The Influence of Marketing Mix on Consumer Buying Interest at PT. Sinar Sagara Sejahtera Sumedang

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Abstract: This study entitled the effect of the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang. This research uses descriptive method with quantitative analysis techniques, carried out through survey methods. Data collection techniques were analyzed by means of observation and questionnaires. The population taken is the average consumer per year, namely 2,175 people while the sample is calculated using the Slovin formula and the results are 96 respondents. Research data using simple regression analysis, correlation test, coefficient of determination and hypothesis testing. The results of this study indicate that the marketing mix is 7,827 (good) with an average of 81.49%, consumer buying interest is 3,769 (good) with an average of 83.5%. Furthermore, the magnitude of the marketing mix relationship to consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang of 0.741 (a fairly strong relationship), and the influence of the marketing mix on consumer interest in PT. Sinar Sagara Sejahtera Sumedang is 54.90% and there are still 45.10% other factors. The results of the calculation of the hypothesis test turned out to be tcount > ttable or 10.7 > 1.66123, it can be said that there is a positive influence between the marketing mix on consumer buying interest at PT.Sinar Sagara Sejahtera Sumedang which is acceptable. To improve the company's marketing mix strategy, it must pay attention to aspects that can support the improvement of the marketing mix, be it price, product, promotion and place so that consumer interest can occur and consumers decide to buy.

INTRODUCTION

The rapid development of the economy today has a big influence on marketing activities. Companies are increasingly creative in developing their marketing mix which consists of product development, price, place and most importantly promotion. The marketing mix is

needed to become the main forum for attracting consumer buying interest in all areas of the business being run. Including for companies operating in the industrial sector.

Republic of Indonesia Government Regulation Number 28 of 2021 concerning industry, in article 1 paragraph (1) explains that, "Industry is all forms of economic activity that process raw materials and/or utilize industrial resources so as to produce goods that have added value or higher benefits, including industrial services". Then Regulation of the Minister of Trade Number 66 of 2019 concerning general provisions for the distribution of goods in article 1 paragraph (11) "Marketing program is a company program in marketing goods which will be implemented and developed by sellers through a marketing network". Furthermore, Kotler and Armstrong (2018: 47) state that the marketing mix consists of four components called 4P, namely product, price, promotion and place". Then Cita, et al. (2021: 113) states, "Marketing mix is a product strategy, pricing, distribution and promotion by channeling it to the target market. All of these elements are very important for marketing activities and to attract consumer buying interest. Consumers are the most important party for the company. Basically consumers do not depend on companies, but companies depend on consumers. Satisfying consumers is one of the company's goals in achieving profitability and maintaining company sustainability.

S3SHOP is a local sandal brand released by PT. Sinar Sagara Sejahtera Sumedang, which is of high quality and there is no need to doubt it. Even though this brand can be said to be quite new, it has been proven that its products are quite popular with women of all ages. S3SHOP is a sandal brand produced by PT. Sinar Sagara Sejahtera Sumedang produces various models of sandals such as flat shoes, rope sandals, teplek sandals, kokop sandals and slop sandals. From year to year S3SHOP always innovates by trying to release several new fashions so that consumers don't get bored. Sandal products are the result of industrial companies which can be said to be mandatory products that everyone must have. So many sandal brands have emerged on the market, causing competition to become increasingly fierce. On the other hand, consumers have their own assessments and expectations of the products they use. As is the case with sandals products from PT. Sinar Sagara Sejahtera Sumedang (S3SHOP) which has high quality at affordable prices. This is in accordance with what Stanton said in Alma (2020: 139) which states that a product is a set of attributes, both tangible and intangible, including color, price, the good name of the company, the good name of the seller, and the company's services and services provided. selling, which is accepted by the buyer to satisfy his desires. Then Stanton in Suprapto and Azizi (2020: 139) states that a product is a set of attributes, both tangible and intangible, including color, price, the good name of the company, the good name of the seller, and the company's service and the service that the seller receives. by buyers to satisfy their desires. Furthermore, Kotler in Firli, T. (2020: 69) states that a product is anything that can be offered to a market so that it is noticed, requested, used or consumed so that it might satisfy a want or need." Products can be physical objects, services, people, places, organizations, and ideas.

