

The Effect Of Marketing Mix Strategy In Influence Consumer Decisions at Pos Indonesia (Persero) Medan

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ABSTRACT

Consumers of PT Pos Indonesia (Persero) Medan are the subjects of this study. The purpose of this study is to study and analyze how the implementation of corporate social responsibility and marketing mix strategies affect consumer decisions. This study took a sample of 258 people who responded, using a purposive sampling technique. The data analysis method is the Structural Equation Partial Least Square (SEM PLS) Model. The results of the study indicate that the marketing mix (goods, prices, and locations) and the implementation of corporate social responsibility have a positive and significant impact on consumer decisions; however, physical evidence does not have a significant impact on consumer decisions. Improving the marketing mix is important to improve consumer decisions, especially the products and prices offered, strategic business locations, attractive promotions, proactive employees, and easy transaction processes. In addition, it is necessary to improve the implementation of corporate social responsibility to increase public trust in the Company.

Keywords: Marketing Mix Strategy, Influencing Consumer Decisions, At PT Pos Indonesia

INTRODUCTION

Companies engaged in the service sector are called service companies. Consumers can see the benefits directly. Service companies, including logistics companies, play an important role in global society. With the many logistics service companies, people can more easily send their goods. Logistics service companies are companies that allow people to send their goods from one location to another. Companies engaged or struggling in this service sector compete with each other to improve the quality of service. However, not all service companies provide good service. This can include late delivery, unclear location of goods, or wrong delivery. Consumers usually start looking for information via the internet, mass media, or asking previous customers who have used the service.

Along with the changes and increasingly complex patterns of needs and lifestyles of society, the shipping service industry in Indonesia is growing rapidly. The growing market in Indonesia, which causes the delivery of goods, is the result of the increasing trend of online shopping lifestyles. This causes the business in the field of courier services to be increasingly competitive due to the emergence of private shipping companies that are increasingly well-known in the community, and even the market itself has its internal shipping services. In addition to private shipping companies, PT Pos Indonesia, an old shipping company, is also threatened. However, until now, this company has been able to survive by making various improvements to services that are fast, safe, and arrive at their destination on time.

PT Pos Indonesia is a state-owned company appointed by the Indonesian government to run the mail and postal business both domestically and internationally. The main task of PT Pos Indonesia is to provide mail delivery services and additional services such as package delivery, banking, and others. PT Pos Indonesia (Persero) has a service network spread throughout Indonesia and serves the entire country. PT Pos Indonesia

(Persero) has more than 4,000 post offices, almost all of which are in premium locations, both in city centers and district/sub-district centers. PT Pos Indonesia's operational area consists of eleven (eleven) regions, covering all provinces of Indonesia, such as Medan, Padang, Palembang, Jakarta, Bandung, Semarang, Surabaya, and Denpasar.

The choice of delivery service is very important for businesses and customers because it affects customer satisfaction and operational performance. Part of consumer behavior is making decisions about how they will use services. The amount of time consumers spend making decisions is a significant factor in whether or not the company's goals are achieved. For customers, the decision-making process to make a purchase is not easy. According to Kotler and Keller (2015), consumer behavior is different when they choose to buy a product or service. Consumer behavior includes how individuals, groups, and organizations choose, buy, and use a product, service, or service for consumer needs.

According to Sari & Rahmidani (2019), purchasing decisions are important things that must be considered by companies. This decision will affect the marketing strategy that will be implemented by the company. Many types of needs and desires influence purchasing decisions. Habits also influence buyer decisions, according to Assauri (2014). Purchasing habits include the time, amount, and location of purchase. Many internal and external factors influence consumer decisions; for example, research by Arta et al. (2022) found that the marketing mix is one of the factors that influence consumer decisions to use King Ameer Toili's hotel services.

