

The Influence of Marketing Mix Components on Consumer Choices: A Study on Azka Cultivation Business

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ABSTRACT

This study aims to determine the influence of the marketing mix consisting of products, prices, locations and promotions on the decision to purchase fish seeds in the Azka cultivation business in Talang Babat village. The method used in this study is *explanatory research* with a cantitive approach, looking at the influence of independent variables, namely: product, price, location and promotion on the bound variable, namely the purchase decision. The respondents in this study are prospective consumers in the Azka cultivation business in Talang Babat Village. The determination of the number of samples was carried out using *the Purposive Sampling* technique. The number of samples taken was 98 respondents. Hypothesis analysis uses multiple linear regression. The results of the study show that: *First*, there is no positive and significant influence between product variables on purchase decisions. *Second*; There was no positive and significant influence between price variables on purchase decisions. *Third*; There was a positive and significant influence between the place variables on the purchase decision. *Fourth*; There is a positive and significant influence between promotional variables on purchase decisions. *Fifth*; from the results of the F test, it can be known that it is 66.70%



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INTRODUCTION

Currently, the development of freshwater fish cultivation is experiencing rapid development, both in terms of consumers and prospective producers to open a freshwater fish business. The organic freshwater fish cultivation business causes fish meat to taste more savory, sweeter and certainly safer to consume. However, if the freshwater fish farming business is not supported by good cultivation business processing, it will cause a decrease in quality. Therefore, to achieve an efficient cultivation business, a combination of various strategies is needed so that the cultivation business survives in the midst of the era of globalization and increasing competition.

As well as the freshwater fish farming business which is an alternative to meet the nutritional needs of the community. Compared to capture fisheries, freshwater fish farming is much safer and more efficient, because everything has been considered since starting the cultivation business, so that producers are easier to get profits. In addition, through this cultivation business, it can also expand the employment opportunities around it.

Realizing the importance of an effort to follow the era of globalization, the author was

motivated to conduct research on the Azka fish farming business in Talang Babat Village by focusing on the aspect of selling fish seeds, which later the contractor will also become a competitor in his business. In order for the number of Azka fish seed consumers to increase, Azka fish farming businesses need to pay attention to the influence of consumer perception of the marketing mix on fish seed purchase decisions. According to Sofyan Assauri in (Ibrahim Daud, 2021) explained that the marketing mix or marketing mix is a combination of variables or core activities of the marketing system, where these variables can be controlled to influence the reaction of buyers or consumers in their target market.

Furthermore, when viewed geographically, the location of the Azka fish seed cultivation business is strongly supported by its natural conditions that are still beautiful and located close to water sources so as to ensure the availability of water for the fish seed cultivation business. And if there is a pattern of land ownership that is self-owned, it will have a positive influence on the Azka fish seed cultivation business. Namely with the land used being land owned by Sunardi; this can reduce the cost of expenses with greater profits. However, the reality that occurs in the field is that the Azka fish seed business, according to Mr. Sunardi, over the past few years has not experienced significant development, even though it has not experienced severe congestion or setbacks, the business needs a development or breakthrough so that the Azka fish seed cultivation business has made significant progress. Therefore, in order for the Azka fish seed cultivation business to progress in the future, researchers need to look at consumer perceptions in making decisions to purchase fish seeds in the Azka cultivation business, Talang Babat Village.

One of the ways that researchers do this is by designing a marketing strategy that analyzes the four main elements in the marketing mix consisting of Product, Price, Location, and Promotion in influencing consumers to make purchase decisions. From the results of the observation and question and answer with the owner of the Azka fish seed cultivation business, Mr. Sunardi. He explained that the Azka fish seed cultivation business has been established since 2011 until now, which is one of the fish hatcheries located in Talang Babat village, Muara Sabak Barat District, East Tanjung Jabung Regency, Jambi. Mr. Sunardi's catfish farming business does not only sell catfish, there are carp and tilapia, Mr. Sunardi can produce 100kg of fish per month. In his marketing, he sells to the surrounding community at a price of 20,000-25,000 per kilo, if consumers buy wholesale, they will be given a cheaper price. One of the obstacles he felt was the price of feed that continued to rise so that Mr. Sunardi was forced to increase the selling price.

