

## Marketing Mix-Based Purchase Increase

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**Abstract.** *Companies can market the goods and services they produce to consumers and survive in competition with other companies. To achieve good marketing, a combination of marketing tools is also needed. This combination is often called the marketing mix. The method used in this study is qualitative analysis with a case study approach using a SWOT analysis. This method includes observation, interviews, and document review (Sugiono, 2013). Qualitative methods emphasize deductive and inductive inference processes and analyze the dynamics of relationships between observed phenomena using scientific logic. Based on the research results presented in the previous chapter, it can be concluded that DSenematiks, an advertising company, has implemented a 7P marketing mix strategy: product, price, place, promotion, people, physical evidence, and process. Each element in the 7P Marketing Mix framework plays an important and interrelated role in influencing consumer purchasing decisions and driving increased sales. The success of a business does not depend on just one or two factors, but on the harmonization and optimization of these seven elements simultaneously.*

**Keywords:** *Deductive; Emphasize; Methods; Qualitative.*

### 1. Introduction

In this highly competitive environment, company performance is influenced by how accurately the company recognizes the actions and actions involved in pursuing products and services, including the decision-making process for purchasing. (Kotler, Philip, 2017) In terms of "consumer behavior," individuals and families make final purchases of goods and services for their own benefit. When all final consumption is combined, we have the consumer market. To dominate the market, companies use the best business prospects and marketing plans. Companies will maintain performance and achieve a certain level of growth, with the ultimate goal of obtaining the greatest profit with a high level of efficiency. To achieve this goal, companies strive to control market share by using various marketing methods and services. In other words, marketing is one of the tasks of business.

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of "consumer behavior," individuals and families make final purchases of goods and services for their own benefit. When all final consumption is combined, we have the consumer market. To dominate the market, companies use the best business plan prospects.

Best marketing. Companies will maintain performance and achieve a certain level of growth, with the ultimate goal of achieving maximum profits with a high level of efficiency. To achieve this goal, companies strive to dominate market share by employing various marketing and service methods.

Companies can market their goods and services to consumers and compete effectively with other companies. Achieving good marketing requires a combination of marketing tools. This combination is often referred to as the marketing mix. (Patma, 2013) proposed the concept of the marketing mix, which consists of product, price, place, promotion, people, process, and physical evidence, or what is known as the 7Ps.

Many factors influence purchasing decisions, one of which is the 7P marketing mix. According to (Mujito, et al., 2023), the marketing mix is a combination of strategies implemented by various companies in the marketing field. To face very tight competition conditions, almost all companies employ this strategy to achieve their marketing goals. Based on the researcher's opinion as explained above regarding the phenomenon that occurred at Bunda Collection Karawang, this became the background for the researcher to conduct a study entitled Analysis of the Influence of the 7P Marketing Mix on Product and Service Purchasing Decisions (Case Study at Bunda Collection Karawang).

According to Kotler and Armstrong (2012:51) explains the variables in marketing mix activities there are four, namely as follows: Product (Product) Something that can be offered to the market to get attention, so that the product offered is purchased, used, or consumed so that it can help fulfill the desires or needs of consumers. Price (Price) A number of values exchanged by consumers for the benefits of owning and using a product or service whose value has been determined according to the agreement between the seller and buyer, or determined by the seller for the same price for all buyers Place (Place). Place can be associated as a distribution place aimed at reaching target consumers. The distribution system in this place includes location, transportation, warehousing, and so on. Promotion (promotion) Promotion is an activity to convey the intent and purpose of the benefits of the product and persuade customers to buy the product offered.

## 2. Research Methods

The method used in this research is qualitative analysis with a case study approach using SWOT analysis. In this method there are observation activities, interviews or document review (Sugiono, 2013). Qualitative methods emphasize the analysis of deductive and inductive conclusion processes as well as analysis of the dynamics of relationships between observed phenomena using scientific logic (Anwar Saifuddin, 2007). Qualitative research methods are a type of research based on the philosophy of postpositivist. Used to research

natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection is done purposively and snowball, data collection techniques with triangulation (combined), data analysis is inductive qualitative, and qualitative research results emphasize more than generation (Sugiono, 2017).

### 3. Results and Discussion

DSenematiks is an advertising and video profile production company located in Ungaran Regency, Central Java Province, precisely in the Housing Complex on Jl. Griya Argo Kencana No. 41, RT.006/RW.004 50513 Semarang, Central Java.

Interviews were conducted with two informants who were considered representative of the problem object raised by the researcher in this study. The respondents' identities in this study were the director and founder of DSenematiks itself and also the marketing staff who worked at DSenematiks. The data obtained from the interviews were in the form of informants' answers to questions posed by the research through an interview guide conducted face-to-face with the informants, which were then presented in the form of interview excerpts. The interview excerpts describe the respondents' diverse answers regarding the factors that influence the increase in marketing mix-based purchases in order to answer the problem formulation whether it is proven or not. The interview excerpts from the research informants are described and explained in more detail in the following sub-chapter of research results.

