

THE INFLUENCE OF SERVICE MARKETING MIX ON CONSUMER PURCHASING DECISIONS IN NAL CATERING IN PALU CITY

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ABSTRACT

This research aims to find out the marketing mix and service quality simultaneously influence purchasing decisions at NAL catering in Palu City; at NAL catering in the city of Palu. In this research, the sample population was 70 respondents. Multiple linear regression analysis tool. The results of the research show that r: the calculation results obtained a sig F(0.000) value <0.05 . Thus it can be stated that the results are the same. -same (simultaneously) independent variable has a significant influence on the dependent variable. For the marketing mix variable, the calculation results show that the regression coefficient value is 0.459, while the sinification t value is 0.000. Thus the sig t value is <0.05 at the 95% confidence level. So it can be stated that the marketing mix variable has a significant effect on purchasing decisions in NAL Catering Palu City, for the service quality variable, the calculation results show that the regression coefficient value is 0.510, while the t significance value is 0.000. Thus the sig t value <0.05 at the 95% confidence level. So it can be stated that the service quality variable has a significant effect on purchasing decisions at NAL catering in Palu city. The results of the determination test (model reliability) show an R-Squere value of 0.488 or 48.8%. This means that 48.8% of the dependent variables are influenced by the two independent variables, the rest of the dependent variables are influenced by other variables that were not studied.

Keywords: Marketing Mix, Service Quality, Purchasing Decisions.

INTRODUCTION

It is important for catering entrepreneurs to understand the desires and needs of their consumers, because consumers are the objects that are used as target markets. It is important to know that competition in the catering business is getting tougher, therefore special strategies are needed in competitive conditions like this in order to survive in market competition.

NAL catering is a company operating in the catering (catering) service business. 2013, by (the late) Nik'mah Alkaf. Based on SIUP 673/11.01/PK/VII/97. This company registered as a small trading company with catering service business activities. In 2011, precisely on August 27 2011, NAL catering

was registered as an individual company with TDP number 11.01.5.55.11221.

At the beginning of its establishment, NAL Catering was located on Jalan Sis Aljufri, No. 123, Palu City, and moved in 2017 to Jl. Umar Syarif, Palu City. In the Palu City area itself, there are businesses other catering services which are competitors, thus indirectly reducing the market share for NAL catering.

With such a tight level of competition, NAL catering has issued various strategies to anticipate new competitors or old competitors. The strategies issued will be oriented towards NAL catering sellers. Regarding the strategy for acquiring customers, there are several things that provide added value for NAL catering in the

eyes of consumers, namely the taste and variety of the menu, the decoration arrangement, the adequacy of the food served and the service, these are some of the things that are thought to make consumers loyal and make repeat purchases from NAL catering.

Premium taste supported by diverse menu varieties is an attraction for consumers. The role of product quality has become very important due to the development of human civilization so that it influences consumer attitudes in purchasing a product, whether individual products (products made to order) or mass products (products that are made to order). made continuously). The goods that a company will produce will be assessed by consumers. Consumer assessments include, among other things, the durability or strength of the goods, the shape or model of the goods and the function of the goods produced when consumers buy the goods.

NAL catering in running its business relies heavily on quality products and service that is really paid attention to because this is felt directly by consumers. In accordance with the catering vision of Nal catering, namely to be a catering that is reliable and trustworthy and able to help the economy of families and surrounding communities and Angrek catering's mission is to provide excellent service supported by quality human resources. Reliable with skills and extensive network.

Apart from that, with the development of science and technology, every society in general will make wise, practical and efficient decisions. The behavior and mindset of this advanced society makes it a challenge for professional entrepreneurs to respond quickly. in accepting every change that exists, in order to get opportunities so that the business they run can develop as far as possible. Apart from that, people have high routines and work outside the home, making them unable to pay much attention to the

needs they need for their own health, such as food. and drinks, and they are more likely to use services from other parties such as restaurants, food stalls, canteens and catering to meet their needs. Thus we can see that they do not want to be bothered with consumption matters either for themselves or when they are going to an event.

