

THE INFLUENCE OF STUDENTS' COMPREHENSION ON MARKETING MIX TOWARDS THEIR PURCHASE DECISION

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ABSTRACT

The purpose of this study was to determine the effect of student comprehension in translating, interpreting, and extrapolating the concept of the marketing mix on their purchasing decisions. The design of this research is quantitative research. The sample of this study was 59 students of SMK MUhammadiah 2 Pekanbaru taken using a random sampling technique. Data were collected using a questionnaire and analyzed with the classic assumption test and hypothesis test. The results showed that there was a significant influence between comprehension in translating and interpreting the marketing mix for student purchasing decisions. However, there is no significant effect between comprehensions in extrapolating the marketing mix concept to student purchasing decisions. The results also showed a significant influence between comprehension in translating, interpreting, and extrapolating the marketing mix simultaneously to student purchasing decisions.

Keywords:

Comprehension, marketing mix, purchase decision.

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INTRODUCTION

Kotler and Molan (2009) explain the purchase decision is the buying process by consumers both before and after the purchase decision. According to Kotler and Armstrong (2001), purchasing decisions have several indicators: need recognition, information seeking, alternative evaluation, purchase decision, and post-purchase behavior. What is meant by a purchase decision is a buying process carried out by consumers based on consideration of other factors such as what products will be purchased, when will buy, where to buy, and how to buy.

According to Buchari (2014), purchasing decisions are the actions of consumers to buy products or goods. As for consumer considerations in making purchasing decisions based on the product, price, place, and promotion which known as the marketing mix. Likewise, Rangkuti (2009) explains some factors that influence consumers to make purchasing decisions, namely internal and external factors. Internal factors are the marketing mix which consists of products, prices, places, and promotions; while external factors are cultural, social, personality, and psychological. What's more, Kotler (2012) describes the marketing mix as a marketing tool used by companies to achieve their marketing goals continuously in their destination markets. The marketing mix includes products, prices, places, and promotions. It can be concluded that the marketing mix can influence consumer purchasing decisions.

The concept of the marketing mix is also learned by students from the Marketing Department of SMK Muhammadiyah 2 Pekanbaru. Student comprehension of the marketing mix should influence student purchasing decisions. Kartadinata (2011) explains that the learning

process is characterized by changes in cognitive, affective, and psychomotor aspects in the form of understanding.

Likewise, Anas Sudijono (2008) said that comprehension is the ability to understand something after it is understood and remembered. In other words, comprehension is the ability to understand things from various points of view. This appears when students can understand something and then able to explain again in their own words. Furthermore, Winkel (2009) states that comprehension is the ability to capture the meaning of the subject learned. Whereas Sardiman (2011) said that comprehension is mastering something in the mind. Comprehension according to Daryanto (2012) includes translating, interpreting, and extrapolating.

Based on the preliminary observations of researchers at the Marketing Management Department of SMK Muhammadiyah 2 Pekanbaru after students learn the concept of the marketing mix. Then the hypothesis is obtained that student purchasing decisions do not reflect students' comprehension of the marketing mix. It can be seen from the following things:

1. Many students still buy products that don't meet their needs.
2. Many students buy products without seeking information about the uses and benefits of the product.
3. Many students buy products without evaluating product alternatives.

Based on this phenomenon, this study raises the issue of the influence of student comprehension regarding the marketing mix on purchasing decisions. The formulations of the problems in this study are:

1. How much does the stu-

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- dents' comprehension translate the concept of marketing mix influence purchasing decisions?
2. How much does the students' comprehension interpret the concept of marketing mix influence purchasing decisions?
 3. How much does students' comprehension extrapolate the concept of marketing mix influence purchasing decisions?
 4. How much gives students' comprehension translate, interpret, and extrapolate the marketing mix concept to influence purchasing decisions simultaneously?

LITERATURES REVIEW

Wahju Wulandari (2012) in a study has explained the effect of marketing mix on purchasing decisions on Waseda UKM Mart Koperasi Karyawan Widyagama Malang. It has been concluded that the marketing mix simultaneously and significantly influences the purchase decision; price and physical environment significantly influence purchasing decisions; however, promotions and services have no significant effect on purchasing decisions; and the price is the most influential on purchasing decisions.

Furthermore, Puryono (2014) has explained the effect of the marketing mix on purchasing decisions at UD Glagah Wangi Magetan. It was concluded that both partially and simultaneously the product, price, place, and promotion influenced the purchase decision.

Based on these studies, it can be concluded that the marketing mix has influenced purchasing decisions. However, there is not much research that discusses the effect of student comprehension of the marketing mix concept on purchasing

decisions. So the purpose of this study is to fill the gap regarding research on the influence of student comprehension of the marketing mix concept on purchasing decisions.