Puspa et al. (2020) stated that consumer satisfaction in consuming goods or services offered by the company can be achieved through the right marketing mix. The marketing mix is very important to achieve the company's goals (Marlius, 2017). According to Pane (2018), the marketing mix is a combination of marketing tools used by the company to achieve its marketing goals in the target market. As is known, the product marketing mix consists of four Ps: product, price, location, and promotion. However, for service products, this mix is not considered sufficient. According to Lupiyoadi (2016), related to the nature of services, the stages of operation to consumption are an inseparable series that directly involves service providers and consumers.

Consumers not only consider the marketing mix aspect, but they also consider the company's commitment to corporate social responsibility (CSR). Along with the increasing concern of the global community, the importance of implementing CSR is becoming a trend. According to Djunaedi (2016), corporate social responsibility (CSR) is defined as a commitment to improving the welfare of society through business practices and voluntary contributions of company resources. According to the UK Ministry of Trade and Industry, CSR is the integrity used by companies to regulate themselves, achieve their missions, practice their values, relate to stakeholders, measure impact, and report on their actions. Consumers will be willing to leave companies that do not have social responsibility (Al-Ghamdi and Badawi, 2019). Instead, they will choose companies that pay more attention to social responsibility. This can certainly harm the company's revenue and reputation. CSR influences consumer decisions (Mahendra & Nugraha, 2021; Desanto et al., 2018; and Sari et al., 2016). It is realized that there are reasons for the increasingly low existence of PT Pos Indonesia throughout Indonesia, one of which is in Medan City. Therefore, researchers are interested in conducting a study related to the Influence of Marketing Mix on Consumer Decisions of PT Pos Indonesia (Persero) Medan.

LITERATURE REVIEW

Consumer Decisions

According to Kotler (2003), consumer choices to buy goods or services are influenced by their decisions about the brand, channel, time, and quantity they want to buy. According to Schiffman and Kanuk (2007), a purchasing decision is choosing from two or more purchasing decision options; in other words, a person must have many choices before they can make a decision. According to Wijayanti (2008), consumers make decisions about product or service brands through the process of assessing and receiving brand information, considering how other brands can meet their needs, and finally choosing the brand they choose. When customers feel interested, want to use, and have the goods they see, the desire to buy will arise. Consumers must go through several decision-making processes before buying a good or service.

Product

A product is anything that is offered to the market to be noticed, requested, sought, purchased, used, and consumed to meet expectations or needs (Kotler & Armstrong, 2008). However, according to Lupiyoadi (2016), a product can be defined as an object or procedure that provides value to consumers. Kotler and Keller (2009) state that product quality is the ability of a product to demonstrate its function, which includes durability, reliability, accuracy, ease of operation, and ease of repair, as well as other attributes.

Price

Price is a marketing mix component that can be controlled by the company. According to Sumerian (2017), consumer prices are the costs that must be incurred to obtain the value or benefits of goods and services purchased. One component that generates costs and generates revenue, according to Kotler and Keller (2009), is price. According to Laksana (2008), price is the amount of money needed to exchange various types of products and services, so that an item must be connected to various types of goods that will ultimately be the same as a product. In addition, according to Kotler and Armstrong (2008), price is the amount of money charged for a product and the amount of value exchanged by consumers to obtain the benefits of owning a product.

Place

According to Alma (2013), place means where the location or destination is, how the distribution channel is carried out, how many channels, and the requirements of the distributors needed. Kotler & Armstrong (2008) defines distribution channels as a series of organizations that collaborate to provide products or services for use or consumption by consumers or business users. On the other hand, Kotler (2003) defines distribution channels as a series of organizations that collaborate in the process of making products or services ready for consumption.

According to Kotler (2003), marketing channels are responsible for bringing products from producers to consumers. This overcomes the distance of time, place, and choice that separates goods and services from those who need or want them. Alma (2013) found that people mean those who serve or plan services for consumers. Since most services are served by people, people must be selected, trained, and motivated to be satisfied customers. Every worker must try to do good to customers with attitude, attention, responsiveness, initiative, creativity, problem-solving, patience, and sincerity. Alma (2013) found that competence, insight, and creativity, components of administrator leadership, significantly affect the stability and academic level led by the administrator.

