Pisang Goreng has several advantages in its marketing mix. However, there are some obstacles in the marketing mix. The product is not tasty, the parking lot and the waiting room are inadequate, the promotion on media social is not up to date, some employees do not comply with the standard operating procedure (SOP), and the process of cooking takes quite a long time. The purpose of this study is to understand the impact of the marketing mix (7 p's) on the repurchase intention of Alibaba Bandung's Pisang Goreng.

Literature Review

a. Marketing Mix

The marketing mix is the mixture of variables in a marketing plan, a variable that can be run by any businessman and can impact the consumer's response. According to Yuliasih *et al.*, (2021), a marketing mix is a form of product marketing as mixture that can generate competitive value This study adopts the previous research conducted by Barusman (2019), which proves that marketing mix has an important impact on student parents' decisions. The decision variable is replaced by repurchase intention because repurchase intention is a consistent decision to buy the product repeatedly.

a) Product

Products are related to what is given to the market in order to buy, used, and satisfy needs (Barusman and Suwandi, 2020). Abdullah and Suyono (2019), support the opinion that product is all things that are obtained and fulfill consumers' need. Products are those that can affect the success of business goals to maintain operational activity and financial smoothness in bringing profit level (Hermawan, 2012).

b) Price

The price determinant is an intensity to compete in the market, especially for middle and lower-class consumers. So, to buy a product, the price becomes the main thing for consumers (Wu and Li, 2018). Price is the value received by business actors from the products they produce. These are direct and indirect elements should be taken into consideration when determining price, such as the price of raw materials, advertising expenditures, competitors, and replacements. (Nursyirwan *et al.*, 2020).

c) Place

The purpose of marketing activity is to provide a product from the seller to consumers are called distribution channels, whose requirement meets the needs of the time, quality, cost, and place (Abedian *et al.*, 2022). A business actor should resolve the need of consumers regarding the high cost of product distribution so the consumer can actually own the product that they bought (Pomering, 2017). According to Barusman (2019), claims that the location indicator is a suitable area for strategic business establishments due to its easy access points and is accessible by car.

d) Promotion

In the marketing mix, the promotion variable is the most important part of product marketing for business actors. According to Megantara (2016), the priority of marketing activities is promotion. So with a decent promotion, the business actors will draw consumers to make a repurchase

e) People

Employees who behave and look decent will affect consumer responses to providing service (Yuliasih *et al.*, 2021). Additionally, Barusman (2019), asserts that employees must dress neatly and cleanly in order for consumers to trust what is presented. Measures in the expertise of employees and business actors must be given special attention to improving marketing strategy efforts.

f) Physical Evidence

A good physical environment will create suitable interaction between consumers and employees States to make consumers trust the product that is given, a business actor should present a clean environment,

Arrange the decoration to attract consumers' attention, and keep their employees' appearances tidy and clean (Barusman, 2019).

g) Process

The process is the activity that is done by the consumer after the purchase transaction (Hermawan, 2012). So according to Adji (2013) that part of the process is a marketing strategy plan.

b. Repurchase Intention

Repurchase intention is the intention of consumers in buying something that has been bought before. Kotler (2015), stated consumer activity when buying something or not buying something is called repurchase intention. Repurchase intention in buying something has a close connection to buying a certain product. Abdullah and Suyono (2019), Repurchase intentions are a decision-making process carried out by consumers after making purchases of products offered or needed by consumers.