To be able to compete and satisfy consumers, of course a brand must have a competitive advantage compared to competing brands and be able to meet consumer needs. Companies are required to be observant in gathering information about consumer preferences and be able to implement appropriate marketing strategies. This phenomenon makes competition between business people even tighter. The demand to create consumer satisfaction makes producers and marketers compete to provide more value and benefits to the products and services produced in order to compete in the market. If consumers are satisfied with the first purchase, then consumers will make repeat purchases and become loyal to the company. Consumer satisfaction

is a major concern for most companies. If product and service performance is lower than expectations, consumers will feel disappointed. If it turns out to meet or even exceed expectations, consumers will feel satisfied. After consumers get satisfaction, consumers will become loyal to the company. This will have a positive impact because consumers will make repeat purchases. In addition, loyal consumers tend to recommend products that make them satisfied to others. Consumer loyalty has proven to be an important factor for companies to achieve targets and survive the competition.

PT. Sinar Sagara Sejahtera Sumedang (S3SHOP) is a company operating in the fashion industry. The company carries out production and sales which are marketed directly. The company was founded in 2016. The company's address is Dsn Cihonje, RT/RW 03/03, Karanglayung Village, Conggeang District, Sumedang Regency 45391. S3SHOP opened 12 outlets in West Java, including in Tasikmalaya Subang, Majalaya, Soreang, Garut, Cianjur , Purwakarta, and Sumedang. Recently, it has been marketed and promoted online, consisting of TikTok, Instagram, Shopee and Facebook. Currently the company has 84 employees, ranging from production, packaging, admin, staff as well as manager and social media admin staff. In its operations, S3SHOP tries as optimally as possible to improve its product marketing and tries to increase its competitiveness by expanding product marketing so that it is known to many parties, by also carrying out online marketing which is felt to be more effective than offline marketing. In 2020, S3SHOP experienced an increase in sales after trying to market via e-commerce Shopee, with friendly service and fast delivery, sales continued to increase. However, in 2021 S3SHOP experienced a decline in sales, fluctuating and unstable sales became a management problem which was immediately resolved of course.

The following is sales data at PT. Sinar Sagara Sejahtera Sumedang :

Table 1. Sales Data (Pcs) of S3SHOP Product at PT. Sinar Sagara Sejahtera Sumedang

YEAR	SALES TARGET	SALES REALIZATION
2019	1.100	1.700
2020	1.200	2.500
2021	1.300	500
2022	1.400	4.000
AMOUNT	**5.000**	**8.700**

Source: Sales data. PT. Sinar Sagara Sejahtera Sumedang

From the table above, it can be explained that in 2021 there was a significant decline in sales, the decline in sales was marked by a lack of consumer buying interest due to several indicators in consumer buying interest being less than optimal. Consumer buying interest is the stage where consumers form their choices among several brands that are included in the choice set, then ultimately make a purchase on the alternative they like most or the process that consumers go through to buy a good or service based on various considerations. This is in accordance with what Sunyoto said in Astiti, (2019: 36) stating that consumer buying interest is the stage where consumers form their choice between several products that are included in the choice set, then ultimately make a purchase on an alternative that they mutually like or the process which consumers go through to buy a good or service based on various considerations. Then Kotler, Bowen and Makens in Wahyuni (2020: 38) state that buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices regarding the product they want to buy based on brand and interest. Furthermore, Kinnear and Taylor in Kurniawan, (2020: 48) stated that buying interest is the stage of the

respondent's tendency to act before the buying interest is actually carried out.

And from the results of observations made by researchers on several informants in the company, it is true that during 2021 there was a decline in sales, consumer interest in buying products decreased, due to the lack of product innovation, product models tended to be monotonous and there were not many types of products needed by consumers, The next problem is that consumers do not recommend products to other people. This is proven by consumers giving reviews about products in the marketplace but tend not to recommend them to other people because consumers are not satisfied with the product. The final problem encountered is that consumers do not look for information about the product because the product information is not described and explained in detail regarding ingredients, delivery and the time needed for the product to reach the consumer. This is in accordance with the results of research conducted by Silaningsih and Utami (2018), which states that product, price. promotion and place simultaneously have a positive and significant effect on consumer buying interest. Partially, price and product influence consumer buying interest, while promotion and place have no influence on consumer buying interest.

Based on this description, researchers are interested in researching in more depth about "The Influence of Marketing Mix on Consumer Purchase Interest at PT. Sinar Sagara Sejahtera Sumedang". So the objectives of this research are 1) how to implement the marketing mix at PT. Sinar Sagara Sejahtera Sumedang?. 2) what is consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang?, 3) How big is the influence of the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang?.