According to Hurriyati (2005), all actors participating in the provision of services are responsible for the buyer's perception. Company employees, customers, and other people who use services are components of

people. All employee attitudes and actions, including their appearance and clothing, affect customer perceptions or the success of service provision.

RESEARCH METHOD

Quantitative research is also conducted. One of the main objectives of quantitative research in practice is explained by Supratiknya (2015). It is to test the need to test the theory objectively by looking at the relationship between variables. To test the effect of the marketing mix on consumer decisions of PT Pos (Persero) Medan, this study will use eight independent variables, namely "goods (X1), price (X2), location (X3), and one dependent variable, "consumer decisions". In addition, a cross-sectional survey design will be used to conduct this study. According to Sumerian (2011), a cross-sectional survey design is defined as a research design that allows the collection of information about all elements of the population at a certain point in time. Descriptive analysis is used in this study, while the hypothesis testing analysis uses SEM-PLS.

Consumers of PT Pos Indonesia (Persero) Medan are the main subjects of this study, which was conducted in Medan City. The people of Medan City are the subjects of this study. To calculate the number of research samples, we determined between 165 and 350 respondents. Each indicator of each dimension and variable will be entered into an interval scale; the first scale indicates strongly disagree, the second scale indicates neutral, the fourth scale indicates agree, and the fifth scale indicates strongly agree. Primary and Secondary Data are the types and sources of data used in this study. The questionnaire used will use the Likert Scale cumulative value scale. The structural Equation Model (SEM) is used as the analysis method.

RESULT AND DISCUSSION

Descriptive Indicator Variable

As is known, the number of respondents in this study was 150 people. To find out the respondents' opinions about the research questionnaire, the perception scores on this questionnaire were tabulated and described as follows:

A. Product (X1)

The results of the tabulation of respondents' answers to the product variable can be described as follows:

Table 1. Description of Product Variable Indicators

No	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Disagree Less		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	I feel that PT Pos Indonesia offers a variety of delivery service products.	0	0,00	24	9,30	42	16,28	144	55,81	48	18,60
2	I feel that the service products offered by PT Pos Indonesia are in accordance with my needs.	6	2,33	3	1,16	24	9,30	174	67,44	51	19,77

3	I feel that the service products offered by PT Pos Indonesia are of high quality.	0	0,00	12	4,65	60	23,26	129	50,00	57	22,09
4	I am satisfied with the service products offered by PT Pos Indonesia	0	0,00	12	4,65	33	12,79	120	46,51	93	36,05

Source: Processed Primary Data, 2024

Table 1 provides an overview of respondents' perceptions and views on the products offered by PT Pos Indonesia (Persero) Medan with the following description.

The first statement states that PT Pos Indonesia offers various types of delivery service products. The number of respondents who strongly agree is 48 people or 18.60%, the number of respondents who agree is 144 people or 55.81%, the number of respondents who disagree is 42 people or 16.28%, the number of respondents who disagree is 24 people or 9.30%, and the number of respondents who strongly disagree is 24 people or 9.30%.

In the second statement, people strongly agree are 51 people, or 19.77%, strongly 174 people, or 67.44%, strongly 24 people, or 9.30%, strongly 3 people, or 1.16%, and not 3 people, or 1.16%, indicating that the service products offered by PT Pos Indonesia are by the needs. Respondents who strongly disagree are 6 people or the same as 2.33%.

Regarding the third statement stating that I feel that the service products offered by PT Pos Indonesia are of good quality, 57 people strongly agree, or 22.09%; 129 people agree, or 50.00%; 60 people agree, or 23.26%; and 12 people disagree, or 4.65%. There are no respondents who strongly disagree.

