

Marketing Mix in Local Market Dynamics: Examining the Impact on Consumer Purchase Decisions at Sinar Bahagia in East Lombok

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Abstract

The development of the business world in the digital era requires companies to implement effective marketing strategies to attract and retain customer loyalty. The marketing mix, which consists of product, price, promotion, and place, is an important strategy for companies in increasing competitiveness. This study aims to analyze the influence of product, price, promotion, and location on the purchasing decisions of Sinar Bahagia consumers. The type of research used is quantitative research. The sample size in this study is 60. The sampling technique used in this study is purposive sampling. The data analysis used is multiple linear regression analysis. The testing tool used is SPSS 25. The results of the study indicate that all components of the marketing mix, including product, price, promotion, and location, have a positive and significant effect on purchasing decisions. The results of this study are expected to provide empirical evidence regarding the dimensions of the marketing mix and serve as a reference for retail businesses in formulating marketing strategies.

Keywords: Marketing MIX, Purchase Decision, Sinar Bahagia, Retail Consumer Behavior, East Lombok

Introduction

The development of the business world in the digital era requires companies to have effective marketing strategies to attract and retain customer loyalty (Abdurohim et al., 2023). The modern retail sector in Indonesia has also shown significant growth in the last decade, marked by an increase in the number of supermarkets and minimarkets in various regions. This condition requires business actors to be more adaptive to market changes (Arwin Yafi Rahmatullah, Heru Tri Sutiono, 2024). Increasingly fierce competition, both locally and globally, has been triggered by easy access to information and changes in consumer preferences (Yamanda et al., 2023).

Sinar Bahagia Supermarket, located at Jl. Jendral Sudirman No. 70 Pancor, Selong, East Lombok, is one such local retailer. This supermarket is widely known among the local community and has become part of the development of the trade sector in the region (Rahmatullah, Arwin Yafi, 2022). However, in recent years, Sinar Bahagia has faced challenges in the form of an increasing number of competitors, both from national modern retail chains such as Indomaret and Alfamart, as well as from online trading platforms (Safitri, 2022). This competition has a direct impact on the dynamics of consumer purchasing decisions, which are now increasingly sensitive to factors such as price, product quality, promotions, and shopping convenience.

To achieve success in running a business, one important factor that must be considered is marketing activities, particularly the application of the marketing mix (Suwandi et al., 2025). Through the marketing mix, companies can increase their competitiveness by paying attention to four main components, namely product, price, promotion, and place (Muhammad Akbar et al., 2023).

The concept of the marketing mix is one of the important strategies in developing a business. The marketing mix is a set of tactical marketing tools consisting of four main elements product, price, distribution, and promotion used by companies to achieve their target market objectives. In the context of the local market, the effectiveness of each element of the marketing mix depends not only on the company's internal strategy but also on consumer characteristics, local culture, and the competitiveness of the external environment (Wichmann et al., 2022). Thus, the application of the right marketing mix strategy can play an important role in influencing consumer purchasing decisions. Although numerous studies have examined the role of the marketing mix in shaping purchasing behaviour, theoretical justifications remain insufficient in explaining how these elements operate within smaller-scale retail environments experiencing direct competition with national chains and digital platforms and there is still limited empirical discussion that specifically addresses how local retailers formulate competitive responses in saturated regional markets such as East Lombok, which makes this study contextually relevant and academically necessary.

This research is important because competitive pressures in the retail sector show that purchasing decisions are strongly shaped by how effectively companies implement elements of the marketing mix. Therefore, empirical evidence is needed to examine how product, price, promotion, and location influence consumer purchasing decisions in local retail environments that face direct competition from national chains and digital commerce. Addressing this gap is expected to provide a stronger theoretical foundation and offer a more comprehensive understanding of consumer decision-making behaviour within the context of local retail competition in East Lombok,

Method

The research method used was quantitative (Sekaran, 2016). The population in this study was all visitors to Sinar Bahagia Lombok Timur. The sample used in this study consisted of 60 respondents. The sampling technique used was purposive sampling (Sekaran, 2016). This technique was selected based on the consideration that the respondents must meet specific criteria aligned with the research objectives, ensuring that only consumers who had experienced purchasing at Sinar Bahagia were included, thereby providing more accurate and relevant responses for measuring purchasing decisions. Data analysis in this study used multiple linear regression analysis with SPSS 25 as the analysis tool (Ghozali, 2021). Conceptual definitions of each research variable were operationalised based on previous empirical studies to ensure theoretical clarity, and the research instrument was structured using a Likert scale questionnaire consisting of validated indicators related to the marketing mix and purchasing decisions. The reliability test used Cronbach's Alpha, with > 0.70 as the accepted threshold to confirm internal consistency, while instrument validity was examined using the Pearson product moment correlation. Prior to regression testing, classical assumptions including normality, multicollinearity, and heteroskedasticity were evaluated to ensure that the model met statistical requirements. The selection of purposive sampling was

justified because respondents were selected based on specific criteria, namely consumers who had made at least one purchase at Sinar Bahagia. The regression model was formulated to identify the influence of independent variables on the dependent variable, supported by coefficient and significance analysis.

