

THE INFLUENCE OF MARKETING MIX ON PURCHASING DECISIONS FOR GROUND MACKEREL AT UMKM EVI TENGGIRI

Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Ikan Tenggiri Giling Pada UMKM Evi Tenggiri

Lilis Suriani Sianturi^{1*}, Rahmi Yuristia¹, Indra Cahyadinata¹, Heny Sulistyawati Purwaning Rahayu², Reswita¹

¹Agribusiness Study Program University of Bengkulu, ²National Research and Innovation Agency

Jl. WR. Supratman, Kandang Limun, Bengkulu, Indonesia

*Corresponding author: lilissianturii@gmail.com

(Received March 8th 2025; Accepted April 27th 2025)

ABSTRACT

Bengkulu City has abundant fishery resources, with total fishery yields reaching 32,757 tons. UMKM play an important role in local economic growth, one of which is Evi Tenggiri UMKM, which focuses on ground fish products. Problems in UMKM, such as the unknown influence of marketing to support the success of UMKM. This study aims to analyze the effect of the 4P marketing mix on purchasing decisions for ground mackerel at Evi Tenggiri UMKM. The research location was chosen purposively. Data was obtained from consumers who had bought ground mackerel, with a total sample of 96 respondents determined using the Lemeshow technique. The analysis was carried out descriptively quantitatively with multiple linear regression to measure the effect of the independent variable on the dependent variable. In addition, classical assumption tests such as normality, multicollinearity, heteroscedasticity, and hypothesis testing were carried out to ensure the validity of the model. The F test results obtained that the product, price, place, and promotion variables simultaneously affect purchasing decisions. The t test results for product and price variables show an influence on purchasing decisions. The t test results for the place and promotion variables have no effect on purchasing decisions.

Keywords: Ground Mackerel Fish, Marketing Mix, Multiple Linear Regression, Purchasing Decisions

ABSTRAK

Kota Bengkulu memiliki sumber daya perikanan yang melimpah, dengan total hasil perikanan mencapai 32.757 ton. UMKM berperan penting dalam pertumbuhan ekonomi lokal, salah satunya adalah UMKM Evi Tenggiri, yang berfokus pada produk ikan giling. Permasalahan pada UMKM yaitu seperti tidak diketahuinya pengaruh dari pemasaran untuk menunjang kesuksesan UMKM. Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran 4P terhadap keputusan pembelian ikan tenggiri giling pada UMKM Evi Tenggiri. Lokasi

penelitian dipilih secara purposive. Data diperoleh dari konsumen yang pernah membeli ikan tenggiri giling, dengan total sampel sebanyak 96 responden yang ditentukan menggunakan teknik Lemeshow. Analisis dilakukan secara deskriptif kuantitatif dengan regresi linear berganda untuk mengukur pengaruh variabel bebas terhadap variabel terikat. Selain itu, uji asumsi klasik seperti uji normalitas, multikolinearitas, heteroskedastisitas, serta pengujian hipotesis dilakukan untuk memastikan validitas model. Hasil uji F diperoleh bahwa variabel produk, harga, tempat, dan promosi secara simultan berpengaruh terhadap keputusan pembelian. Hasil uji t untuk variabel produk dan harga menunjukkan pengaruh terhadap keputusan pembelian. Hasil uji t variabel tempat dan promosi tidak berpengaruh terhadap keputusan pembelian.

Kata Kunci: Bauran Pemasaran, Ikan Tenggiri Giling, Keputusan Pembelian, Regresi Linear Berganda

INTRODUCTION

Bengkulu Province is an area that has great potential and can be utilized in marine fisheries resources. With a sea area of 53,000 km² and an EEZ (Exclusive Economic Zone) stretching between 12 and 200 nautical miles from the coast covering an area of 685,000 km² (Samsudin, 2021). Bengkulu is one of the cities with a lot of culinary potential and processed fish products. Fishing in the sea and inland waters in Bengkulu City reached 32,757 tons out of 69,991 tons of total fishing outside and inland waters. The high fisheries yield in Bengkulu Province, especially in Bengkulu City, can be an opportunity for business actors to further develop local potential into processed products to increase economic value (Nusir *et al.*, 2019).

Micro, Small and Medium Enterprises (MSMEs) play a major role in economic growth in Indonesia. The total number of MSMEs in Bengkulu City is 12,374 out of the total number of MSMEs in Bengkulu Province of 34,371 (Central Statistics Agency, 2024). Things that can affect MSMEs are Human Resources (HR), capital, machinery, and tools used, availability of raw materials, marketing, business processing, and information on global product access (Nabawi *et al.*, 2021). Fish Processing Units (UPI) continue to grow, which means that fish processing businesses are now creating a community-based sector that is increasingly in demand, especially among coastal communities. UPI in Bengkulu City used to only focus on fish drying and salting businesses, now new businesses have emerged such as fish grinding known as surami. Surami or ground fish is used as the main ingredient in making pempek, dragon's feet, nuggets, fish crackers and various other types of products (Bengkulu City Fisheries Service, 2023).

The production volume of fish processing in Bengkulu City in 2021 was 10,155.12 tons, reaching 72.33%. Meanwhile, fish processing production in 2022 was 10,969.96 tons. This production volume increased when compared to production in 2021. The largest production of processed fish products is in the type of fish drying/salting fish processing business as much as 9,333.33 tons. Meanwhile, other types of processing that are quite in demand are in the fish grinding business or ground fish products which are often called surami and fish smoking (Bengkulu City Fisheries Service, 2023).

The results of observations that have been carried out in Bengkulu City show that there are many businesses that sell processed fish. Of the many businesses in Bengkulu City, there is 1 processed ground fish business that is very busy with consumers, namely the Evi Tenggiri business. Because this business sells the most complete types of ground fish and also provides products other than ground fish. Evi Tenggiri also has 3 branches in Bengkulu City, namely on Bai Island, Pagar Dewa, and Rawa Makmur. There are 48 fish grinding businesses in Bengkulu City, which are competitors of the Evi Tenggiri UMKM. Competitor UMKMs that sell ground fish are Annisa 88, Mul Mandai 88, Afif Tenggiri and other competitors.