LITERATURE REVIEW
Management

Management comes from the word to manage which means to organize. Management is regulated throug processes and arranged based on sequence and the management functions are planning, organizing, directing and controlling. So, management is a process to realize the desired goals. Terry in Sukatin et al., (2021: 1) stated, "Management is a typical process consisting of planning, organizing, activating and controlling actions to determine and achieve goals through the use of human resources and other resources". Then Kasmi, et al. (2022:2) stated, Management can be interpreted in general as a process carried out by individuals in managing activities carried out by individuals or groups. Systems or management must be implemented to meet the targets to be achieved in a collaboration by optimizing existing resources. Furthermore, Stoner and Wankel in Hakim (2018: 2) state that, "Management is the process of planning, organizing, leading, controlling organizational efforts and the process of using organizational resources to achieve stated organizational goals. Process here means a systematic way of doing something".

Thus, from several expert opinions above, it can be concluded that management is a process of coordinating and integrating work activities so that they are completed effectively and efficiently. The process of describing these functions is usually referred to as planning, organizing, leading and controlling.

Marketing Management

Marketing management can be applied to all business fields. In management there are functions of analysis, planning, implementation and supervision. The planning stage is the stage that determines the continuity and success of a marketing organization. The planning process is a process that always looks forward or to future possibilities, including developing

programs, policies and procedures to achieve marketing goals. Marketing is one of the most important activities in the business world. In current business conditions, marketing is a driving force to increase sales and consumer buying interest.

Kotler (Swastha, 2018:4) stated, "Marketing management is analyzing, planning, implementing and supervising programs aimed at generating exchanges with the target market with the aim of achieving company goals." Then Cita, et al (2021:1) stated, "Marketing management is an effort to plan, implement and control marketing activities in an organization or company in order to achieve goals effectively and efficiently." Furthermore, Dharmawan and Handoko in Indrasari (2019) stated, "Marketing management is a management process which includes analyzing, planning, implementing and supervising marketing activities carried out by the company."

From this definition it can be concluded that marketing management is a process that includes planning, supervision, implementation and monitoring of marketing activities carried out by a company to generate profit or profit which is the company's goal.

Consumer Buying Interest

Buying interest (willingness to buy) is part of the behavioral component of consumption attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are included in the choice set, then ultimately make a purchase on the alternative they like most or the process that consumers go through to buy a good or service based on various considerations.

Sunyoto in Astiti, (2019: 36) states, Consumer buying interest is the stage where consumers form their choice between several products that are included in the choice set, then ultimately make a purchase on an alternative that they mutually like or the process that consumers go through to buy a good or service based on various consideration. Then Kotler, Bowen and Makens in Wahyuni (2020: 38) stated, "Intention to buy arises after an alternative evaluation process and in the evaluation process, someone will make a series of choices regarding the product they want to buy based on brand and interest." Furthermore, Kinnear and Taylor in Kurniawan, (2020: 48) stated, "Purchasing interest is the stage of the respondent's tendency to act before the purchase interest is actually implemented".

A product is said to have been consumed by consumers if the product has been decided by consumers to purchase it. The personal characteristics of consumers that are used to process stimuli are very complex, and one of them is the consumer's drive or motivation to buy. From the opinions above, it can be concluded that buying interest is the sincerity of having something at a sacrifice (money) where buying interest arises because consumers feel satisfied with the quality of the products provided by the company.

METHOD

The research method used in this research is a descriptive analysis research method with a survey approach, while hypothesis testing is carried out using regression analysis. This is in accordance with the opinion of Sugiyono (2018:24) who states that in general research methods are defined as a scientific way to obtain data with certain purposes and uses. Then Abdullah, M. (2018: 81) states that the survey research method is a quantitative research method used to obtain data that occurred in the past or currently, about beliefs, opinions, characteristics, behavior, variable relationships, and to test several hypotheses about sociological variables. and psychology from samples taken from certain populations, data collection techniques using

observations (interviews or questionnaires) that are not in-depth, and research results tend to be generalized. The collected data is then analyzed using statistical data analysis technique.

The population in this study is the number of consumers per year at PT. Sinar Sagara Sejahtera Sumedang. This is in accordance with what was found by Sahir, S. H. (2021:148) that population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Researchers use samples to make it easier to process research data. In this study, the number of respondents was taken using the Slovin formula, the sample determined by the researcher with a percentage of leeway or error rate that was tolerated was 10%. The population to be studied was determined at 2,175 respondents. So from these data the sample size obtained using the Slovin formula is the population to be studied which has been determined as 96 respondents. This is in accordance with the opinion of Sugiyono. (2022:149) who states that the sample is part of the number and characteristics of the population, so the number of samples taken must be able to represent the population in the study.