Comprehension

Bloom (Djaali, 2011) defines comprehension as the ability to repeat information using their language. Sudaryono (2012) explains comprehension is a person's ability to understand something after it is recognized.

As for the indicators of understanding according to Sudaryono (2012) are:

1. Translating is not only about the transfer from one language to another, but also the transfer of abstract concepts to symbolic models to simplify and facilitate learning.
2. An interpretation has a deeper meaning than just translating. Interpretation is the ability to understand and solve major communication ideas.
3. Extrapolation requires a higher understanding of translating and interpreting; higher intellectual abilities are needed in extrapolation.

Marketing Mix

According to Saladin (2007), the marketing mix is marketing applied by companies to achieve marketing objectives in the target market. Kotler and Molan (2009) classify elements of the marketing mix, namely Product, Price, Place, and Promotion (4P).

1. Product

Products are anything that can be offered to the market to be shown, used, and consumed. Products include physical objects, services, places, or organiza-

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tions. Product decisions include quality, brand, or package. The product development is based on market research, testing, and services both before and after-sales.

2. Price

According to Kotler and Armstrong (2001), price is the amount of money paid for a product or service; or the amount of value exchanged to obtain the benefits of goods and services after purchase. Price is the only element that reflects an income after-sale, while other elements incur costs. Included in the price decision are price competitiveness, affordability, discounts, price levels, and suitability of prices with expectations

3. Place

The place is a location that companies use to make their products easily accessible to consumers. In other words, a place is to provide goods and services that are desired and needed by consumers at the right time and place.

4. Promotion

Promotion is activities done by the company actively to encourage consumers to buy products offered. That's why the promotion was one-way information or persuasion to direct someone or organization to make an exchange in a market.

Purchase Decision

Consumer decision making process involves the consumers to identify their needs, gather information, evaluate alternatives and then make their purchasing deci-

sion. In a word, the process of the consumer purchase decision is consumer positive behavior after searching and evaluating various alternatives product which stimulates the consumer to make a purchase decision. Many people had difficulties in deciding to buy a good or service. That is why marketers had to understand and apply a certain strategy for influencing the consumer purchase decision process.

According to Kotler and Molan (2012), purchasing decisions are a step in purchasing decision process made by consumers who actually purchase. Whereas Kotler and Armstrong (2001) said that purchasing decisions are purchasing decisions about what brand to buy. Indicators of the purchase decisions according to them are:

1. Need Recognition

The buying process starts with need recognition. Needs can be stimulated by many factors such as internal and external stimulation. Internal stimulation tends to be stimulated by physical needs such as impulses caused by hunger or thirst. While external stimulation is the tendency of consumers to understand their needs after seeing an ad or getting a product recommendation from a friend or family.

2. Information Search

When consumers are interested in a product and intend to buy, then consumers can find as much information as possible about the product. It takes a strong stimulus to encourage the desire to buy into a purchase decision.

3. Alternative Evaluation

Alternative evaluation is a way to process infor-

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mation in the direction of choice. About how do consumers consider the various alternatives available to make a purchasing decision? The consumer purchasing decision is dependent on the ability of consumers to make judgments and assessments of a product to meet their needs.

Based on the previous explanation, it can be concluded that marketers must understand consumer buying behavior regarding how consumers make purchasing decisions to meet their needs. As for several steps that can affect purchasing decisions, including:

1. Purchase Decision

Purchasing decisions are decisions made by consumers about buying a particular product or brand. Several factors influence purchase intentions and purchasing decisions. The first is about behavior and the second is situational factors, such as income, price, and product advantage.

2. Post-Purchase Behavior

At this stage, customer satisfaction can be reached through the conformity between consumer expectations and products that have been purchased. If the product meets expectations, consumers are satisfied. Furthermore, if the product can give more than expected, consumers can be very satisfied and loyal in the long run.

RESEARCH METHOD

The design of this study is a survey and the research is quantitative. The population was 83 stu-

dents majoring in marketing management at SMK Muhammadiyah 2 Pekanbaru and a sample of 59 students was taken using the stratified purposive random sampling technique. Data was collected by using techniques:

1. A questionnaire using a Likert scale used to collect data on students' purchase decisions.
2. Test to collect data of students' comprehension of the concept of the marketing mix in essay form.

Data analysis techniques in this study used the classic assumption test which consisted of tests of normality, multicollinearity, and autocorrelation. Then, the hypothesis test consists of the F test and the t-test is followed by multiple linear regression. The hypothesis stated in this study is:

Ha1: There is a significant influence of student comprehension in understanding the concept of marketing mix on student purchasing decisions.

Ho1: There is no significant effect of student comprehension in translating the concept of marketing mix on student purchasing decisions.

Ha2: There is a significant influence of student comprehension in interpreting the concept of marketing mix on student purchasing decisions.