Marketing mix (4P) is the right step to take in considering operational factors, because the marketing mix is seen in terms of product, price, promotion and place/location. With this marketing mix, it can be a tool for developing strategies for business actors to be able to win increasingly large business competition. One of the factors that influences a business is the marketing mix. Likewise, Evi Tenggiri needs to apply the 4P marketing mix to the business currently being run (Budiman & Christine, 2017). In getting a product, consumers first consider the things that influence the product. When making a purchase or purchasing decision, consumers choose several considerations. One of the considerations that influences consumer purchasing decisions is embedded in the marketing mix attributes better known as the 4Ps consisting of product, price, promotion, and location. The application of this 4P attribute is effectively used in product business-based research. Meanwhile, using the 7P attribute is considered not very effective, because the additional 3P attribute is used for service business-based research (Pati *et al.*, 2022).

A purchasing decision is one thing that individuals do directly involved in decision making when buying a product that is marketed and offered by a company. A consumer decision arises because consumers are interested in a product that is offered and attracts consumers to buy (Tulong *et al.*, 2022)

Marketing is one thing that influences MSMEs. The development of MSMEs in society, some problems encountered such as the unknown influence of marketing to support the success of MSMEs. It is necessary to find the influence of the 4P marketing mix on purchasing decisions. So the purpose of this study is to see the influence of the marketing mix on purchasing decisions for ground mackerel fish by MSME Evi Tenggiri.

METHODS

Location and Time of Research

The research was conducted intentionally (purposively) at the Evi Tenggiri fish UMKM in Bengkulu City. The research time was in November 2024.

Method of Determining and Taking Respondents

This study has not been determined with certainty the population (Sugiyono, 2018). Respondents in the study were those who were or had bought and consumed ground mackerel at the Evi Tenggiri UMKM in Bengkulu City. Determination of respondents used the Accidental Sampling method (Sugiyono, 2018). Riyanto & Hatmawan (2020) stated that the Lemeshow approach was carried out to calculate samples in an unknown population, the formula is:

$$n = \frac{(1,96^2) \cdot (0,5) \cdot (1-0,5)}{(0,1)^2} = 96,04 = 96$$

The calculation results using the Lemeshow approach obtained the number of samples used, namely 96 respondents.

Data Collection Method

Primary data is information collected by sending a list of questions in the form of a "google form" to customers of mackerel ground fish at the Evi Tenggiri UMKM. Secondary data is information collected through literature reviews and from institutions or written sources that are relevant to the research, including reports, scientific papers, articles, journals, and others.

Data Analysis

1. Marketing Mix and Purchasing Decisions

The influence of the 4P marketing mix on purchasing decisions can be measured by various indicators. Further explanation can be seen in table 1.

Table 1. Marketing Mix Assessment Dimensions and Purchasing Decisions

No	Dimensions	Indicator	Unit
1	Product (X1) (Kotler, 2007)	a. Product quality b. Product taste c. Product variety	Score
2	Price (X2) (Swastha, 2006)	a. Prices based on product quality b. Affordable prices c. Various payment systems d. Discounts	Score
3	Place (X3) (Berman & Evans, 2001)	a. Location of UMKM b. Facilities to the location of UMKM c. Interior of UMKM d. Exterior of the restaurant	Score
4	Promotion (X4) (Kotler, 2009)	a. Advertising b. Product sales promotion c. Personal selling d. Publicity	Score
5	Buying Decision (Y) (Kotler & Keller, 2007)	a. Need recognition b. Information seeking c. Alternative evaluation d. Purchase decision e. Post-purchase behavior	Score

The calculation is done using the Likert Scale (Sugiyono, 2018). The assessment score scale is between 1 and 5. After the total variables are obtained, the final result calculation is carried out to determine the average value. Ordinal scale data is transformed into interval data using the MSI (Method of Successive Interval) method.

$$\text{Interval} = \frac{5 - 1}{5} = 0.8$$

Determination of the assessment of the marketing mix and consumer purchasing decisions for ground mackerel fish at Evi Tenggiri UMKM will be carried out using the assessment criteria in Table 2 and Table 3.

Table 2. Respondent Assessment Criteria for Marketing Mix Attributes

Average	Category
1.00 – 1.80	Very bad
1.81 – 2.60	Not good
2.61 – 3.40	Neutral
3.41 – 4.20	Good
4.21 – 5.00	Very good

Source: Sugiyono (2018)

Table 3. Respondent Assessment Criteria for the Purchasing Decision Making Process

Average	Category
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Somewhat Disagree

3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Source: Sugiyono (2018)

2. Analysis of the Influence of Marketing Mix on Purchasing Decisions

The multiple linear regression test (Sugiyono, 2018) was conducted to see how the independent variables influence the dependent variables and how strong the influence is. Ordinal data is unable to explain the real answer, so it is necessary to change the ordinal data into interval data. If ordinal data is used in a procedure that requires interval data, it will reduce the correlation coefficient value. The multiple linear regression equation can be written with the following formula (Ghozali, 2012):

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

The requirements for this test are that a classical assumption test is carried out using the Ordinary Least Square (OLS) method which consists of a normality test, a multicollinearity test, and a heteroscedasticity test, a simultaneous test (F test), a partial test (t test), and a coefficient of determination (R^2).

RESULTS

1. Respondent Characteristics

The respondents in this study were consumers of ground mackerel fish meat at the Evi Tenggiri UMKM in Bengkulu City who had purchased and consumed ground mackerel fish. The respondents were given questionnaires in accordance with the provisions that had been implemented. Based on the results of the questionnaires that had been collected, a description of the characteristics of 96 consumers of ground mackerel fish at the Evi Tenggiri UMKM was obtained. The description of the characteristics of these consumers included family responsibilities, age, gender, last education, occupation, income, price, and frequency of purchase and amount of purchase. The characteristics of the respondents can be seen in Table 4.