Based on the above, the researcher assumes that the product, price, location, and promotion will affect the decision to buy fish seeds in the Azka cultivation business. However, the extent of the relationship between these various factors still needs to be proven empirically. In line with that, the author is interested in conducting research on: The Influence of Marketing Mix on Fish Seed Purchase Decisions in Azka Cultivation Business, Talang Babat Village.

The purpose of this study is to find out whether there is a significant impact of products, prices, places, and promotions on the decision to purchase fish seeds on the Azka cultivation business in Talang Babat Village. Based on the explanation above, therefore the author is interested in examining these problems in a study entitled "The Influence of Marketing Mix on Fish Seed Purchase Decisions in Azka Cultivation Business in Talang Babat Village".

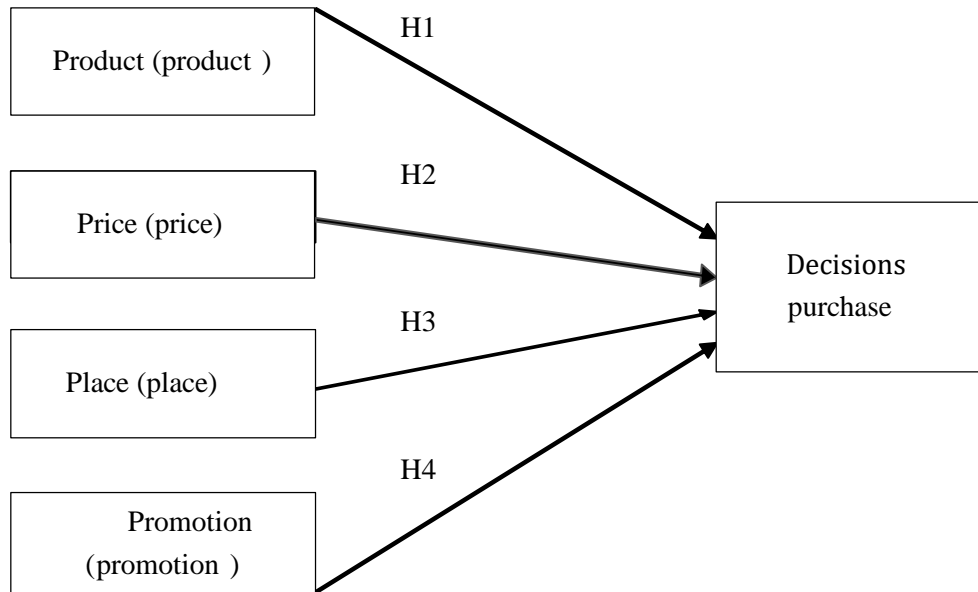


Figure 1. Conceptual Framework

Based on the conceptual framework image above, the hypotheses proposed in this study are as follows:

Product marketing mix hypothesis

Ha = Products have a significant effect on the purchase decision of fish seeds

In Azka Cultivation Business, Talang Babat Village

HO = Product Does Not Have a Significant Effect on Purchase Decisions

Fish Seeds in Azka Cultivation Business, Talang Babat Village

Price marketing mix hypothesis

Ha = Price Has a Significant Effect on the Purchase Decision of Fish Seeds

In Azka Cultivation Business, Talang Babat Village

HO = Price Does Not Have a Significant Effect on Fish Purchase Decisions

Catfish in Azka Fish Hatchery Business, Talang Babat Village

Spot marketing mix hypothesis

Ha = PlaceSignificant Effect on Fish Seed Purchase Decision

In Azka Cultivation Business, Talang Babat Village

HO = PlaceDoes Not Have a Significant Effect on Seedling Purchase Decisions

Fish in Azka Cultivation Business, Talang Babat Village

Promotional marketing mix hypothesis

Ha = Promotion has a significant effect on the decision to purchase fish seeds

In Azka Cultivation Business, Talang Babat Village

HO = Promotion has no significant effect on purchase decisions

Fish Seeds in Azka Cultivation Business, Talang Babat Village

METHOD

The methods used in this study are quantitative methods that are descriptive and associative. Descriptive quantitative research is research that aims to determine the value of a variable in a population or sample (Sugiyono, 2017). And associative quantitative research is research that aims to find out the relationship between two or more variables (Russiadi, 2016).

The population in this study is 4,310 people in Talang Babat Village, Muara Sabak Barat District. Sampling uses purposive sampling. The method of data collection is through observation and questionnaires. The data analysis technique in this study uses multiple linear regression analysis.