Ho2: There is no significant effect of student comprehension in interpreting the concept of marketing mix on student purchasing decisions.

Ha3: There is a significant influence on student comprehension in extrapo-

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lating the marketing mix concept to student purchasing decisions.

Ho3: There is no significant effect of student comprehension in extrapolating the marketing mix concept to student purchasing decisions.

Ha4: There is a significant influence of student comprehension in translating, interpreting, and extrapolating the concept of the marketing mix to student purchasing decisions.

Ho4: There is no significant effect of student comprehension in translating, interpreting, and extrapolating the concept of marketing mix simultaneously on student purchasing decisions.

Furthermore, students' comprehension ability regarding the marketing mix concept in explaining student purchasing decisions is calculated using the coefficient of determination formula.

RESEARCH RESULT

Based on normality tests, the residual distribution was near the normal line.

On multicollinearity analysis, it could be found that VIF was 1,153 for sub-variables of translating, 1,180 for sub-variables of interpreting and 1,223 for variables of extrapolating. It could be said that multicollinearity problems were not found. Meanwhile based on autocorrelation test showed that there was no autocorrelation.

The F test showed a significant score, i.e. 0,000. It could be explained that Ho was rejected and Ha was accepted. It concluded that there was an influence of the variable of students' comprehension in

translating, interpreting and extrapolating simultaneously toward their purchase decision or in other words, students' comprehension of the concept of marketing mix influenced their purchasing decision.

The result of the t-test showed that: translating was significant at 0,000. It was less than 0.05 ($0.000 < 0.05$) means that Ha was accepted and Ho was rejected. It showed that translating influenced significantly toward students' purchase decisions; the partial test for interpreting was significant at 0.000. It was less than 0.05 ($0.000 < 0.05$) so that Ha was accepted and Ho was rejected. It showed that interpreting influenced significantly toward students' purchase decisions, and a partial test for extrapolating was significant at 0.132. It was more than 0.05 ($0.132 > 0.05$) so that Ha was rejected and Ho was accepted. It showed that extrapolating did not significantly influence the students' purchase decisions.

The result of multiple linear regression state the coefficient for independent variables: $X_1 = 0.155$, $X_2 = 0.093$, $X_3 = 0.042$, with Constanta 30.384, so that regression equation model was:

$$Y = 30.384 + 0,155 X_1 + 0.093 X_2 + 0.042 X_3 + e$$

Based on the equation, it could be said that: Constanta was 30.384, so if independent variable was constant, the average of students' purchase decision distributed was 30.384; Regression Coefficient X_1 (translating) based on multiple linear was 0.155, it showed that every 1 percent increase, students' purchase decision distributed would decrease 0.155 percent; Regression Coefficient X_2 (interpreting) based on multiple linear was 0.093, it showed that every 1 percent increase, students' purchase decision distributed would decrease 0.093 percent; and Regression Coefficient

X₃ (extrapolating) based on multiple linear was 0.042, it showed that every 1 percent increase, students' purchase decision distributed would decrease 0.042 percent.

Based on the Coefficient of Determination, the R Square of translate (X1) is 0.358. In other words, students' purchasing decisions are influenced by the translating variable by 35.8%, while 64.2% is explained by other variables.

Based on the Coefficient of Determination, R Square interpreting (X2) is 0.271. It can be interpreted that students' purchasing decisions are influenced by interpreting variables by 27.1% and 72.9% is explained by other variables.

Based on the coefficient of determination, R Square extrapolating (X3) is 0.165. This shows that student purchasing decisions are influenced by extrapolation variables of 16.5% and 83.5% explained by other variables.

Based on the Coefficient Determination Coefficient, R Square X1, X2 and X3 amounted to 0.511. Then it can be explained that students' purchasing decisions are influenced by translating, interpreting, and extrapolating by 51.1% and the remaining 48, 9% are explained by other variables.

CONCLUSION

The result of the research showed that:

1. There was a significant influence between comprehension in translating and interpreting the concept of marketing mix toward students' purchase decisions based on the level of significance that was less than 0.05. Meanwhile, the contribution of influence for each was 35.8% for comprehension in translating, 27.1% for compre-

hension in interpreting and 16.5% for comprehension in extrapolating.

2. There was no significant influence between comprehensions in the extrapolating concept of marketing mix toward students' purchase decision based on the level of significance that was more than 0.05. It was proved from the small percentage of contribution of influence of variable of comprehension in extrapolating namely 16.5%. However, although it was not proved, both variables were proved had a relation with correlation coefficient $0.406 > 0.213$.
3. There was a significant influence between comprehension in translating, interpreting and extrapolating the concept of marketing mix simultaneously toward students' purchase decision because $F_{\text{counting}} < 0,05$. It showed that all subvariables simultaneously had a meaningful influence on students' purchase decisions with the percentage of influence 51.1%.

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