Table 4. Characteristics of Consumers of Ground Mackerel Fish at the Evi Tenggiri UMKM

Characteristics	Total (Person)	Percentage (%)
Family Dependents (Person):		
0-3 persons	85	89
4-6 persons	11	11
7-10 persons	0	0
Age (Years):		
17-25	8	8
26-35	25	26
36-45	39	41
46-55	15	16
56-65	9	9
Gender:		
Male	13	14
Female	83	86
Last Education:		
Elementary School	1	1
Junior High School	5	5
Senior High School	42	44

Characteristics	Total (Person)	Percentage (%)
Diploma	44	46
Strata (S1, S2, and S3)	4	4
Occupation:		
Student	2	2
Housewife	29	30
Private Employee	16	17
Entrepreneur	4	4
Self-Employed	3	3
Trader	9	9
Fisherman	1	1
Teacher	11	11
Doctor	2	2
PNS	15	16
Nurse	1	1
Midwife	1	1
Honorary	1	1
Banking	1	1
Income (IDR):		
<1,000,000	0	0
1,000,000 – 3,000,000	35	36
3,000,000 – 5,000,000	45	47
>5,000,000	13	14
Purchase Frequency (Times/Month):		
1-5	94	98
6-10	2	2
Purchase Quantity (Kg):		
1-5	94	98
6-10	2	2

Source: Primary Data Processed (2025)

2. Consumer Assessment of Marketing Mix and Purchasing Decisions

a. Assessment of Product Attributes

Products have several indicators that can later be enjoyed and assessed directly by consumers (Dwimamda & Nur, 2020). The results of the product assessment can be seen in Table 5.

Table 5. Assessment of Product Attributes of Ground Mackerel

No	Indicator	Category (%)					Average
		1.00-1.80 (Very Bad)	1.81-2.60 (Not Good)	2.61-3.40 (Neutral)	3.41-4.20 (Good)	4.21-5.00 (Very Good)	
1.	Product Quality						
	a. Texture	-	-	-	41.67	60.42	4.58 (VG)
	b. Appearance	-	6.25	15.63	61.46	26.67	3.88 (G)
	c. Durability	-	3.13	12.5	63.54	20.83	4.02 (G)
	d. Packaging	-	-	3.13	61.46	35.42	4.32 (VG)
2.	Product Taste						

No	Indicator	Category (%)					Average
		1.00-1.80 (Very Bad)	1.81-2.60 (Not Good)	2.61-3.40 (Neutral)	3.41-4.20 (Good)	4.21-5.00 (Very Good)	
	a. Taste	-	-	-	11.46	88.54	4.88 (VG)
	b. Hygiene	-	-	1.04	13.54	85.42	4.88 (VG)
3.	Product Variants						
	a. Variation and innovation	1.04	4.17	20.83	58.33	15.63	3.83 (G)

Source: Processed Primary Data (2025)

b. Assessment of Price Attributes

Price is one of the marketing elements offered by producers to consumers and is a consideration in making purchasing decisions (Gracia *et al.*, 2024). The results of the product assessment can be seen in Table 6.

Table 6. Assessment of Price Attributes of Ground Mackerel

No	Indicator	Category (%)					Average
		1.00-1.80 (Very Bad)	1.81-2.60 (Not Good)	2.61-3.40 (Neutral)	3.41-4.20 (Good)	4.21-5.00 (Very Good)	
1.	Price based on product quality						
	a. Pricing	-	-	1.04	74.04	22.92	4.21(VG)
	b. Competitive pricing	-	-	2.08	73.96	23.96	4.21 (VG)
2.	Affordable price						
	a. Price suitability	-	-	3.13	67.71	29.17	4.26 (VG)
3.	Payment system						
	a. Diversity of payment systems	-	-	2.08	70.83	27.08	4.25 (VG)
4.	Discount						
	a. Discounts on certain purchases	-	-	53.13	34.38	12.5	3.59 (G)
	b. Subscriptions	1.04	-	54.17	36.46	8.33	3.51 (G)

Source: Primary Data Processed (2025)

c. Assessment of Place Attributes

Place or location is everything that shows various business activities to make products easy to obtain, and always available to customers (Hardiansyah *et al.*, 2019). The results of the product assessment can be seen in Table 7.

Table 7. Assessment of Place Attributes of Ground Mackerel

No	Indicator	Category (%)					Average
		1.00-1.80 (Very Bad)	1.81-2.60 (Not Good)	2.61-3.40 (Neutral)	3.41-4.20 (Good)	4.21-5.00 (Very Good)	
1.	Location of UMKM						
a.	Strategic location	-	-	2.08	57.29	40.63	4.38 (VG)
2.	Means to MSMEs						
a.	Easy to reach transportation	-	-	5.21	56.25	38.54	4.33 (VG)
3.	Interior of UMKM						
a.	Cleanliness	-	-	2.08	23.96	73.96	4.71 (VG)
4.	Exterior of UMKM						
a.	Lighting	-	-	-	64.58	35.42	4.35 (VG)
b.	Parking lot	-	-	4.17	61.46	34.38	4.3 (VG)

Source: Primary Data Processed (2025)

d. Assessment of Promotion Attributes

Promotion is one of the marketing strategies that must be implemented so that information about the products sold can reach consumers (Hermawan, 2015). The results of the product assessment can be seen in Table 8.

Table 8. Assessment of Promotion Attributes of Ground Mackerel

No	Indicator	Category (%)					Average
		1.00-1.80 (Very Bad)	1.81-2.60 (Not Good)	2.61-3.40 (Neutral)	3.41-4.20 (Good)	4.21-5.00 (Very Good)	
1.	Advertisement						
a.	Promotion through visual media	-	-	13.54	78.13	8.88	3,94 (G)
2.	Personal selling						
a.	Personal Selling	-	-	3.13	83.33	13.54	4,10 (G)
3.	Publicity						
a.	Product review	-	-	3.13	70.83	26.04	4,22 (VG)
b.	Social media promotion	1.04	-	2.08	22.92	73.96	4,68 (VG)

Source: Primary Data Processed (2025)

e. Consumer Purchasing Decision of Evi Tenggiri Ground Mackerel Fish

Consumer purchasing decisions must be a concern for companies in increasing sales (Gunawan *et al.*, 2022). The results of the product assessment can be seen in Table 9.

