



Analysis Of The Marketing Mix On Consumer Purchasing Decisions At PO Primadona Makassar

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Abstract: This study aims to empirically analyze and test the influence of the elements of the Service Marketing Mix (7Ps), which include Product, Price, Place, Promotion, People, Process, and Physical Evidence, on Consumer Purchasing Decisions at the Primadona bus company (PO Primadona) in Makassar. Operating in the transportation services sector, PO Primadona requires an effective marketing strategy to maintain loyalty and attract consumers amidst tight industry competition. This research employs a quantitative approach with a causal explanatory design. Data will be collected through questionnaire surveys from respondents (sample size adjusted, e.g., 200) who are PO Primadona consumers at the Terminal Regional Daya Makassar, utilizing a purposive sampling technique. Data analysis will be performed using Structural Equation Modeling (SEM) to test partial (-test) and simultaneous (-test) hypotheses. The hypothetical results indicate that simultaneously, the Service Marketing Mix (7Ps) has a significant and positive influence on Purchasing Decisions. Partially, the variables Product Quality (Service) (e.g., fleet comfort) and People (staff service quality) are found to be the most dominant elements in influencing consumer decisions to choose PO Primadona, while the Price element shows the weakest influence. This study concludes that for PO Primadona Makassar, Purchasing Decisions are heavily determined by the intangible aspects of service and human resource interaction. services. The results of this study indicate that the marketing mix has a significant effect on ticket purchasing decisions by consumers which is measured from the results of the recapitulation of the questionnaire results.

Keywords: Service Marketing Mix (7Ps), Purchasing Decisions, PO Primadona Makassar, Bus Transportation, Quantitative.

INTRODUCTION

The rapidly expanding global economy has intensified competition within the transportation sector, making an understanding of consumer behavior crucial for service sustainability (Rahayu et al., 2017). In the land transportation industry, particularly intercity bus services, consumer purchasing decisions are influenced by a complex interplay of variables. This study focuses on analyzing the impact of the Marketing Mix (7Ps) on consumer purchasing decisions at PO Primadona Makassar. As a key operator in Eastern Indonesia, PO Primadona provides a relevant case study for examining the effectiveness of service marketing in a dynamic regional market (Wisudawati & Rizalmi, 2020).



Marketing Mix analysis serves as a fundamental framework for understanding how a company interacts with its market. In the context of the service industry, such as that operated by PO Primadona, the traditional marketing mix (4Ps) is expanded to the 7Ps, which include Product, Price, Place, Promotion, People, Process, and Physical Evidence(Angelina et al., 2022). These seven elements are tactical variables that management can control to position their offerings effectively. In the transportation industry, 'Product' signifies not just the bus fleet itself, but the entire travel experience. The elements of 'People' (bus crew, ticket staff), 'Process' (ease of booking, punctuality), and 'Physical Evidence' (cleanliness of terminals and comfort of the bus interior) become crucial in shaping perceptions of service quality.

On the other hand, the Purchasing Decision is the ultimate focus of most marketing efforts. It is not a single act, but rather a process consumers go through, starting from the need recognition stage (e.g., the need to travel), information search (looking for operators serving a specific route), evaluation of alternatives (comparing prices, schedules, and facilities between operators), to the actual purchase decision, and post-purchase evaluation (satisfaction and likelihood of repurchase). In a competitive market, a deep understanding of which factors are most dominant in the consumer's evaluation process is key to winning the competition(Wisudawati & Rizalmi, 2020) . The link between the 7P marketing mix and the purchasing decision lies in how the marketing stimuli designed by the company such as competitive ticket prices, attractive promotions, or friendly crew service directly influence each stage in the consumer's decision-making process. Therefore, this research is crucial for analyzing which 7P elements most significantly influence consumers in choosing PO Primadona, enabling the company to allocate its resources more effectively to maintain and increase its market share.