Finally, based on the results of respondents' responses to the fourth statement, which states that I am satisfied with the service products offered by PT Pos Indonesia, as many as 93 people or 36.05% strongly agree, 120 people, or 46.51% strongly agree, 33 people or 12.79% disagree, and 12 people or 4.65% disagree. There were no respondents who strongly disagreed. In the evaluation of the products offered by PT Pos Indonesia (Persero) Medan, it can be seen that most of the respondents' answers agreed with all of these statements.

B. Price (X2)

The results of the tabulation of respondents' answers to the price variable can be described as follows:

Table 2. Description of Price Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Neutral		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	The service prices offered by PT Pos Indonesia are very affordable	0	0,00	15	5,81	21,	8,14	177	68,60	45	17,44
2	I am happy to use the services of PT	3	1,16	12	4,65	21	8,14	186	72,09	36	13,95

	Pos Indonesia because the price I pay is on the benefits received.										
3	I feel that the service prices offered by PT Pos Indonesia are by the products offered.	3	1,16	6	2,33	21	8,14	159	61,63	69	26,74

Source: Processed Primary Data, 2024

Table 2 provides an overview of respondents' perceptions and views on the prices offered by PT Pos Indonesia (Persero) Medan with the following description.

The first statement shows that the price of services offered by PT Pos Indonesia is very affordable. Most respondents strongly agree with as many as 45 people or 17.44%, most agree with as many as 177 people, or 68.60%, most agree with as many as 21 people, or 8.14%, most disagree with as many as 15 people, or 5.81%, and most strongly disagree as many as none.

In the second statement, it is stated that I am happy to use the services of PT Pos Indonesia because the price I pay is on the benefits received. The number of respondents who strongly agree is 36 people or 13.95%, the number of respondents who agree is 186 people or 72.09%, the number of respondents who agree is 21 people or 8.14%, and the number of respondents who disagree is 12 people, or 4.65%. Respondents who stated that they strongly disagree are 3 people or equal to 1.16%.

Finally, based on the results of respondents' answers to the third statement, which states that I feel that the price of services offered by PT Pos Indonesia is by the products offered, the number of respondents who strongly agree is 69 people or 26.74%, the number of respondents who agree is 159 people or 61.63%, the number of respondents who disagree is 21 people or 8.14%, and the number of respondents who disagree is 21 people or 8.14%. Respondents who disagree are 6 people or equal to 2.33%. Respondents who strongly disagree are 3 people or equal to 1.16%. In general, it can be seen that the respondents' answers are dominated by agreeing to all of these statements in assessing the prices offered by PT Pos Indonesia (Persero) Medan.

C. Place (X3)

The results of the tabulation of respondents' answers to the place variable can be described as follows:

Table 3. Description of Place Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Neutral		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	The strategic location of PT Pos Indonesia makes it easy to reach	0	0,00	21	8,14	18	6,98	111	43,02	108	41,86

2	PT Pos Indonesia always guarantees consumer comfort	3	1,16	9	3,49	39	15,12	126	48,84	81	31,40
3	The location of PT Pos Indonesia is easy to reach by private or public transportation.	0	0,00	12	4,65	27	10,47	180	69,77	39	15,12

Source: Processed Primary Data, 2024

Table 3 provides an overview of respondents' perceptions and views on the business location of PT Pos Indonesia (Persero) Medan with the following description.

According to the first statement, the location of PT Pos Indonesia is easy to reach. 108 respondents strongly agree, or 41.86%, 111 respondents agree, or 43.02%, 18 respondents disagree, or 6.98%, and 21 respondents disagree, or 8.14%. There are no respondents who strongly disagree.

In the second statement, PT Pos Indonesia always ensures customer satisfaction. The number of respondents who strongly agree is 81 people or 31.40%, the number of respondents who agree is 126 people or 48.84%, the number of respondents who disagree is 39 people or 15.12%, the number of respondents who disagree is 9 people or 3.49%, and the number of respondents who strongly disagree is 3 people or equal to 1.16%. Finally, based on the respondent's responses to the third statement stating that the location of PT Pos Indonesia is easily accessible by private or public vehicles, as many as 39 people or 15.12% strongly agree, 180 people or 69.77% agree, 27 people or 10.47% disagree, and 12 people disagree. There were no respondents who strongly disagreed. In terms of assessing the business location of PT Pos Indonesia (Persero) Medan, most of the respondents' answers agreed with the statement.