c. Framework

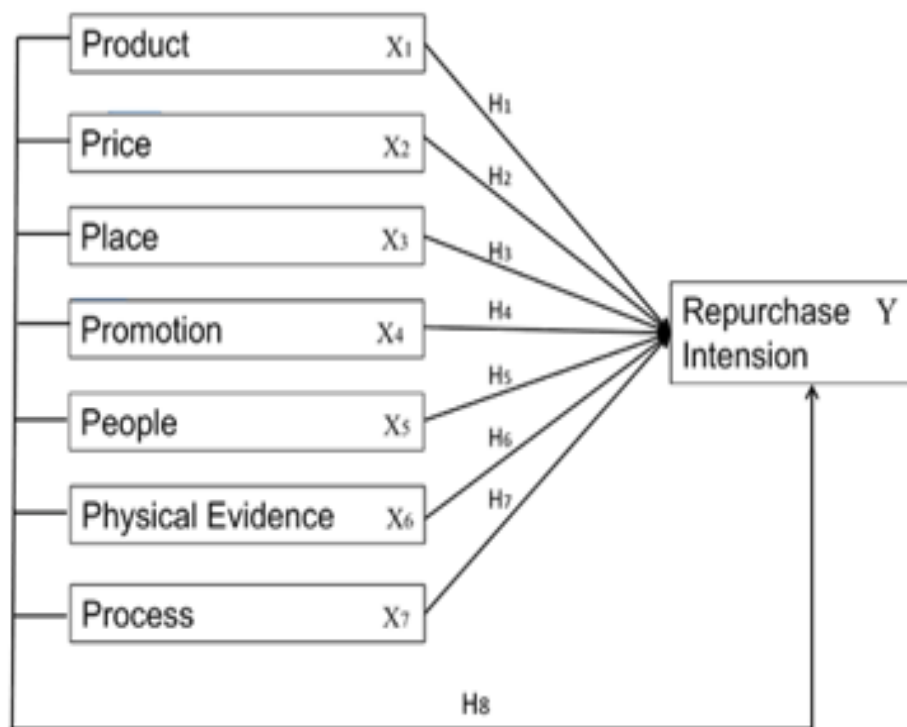


Figure 2. Conceptual Framework

Methodology

This study uses quantitative analysis and a descriptive approach. According to Sugiyono (2017), using quantitative analysis so that the significance of two or more variables is causality in testing theories and analyzing data using statistics to test hypotheses. The population use the number of Alibaba's Pisang Goreng consumers in October 2021. This study used slovin formula that produces 98 respondents. Data were obtained from the stages of observation, documentation, and questionnaires. Calculation of multiple linear regression analysis using SPSS 25.

Result and Discussion

a. Respondent Description

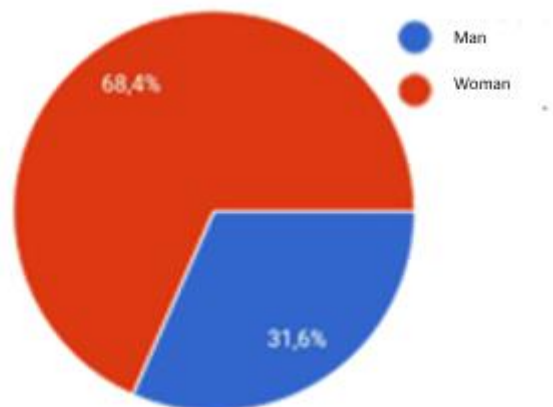


Figure 3. Respondents by gender

Based on the picture above, it is known that there are more female respondents than male respondents.

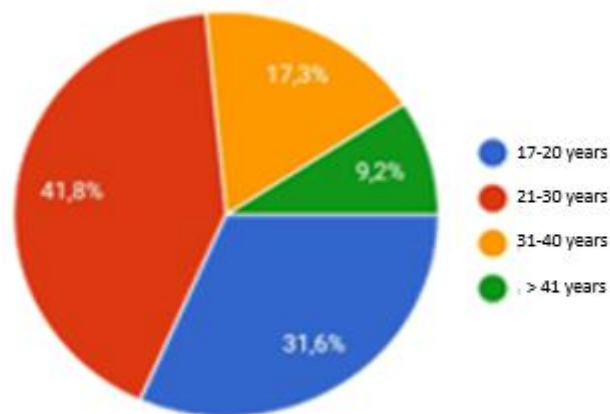


Figure 4. Respondents by age

Based on Figure 4, in the study, the respondents consisted of 17-20 years of age 31.6%, 21-30 years of 41.8%, 17.3% 31-40 years, 41 years of age, and over 9, 2%. Most respondents are aged 21-30 years as much as 41.8% of 98 respondents.

b. Validity test

Table 1. Validity test result

Variables	Statemen nt	Sig. (2-tailed)	Description
Product (X_1)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid
Price (X_2)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid
Place (X_3)	1	0,000	Valid
	2	0,000	Valid

	3	0,000	Valid
	4	0,000	Valid
Promotion (X ₄)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid
People (X ₅)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid
Physical Evidence (X ₆)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid
Process (X ₇)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid
Repurchase Intension (Y)	1	0,000	Valid
	2	0,000	Valid
	3	0,000	Valid
	4	0,000	Valid

Source: Processed data, 2022

Based on the table above, there are 32 statement items whose significance value is <0.05 so that all statement items are valid.

c. Reliability test

The reliability test establishes Cronbach's alpha formula > 0.60, so the variable is declared reliable.

Table 2. Reliability test result

Variables	Cronbach's Alpha	Description
Product (X ₁)	0,785	Reliable
Price (X ₂)	0,794	Reliable
Place (X ₃)	0,805	Reliable
Promotion (X ₄)	0,894	Reliable
People (X ₅)	0,682	Reliable
Physical Evidence (X ₆)	0,881	Reliable
Process (X ₇)	0,875	Reliable
Repurchase Intension (Y)	0,782	Reliable

Source: Processed data, 2022

Based on the table above, it shows that Cronbach's alpha calculations show that the questionnaire in research for marketing mix (7P's) and repurchase intention is declared reliable.

d. Analysis Multiple Linear Regression

Table 3. Analysis Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)	5.054	1.377		3.672	.000
Product (X ₁)	.313	.136	.312	2.297	.024
Price (X ₂)	.031	.177	.029	.175	.862

Place (X3)	.026	.122	.025	.213	.832
Promotion (X4)	.248	.124	.334	1.999	.049
People (X5)	.156	.156	.145	.994	.323
Physical Evidence (X6)	.012	.156	.014	.075	.940
Process (X7)	-.017	.130	-.021	-.132	.895