The following is a data table on the number of consumers per order and the number of orders per pax:

Table 1.1.
NAL catering sales data for 2020

Month	Consumers per Order	Number of orders per pax
January	15	5120
February	21	5970
March	0	0
April	0	0
May	0	0
June	0	0
July	0	0
August	0	0
September	12	1900
October	14	2450
November	13	2750
December	15	3500
Total	94	21.690

From table 1.1 above we can see NAL catering's sales in 2020. The data above explains that NAL catering's sales fluctuate every month, however in certain months NAL catering did not accept food orders due to the pandemic situation that was taking place at that time.

Based on the description of the background of the problem above, the author is interested in taking the title "the influence of the marketing mix and service quality on purchasing decisions at (NAL catering in Palu City)".

RESEARCH METHODS

Types of research

Regression Testing Results This type of research is explanatory research

By using a quantitative approach. According to Singaribun and Effendi (2006: 5) explanative research is to explain the casual relationship between variables through testing a formulated hypothesis or often called this research to explain the position of the variables studied and the relationship between independent variables, namely marketing mix variables. (X1) and service quality (X2) as well as the dependent variable purchasing decision (Y).

RESULT AND DISCUSSION

According to the results of the Multiple Linear Regression analysis using computer assistance, research results were obtained from 70 respondents with the alleged influence of the two independent variables (marketing mix and service quality) on purchasing decisions at NAL Catering in Palu City. The calculation results can be seen as follows:

Table 4.7
Calculation results of the Multiple Linear Regression Test

No	Variabel	Unstandarized Coefficien	t	Sig
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		ts		
1	Constanta	3.730		
2	Marketing Mix(x1)	0.459	7.5 93	0.000
3	Service Quality(x2)	0.510	4.7 98	0.000
R		;0.778	F	;51.5
R	Squere	;0.606	H	20
			Sig	;0.00
			f	0

Regression Model Obtained from table 4.7 above is:

$$Y=3.730+0.459X1+0.510X2:$$

The equation shows, the independent variable analyzed is in the form

Variables (X1 and X2) have an influence on the independent variable (Y).

From the equation above it can be explained:

1. For a Constanta value of 3,730, it means that the public's decision to make a purchase from NAL Catering in Palu City before the independent variable was 3,730.
2. Marketing mix (X2) with a regression coefficient of 0.459, this means that there is a positive influence between the marketing mix and purchasing decisions at NAL Catering in Palu City. This means that if the marketing mix increases it will increase purchasing decisions at NAL Catering in Palu City by 45.9% with the assumption the service quality variable (X2) remains.
3. Service quality (X2) with a regression coefficient of 0.510, this means that there is a positive influence between service quality and purchasing decisions at Nal Catering in the city of Palu. This means that if service quality increases it will increase purchasing decisions at Nal Catering in the city of Palu by 51%

with variable assumptions marketing mix (X2).

The marketing mix is a set of tools that marketing uses to shape the characteristics offered to customers. These tools can be used to develop long-term strategies and also to design short-term tactical programs. Each company must decide to what extent to adapt its marketing strategy to conditions. which exists.

Marketing Mix or the marketing mix consists of 4Ps, namely product, price, place, and promotion.

CONCLUSION

5.1. Conclusion

Based on the results of the discussion and data processing results in this research, So the conclusions that can be drawn are as follows:

1. The results of hypothesis testing conclude that the marketing mix (X1) and service quality (X2) are proven to have a significant influence on purchasing decisions at NAL Catering in Palu City.
2. The results of the regression analysis show that the marketing mix variable (X1) has a significant influence on purchasing decisions at NAL Catering in Palu City.
3. The results of the regression analysis show that the service quality variable (X2) is significant in purchasing decisions at NAL Catering in Palu City.

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