RESULTS AND DISCUSSION

Results

a) Validity Test

Table 1. Validity Test Results

Variabel	Butir Pernyataan	r hitung	r tabel	Keterangan
Product	1	0,511	0,1986	Valid
	2	0,627	0,1986	Valid
	3	0,474	0,1986	Valid
	4	0,335	0,1986	Valid
	5	0,464	0,1986	Valid
	6	0,467	0,1986	Valid
Price	7	0,543	0,1986	Valid
	8	0,521	0,1986	Valid
	9	0,640	0,1986	Valid
	10	0,119	0,1986	Tidak Valid
	11	0,350	0,1986	Valid
	12	0,400	0,1986	Valid
Place	13	0,557	0,1986	Valid
	14	0,615	0,1986	Valid
	15	0,588	0,1986	Valid
	16	0,373	0,1986	Valid
	17	0,499	0,1986	Valid
	18	0,468	0,1986	Valid
Promotion	19	0,574	0,1986	Valid
	20	0,682	0,1986	Valid
	21	0,505	0,1986	Valid
	22	0,383	0,1986	Valid
	23	0,437	0,1986	Valid
	24	0,193	0,1986	Tidak Valid

Source: Data Processed by SPSS, 2024

Based on the data in the table above, it shows that the correlation between the statement items which amounted to 24 statements to the total score of each variable (X), namely product, price, place and promotion, showed the results of the correlation coefficient or r calculation which was greater than the r table (0.1986) as many as 22 statements and 2 statements showed

a smaller r calculation value than the r table (0.1986).

Table 2. Variable Y Validity Test Results

Variabel	Butir Pernyataan	r hitung	r tabel	Keterangan
Decisions purchase	1	0,447	0,1986	Valid
	2	0,441	0,1986	Valid
	3	0,515	0,1986	Valid
	4	0,733	0,1986	Valid
	5	0,549	0,1986	Valid
	6	0,623	0,1986	Valid
	7	0,643	0,1986	Valid
	8	0,387	0,1986	Valid
	9	0,726	0,1986	Valid
	10	0,471	0,1986	Valid

Source: Data Processed by SPSS, 2024

Based on the data in the table above, it shows that the correlation between the statement items totaling 10 statements to the total score of each Decision variable (Y) shows that the result of the correlation coefficient or r calculation is greater than the r table (0.1986).

b) Reliability Test

Table 3. Marketing Mix Reliability Test Results (X)

Reliability Statistics		
Nilai Acuan	Nilai Cronbach Alpha	Kesimpulan
0,6	0,76	Reliabel

Source: Data Processing Results, 2024

From the results of the reliability statistic output above with the number of statements as many as 24 items, the Cronbach Alpha value is obtained of $0.76 > 0.60$, it is stated that the Cronbach's Alpha value is greater than the reference value, so it can be concluded that the research measurement tool is reliable (reliable).

Table 4. Purchase Decision Reliability Test Results (Y)

Reliability Statistics		
Nilai Acuan	Nilai Cronbach Alpha	Kesimpulan
0,6	0,74	Reliabel

Source: Data Processing Results, 2024

From the results of the reliability statistic output above with the number of statements as many as 10 items, the Cronbach Alpha value is obtained of $0.74 > 0.60$, it is stated that the value of Cronbach's Alpha is greater than the reference value, so it can be concluded that the research measuring tool is reliable (reliable).

c) Normality Test

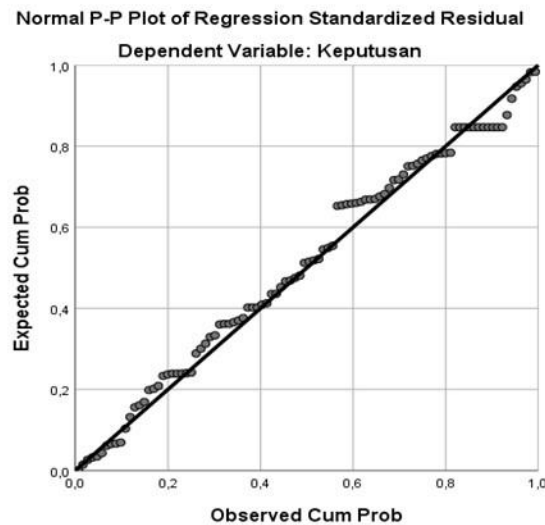


Figure 1. Probability Plot Normality Graph

Based on the output above, it can be seen that the distribution of points that follow on the straight horizontal axis of the probability graph of the data plot spreads around the flat line and follows the flat line, then the regression model meets the assumption of normality.