Variabel Dependent: *Repurchase Intension (Y)*

Source: Processed data, 2022

Result:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + et$$

$$Y = 5,054 + 0,313X_1 + 0,031X_2 + 0,026X_3 + 0,248X_4 + 0,156X_5 + 0,012X_6 - 0,017$$

e. T-test

Table 4. Result of t Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constanta)	5.054	1.377		3.672	.000
Product (X1)	.313	.136	.312	2.297	.024
Price (X2)	.031	.177	.029	.175	.862
Place (X3)	.026	.122	.025	.213	.832
Promotion (X4)	.248	.124	.334	1.999	.049
People (X5)	.156	.156	.145	.994	.323
Physical Evidence (X6)	.012	.156	.014	.075	.940
Process (X7)	-.017	.130	-.021	-.132	.895

Source: Processed data, 2022

Interpretation:

- Variable product (X1) produces a t_{count} of 2.297 using a significance of 0.024 < 0.05 meaning that the product has a significant impact on repurchase intention.
- The price variable (X2) yields 0.175 with a significance of 0.862 > 0.05 which means that price has no significant impact on repurchase intention.
- The place variable (X3) yields 0.213 with a significance of 0.832 > 0.05 which means that place has no significant impact on repurchase intention.
- The promotion variable (X4) produces a t_{count} of 1.999 using a significant 0.049 > 0.05 which means that promotion has a significant impact on repurchase intention.
- The people variable (X5) yields 0.994 using a significant 0.323 > 0.05 which means that people do not have a significant impact on repurchase intention.
- The physical evidence variable (X6) yields 0.075 with a significance of 0.940 > 0.05 meaning that physical evidence has no significant impact on repurchase intention.
- The process variable (X7) yields -0.132 with a significance of 0.895 > 0.05 meaning that the process has no significant impact on repurchase intention.

d. F-test

Table 5. Result of F

Sum of Squares	Df	Mean Square	F	Sig.
236.888	7	33.841	14.379	.000 ^b
211.816	90	2.354		
448.704	97			

a. Variabel Dependen: Total Y (Repurchase Intension)

Source: Processed data, 2022

According to the table, if the calculated $F_{\text{value}} = 14,379$ with a significance of 0.000, it means that the marketing mix (7P's) is affected by the repurchase intention of Alibaba Bandung Fried Bananas

Conclusion and Recommendation

Conclusion

Based on the description and results of the research and discussion that has been carried out, the researcher can draw conclusions including:

1. Product has a positive and significant impact on repurchase intention on Alibaba Bandung's Pisang Goreng.
2. Price has a negative and insignificant impact on repurchase intention on Alibaba Bandung's Pisang Goreng.
3. Place is negatively and not significantly affected by repurchase intention in Alibaba Bandung's Pisang Goreng.
4. Promotion has a positive and significant impact on repurchase intention on Alibaba Bandung's Pisang Goreng.
5. People are negatively and insignificantly affected by repurchase intention on Alibaba Bandung's Pisang Goreng.
6. Physical evidence has a negative and insignificant impact on repurchase intention on Alibaba Bandung's Pisang Goreng.
7. The process has a negative and no significant effect on repurchase intention on Alibaba Bandung's Pisang Goreng.
8. product, price, place, promotion, people, physical evidence, and process simultaneously have an impact on repurchase intention.

Recommendation

Based on the results of the research that has been carried out, there are several recommendations that researchers submit, including:

1. On the product indicator, there are low questions, namely Alibaba's Pisang Goreng product which is packaged in box packaging and has an attractive logo. It is hoped that the product packaging will be more adapted so that the bananas that are directly put into the savory box packaging last a long time.
2. On the price indicator, there are low questions about whether or not consumers feel unfairly treated by the price of Alibaba's Pisang Goreng. It is hoped that each Alibaba Pisang Goreng menu's price would always be proportionate to the quality of the product.

3. In the place indicator, there are low questions, namely security in parking the vehicle and waiting for orders. It is expected to expand the parking area at each branch and add places for drivers or consumers while waiting for orders.
4. In the promotion indicator, there are low questions, namely the display of advertisements makes it easier for consumers to remember Alibaba Fried Banana products. The banners displayed at each branch should have had to be replaced due to faded colors. Promotions on social media need to be up to date so that consumers know every promotion that is running.
5. On the people indicator, there are low questions, namely employees have provided the best service. It is hoped that employees will be more friendly and polite to consumers, and always comply with the SOP that has been set by Alibaba Fried Banana.
6. In the physical evidence indicator, there are low questions, namely in making products and cooking utensils in a clean and proper condition. It is expected that employees will be even cleaner in cleaning every piece of cooking equipment, every shop that has to be repainted because the color has faded.
7. On the repurchase intention indicator, there are low questions, namely consumers who are looking for information about other Alibaba Fried Banana products to buy again. It is hoped that there will be more updates on the menus of Alibaba's Fried Bananas so that it is easier for consumers to get information.

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