Results and Discussion

Respondent Characteristics

A descriptive study of 60 respondents of various ages. Five respondents (10%) were aged 17-25, 15 respondents (25%) were aged 26-30, 25 respondents (40%) were aged 31-35, and 15 respondents (25%) were aged over 35. In terms of gender, there were 5 males, representing 5%, and 55 females, representing 95%. In terms of occupational background, 20 respondents worked in the private sector, representing 35%, 30 were civil servants, representing 45%, 5 were students, representing 10%, and 5 were in other occupations, representing 10%.

Table 1 Respondent characteristics

Classification	Description	Frequency	
		Total	Percentage
Gender	Male	5	5%
	Female	55	95%
	Total	60	100%
Occupation	Private sector	20	35%
	Civil servant	30	45%
	Student	5	10%
	Others	5	10%
	Total	60	100%
Age	17-25	5	10%
	26-30	15	25%
	31-35	25	40%
	>35	15	25%
	Total	60	100%

Validity Test

Table 2 Validity Test Results

	Question Item	Calculated R	Table R	Description
Product	X1.1	0.956	0.254	Valid
	X1.2	0.697	0.254	Valid
	X1.3	0.855	0.254	Valid
	X1.4	0.755	0.254	Valid
	X1.5	0.807	0.254	Valid
	X1.6	0.960	0.254	Valid
Price	X2.1	0.436	0.254	Valid
	X2.2	0.559	0.254	Valid
	X2.3	0.589	0.254	Valid
	X2.4	0.621	0.254	Valid
	X2.5	0.468	0.254	Valid
	X2.6	0.648	0.254	Valid

Location	X3.1	0.929	0.254	Valid
	X3.2	0.929	0.254	Valid
	X3.3	0.879	0.254	Valid
	X3.4	0.746	0.254	Valid
	X3.5	0.804	0.254	Valid
Promotion	X4.1	0.804	0.254	Valid
	X4.2	0.944	0.254	Valid
	X4.3	0.887	0.254	Valid
Purchase Decision	Y1.1	0.817	0.254	Valid
	Y1.2	0.885	0.254	Valid
	Y1.3	0.904	0.254	Valid

Based on the results of validity testing for each variable, namely Product (X1), Price (X2), Location (X3), Promotion (X4), and Purchase Decision (Y), all have values above 0.05, meaning that all statements are valid.

Reliability Test Results

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	Consistency	Description
Product	0.917	0.05	Reliable
Price	0.883	0.05	Reliable
Location	0.909	0.05	Reliable
Promotion	0.862	0.05	Reliable
Purchase Decision	0.836	0.05	Reliable

Based on the reliability analysis in the table above, if the Cronbach's Alpha value for the independent and dependent variables is above 0.05, then it is reliable. Therefore, from this data, it can be concluded that the independent and dependent variables are reliable.

T-test

Table 4 T-test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.661	.756		2.573	.005
	X1	.602	.057	.387	3.520	.001
	X2	.745	.260	.054	2.558	.009
	X3	.503	.089	.168	2.161	.051
	X4	.706	.071	.413	2.997	.000

a. Dependent Variable: Y

The equation of the multiple linear regression model is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$$Y = 1.661 + 0.602 (X_1) + 0.745 (X_2) + 0.503 (X_3) + 0.706 (X_4) + e$$

The linear regression equation can be interpreted as follows:

1. The constant value (a) of 1.661 indicates that the variables Product (X1), Price (X2), Location (X3), Promotion (X4) are considered constant or equal to zero, and the Purchase Decision (Y) is 1.661.
2. The regression coefficient for Product (X1) of 0.602 indicates that the Product (X1) variable has a positive relationship with the Purchase Decision (Y) value. This shows that every 1-unit increase in the Product (X1) variable will increase the Purchase Decision (Y) by 0.602, assuming that other variables remain constant.
3. The regression coefficient for price (X2) is 0.745, indicating that the price variable (X2) has a positive relationship with the purchase decision value (Y). This shows that every 1-unit increase in the price variable (X2) will increase the purchase decision (Y) by 0.745, assuming other variables remain constant.
4. The regression coefficient for location (X3) is 0.503, indicating that the location variable (X3) has a positive relationship with the purchase decision value (Y). This shows that every 1-unit increase in the location variable (X3) will increase the purchase decision (Y) by 0.503, assuming other variables remain constant.
5. The regression coefficient for promotion (X4) is 0.706, indicating that the promotion variable (X4) has a positive relationship with the purchase decision value (Y). This shows that every 1-unit increase in the promotion variable (X4) will increase the purchase decision (Y) by 0.706, assuming other variables remain constant.