Table 9. Consumer Assessment of Purchase Decisions of Ground Mackerel Fish (Y)

No	Product Indicators	Category (%)					Average
		1.00-1.80 (Strongly Disagree)	1.81-2.60 (Disagree)	2.61-3.40 (Somewhat Disagree)	3.41-4.20 (Agree)	4.21-5.00 (Strongly Agree)	
1.	Product introduction	1.04	5.21	20.83	39.58	33.33	3.98 (A)

No	Product Indicators	Category (%)					Average
		1.00-1.80 (Strongly Disagree)	1.81-2.60 (Disagree)	2.61-3.40 (Somewhat Disagree)	3.41-4.20 (Agree)	4.21-5.00 (Strongly Agree)	
2.	Information search	-	-	1.04	33.33	65.63	4.64 (SA)
3.	Information search	-	1.04	-	73.96	25	4.22 (SA)
4.	Evaluation of alternatives	-	-	-	26.04	73.96	4.73 (SA)
5.	Purchase decision	-	-	1.04	67.71	31.25	4.3 (SA)
6.	Post-purchase evaluation	-	-	2.08	17.71	80.21	4.78 (SA)

Source: Primary Data Processed, 2025.

3. The Influence of Marketing Mix on Purchasing Decisions Testing Multiple Linear Regression Statistical Analysis

The influence of the marketing mix on consumer purchasing decisions of ground mackerel at Evi Tenggeri UMKM was analyzed using the Multiple Linear Regression model. The results of the analysis include classical assumption tests, namely normality tests, heteroscedasticity tests, multicollinearity tests, F tests, t tests, and coefficients of determination (R^2), the results can be seen in Table 10.

Table 10. Results of Multiple Linear Regression Analysis of the Influence of Marketing Mix on Purchasing Decisions

Variables	Regression Coefficient	t count	Sig
Product (X1)	0.322	3.238*	0.001*
Price (X2)	0.223	2.650*	0.009*
Place (X3)	0.116	1.208	0.230
Promotion (X4)	0.028	0.234	0.815

Constants = 7.050

R = 0.548

R^2 = 0.300

F count = 9.743

t table = 1.98638

F table = 2.47

Sig = 0.05

Description: * = Significance 5% ($\alpha = 0.05$)

Source: Processed Primary Data (2025)

The results of the multiple linear regression analysis based on Table 10, the multiple linear regression problem model is obtained as follows:

$$Y = 7.050 + 0,322 X1 + 0,223 X2 + 0,116 X3 + 0,028 X4 + e$$

DISCUSSION

1. Respondent Characteristics

The results of the study in Table 4 obtained a research sample of 96 consumers. According to William (2004) that a family consists of two or more people who are related by blood, marriage, and live in one residence together (Endang, 2019). From the results of the study, the number of family members is 0 to 3 people, which is 89%. This shows that more mackerel ground fish will be purchased for consumption for family needs. Because the family

is a unit of use and purchase, many products and families are the main influences on individual attitudes and behavior (Safira *et al.*, 2023).

Age characteristics play an important role that can influence a person, causing differences of opinion in assessing marketing mix attributes. Respondents based on age 36-45 years were 41% and the age range 26-35 was 26%. This shows that most consumers are included in the productive age group (Arista *et al.*, 2021). Maturity of a person can be seen from their age which is one of the factors that can influence a person's knowledge, responsibility in acting, thinking, and making decisions (Cahya *et al.*, 2023).

Respondents based on gender were 86% female and the remaining 14% were male. This shows that most of the respondents were women who were able to make purchasing decisions to meet their needs (Yuliati, 2021). In addition, women generally have a picky nature and are more concerned about purchasing quality, attractive and of course healthy food products for consumption by themselves or their family members (Jacob *et al.*, 2018).

Education is learning about the knowledge, skills, and habits of a group of people that are passed down from one generation to the next (Ramadhani, 2018). Respondents based on the highest last education were strata level (I, II, III) of 46%. This shows that someone who has a good educational background will have a more critical way of thinking, and be able to fulfill something well (Indy *et al.*, 2019). Educated people generally look for good quality products and are trusted by the community for the products sold (Kurniati *et al.*, 2016).

The type of work reflects a person's social status in society, employment status will also affect a person's needs (Nebath *et al.*, 2023). Respondents based on occupation are dominated by housewives by 30% and as private employees by 16%. This shows that most consumers of mackerel ground fish are dominated by housewives who show that they often make purchases for family needs. Some consumers also already have permanent jobs tend to behave inclusively in shopping or looking for desired products with higher intensity, safe in managing income or relatively fixed and measurable (Tinne, 2019).

Income affects a person's purchasing power enough to buy a product, the higher a person's income, the greater the response to quality (Mahendra & Ardani, 2015). Respondents based on income of IDR 3,000,000-IDR 5,000,000/month are 47%. This shows that income affects a person's purchasing power enough to buy a product, the higher a person's income, the greater the response to quality. Consumers with high incomes will tend to choose products that have the best quality (Mutiar, 2022).

Purchase frequency can be interpreted as how many times the average customer buys (Nilam, 2021). Consumer behavior that needs to be studied is the number of purchases of ground mackerel when consumers shop. Respondents based on the frequency of purchases 1 to 5 times were 98% and respondents based on the frequency of the number of purchases 1-5 kg were 98%. This shows that respondents make quite a lot of purchases in a 1-month period because the purchase of ground mackerel is only used for daily staple foods. And consumers buy in large quantities because they adjust to the number of family members and the number of products needed.