Consumer Decision (Y)

The tabulation results of respondents' answers to consumer decision variables can be described as follows:

Table 4. Description of Consumer Decision Variable Indicators

No	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Neutral		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	I use product delivery services at PT Pos Indonesia because it suits my needs.	0	0,00	12	4,65	27	9,30	165	63,95	57	22,09
2	I use product delivery services at PT Pos Indonesia because I have tried it and it suits my needs.	3	1,16	6	2,33	24	9,30	150	58,14	75	29,07
3	I found out about the product delivery service at PT Pos Indonesia from advertisements/relatives/neighbors and I am interested in buying it.	0	0,00	6	2,33	36	13,95	111	43,02	105	40,70

4	I use product delivery services at PT Pos Indonesia because it suits my lifestyle.	0	0,0 0	1 8	6,9 8	1 5	5,81	14 7	56,9 8	78	30,2 3
5	I will use the product delivery service at PT Pos Indonesia again after I feel the benefits that I have.	0	0,0 0	1 2	4,6 5	3 6	13,9 5	13 2	51,1 6	78	30,2 3
6	I am satisfied using the product delivery service at PT Pos Indonesia	3	1,1 6	9	3,4 9	1 8	6,98	16 5	63,9 5	63	24,4 2

Source: Processed Primary Data, 2024

Table 4 provides an overview of respondents' perceptions and views on consumer decisions to transact at PT Pos Indonesia (Persero) Medan with the following description.

In the first statement, it is stated that I use PT Pos Indonesia's product delivery service because it suits my needs. 57 people stated that they strongly agree, or 22.09%; 165 people stated that they agree, or 63.95%; 24 people stated that they disagree, or 9.30%; and 12 people stated that they disagree, or 4.65%. There were no respondents who stated that they strongly disagreed.

In the second statement, it is stated that I use the product delivery service of PT Pos Indonesia because I have tried it and it turns out to suit my needs. 75 people stated that they strongly agree, or 29.07%, 150 people stated that they agree, or 58.14%, 24 people stated that they disagree, or 9.30%, and 6 people stated that they disagree, or 2.30%. Respondents who stated that they strongly disagreed were 3 people or equal to 1.16%.

Regarding the third statement, which states that I know the product delivery service at PT Pos Indonesia from advertisements, relatives, or neighbors, and I am interested in buying it, 105 people stated that they strongly agree, or 40.70%, 111 people stated that they agree, or 43.02% and 36 people stated that they disagree, or 13.95%. Respondents who stated that they disagreed were 6 people or the same as 2.33%. Respondents who stated that they strongly disagreed were none.

Based on the results of respondents' answers to the fourth statement, which states that I use PT Pos Indonesia's product delivery service because it suits my lifestyle, the number of respondents who strongly agree is 78 people or 30.23%; the number of respondents who agree is 147 people or 56.98%; the number of respondents who disagree is 15 people or 5.81%; and the number of respondents who disagree is 18 people or 5.81%. Respondents who disagree are 18 people or equal to 6.98%. There are no respondents who strongly disagree.

Regarding the fifth statement stating that I will use the product delivery service at PT Pos Indonesia again after I feel the benefits that I feel, the results of the respondents' answers show that 78 people strongly agree, or 30.23%; 132 people agree, or 51.16%; and 36 people disagree, or 13.95%. Respondents who disagreed were 12 people or equal to 4.65%. Respondents who strongly disagreed were none.