The Effect of Product (X1) on Purchase Decision (Y)

Based on the results of the t-test analysis, it shows that the product has a positive and significant effect on purchase decisions. The results of this study are in line with the research conducted by (Agub Harnady et al., 2021). Products are the main elements that can provide value and satisfaction to consumers (Ganim et al., 2021). Consumers tend to decide to buy if the product suits their needs, has an attractive design, and is of guaranteed quality (Nurhasan et al., 2022). These findings indicate that product attributes function as the primary evaluative criteria in the decision-making process, where consumers cognitively assess product benefits relative to alternatives before forming purchase intentions. In the context of modern retail, providing differentiated product quality and variety becomes a strategic implication for companies to strengthen their competitive positioning and retain consumer preference.

The Effect of Price (X2) on Purchase Decisions (Y)

Based on the results of the t-test analysis, it shows that price has a positive and significant effect on purchase decisions. The results of this study are in line with research conducted by (Agub Harnady et al., 2021; Muhammad Akbar et al., 2023). Competitive prices that are comparable to product quality make consumers feel that they are getting the right value (Jesica Febriana et al., 2024). Price is one of the important factors that influence consumer perceptions of products and directly influence purchasing decisions (Nurhasan et al., 2022). This supports the principle of value-price congruence, where consumers evaluate fairness and affordability before committing to transactions. For retail managers, price positioning strategies such as tiered pricing, discount scheduling, and transparent pricing structures become critical to stimulate purchasing behaviour and prevent consumer switching to competitors.

The Effect of Location (X3) on Purchasing Decisions (Y)

Based on the results of the t-test analysis, location has a positive and significant effect on purchasing decisions. These findings are in line with those of (Agub Harnady et al., 2021; Muhammad Akbar et al., 2023). A strategic, easily accessible, and convenient business location contributes greatly to increasing purchasing decisions (Jesica Febriana et al., 2024). An easily accessible location makes consumers feel more efficient in terms of time and cost. The right location can increase the chances of consumers visiting and making purchases (Agub Harnady et al., 2021). This result highlights the importance of locational convenience as a determinant that reduces perceived effort and enhances the consumer shopping experience. From a strategic perspective, optimizing store infrastructure, parking access, and proximity to residential or commercial areas becomes essential to maintaining store competitiveness in dense retail markets.

The Effect of Promotion (X4) on Purchase Decisions (Y)

Based on the results of the t-test analysis, promotion has a positive and significant effect on purchase decisions. These results are in line with research conducted by (Agub Harnady et al., 2021; Nurhasan et al., 2022). This means that the more intense and creative the promotional activities carried out, such as through social media, discounts, or advertisements, the greater the incentive for consumers to make purchases. Attractive promotions can increase brand awareness and strengthen purchasing interest. Effective promotions can influence consumer perceptions and accelerate the purchasing decision-making process (Jesica Febriana et al., 2024). This demonstrates that promotional stimuli shape consumer attitudes by enhancing message visibility and emotional persuasion, which ultimately drive behavioural responses. Strategically, implementing targeted promotional campaigns and consistent communication channels becomes a key approach for retailers to build loyal customers and increase transaction volume.

Conclusion

Based on the results of the research conducted, the researchers successfully proved that all components of the marketing mix, including product, price, promotion, and location, have a positive and significant effect on purchasing decisions. These findings show that the marketing mix strategy plays an important role in driving consumer interest and decisions in choosing a product, especially amid increasingly competitive business competition. Beyond statistical confirmation, these results provide conceptual reinforcement that purchasing behavior in local retail settings is shaped by the perceived value generated through integrated marketing strategies, contributing to the development of marketing literature by demonstrating how traditional marketing mix elements remain relevant even in environments increasingly influenced by digital platforms and modern retail chains.


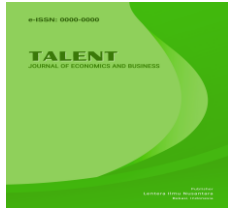
The results of this study confirm that companies that are able to provide quality products, offer prices that are in line with the value perceived by consumers, carry out effective and informative promotional activities, and determine a strategic and easily accessible business location will be more capable of influencing consumers to make purchases. Practically, these findings imply that retail managers at Sinar Bahagia and similar local supermarkets should prioritize strengthening product assortment, improving promotional creativity through both offline and digital media, and designing price structures

that reflect fair value to enhance customer retention and maintain competitive advantage. Thus, optimizing the marketing mix is a key factor in increasing purchasing decisions and strengthening a business's position in the market.

However, this study is limited by the relatively small sample size and focus on a single retail location, which may restrict generalizability. Future research is recommended to expand the sample across multiple retail settings, incorporate comparisons with digital-based purchasing behaviour, and explore mediating or moderating variables such as customer experience or brand trust to provide a deeper theoretical contribution.

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