The research results in the form of interview excerpts explain the informant's answers regarding the factors that influence the increase in marketing mix-based purchases by informants. Along with the development of marketing science, now marketing orientation is not only based on products, but also on consumers, so this creates the concept of the 7P marketing mix. This concept is certainly considered to be able to create customer value so that it can indirectly influence consumer purchasing decisions. In addition, the application of the 7P marketing mix in the marketing strategy of a business can provide a more complex picture of what steps must be taken by the company so that marketing can be carried out effectively and can achieve marketing targets. The results of the data analysis that researchers obtained from interviews and case studies regarding whether the Marketing Mix Influences Purchasing Decisions are:

#### 1) Product (Product or Service)

A product is an item offered to consumers to satisfy their wants and needs, so implementing the 7Ps of the marketing mix is a crucial aspect that needs to be improved. The products or services offered by this business include advertising and company profile videos. The company also offers a variety of services, including social media advertising, graphic design, website creation, and more. One aspect of the 7Ps of the marketing mix that needs to be improved is the product.

A company should offer a dynamic portfolio of services, extending beyond video production to integrated creative solutions. This includes original story concepts, the use of cutting-edge

technologies like FPV drones or advanced animation, and strategic consulting services to help clients achieve their marketing goals. Ideal products are tailor-made and provide added value.

The reality is that DSenematiks companies tend to be stuck in a static format and lack innovation. They often simply follow client instructions verbatim without adding fresh ideas or visual updates. As a result, the resulting products appear similar to competitors' and fail to create a strong visual identity for the client.

There is a significant gap between expectations for innovative services and strategic solutions and the reality of products that tend to be standard and have minimal differentiation.

## 2) Price

A well-designed pricing program must be profitable for the business. Setting prices too high can lead to market loss, while setting prices too low can lead to losses. The importance of pricing in retaining and acquiring customers is crucial for the success of this business.

Pricing should ideally be transparent, logical, and reflect the quality and complexity of the project. There should be clear pricing packages for various market segments, from small businesses to large corporations, as well as flexible customization options. Clients should feel the price they pay is commensurate with the satisfactory end result.

What DSenematiks has done is excellent and there are no gaps in the process because it aligns with the marketing mix strategy. Therefore, DSenematiks' pricing strategy is sound and correct. Furthermore, the way we communicate prices or negotiate is also crucial. It's pointless to offer competitive prices or generous discounts without effective communication with potential clients or promotions on social media or the company website.

## 3) Place

For advertising companies like Senematiks, the choice of office location does not have a direct influence, because it is very rare to meet potential clients or present projects to clients in the office. Access to services should be easy and multi-platform. Not only should you have a representative physical office in a strategic location, but you should also have a strong digital presence—a modern website, a regularly updated online portfolio, and consistent social media activity—to reach audiences beyond your local network.

Senematiks has implemented a successful place strategy, utilizing both its offline and online offices, including social media and its website. There are no gaps with the theoretical framework for place-based marketing mix strategies. This fourth place influences increased purchases because it is a very important face for a company and can influence potential clients in determining increased purchases. Because place is not always about a building or office, but rather a place that can be used by a company as a face and a place to work and show how the company exists and its portfolio. In the marketing mix, "Place" refers to the distribution channels and locations where a product or service is available to customers. This

includes everything from physical stores and websites to warehouses.

#### 4) Promotion

Promotion should be strategic, proactive, and measurable. This includes targeted digital marketing campaigns, social media content that shows behind-the-scenes glimpses of the creative process, and active participation in industry events or trade shows. Ideally, promotion should tell the company's brand story.

However, the reality in the field is that DSenematiks' promotion is often passive and reactive. The company only promotes its services when there's free time or when demand is low. DSenematiks rarely allocates a dedicated budget for paid advertising and struggles to build a strong promotional narrative, resulting in limited exposure.

This creates a gap between what the company should be doing and the promotional strategy within the Marketing Mix—planned and targeted promotions—and sporadic and poorly measured promotional practices. This suggests that DSenematiks should be doing better with its promotions.

The promotional mix encompasses various methods used to communicate the benefits of a service to current and potential customers. These methods include personal selling, direct marketing, sales promotions, advertising, and public relations. Any product will be useless if it isn't introduced to potential customers. If the product's benefits aren't known, it won't be purchased. Therefore, a company is required to strive to influence consumers to purchase its products, which are then developed and maintained to attract consumer interest and encourage repeat purchases. This effort is carried out through promotional activities, which are a key component of the marketing mix People (Human Resources).