Finally, based on the results of respondents' answers to the sixth statement, which states that I am satisfied using PT Pos Indonesia's product delivery services, as many as 63 people strongly agree, or 24.42%; 165 people agree, or 63.95%; 18 people disagree, or 6.98%; and 9 people disagree, or 3.49%. Respondents who stated that they strongly disagreed were 3 people or equal to 1.16%. In general, it can be seen that the respondents' answers were dominated by agreeing to all of these statements in assessing consumer decisions in making transactions at PT Pos Indonesia (Persero) Medan.

Outer Model Testing

Outer model testing is conducted to ensure the validity and reliability of the data used in this study, and that all data and instruments used meet the specified requirements. This discussion is explained as follows:

1. Reliability Test of Research Instruments

The combined value of reliability and Cronbach's alpha value of each latent variable is used to test the reliability of the research instrument. If the combined value of reliability and Cronbach's alpha of each latent variable is more than 0.7, then the model is reliable. The results of the reliability test of the research instrument are as follows:

Table 5. Reliability Test of Research Instruments

Variables	Reliability Test		Conclusion
	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	
<i>Product (X1)</i>	0,810	0,876	Reliable
<i>Price (X2)</i>	0,751	0,858	Reliable
<i>Place (X3)</i>	0,783	0,874	Reliable
Consumer Decision (Y)	0,885	0,912	Reliable

Table 5 shows that each latent construct has good, accurate, and consistent reliability because it meets the composite reliability value and Cronbach's alpha value of more than 0.7.

Inner Model Test

The coefficient of determination, or R², is seen from the construct of endogenous variables or influenced variables. According to Chin (1998), the R² value falls into three categories: 0.67 (strong), 0.33 (moderate), and 0.19 (weak). The evaluation of the structural model is done by analyzing the coefficient of determination or R² value. The R² value can be seen in Table 6.

Table 6. R-Square Value

Latent Variable	<i>R-Square (R²)</i>	<i>R-Square Adjusted</i>
Consumer Decision (Y)	0,925	0,923

The endogenous variables used in this study mostly have R² values that fall into the strong category. The R² value shows that the marketing mix of product, price, and place can explain the diversity of consumer decisions by 92.5% and the rest is explained by other independent variables that are not in this research model.

Hypothesis Testing

After all measurement requirements are met, the next step can be started, which is testing the hypothesis using the bootstrapping method on SmartPLS. According to Efron and Tibshirani (1998), the bootstrapping method is the process of repeatedly taking new samples of N samples from initial data of size n; each sample point is taken from the initial data n times. The t-value and p-value will be obtained after bootstrapping five hundred times. This is done so that the results are more stable and the statistical significance value remains consistent. The results of the hypothesis testing are as follows: To test the hypothesis of this study, the t table or probability value (p-value) is compared by considering the level of

confidence. In this study, the level of confidence used is $\alpha = 0.05$ with a t-table value of 1.96. The results of the hypothesis test can be seen in Table 7.

Table 7. Results of Hypothesis Testing of Influence

Hypothesis	Original Sample	t-statistics	p-values	Conclusion
<i>Product (X1) → Consumer Decision (Y)</i>	0,264	5,319	0,000	H1 Accepted
<i>Price (X2) → Consumer Decision (Y)</i>	0,146	3,548	0,000	H2 Accepted
<i>Place (X3) → Consumer Decision (Y)</i>	0,361	8,207	0,000	H3 Accepted

Based on the results of Table 7, the results of direct hypothesis testing of each variable are obtained both directly and indirectly on consumer decisions. The explanation is as follows.

The first hypothesis tests that there is a positive product influence on consumer decisions, where the null hypothesis (Ho) and alternative hypothesis (Ha) are as follows:

Ho1: There is no positive product influence on consumer decisions

Ha1: There is a positive product influence on consumer decisions

The results of the first hypothesis test indicate that the product has a positive impact on consumer decisions based on the p-value (0.000) which is less than 0.05. The initial sample value, 0.171, indicates that the product has a positive impact on consumer decisions. Therefore, it can be concluded that consumers will be more likely to transact with PT Pos Indonesia (Persero) Medan if the quality of its products is improved. Because the initial hypothesis of this study is accepted.