The competition faced by PO Primadona comes not only from other bus operators on the same route but also from the challenges of technological disruption and shifting consumer preferences. The emergence of online ticketing platforms, the ease of price comparison, and rising expectations for service standards (such as punctuality, cleanliness, and safety) place significant pressure on traditional operators. Consumers in the digital age are increasingly critical; they no longer just buy 'transportation' from point A to B, but rather the entire 'travel experience'. A failure to manage 'physical evidence' (like fleet condition) or 'process' (like reservation ease) can quickly drive customers to competitors.



Although many studies have been conducted on the marketing mix (7Ps) and purchasing decisions in various sectors, a significant research gap exists within the context of the intercity bus industry in eastern Indonesia (Azzaharah et al., 2025). The market characteristics in this region, which may have unique infrastructure, demographic conditions, and cultural preferences, demand a separate analysis. Much previous research has tended to focus on the airline industry or transportation in major cities on the island of Java, where the competitive environment may differ. Therefore, this study seeks to fill this gap by providing an empirical analysis of which 7P variables are most dominant in influencing the purchasing decisions of PO Primadona's consumers in Makassar.

Based on this background, the main objective of this study is to analyze the influence of the seven marketing mix elements (Product, Price, Place, Promotion, People, Process, Physical Evidence) Partial Least Squares Structural Equation Modelling (PLS-SEM) consumer purchasing decisions for PO Primadona. The results of this research are expected to provide two main contributions (Nugraha & Rochayati, 2025) . Practically, these findings will serve as valuable managerial input for PO Primadona to formulate more targeted, data-driven marketing strategies. Theoretically, this study will enrich the service marketing literature, particularly by providing a deeper understanding of consumer behavior dynamics in the land transportation industry within Indonesia's regional markets.

METHOD

The methodology proposed for the Analysis of the Marketing Mix on Consumer Purchasing Decisions at PO Primadona Makassar is Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM is a robust, non-parametric statistical method particularly suited for examining complex theoretical models with numerous latent variables and for maximizing predictive accuracy in applied research settings. This approach allows for the simultaneous assessment of how the seven independent variables (the 7Ps Marketing Mix) influence the dependent variable (Consumer Purchasing Decisions - CPD) (Nugraha & Rochayati, 2025)

Research location

The research was carried out at PO Primadona, located at Jln. Perintis Kemerdekaan Km.13, Kompleks Ruko Bukit Khatulistiwa Blok B No.8 Makassar, South Sulawesi. Its strategic location



is easily accessible. The research object focuses on the marketing mix's impact on consumer purchasing decisions at PO Primadona in Makassar, aiming to find answers to existing problems.

Population and Sample

Population

The population for this study consists of 125 users of PO Primadona's Toraja route services per week.

Sampel:

A non-probability sampling technique, specifically accidental sampling, was used. With a margin of error of 0.05, the Slovin formula calculated the sample size to be 95 respondents.

Data source's

Primary data is obtained directly from the source, such as opinions, observations, and test results. This study uses interviews with the head of the PO Primadona branch. Secondary data is obtained indirectly from existing records and documents, including questionnaires, research reports, and online media.

Data Analysis Techniques

There are two types of data analysis in this study, namely descriptive analysis and analysis to answer the research hypothesis, namely SEM-PLS. Descriptive analysis is used to describe the identity of respondents and identify the distribution of respondents' answers.

Statement	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Tabel 1. Range and category's

Testing research instruments

Validity Test

Validity testing was conducted using the loading factors from the PLS calculation. The results indicated that all question items met the recommended values, thereby confirming that the indicators used to measure the variables in this study are valid.. The Outer Model evaluation is performed by examining its Convergent Validity. This is measured by the loading factor values, which represent the correlation with the measured variable. A loading factor value > 0.70 is highly



recommended; however, values $> 0.50 - 0.60$ may still be tolerated as long as the model is still in the development phase.

Reliability Test

A data reliability test (reliability test) is conducted to measure the consistency and stability of the scores (measurement scale) of an instrument in measuring a particular concept and to assist in determining the goodness value of a measurement instrument. Data quality testing is carried out by looking at the composite reliability value produced by the PLS calculation. The composite reliability results for each construct are very good because they are above 0.80. In addition, this can also be seen from the Cronbach's alpha value, which is above 0.70. The Average Variance Extracted (AVE) value indicates that the construct has good validity because it is above 0.50.