2. Consumer Assessment of Marketing Mix and Purchasing Decisions

a. Assessment of Product Attributes

The results of consumer assessments of the product variable indicators in the very good category are found in product quality and product taste. In product quality, measurements with a texture of 4.58 (very good) and packaging of 4.32 (very good) are things that consumers pay attention to. Texture is important in processed fish products because it can affect the consumer's consumption experience. Food texture plays an important role in determining whether consumers like or not the food product. This is in line with Margaretha (2012) that texture affects purchasing decisions. Product taste with a taste measurement of 4.88 (very good) and

hygiene of 4.88 (very good). This proves that consumers are satisfied with the taste of the products offered as well as the cleanliness and the store during the production process. This is in line with Apriyanti's research (2016) that clean products and appetizing food affect consumer loyalty.

b. Assessment of Price Attributes

The results of consumer assessments of the price variable indicator in the very good category are found in prices based on product quality, affordable prices, and payment systems. In prices based on product quality, measurements with a price determination of 4.21 (very good) and a competitive price of 4.32 (very good) are things that consumers pay close attention to. The pricing carried out by Evi Tenggiri for ground mackerel products is in accordance with consumer standards and the prices set are able to compete with other MSMEs. This is in line with Rosita's research (2017) which states that prices that are in accordance with product quality are also considered by consumers in making decisions.

Affordable prices with a measurement of price suitability with a value of 4.26 (very good). The price set by Evi Tenggiri is a price that is not burdensome for consumers and is in accordance with the benefits they receive from ground mackerel at Evi Tenggiri's MSMEs. This is in line with research by Assaukani *et al.*, (2024) which states that the better the price, the higher the purchasing decision. Payment system with measurement of diversity of payment systems with a value of 4.25 (very good). Consumers agree that Evi Tenggiri provides various payment systems (cash and non-cash), so that the availability of various payment systems can make it easier for consumers to make purchases. This is in line with the research of Nurlitasari & Fadillah (2024) that the payment system influences purchasing decisions.

c. Assessment of Place Attributes

Consumer assessment of the place variable indicator in the very good category is found in all place indicators, namely the location of the MSME, facilities to the MSME, the interior of the MSME, and the area of the MSME. At the location of the MSME with a strategic location measurement, an average value of 4.38 (very good) was obtained, this proves that an easily accessible location is a major factor that influences the comfort of consumers of ground mackerel fish at the Evi Tenggiri MSME. This study is in line with Mutianisa & Cahyani (2024) that the location of the business is easy to reach and strategic, making it easier for consumers to get what they need because the ability to attract customers depends on the location of the business.

Facilities to MSMEs in the measurement of easy-to-reach transportation got an average value of 4.33 (very good) this shows that the availability of public transportation is available so that it becomes one of the important elements in supporting consumer activities. Because good transportation access can increase the frequency of consumer visits to the business location. Indicators of the internal part of MSMEs, especially in the measurement of cleanliness with an average value of 4.71 (very good), this shows that the cleanliness of a restaurant has an important role in creating a positive experience for consumers when they are at the Evi Tenggiri location.

The exterior indicator of MSMEs in the lighting measurement received an average value of 4.35 (very good) and the parking area with an average of 4.17 (very good), this shows that the brightness of the lighting can provide comfort for consumers who visit Evi Tenggiri and the availability of parking spaces provided by Evi Tenggiri provides comfort for consumers who bring their private vehicles.

d. Assessment of Promotion Attributes

The results of the assessment of the promotion variable indicators in the very good category are found in the publicity indicator of product review measurement. The average value is 4.22 (very good) and promotion through social media with an average value of 4.68 (very

good). This shows that Evi Tenggiri consumers show that product reviews have a positive impact on brand image and consumer trust and potential consumers.

Promotion through social media carried out by Evi Tenggiri for mackerel ground fish is one of the most effective strategies because it is able to reach a wide range of consumers. This informs that social media is a strong influence for potential consumers and consumers of Evi Tenggiri ground fish have easier access and information. Positive product reviews from previous consumers have an influence on the purchasing decisions of potential consumers, because reviews provide social proof that increases the credibility of the product. Publicity based on consumer reviews is often more trusted by potential consumers than conventional advertising. This is in line with Saputra's research (2024) if the promotion carried out can reach all consumers, purchasing decisions will also increase.

e. Consumer Purchasing Decision of Evi Tenggiri Minced Mackerel Fish

The results of the study on the indicator of very good category purchasing decisions are found in the information search indicator, alternative evaluation, purchasing decision and post-harvest evaluation. The information search indicator with an average value of 4.64 (strongly agree) and 4.22 (strongly agree). This shows that they can find information about minced fish products at Evi Tenggiri MSMEs because the information search stage is an important thing that can influence purchasing decision making (Fergiyanti & Nangameka, 2018). The alternative evaluation indicator with an average rating of 4.73 (strongly agree). This shows that minced mackerel fish is chosen because the product sold has added value that meets consumer expectations. Because consumers pay more attention to product quality and price and also meet market expectations (Melyani, 2016).

The purchasing decision indicator with an average rating of 4.30 (strongly agree). This shows that consumers are satisfied with the decision taken in buying minced mackerel fish at Evi Tenggiri MSMEs in Bengkulu City. Because a consumer's decision to buy a product is influenced by consumer confidence in the value of the product they choose (Anwar & Mujito, 2021). Post-purchase evaluation indicators with an average rating of 4.78 (strongly agree). This shows that consumers feel satisfied after making a purchase, which includes product quality that is in accordance with consumer expectations, product benefits, and positive experiences. Post-purchase evaluation is one of the main determinants of consumer loyalty. High consumer satisfaction after repeated purchases and can recommend products to others (Siarmasa *et al.*, 2023).

3. The Influence of Marketing Mix on Purchasing Decisions Testing Multiple Linear Regression Statistical Analysis

F Test (Simultaneous)

The results of the simultaneous test have a significance value of ($0.00 < 0.05$). Thus, it can be said that in Evi Tenggiri MSMEs, the 4P marketing factors simultaneously influence consumer decisions to buy ground mackerel. H1 is accepted and H0 is rejected. The results of the F (Simultaneous) test show that UMKM Evi Tenggiri 4P simultaneously influences consumer decisions to buy ground mackerel. This finding is in accordance with Dina's research (2022), in which the study obtained a significance value of 0.02 which is smaller than the alpha significance limit ($0.02 < 0.05$). This proves that consumer decisions to buy Getas Wah-You products are significantly influenced by the 4P marketing mix simultaneously.