The second hypothesis tests whether there is a positive influence between price and consumer decisions, where the null hypothesis (Ho) and alternative hypothesis (Ha) are as follows:

Ho2: There is no positive influence between price and consumer decisions

Ha2: There is a positive influence between price and consumer decisions

The results of the second hypothesis test show that, based on the p-value (0.000) which is less than 0.05, price has a positive effect on consumer decisions. The original sample value obtained, 0.149, shows that there is a positive influence between price and consumer decisions. Therefore, consumers are more likely to transact with PT Pos Indonesia (Persero) if the price is better. So, the second hypothesis of this study is accepted.

The third hypothesis tests the existence of place on consumer decisions, where the null hypothesis (Ho) and alternative hypothesis (Ha) are as follows:

Ho3: There is no positive influence of place on consumer decisions

Ha3: There is a positive influence of place on consumer decisions

The results of testing the third hypothesis indicate that place has a positive impact on consumer decisions based on the p-value (0.000) which is less than 0.05. The initial sample value, 0.358, indicates that place has a positive influence on consumer decisions. Consumers will be more likely to transact with PT Pos Indonesia (Persero) if the location is more accessible. Thus, the third hypothesis of this study is accepted.

DISCUSSION

Product Influence on Consumer Decision

A better product increases consumer confidence in the product. High trust allows consumers to choose and make the right purchase. When buyers are satisfied with the performance of the product they buy, they are more likely to buy the product or service again (Kotler, 2003). To win in marketing competition, every company must be able to provide satisfaction to its customers. A good product is a product that can do what it is intended to do, meets its specifications, is free from defects, and meets standards. As long as customer needs can be met according to the function and specifications of the product, customers will feel the benefits of the product and will stay.

The results of the study indicate that products affect consumer decisions. In other words, when the products offered by the company are improved, consumers will be more likely to transact with PT Pos Indonesia (Persero) Medan. This result is in line with the findings of research conducted by Suratman et al. (2018), which found that products have a positive and significant effect on decisions made to use the services of PT Pos Indonesia (Persero) Surabaya. In addition, Wahyudi and Satrio (2019) found that products have a positive and significant effect on decisions made to use the services of PT Pos Indonesia (Persero) Surabaya. The results of this study indicate that the indicator that best describes the product as I feel that the products and services offered by PT Pos Indonesia are following my needs, and the indicator that best describes consumer decisions is I use product delivery services from PT Pos Indonesia because they are under my lifestyle. Thus, it can be concluded that customers consider that their decision to use the services offered by PT Pos Indonesia is following their lifestyle. This is influenced by the implementation of the modernization of the consumer-making system, as well as the products and services offered by the company to meet current consumer needs.

Price Influence on Consumer Decisions

In marketing, pricing plays a strategic role and is one of the most important decisions. If the price is set too high, the target market will not be able to buy the product, and buyer interest will be low. The price chosen will directly affect the level of demand and the level of purchasing activity. Price can also increase sales and market share (Tjiptono, 2015). According to Swastha and Irawan (2010), it shows the amount of money needed to obtain some goods and services. The price of an item shows its value to buyers when they are willing to pay; they assess that the benefits generated by the item are commensurate with the money they spend. However, each customer usually often compares prices from various companies before making a decision.

The results of the study show that price significantly influences consumer choice. This means that consumers prefer to transact with PT Pos Indonesia (Persero) Medan when the price offered is well determined. This result is in line with research by Faris and Kresnaini (2005), Maupa et al. (2019), Kitburin and Methavasaraphak (2019), Rizki et al. (2019), Yohandira (2021), and Gumilar (2022) which show that price influences purchasing decisions. If the price offered becomes more reasonable, more affordable, and more in line with the benefits received, then purchasing decisions will increase. Price is the amount of money that consumers must pay to fulfill their desires or needs. By knowing the price, consumers can measure their ability to meet their needs.