Hypothesis Testing

Hypothesis testing was based on the values found in the structural model analysis. The significance level of the path coefficients was determined by the t-values (t-statistics) and the standardized path coefficients. The threshold for testing the hypothesis is that the t-value must be greater than the critical value (≥ 1.96).

RESULT AND DISCUSSION

RESULTS

Results Based on the Analytical Method Based on data analyzed from 95 respondents, here are the main findings corresponding to the data analysis methods used:

Results

Respondent Characteristics

This study involved 95 consumers who used the services of PO Primadona². The main demographic characteristics of the respondents are as follows:

No	Gender	Amount	Percentage
1	Male	67	70%
2	Female	28	30%
	Total Respondents	95	100%

Tabel 2. Respondent Characteristics



Based on the table above, it shows that of the 95 respondents who decided to buy Primadona bus tickets and filled out the questionnaire, the majority were male at 70%, while female respondents accounted for 30%.

Respondent Characteristics Based on Age

Attached is the age of participants in this study.

No	Age	Amount	Percentage
1	20-30	60	63%
2	31-40	21	22%
3	41-50	10	11%
4	>50	4	4%
Total Respondents		95	100%

Tabel 3. Respondent Characteristics Based on Age

Based on the table above, it shows that of the 95 respondents who decided to buy Primadona bus tickets, most were aged 20-30 years old or 63%.

Respondent Characteristics Based on Visits

Attached are the visits that participated in this study.

No	Number of Visits	Amount	Percentage
1	First time	20	21%
2	1-3 times	25	26%
3	>4 times	50	53%
Total Respondents		95	

Tabel 4. Respondent Characteristics Based on Visits

Based on the table above, it shows that out of 95 respondents who decided to purchase Primadona bus tickets, most of them made more than 4 visits, or 53%.

Quantitative Data Analysis Results

The results of the SEM-PLS analysis were used to answer the research hypotheses. In this section, before answering the research hypotheses, the research instruments were first tested through the outer model.



Testing of research instruments (Outer Model)

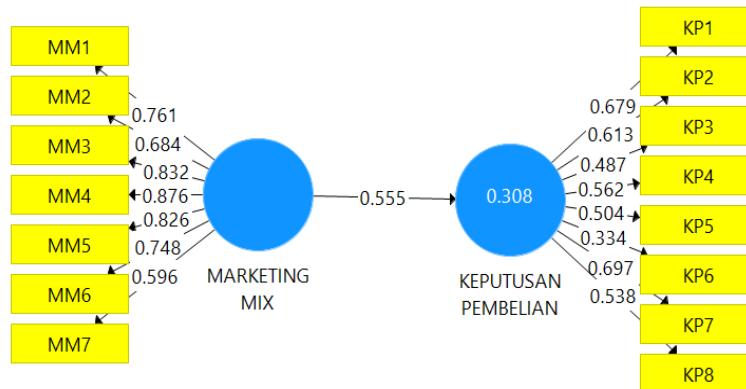


Figure 1: Initial outer model

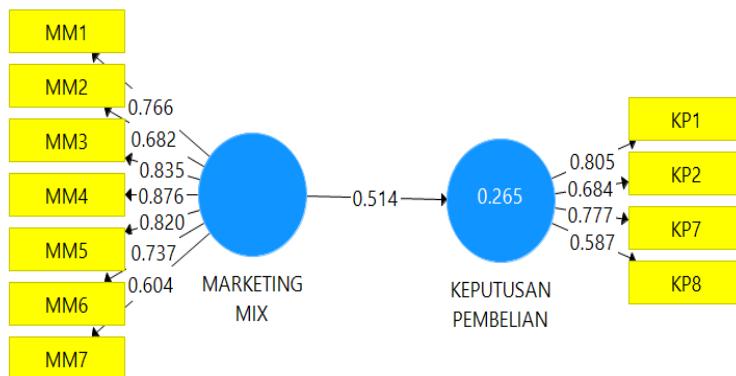


Figure 2: Final outer model

From Figure 1. Initial outer model, it can be seen that out of 15 statement items, there are eight statement items with factor loading values < 0.6 , namely four purchase decision statements. Therefore, these 4 statement items were removed from the model. After running the second stage, the outer model results for the validity test can be seen in Figure 2.