To explain the description of the marketing mix (variable Then, to find out the categories of response results to research indicators, the category scores are divided into five categories, namely, Very Good (SB), Good (B), Fairly Good (CB), Not Good (KB), Very Bad (STB). Meanwhile, data collection techniques used in this research include observation and questionnaires. Instrument quality test criteria use validity tests, reliability tests and normality tests. Meanwhile, technical data analysis uses regression tests, correlation coefficient tests, determination coefficient tests and hypothesis tests.
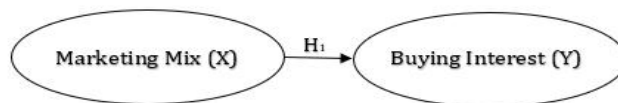

Figure 1. Illustration of the Research Model

RESULT AND DISCUSSION

Testing the validity of the marketing mix variable (X) with 20 statements obtained the following results :

Table 2. Marketing Mix Validity Test Results (X)

Statement Items	Corrected Item Total Correlation	rtabel (a = 10%)	Information
Statement 1	0,585	0,237	Valid
Statement 2	0,540	0,237	Valid
Statement 3	0,558	0,237	Valid
Statement 4	0,730	0,237	Valid
Statement 5	0,646	0,237	Valid
Statement 6	0,585	0,237	Valid
Statement 7	0,621	0,237	Valid
Statement 8	0,475	0,237	Valid
Statement 9	0,708	0,237	Valid

Statement 10	0,600	0,237	Valid
Statement 11	0,520	0,237	Valid
Statement 12	0,676	0,237	Valid
Statement 13	0,601	0,237	Valid
Statement 14	0,650	0,237	Valid
Statement 15	0,722	0,237	Valid
Statement 16	0,645	0,237	Valid
Statement 17	0,618	0,237	Valid
Statement 18	0,662	0,237	Valid
Statement 19	0,715	0,237	Valid
Statement 20	0,693	0,237	Valid

Source : Data processed by researchers, 2023

The results of the validity test calculations on the marketing mix show that all statement items are declared valid because the rcount for each statement is greater than the rtable at the significance level (α) = 10%, namely: 0.237. So it can be concluded that all statement items from the marketing mix variables in the questionnaire are valid.

The validity test for the purchase interest variable (Y) of 10 statements obtained the following result.

Table 3. Validity Test Results of Consumer Purchase Interest (Y)

Statement Items	Corrected Item Total Correlation	rtabel (a = 10%)	Information
Statement 1	0,578	0,237	Valid
Statement 2	0,661	0,237	Valid
Statement 3	0,700	0,237	Valid
Statement 4	0,301	0,237	Valid
Statement 5	0,665	0,237	Valid
Statement 6	0,700	0,237	Valid
Statement 7	0,711	0,237	Valid
Statement 8	0,731	0,237	Valid
Statement 9	0,641	0,237	Valid
Statement 10	0,775	0,237	Valid

Source : Data processed by researchers, 2023

The results of the calculation of the validity test on consumer buying interest show that all statement items are declared valid because the rcount for each statement is greater than the rtable at the significance level (α) = 10%, namely : 0.237. So it can be concluded that all statement items from the consumer buying interest variable are the questionnaire was declared valid.

Table 4. Reliability Test Result

Variable	Total Statement Items	Cronbach's	Information
Marketing Mix	20	0.935	0,60
Consumer Purchase Interest	10	0,900	0,60

Source : SPSS V.25 results data processed by researchers, 2023

The results of the reliability test on the marketing mix variables and consumer buying interest have Cronbach's alpha values for each variable (0.935) and (0.900). This value is greater than the critical value, namely 0.60. So it can be concluded that all statement items in the questionnaire for each variable are declared reliable or reliable.

Table 5. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	8,26599906
Most Extreme Differences	Absolute	,061
	Positive	,061
	Negative	-,057
Kolmogorov-Smirnov Z		,601
Asymp. Sig. (2-tailed)		,864

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS V.25 data processed by researchers, 2023

Based on the table above, it is known that the asymp.sig (2-tailed) value is 0.864. This shows that 0.864> 0.05. So it can be concluded that the residual value is normally distributed. Apart from using Kolmogorov-Smirnov, this research uses a P-Plot graph. Based on the P-Plot graph in Figure above, it shows that the data is spread out and follows a diagonal line. So it can be concluded that the results of the normality test variable influence Marketing Mix on Consumer Purchase Interest at PT. Sinar Sagara Sejahtera Sumedang is normal.