d) Uji Autokorelasi

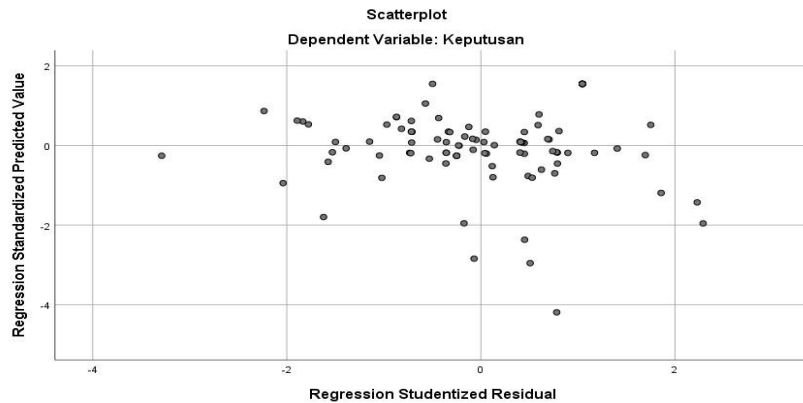
Tabel 5. Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,817 ^a	0,667	0,653	2,649	0,667	46,621	4	93	0,000	1,521
a. Predictors: (Constant), Promosi, Produk, Lokasi, Harga										
b. Dependent Variable: Keputusan										

Source: Data Processed by SPSS, 2024

Based on the table above, the results of the autocorrelation test by looking at the *Durbin-watson* value of $-2 < DW < 2$, so it can be concluded that the *Durbin-watson* value of 1.521 is less than 2, then it shows the result that this study is free from autocorrelation.

e) Heteroscedasticity Test



Source: Data Processed by SPSS, 2024

Figure 2. Heteroscedasticity Plot Scatter Chart

Based on the figure above, it can be seen that the scatterplot graph does not form a pattern with data (points) regularly, so it can be concluded that this test is stated to be heteroscedasticous.

f) Test T

Table 6. Regression Coefficient Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14,120	2,499		5,651	,000		
	Produk	,281	,179	,117	1,573	,119	,646	1,548
	Harga	-,010	,256	-,003	-,041	,968	,490	2,040
	Lokasi	,991	,164	,494	6,045	,000	,536	1,867
	Promosi	,949	,215	,352	4,420	,000	,564	1,774

a. Dependent Variable: Keputusan

Source: Data Processed by SPSS, 2024

Based on the table above, the results of the multiple linear regression test can be found as follows:

1. Product T Test

It is known that $t \text{ count} = 1.573$ and $t \text{ table} = 1.661$ with a significance value of 0.05. Based on these values, $t \text{ calculates} < t \text{ table}$ ($1.573 < 1.661$) and significance values $0.119 > 0.05$, then the product variable (X1) does not have a significant effect on the purchase decision (Y). It can be concluded that H_0 was accepted and H_a was rejected, which means that Azka's fish seed products did not have a significant effect on the purchase decision in Talang Babat Village.

2. Price Test T

It is known that $t \text{ count} = -0.041$ and $t \text{ table} = 1.661$ with a significance value of 0.05. Based on these values, $t \text{ calculates} < t \text{ table}$ ($-0.041 < 1.661$) and significance values $0.986 > 0.05$. So the price variable (X2) does not have a significant effect on the purchase decision (Y). It can be concluded that H_0 was accepted and H_a was rejected, which means that the price of Azka fish seeds does not have a significant effect on the purchase decision in Talang Babat Village.

3. Test T Place

It is known that $t \text{ count} = 6.045$ and $t \text{ table} = 1.661$ with a significance value of 0.05. Based on these values, $t \text{ calculates} > t \text{ table}$ ($6.045 > 1.661$) and the significance value is $0.000 < 0.05$. So, the place variable (X3) has a positive and significant effect on the purchase decision (Y). It can be concluded that H_0 was rejected and H_a was accepted, which means that the Azka fish farming site has a positive and significant effect on the decision to purchase fish seeds.