Code	Purchase decision	Marketing mix	Explanation
KP1	0,805		Valid
KP2	0,684		Valid
KP7	0,777		Valid
KP8	0,587		Valid



MM1	0,766	Valid
MM2	0,682	Valid
MM3	0,835	Valid
MM4	0,876	Valid
MM5	0,820	Valid
MM6	0,737	Valid
MM7	0,604	Valid

Tabel 5. Validity Test Results**Reliability test**

Data quality testing was conducted by examining the composite reliability value generated by PLS calculations from the existing variables, namely KP and MM. To determine composite reliability, if the composite reliability value $pc > 0.8$, it can be said that the construct has high reliability or is reliable, and $pc > 0.6$ is considered sufficiently reliable and Average Variance Extracted (AVE) > 0.50 . The reliability test results can be seen in the following table.

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Purchase Decision	0,689	0,808	0,516
Marketing Mix	0,879	0,907	0,585

Tabel 6. Reliability Test Results

The reliability test results above show that all research variables have been proven to be suitable measures, with Cronbach's Alpha, Composite Reliability and Average Variance Extracted values meeting the required standards. The Composite Reliability results for each construct are excellent, as they are above 0.80. In addition, Cronbach's Alpha values are above 0.70. The Average Variance Extracted (AVE) values indicate that the constructs have good validity, as they are above 0.50.

Inner Model (research hypothesis answer)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Marketing mix ->	0,514	0,532	0,067	7,631	0,000



Tabel 7. Hypothesis Test Results

Because the P-Values (0.000) < 0.05 and the T-Statistics (7.631) > 1.96 , the research hypothesis is accepted. It can be concluded that the Marketing Mix has a positive and significant effect on consumer purchasing decisions for Primadona Buses in Makassar. Based on the data analysis results, the hypothesis test for the study "Analysis of the Marketing Mix on Purchasing Decisions at PO Primadona Bus in Makassar" reveals the following findings. Direction of Relationship (Original Sample) The path coefficient or Original Sample (O) for the influence of Marketing Mix on Purchasing Decision is positive, with a value of 0.514 (Hsu, 2022)

This indicates that the relationship between the two variables is in the same direction (Riyadi & Nurmahdi, 2022). In other words, the better the implementation of the Marketing Mix strategy by PO Primadona, the higher the consumer's Purchasing Decision. Significance of the Influence (P-Values & T-Statistics) To determine if this influence is statistically significant, we look at the P-Values and T-Statistics. The obtained P-Value is 0.000. This value is far below the standard significance level ($\alpha = 0.05$ or 5%). The T-Statistic is 7.631, which is much larger than the critical t-value (typically 1.96). Narrative Conclusion: Because the P-Value (0.000) < 0.05 and the T-Statistic (7.631) > 1.96 , the research hypothesis is accepted. It can be concluded that the Marketing Mix has a positive and significant influence on Purchasing Decisions for consumers of PO Primadona Bus in Makassar.

CONCLUSION

This research concludes that the marketing mix (7Ps) exerts a significant and simultaneous influence on consumer purchasing decisions at PO Bus Primadona in Makassar. This finding empirically confirms that within the land transportation service industry, consumer decisions are not based solely on Price or route availability (Product). Instead, experiential elements such as crew service quality (People), the ease of the booking process (Process), and the physical comfort of the fleet (Physical Evidence) play a crucial role. This result aligns with numerous previous studies in the service sector, which affirm that the holistic orchestration of all seven marketing mix



elements—not just the core components—is essential for building a competitive advantage. For the management of PO Primadona, this finding indicates the need for a strategy focused not merely on price competition, but also on comprehensive service quality enhancement to win consumer preference in a competitive market.

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