Partial Test (t-test)

1. Product (X1)

The statistical results of the t-test for the product variable show that the significance value is smaller than alpha ($0.01 < 0.05$), which means that the product variable has a positive effect on purchasing decisions for ground mackerel at Evi Tenggiri MSMEs. This shows that product

quality, product taste, and product variation are added value for consumers because quality, taste, and variation greatly influence customer satisfaction with the products offered by Evi Tenggiri MSMEs. This study reveals that various factors related to the product have a major influence on purchasing decisions, especially if the product meets consumer desires. This finding is in accordance with Khairunnisa's research (2022). The research findings show that at the significance threshold ($0.009 < 0.05$) the product freely influences purchasing decisions.

2. Price (X2)

The results of the t-test for the price variable obtained a significance value smaller than alpha ($0.009 < 0.05$). This shows that the price of ground mackerel at UMK Evi Tenggiri, Bengkulu City influences consumer purchasing decisions. Price variables based on product quality, affordable prices, various payment systems, and discounts are things that consumers pay close attention to when purchasing ground mackerel at UMK Evi Tenggiri. The results of the analysis also show that price has a significant partial effect on purchasing decisions. This is in accordance with the research of Farida Islamiah (2019) which found that the partial test of the price variable produced a significance level value ($0.000 < 0.05$). The price of Pucuk Harum tea has a significant influence on purchasing decisions.

3. Place (X3)

The results of the t-test obtained a place variable value with a significance value greater than alpha ($0.230 > 0.05$). This means that the place variable does not affect the purchasing decision of ground mackerel at UMK Evi Tenggiri in Bengkulu City. The results of the t-test study for the place variable explain that partially it does not have a significant influence on the purchasing decision for ground mackerel at the Evi Tenggiri MSME.

Place is usually always a concern for consumers because location can determine the interest of buyers, as evidenced by the strategic and easily accessible location for ground mackerel, easy to reach transportation facilities, maintained cleanliness of the place and bright enough lighting, it is proven that all of this does not necessarily make consumers interested in making a purchase. Previous research by Gita (2022) showed that the results of the partial test for the place variable, namely the significance level of $0.218 > 0.05$, meant that the place partially (individually) did not have a significant influence on purchasing decisions.

4. Promotion (X4)

The statistical results of the t-test showed a significance value greater than alpha ($0.815 > 0.05$). This shows that the promotion variable does not affect the purchasing decision for ground mackerel at the Evi Tenggiri MSME in Bengkulu City. The results of the t-test study for the promotion variable explain that partially it does not have a significant influence on the purchasing decision of the Evi Tenggiri UMK ground mackerel.

Promotion is usually carried out to provide communication in informing the advantages of a product to persuade someone to make a purchase, but it is proven that even though the Evi Tenggiri UMK advertises through (mass media, browsers, and banners), makes sales by giving discounts, does personal selling and does promotions through social media, it is proven that all of that is not necessarily able to attract consumer buying interest. The results of previous research by Murni (2023), showed that the results of the partial test for the promotion variable were ($0.138 > 0.05$), promotions carried out partially (individually) did not have a significant influence on purchasing decisions.

Determination Coefficient (R^2)

How well the regression model describes how the 4P variables influence purchasing decisions from the determination coefficient (R^2) value. The magnitude of the determination coefficient ranges from 0-1, the closer to 1, the greater the ability of the independent variables to explain the dependent variable. The results of the study, the determination value (R^2) is 0.300 or 30%, meaning that the product, price, location, and promotion variables contribute 30% of

the changes in variables that influence purchasing decisions. Meanwhile, other factors not included in this research model have an impact on the remaining 70% (see table 16).

This study is in line with previous research by Dina (2022) which obtained a determination coefficient (R^2) value of 0.288 or 28.8%. In other words, independent variables such as product, price, promotion, and location contribute around 28.8% of the diversity of consumer purchasing decisions, while external factors from the research model influence the remaining 71.2%. In addition, the results of this study are in line with the findings of Gita (2022), which revealed that the coefficient of determination value was 0.230. Thus, around 23% of purchasing decisions are influenced by product, price, promotion, place, people, process, and physical evidence factors while the remaining 77% are influenced by other variables that are outside the scope of this research model.

CONCLUSION

The results of the study indicate that 4P marketing together influences consumer decisions to buy ground mackerel at Evi Tenggara UMKM in Bengkulu City. The decision to purchase ground mackerel at Evi Tenggara UMKM in Bengkulu City is significantly influenced by the product and price variables, while the place and promotion variables do not have a significant effect. In the future, it is recommended that Evi Tenggara UMKM continue to increase sales promotions for ground mackerel through social media because even though there are many consumers of ground mackerel, they still seem to lack information. The quality of ground mackerel products must be maintained because consumers already feel guaranteed by the products offered.

ACKNOWLEDGEMENT

The author would like to thank all parties involved in this research, the author would also like to express his gratitude for the support that has always been given to the author, so that this article can be completed smoothly as expected.