In the context of the marketing mix, people refers to all individuals involved, directly or indirectly, in delivering a product or service to customers. The role of people is crucial because they are the face of the company in the eyes of customers, and their interactions directly influence customer perceptions and purchasing decisions. The primary influence of the "People" element lies in the quality of interactions and the service they provide. When a customer feels heard, valued, and assisted effectively, it builds trust and loyalty to the brand.

In DSenematiks, gaps in holistic competency are common in the field. Team members may be highly technically skilled but have poor communication with clients, or vice versa. Lack of internal coordination between teams can also lead to miscommunication, delays, and client dissatisfaction.

This creates a gap between the theory and the Marketing Mix strategy that should be implemented to increase company sales. This necessitates comprehensive and equal training so that all employees can develop skills, both in communication and other competencies.

#### 5) Physical Evidence (Physical Place)



The primary influence of physical evidence is its ability to establish credibility and trust. Furthermore, physical evidence plays a role in shaping customer experiences and strengthening brand image. Physical evidence can include project videos, client testimonials, and data such as videos or advertisements on social media. This includes a high-quality, easily accessible video portfolio, credible client testimonials, and a clean and professional presentation of proposals and contracts. If present, a physical office should reflect the company's creative and professional image.

The company has collected testimonials, project videos, and behind-the-scenes videos. It has also created platforms like social media to provide a platform that potential customers and others can easily and freely access. This will significantly assist the marketing team in promoting the company and creating a positive and professional image, attracting interest and increasing sales.

According to interviews, I concluded that DSenematiks has implemented a strategy regarding physical evidence effectively, and it has also been implemented effectively in practice. This strategy needs to be maintained and aligned with the marketing mix strategy to increase DSenematiks' sales in the future.

#### 6) Process

The company has provided a thorough process for customers, including promoting or offering services, explaining the services offered, and conducting discussions with customers, ultimately reaching agreements on project collaborations. The company has been as transparent and transparent as possible with potential customers and individuals in its promotional content. Therefore, the company's marketing mix process has been well implemented, and it needs to be maintained and improved, keeping pace with current developments.

The primary impact of process aspects is their ability to increase efficiency and reduce friction for customers. If the process is complicated—many unnecessary steps, a frequently crashing website, and slow or unclear communication—they are likely to become frustrated and abandon the purchase. Conversely, a simple, fast, and transparent process—such as a responsive website, intuitive navigation, and easy communication—will make the experience feel easy and enjoyable, encouraging transaction completion. Furthermore, to further enhance the best experience and provide positive and satisfied testimonials and impressions, companies also have standard operating procedures (SOPs) that let clients know how the team works and can foster trust.

#### 4. Conclusion

Based on the research results presented in the previous chapter, it can be concluded that DSenematiks, an advertising company, has implemented the 7P marketing mix strategy: product, price, place, promotion, people, physical evidence, and process. Each element in the 7P Marketing Mix framework plays a vital and interrelated role in influencing consumer

purchasing decisions and driving increased sales. The success of a business does not depend on just one or two factors, but rather on the simultaneous harmonization and optimization of these seven elements. It is also a crucial pillar that complements each other in a business strategy to drive increased purchases, because each aspect directly shapes the perception of value, ease of access, and the overall customer experience. Starting from the product itself, which must be relevant, high-quality, and innovative to meet market needs and desires. Then, strategically set prices must be able to reflect the value of the product while remaining competitive and affordable for the target market. Next, Place, whether in a strategic physical store or an easy-to-use online platform, because ease of access reduces friction and obstacles for customers, making the product acquisition process comfortable and smooth, so they do not switch to competitors. Promotions carried out by the DSenematiks company, which are massive on social media and the marketing team that communicates first with potential clients are quite effective and word of mouth from satisfied clients is very effective. Equally important, People or individuals directly involved in the service—from sales staff to customer service—create a positive and personal interaction experience, because friendly, informative interactions help build trust and loyalty, which are often the final determinants in purchasing decisions. employees who interact directly with customers—play a crucial role in shaping the service experience. Well-trained, friendly, and knowledgeable staff can convert interest into purchase through personalized and reassuring service. Efficient and user-friendly processes at every stage of customer interaction eliminate unnecessary hassles and increase satisfaction. Efficient and seamless processes at every stage of the transaction, because smooth and fast processes minimize inefficiencies and inconveniences, increase customer satisfaction and desire to complete the transaction. Finally, Physical Evidence provides tangible proof of quality and brand image through an attractive physical environment, a premium portfolio or social media presence, and professional communication materials. This physical evidence provides convincing visual and tactile validation, reduces customer uncertainty about quality or brand image, and encourages them to feel secure in making a purchase.

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