Table 6. Marketing Mix Correlation Coefficient Test Results with Consumer Purchase Interest

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741[a]	,549	,544	8,310

a. Predictors: (Constant), *marketing mix*

b. Dependent Variable: minat beli konsumen

Source : SPSS V.25 data processed by researchers, 2023

The results of the correlation coefficient calculation obtained were 0.741. Thus, the magnitude of the relationship between the marketing mix and the buying interest of PT consumers. Sinar Sagara Sejahtera Sumedang is 0.741 and in the interval 0.60 – 0.799 or it can be said that the marketing mix (X) with consumer buying interest (Y) has a strong relationship.

Then for the magnitude of the influence of the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang was 54.90%. It can be concluded that the marketing mix has a moderate influence on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang and there are still 45.10% other factors that influence consumer buying interest besides the marketing mix, namely customer satisfaction, service quality, brand preference, product quality, perceived value and physical environment.

Then, to test significance, the following steps are taken :

a. Find t count using the formula :

$$t = r \cdot \frac{\sqrt{n-2}}{\sqrt{1-rs2}}$$

$$t = 0.741 \cdot \frac{\sqrt{96-2}}{\sqrt{1-0,741^2}}$$

$$t = 0,741 \cdot \frac{\sqrt{94}}{\sqrt{1-0,549}}$$

$$t = 0.741 \cdot \frac{\sqrt{94}}{\sqrt{0,451}}$$

$$t = 0,741 \cdot \frac{9,695}{0,671}$$

$$t = 0,741 \times 14,448$$

$$t = 10,7$$

b. Find degrees of freedom with the formula :

$$dk = n - 2$$

$$dk = 96 - 2$$

$$dk = 94$$

c. Look for the ttable value with degrees of freedom (dk) = 94 and a significance level of 10% :
   t = 1.66123

d. Hypothesis testing
   After looking at the results of the hypothesis test calculations above, we obtained tcount > ttable or 10.7 > 1.66123. Thus the hypothesis proposed in this research is accepted.

So from the calculation results the correlation coefficient obtained is 0.741. Thus, the magnitude of the relationship between the marketing mix and the buying interest of PT consumers. Sinar Sagara Sejahtera Sumedang is 0.741 and in the interval 0.60 – 0.799 or it can be said that the marketing mix (X) and consumer buying interest (Y) have a strong relationship.

The magnitude of the influence of the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang was 54.90%. It can be concluded that the marketing mix has a moderate or quite strong influence on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang. This means that there are other factors or 45.10% that influence consumer buying interest. Other factors that influence consumer buying interest besides the marketing mix are customer satisfaction, service quality, brand preference, product quality, perceived value and the physical environment.

The results of the hypothesis test calculations obtained tcount > ttable or 10.7 > 1.66123. Thus, the hypothesis proposed in this research is accepted that there is an influence between the marketing mix and consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang. It can be concluded that the hypothesis states that there is a positive influence between the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang is acceptable.

This is in accordance with the results of research conducted by M. R. Mulyandi and Estika P. Sani (2020), which states that product, people, process and physical evidence have a significant influence on consumer buying interest and the e-marketing mix simultaneously influences consumer buying interest. on e-commerce in Indonesia. Then research conducted by Jonathan Wandy and Diah Dharmayanti (2014), stated that product, price, place and promotion have a significant effect on consumer motivation for Mie Lopo Timor products. Furthermore, research conducted by Silaningsih E and P Utami (2018) stated that product, price, place and promotion simultaneously influence consumer buying interest.

CONCLUSION

Based on the results of data testing regarding the influence of the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang, the following conclusions can be drawn :

1. Marketing mix at PT. Sinar Sagara Sejahtera Sumedang can be said to be good and overall based on the indicators it is in the good category, because the marketing mix implemented by PT. Sinar Sagara Sejahtera Sumedang is in line with expectations, meaning the marketing mix strategy implemented by the company is good.
2. Consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang can be said to be good, overall based on purchasing interest indicators it is in the good category, meaning consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang is in line with expectations and PT. Sinar Sagara Sejahtera Sumedang can attract consumer buying interest with various indicators of consumer buying interest in order to achieve company goals.
3. There is an influence of the marketing mix on consumer buying interest at PT. Sinar Sagara Sejahtera Sumedang was 54.90%. It can be concluded that there are 45.10% other factors that influence consumer buying interest besides the marketing mix, namely customer satisfaction, service quality, brand preference, product quality, value.

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