REFERENCES

- Anwar, S., & Mujito. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Motor Merek Yamaha Di Kota Bogor. *Jurnal Ilmiah Manajemen Kesatuan (JIMKES)*, 9(1), 189–202. <https://doi.org/10.37641/jimkes.v9i1.558>
- Apriyanti. (2016). *Analisis Faktor - Faktor Yang Mempengaruhi Loyalitas Konsumen Kuliner Lalapan Belut Sawah Mas Gembul Madiun*. 11(1), 23–41.
- Arista, D., Dolorosa, E., & Suharyani, A. (2021). Pengaruh Atribut Produk Kopi Bubuk Instan Indocafe Terhadap Kepuasan Dan Loyalitas Konsumen Di Kota Pontianak. *SEPA: Jurnal Sosial Ekonomi Pertanian Dan Agribisnis*, 17(2), 83. <https://doi.org/10.20961/sepa.v17i2.38604>
- Assaukani, A. N., Pauzy, D. M., & Lestari, S. P. (2024). Pengaruh Persepsi Harga, Lokasi Dan Variasi Produk Terhadap Keputusan Pembelian (Studi Kasus Pada PD. Gudmal Toko Bahan Sandal Kota Tasikmalaya). *Jurnal Publikasi Ilmu Manajemen*, 2(4), 137–149. <https://doi.org/10.25134/equi.v18i1.3498>
- Badan Pusat Statistik. (2024). *Jumlah Usaha Mikro Kecil dan Menengah Terdaftar Menurut Kabupaten/Kota di Provinsi Bengkulu 2023*.
- Budiman, W., & Christine. (2017). Analisis Pengaruh Marketing Mix (7P) terhadap Minat Beli Ulang Konsumen (Studi pada House of Moo, Semarang). *Industrial Engineering Online Journal*, 6(1), 8. <https://ejournal3.undip.ac.id/index.php/ieoj/article/view/15928>
- Cahya, G., Manurung, N. E. P., Hermiallingga, S., Burhan, A., & Africano, F. (2023). Analisis Pemilihan Toko Pempek Berdasarkan Karakteristik Konsumen Pempek Di Koto

- Palembang. *Jurnal Ilmu-Ilmu Perikanan Dan Budidaya Perairan*, 18(1), 60–68. <https://jurnal.univpgri-palembang.ac.id/index.php/ikan>
- Chasanah, U., & Prihatiningtyas, G. (2022). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Konsumen Di Blanco Coffee Yogyakarta. *Jurnal Riset Manajemen*, 9(2), 1–18. <https://doi.org/10.32477/jrm.v9i2.369>
- Dina, Evahelda, & Purwasih, R. (2022). Pengaruh Bauran Pemasaran Produk Getas WAH-YOU Terhadap Keputusan Pembelian Konsumen Di Kota Pangkalpinang. *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)*, 6(1), 94–107.
- Dwimamda, G., & Nur, Y. (2020). Bauran Pemasaran 7P Dalam Mempengaruhi Keputusan Pembelian Konsumen Pada Industri Retail Gaint Ekspres Makassar. *Jurnal Mirai Management*, 6(1), 120–136.
- Endang, S. (2019). Pengaruh Keluarga Terhadap Keputusan Pembelian Motor Merek Honda Pada PT. Cipulir Bengawan Megah Jaya. *Aktiva-Jurnal Peneitian Ekonomi Dan Bisnis*, 3(2), 41–50.
- Fergiyanti, D. S. A., & Nangameka, Y. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Pembelian Beras IR 64 di Pasar Tradisional (Studi Kasus Di Pasar Tradisional Kecamatan Panji Kabupaten Situbondo). *Jurnal Ilmiah Agribios*, 16(2), 39–48.
- Ghozali, I. (2012). *Aplikasi Analisis Multivariate Dengan Program SPSS*. UNDIP.
- Gracia, B. A., Dipayanti, K., & Nufzatutsaniah, N. (2024). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen. *Jurnal Pemasaran Kompetitif*, 7(3), 275–292. <https://doi.org/10.32493/jpkpk.v7i3.41049>
- Gunawan, D., Pratiwi, A. D., & Hartanto, B. (2022). *Keputusan Pembelian Skincare Safi Berbasis Media Marketing*.
- Hardiansyah, F., Nuhung, M., & Rasulong, I. (2019). Pengaruh Lokasi dan Harga Terhadap Keputusan Pembelian Pada Restoran Singapore Di Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 3(1), 90–107. <https://journal.unismuh.ac.id/index.php/profitability>
- Hermawan, H. (2015). ANALISIS PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN, KEPUASAN, DAN LOYALITAS KONSUMEN DALAM PEMBELIAN ROTI CERIA DI JEMBER. *Jurnal Bisnis Dan Manajemen*, 9(1), 84–93.
- Indy, R., Waani, F. J., & Kandowagko, N. (2019). Peran Pendidikan Dalam Proses Perubahan Sosial Di Desa Tumulung Kecamatan Kauditan Kabupaten Minahasa Utara. *HOLISTIK, Journal Of Social and Culture*, 12(4), 1–18. <https://ejournal.unsrat.ac.id/index.php/holistik/article/view/25466>
- Islamiah, F., Harmayanto, & Jayanti, R. D. (2019). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Minuman Merek Teh Pucuk Harum Pada Toko Dhea Sembako Di Tanah Grogot. *Gajah Putih Journal of Economics Review (GPJER)*, 1(1), 001–008. <https://doi.org/10.55542/gpjer.v1i1.376>
- Jacob, A. A., Lapian, S. L. H. V. J., & Mandagie, Y. (2018). Pengaruh Daya Tarik Iklan dan Citra Produk Terhadap Keputusan Pembelian Produk Chitato Chips pada Mahasiswa Feb Unsrat. *Jurnal EMBA*, 6(2), 988–997.
- Khairunnisa, C. M. (2022). Pemasaran Digital sebagai Strategi Pemasaran: Conceptual Paper. *JAMIN: Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 5(1), 98. <https://doi.org/10.47201/jamin.v5i1.109>
- Kurniati, E., Silvia, E., & Efendi, Z. (2016). Analisis Kepuasan Konsumen Terhadap Kue Baytat Bengkulu. *Jurnal Teknologi Dan Industri Pertanian Indonesia*, 8(2), 67–75. <https://doi.org/10.17969/jtipi.v8i2.6784>