The results of this study indicate that the indicator that most show the price is I am happy to use the services of PT Pos Indonesia because the price I pay follows the benefits I receive. Meanwhile, the indicator that most show consumer decisions is I use the product delivery service at PT Pos Indonesia because it suits my lifestyle. Thus, it can be concluded that customers consider that their choice is the best.

The Influence of Place on Consumer Decisions

The results of the study show that place has a significant positive impact on consumer choice. This means that consumers will be more likely to transact with PT Pos Indonesia (Persero) Medan if the location of its business is clearer. One important component of the marketing mix called "location" is the location where an organization wants to sell its goods or services to a particular market segment so that it is easily accessible. According to Thamrin (2012), place is a management consideration of the location where goods or services will be distributed to consumers. This location can be a physical or digital distribution channel. In addition, Octavia (2017) stated that its establishment includes any method that allows customers to access a particular brand of goods and services. Of course, to make these channel decisions well, companies must have a clear understanding of their target market (Kushwaha & Agrawal, 2015).

Business location is considered the most important factor for business success and customer retention in the apparel industry. The convenience of the business location plays an important role in shaping customer choices regarding the services provided. Finally, by making the right decision about the location of the intermediary to sell its products and services, a good place seems to meet customer needs. Business location is considered the most important factor for business success and customer retention in the apparel industry. So that place influences purchasing decisions (Othman et al., 2021 Wahyudi & Satrio, 2019).

The results of the study show that the most indicative factor of PT Pos Indonesia's location always guarantees customer convenience, and the most indicative factor of customer decisions is that I use PT Pos Indonesia's product delivery services because they suit my lifestyle. Thus, it can be concluded that customers consider PT Pos Indonesia (Persero) According to the results of this study, the most indicative indicator of location is that PT Pos Indonesia always guarantees consumer convenience during transactions, which is the main factor that encourages consumers to continue transacting with this company.

The Influence of Promotion on Consumer Decisions

The results of the study show that promotions significantly influence consumer choices. In other words, increasing promotions of PT Pos Indonesia (Persero) Medan will encourage more customers to transact with this company. Promotion is a way to communicate with customers to get them to make purchasing decisions. The more attractive the promotion carried out by the company, the greater its influence on customer decisions to purchase goods or services offered by the company. It is believed that promotional activities can influence customer decisions to purchase goods and increase sales. In their studies, Njoto & Sienatra (2018); Ernawati (2021); Erdmann & Ponzoa (2021); Priandewi (2021); Wang (2021); Wu et al. (2021); Febrianti et al. (2021); and Istanti (2020) examined the relationship between purchasing decisions and promotions. They found that the promotional mix had a significant impact on purchasing choices.

In previous studies, such as Tyas & Hartelina (2021) and Cao et al. (2021), Iswandari & Srihandayani (2021), Wu et al. (2021), Fransiska & Madiawati (2021), Wang et al. (2021), and Gyenge (2021), promotional factors have a positive and significant impact on purchasing decisions.

The results of the study show that the promotional signals offered by PT Pos Indonesia attract me to use their delivery services, and the consumer decision signal is that I use the product delivery service at PT Pos Indonesia because it suits my lifestyle. In conclusion, consumers consider that their choice to use the services of PT Pos Indonesia (Persero) Medan at this time is because it suits their lifestyle, especially in terms of interesting promotional concepts and techniques.

CONCLUSION

Based on the results of the previous research, the following conclusions will be drawn:

1. Product has a significant positive effect on consumer decisions. So it can be interpreted that when the products offered by the company continue to be improved, it will increase consumer decisions to transact at PT Pos Indonesia (Persero) Medan.
2. Price has a significant positive effect on consumer decisions. It can be interpreted that when the price offered is determined well, it will increase consumer decisions to transact at PT Pos Indonesia (Persero) Medan.
3. The place has a significant positive effect on consumer decisions. It can be interpreted that the better the determination of the business location carried out by PT Pos Indonesia (Persero) Medan, the more it will increase consumer decisions to transact at this company.

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