4. Test T Promotion

It is known that $t \text{ count} = 4.420$ and $t \text{ table} = 1.661$ with a significance value of 0.05. Based on these values, $t \text{ calculates} > t \text{ table}$ ($4.420 > 1.661$) and significance values $0.000 < 0.05$. So the promotion variable (X4) has a positive and significant effect on the purchase decision (Y). It can be concluded that H_0 was rejected and H_a was accepted, which means that the promotion has a positive and significant effect on the decision to purchase Azka fish seeds in Talang Babat Village.

g) Test F

Table 7. Regression ANOVA Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1308,647	4	327,162	46,621	,000 ^b
	Residual	652,618	93	7,017		
	Total	1961,265	97			
a. Dependent Variable: Keputusan						
b. Predictors: (Constant), Promosi, Produk, Lokasi, Harga						

Source: Data Processed by SPSS, 2024

The F-calculation value in this study uses a 2-way test with 95% confidence or a standard error of $\alpha = 0.05$ and a degree of freedom (df) of 93, then the F value of the table is obtained 2.47. Based on the table above, the value of F is calculated = 46.621. So F calculates $> F \text{ table}$ ($46.621 > 2.47$) and the significance value is $0.000 < 0.05$. It can be concluded that H_0 is rejected and H_a is accepted, which means that simultaneously variable X, namely product, price, place, and promotion, has a positive and significant effect on the purchase decision.

Discussion

The study aims to determine the influence between products, prices, places and promotions on the decision to purchase fish seeds in the Azka cultivation business in Talang Babat Village. So, the discussion in this study is:

The influence of the product on the purchase decision can be known from the regression results, namely the t-value calculated $< t$ table ($1.573 < 1.661$) and the significance value of $0.119 > 0.05$, so the product variable does not have a significant effect on the purchase decision. It can be concluded that Azka fish seed products do not have a significant effect on the purchase decision in Talang Babat Village.

The influence of price on purchase decisions can be known from the regression results, namely the t-value calculated $< t$ table ($-0.041 < 1.661$) and the significance value of $0.986 > 0.05$, so the price variable does not have a significant effect on the purchase decision. It can be concluded that the price of fish seeds also does not have a significant effect on the decision to purchase fish seeds in the Azka cultivation business.

The influence of place on purchase decisions can be known from the regression results, namely the t-value calculated $> t$ table ($6.045 > 1.661$) and the significance value of $0.000 < 0.05$, so the place variable has a positive and significant effect on the purchase decision. It can be concluded that Azka fish farming places have a positive and significant effect on the decision to purchase fish seeds.

The influence of promotion on purchase decisions can be known from the regression results, namely the t-value calculated $> t$ table ($4.420 > 1.661$) and the significance value of $0.000 < 0.05$. So promotional variables have a positive and significant effect on purchase decisions. It can be concluded that promotion has a positive and significant effect on the decision to purchase Azka fish seeds in Talang Babat Village.

Then from the results of the F test, it can be known that the F value is calculated $> F$ table ($46.621 > 2.47$) and the significance value is $0.000 < 0.05$. So simultaneously (together) products, prices, places and promotions have a significant effect on the purchase decision. And from the summary model table above, it can also be known the amount of the influence of variable X on variable Y, namely the R-square value of 0.667. This shows that 66.70% of purchasing decisions are influenced by variables of product, price, place and promotion, while the remaining 33.30% are influenced by other variables.

CONCLUSION

Based on the data analysis and discussions that have been carried out regarding the influence of the marketing mix on the decision to purchase fish seeds in the Azka cultivation business in Talang Babat Village, the following conclusions can be drawn:

1. Based on partial tests, the X1 variable (Product) did not have a significant effect on the Y variable (Purchase Decision) of fish seeds in the Azka cultivation business in Talang Babat Village.
2. Based on the partial test, the X2 variable (Price) did not have a positive and significant effect on the Y variable (Purchase Decision) of fish seeds in the Azka cultivation business in Talang Babat Village
3. Based on the partial test, the variable X3 (place) has a positive and significant effect on the variable Y (Purchase Decision) of fish seeds in the Azka cultivation business in Talang Babat Village.
4. Based on the partial test, the X4 variable (Promotion) has a positive and significant effect on the Y variable (Purchase Decision) of fish seeds in the Azka cultivation business in

Talang Babat Village

5. Based on the results of the f test (simultaneously), it is proven that products, prices, locations and promotions have a significant effect on the Decision to Purchase Fish Seeds in the Azka Cultivation Business, Talang Babat Village

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