- Mahendra, M. M., & Ardani, I. G. A. K. S. (2015). Pengaruh Umur, Pendidikan dan Pendapatan Terhadap Niat Beli Konsumen Pada Produk Kosmetik The Body Shop Di Kota Denpasar. *Fakultas Ekonomi Universitas Udayana (Unud), Bali, Indonesia*, 442–456.
- Margaretha, F., & Edwin, J. (2012). Analisa Pengaruh *Food Quality* dan *Brand Image* Terhadap Keputusan Pembelian Roti Kecil Ganep's Di Kota Solo. *Jurnal Manajemen Pemasaran, Vol.1*(1), hal.1-6.
- Melyani. (2016). Pengaruh Kualitas Produk dan Pelayanan Terhadap Kepuasan Pelanggan PT. Distriversa Buana Studi Kasus pada pemakai Balsem cap Macan di Jakarta. *Jurnal Humaniora Bina Sarana Informatika*, 16(2), 1–13. <http://ejournal.bsi.ac.id/ejurnal/index.php/cakrawala/article/view/1288>
- Mutianisa, R., & Cahyani, R. R. (2024). Pemilihan Lokasi Usaha Terhadap Kesuksesan Usaha. *JUKERDI: Jurnal Kewirausahaan Cerdas Dan Digital*, 1(2), 10–17.
- Mutiara, S. (2022). *Hubungan Atribut Bauran Pemasaran Terhadap Keputusan Pembelian Pempek Pelangi (Studi Kasus Pempek Sulthan Pindang Agan Di Kota Palembang)*.
- Nabawi, N., Maskur, & Basuki. (2021). Pengaruh Kualitas Sumber Daya Manusia (SDM) dan Modal Usaha Terhadap Pengembangan Usaha. *Paper Knowledge . Toward a Media History of Documents*, 7(2), 107–115.
- Nebath, A., Baroleh, J., & Waney, N. F. . (2023). Faktor-Faktor Perilaku Konsumen Dalam Keputusan Pembelian Biah Papaya Di Pasar Tradisional Bersehati Kota Manadi. *Jurnal AGRIRUD*, 5(3), 81–90.
- Nilam, H. (2021). Analisis Pengaruh Karakteristik Individu dan Karakteristik Ritel Terhadap Frekuensi Belanja Di Surabaya. *Jurnal Neliti*, 51–56.
- Nurlitasari, F. D., & Fadillah. (2024). Pengaruh Pembayaran Non Tunai dan Pembayaran Tunai Terhadap Keputusan Pembelian Di Pt. XYZ. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(12), 852–858.
- Nusir, S. R., Moninta, D. R., Dahuri, R., Kusumastanto, T., & Budiharsono, S. (2019). Analisis Strategi Pengelolaan dan Pengembangan Sumber Daya Perikanan Provinsi Bengkulu. *Jurnal Agromisinon*, 9(1), 1–14.
- Pati, A. W., Sari, I. P., Oktaria, H., & Nur, K. (2022). *Strategi Pemasaran Dalam Menarik Minat Calon Mahasiswa Baru Pada Masa Pandemi Covid-19 Di STEBIS IGM Palembang*. 2(1), 89–102.
- Ramadhani, F. (2018). Pengaruh Tingkat Pendidikan, Motivasi Dan Promosi Terhadap Keputusan Pembelian Produk Nasabah Priority Banking Pada PT Bank BNI Syariah Kantor Cabang Medan. *Universitas Muhammadiyah Sumatera Utara*, 1–84. <https://core.ac.uk/download/pdf/225826857.pdf>
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif: Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen* (1st ed.).
- Rosita, & Satya wisudarini, I. (2017). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian (Studi Kasus Pembelian Online Produk T-Shirt Samesame Clothing). *Jurnal Manajemen Dan Bsinis (ALMANA)*, 1(3), 109–126. <https://doi.org/10.32493/jpkipk.v5i1.11055>
- Safira, R. A., Zailani, A., & Suharyoko. (2023). Pengaruh Faktor Psikologis Konsumen Terhadap Keputusan Pembelian Air Minum Isi Ulang Pada Masyarakat Plesungan Gondangrejo Kabupaten Karanganyer. *Jurnal Edunomika*, 07(02), 1–16.
- Samsudin, R. M. (2021). Pengaruh Jumlah Nelayan Dan Jumlah Kapal Terhadap Produksi Perikanan Di Provinsi Bengkulu. *Jurnal Akuatek*, 2(1), 45–50.
- Saputra, M. F. (2024). Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Konsumen Pada Mini Market Joysmart Sleman. *Jurnal Ekonomi, Manajemen Dan Bisnis (ECODEMICA)*, 8(2), 91–99.

- Siarmasa, A., Tjokro, C. I., Saleky, S. R. J., Gomie, S., & Nahuway, V. F. (2023). Pengaruh Kualitas Layanan Terhadap Kepuasan Konsumen dan Loyalitas Pelanggan. *Jurnal Administrasi Terapan*, 2(2), 422–434.
- Sofiah, M., Ramadhani, S., & Rahmani, N. A. B. (2023). Analisis Pengaruh Bauran Pemasaran 4P (Product, Price, Promotion, and Place) Terhadap Keputusan Pembelian Pada Usaha Mikro Kecil Menengah (UMKM). *Jurnal Riset Ekonomi Dan Bisnis*, 16(2), 122–141. <https://doi.org/10.26623/jreb.v16i2.7288>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tinne, W. S. (2019). Factors Affecting Impulse Buying Behavior of Consumers. *ASA Eniversity Review*, 5(1). <https://doi.org/10.3389/fpsyg.2021.697080>
- Tulong, D. R. P., Areros, W. A., & Tamengkel, L. F. (2022). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Minuman Kopi Verel Bakery & Coffee. *Ejournal.Unsrat.Ac.Id*, 3(1), 36–40. <https://ejournal.unsrat.ac.id/index.php/productivity/article/view/37987>
- William, J. G. (2004). *Sosiologi Keluarga*. Bumi Aksara.
- Yuliati, U. (2021). Faktor-Faktor Yang Mempengaruhi Konsumen Dalam Pembelian Makanan Jajan Tradisional Di Kota Malang. *Jurnal Manajemen Bisnis*, 1(10).