

The Effect Of Marketing Mix Strategy on Consumers Interest Buying at Nibra's House Cileungsi

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ABSTRACT

This research was conducted to determine the effect of marketing strategies (product, price, place, promotion, people, process and physical evidence) on consumer interest in buying Nibra's House Cileungsi products. The method used is quantitative with sampling in this study as many as 100 respondents using accidental sampling technique. Data analysis techniques in this study used multiple linear regression analysis with partial regression test (t-test). The calculation process is assisted by SPSS 22 application program. The test results show that there is no significant effect between product marketing strategies on consumer buying interest at Nibra's House Cileungsi. There is no significant influence between the price marketing strategy on consumer buying interest at Nibra's House Cileungsi. There is a significant influence between the place's marketing strategy on consumer buying interest at Nibra's House Cileungsi. There is a significant influence between promotional marketing strategies on consumer buying interest at Nibra's House Cileungsi. there is no significant influence between human marketing strategies on consumer buying interest at Nibra's House Cileungsi. There is a significant influence between the process marketing strategy on consumer buying interest at Nibra's House Cileungsi. Then there is a significant influence between the physical evidence marketing strategy on consumer buying interest at Nibra's House Cileungsi. And for product, price, place, promotion, process and physical evidence variables simultaneously have a significant effect on purchase intention.

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INTRODUCTION

The country of Indonesia is dominated by a population that adheres to the Muslim religion. Based on a report published by The Royal Islamic Strategic Studies Center (RISSC) in 2022, the Muslim population in Indonesia is estimated to reach 237.56 million people. This figure is equivalent to 86.7% of the country's total population (Suhartini, 2023). Therefore, Islam greatly influences the social culture that is developing today. One of the early stages of culture comes from religious leadership. Including the consumer culture of Indonesian society which is influenced by the Islamic religion, which includes the Muslim community's interest in the development of Muslim fashion models (Astika, 2017). The presence of today's trends, especially for women, is a necessity for wearing the hijab who want to appear covered but still fashionable. The command to cover the private parts is in verse 59 in Surah Al Ahzab:

يَا أَيُّهَا النَّبِيُّ قُلْ لَأَزْوَاجِكَ وَبَنَاتِكَ وَنِسَاءَ الْمُؤْمِنِينَ يُدْنِينَ عَلَيْهِنَّ مِنْ جَلَابِيبِهِنَّ ذَلِكَ أَدْنَى أَنْ يُعْرَفْنَ فَلَا يُؤْذَيْنَ وَكَانَ اللَّهُ غَفُورًا رَحِيمًا

Meaning: "O Prophet! Tell your wives, your daughters, and also the wives of the believers, that they should cover themselves with their headscarves completely. The aim is so that their recognition becomes simpler and undisturbed. And Allah is the Most Forgiving, the Most Merciful." (Departemen Agama RI, 2020)

Currently, developments in the business world, especially those operating in the Muslim fashion sector, have actually become commonplace, both in online and offline businesses (Maryono & Herawati, 2021). The development of a business can of course improve the economic conditions prevailing in the surrounding community. In a competitive situation in a market environment that is increasingly diverse and very full of competition, new innovative ideas are needed that are able to trigger consumer interest in the products or services being presented. Due to increasing competition, business people must produce a variety of creative ideas to remain competitive, especially in businesses operating in similar fields. Therefore, business actors must innovate as attractively as possible to attract consumers to buy their products. Facing this competition, a business actor needs a good and correct strategy to achieve goals. The goal is to get the maximum possible profit and be able to anticipate risks that will occur in the future and be able to compete to gain market share.

As a growing Muslim fashion business entity, Nibra's House is aware of the existing competitive challenges. Competition in the Muslim fashion business is now increasing (Mubarak, 2017). Based on the large number of industrial sectors operating in the clothing sector, as well as the large number of manufacturers and products, consumers are increasingly buying these goods. This encourages identifying consumer needs to make purchasing decisions. Currently, consumers understand their needs in choosing products. Nibra's House always inspires and raises customer trust and aspirations, with the aim of providing satisfaction through the advancement of superior quality products and increasing added value. This makes their products different from competitors on the market. Nibra's House has developed various products, such as hijab, instant hijab, pashmina, gamis and khimar (gamis sets), sarongs and various accessories for various consumer groups. One of the advantages of Nibra's House is the use of quality cotton fabric as raw material, providing comfort for all layers. Nibra's House's ability to create innovative products that are in line with current trends and provide a variety of attributes that are often used by Muslims is its hallmark. (Afifah et al., 2021).

Table 1. Comparison of Ethics and Nibras House Cileungsi

Number	Year	Nibra's	Ethica
1	2017/2018	74	72
2	2018/2019	71	115
3	2019/2020	199	155

Source: Eticha dan Nibra's House Cileungsi, 2021

Nibra's House always inspires and raises customer trust and aspirations, with the aim of providing satisfaction through the advancement of superior quality products and increasing added value. This makes their products different from competitors on the market. Nibra's House has developed various products, such as hijab, instant hijab, pashmina, gamis and khimar (gamis sets), sarongs and various accessories for various consumer groups. One of the advantages of Nibra's House is the use of quality cotton fabric as raw material, providing comfort for all layers. Nibra's House's ability to create innovative products that are in line with current trends and provide a variety of attributes that are often used by Muslims is its trademark (Afifah et al., 2021). Apart from that, the location of Nibra's House Cileungsi has a strategic position, with closeness to the main road and a busy atmosphere and makes it easy for consumers to access it.

Based on these conditions, we can see that the existing opportunities must be promising. Therefore, a plan is needed to market or sell Muslim clothing according to the target market segment, using the 7P marketing mix concept (product, price, location, promotion, people, process and physical evidence). Strategy is a comprehensive set of steps related to implementing an idea, becoming a plan that is implemented within a predetermined time period (Chrysta Ayudia, 2020). The emergence of various Muslim fashion sales centers in Indonesia, especially in West Java Province, gives consumers many options in choosing the type of product according to their preferences and needs. Business people certainly make every effort to offer their products to consumers, with the aim of attracting their interest and meeting the needs and desires of these consumers. In principle, every consumer has various factors that play a role in shaping their behavior, one of which is interest in various Muslim fashion products. Views on behavior refer to an individual's evaluation of the positive and negative aspects of something. The concept of this view is closely connected to belief (belief) and action (behavior).

A world full of sweet promises is often identified with the world of marketing, but what has been promised does not necessarily match the product. This must be proven in the context of marketing management to sell products or services. This shows that marketing does not involve manipulation that disappoints consumers with products that do not live up to the seller's promises. Based on the table above, the researcher wants to measure the significant impact of the marketing combination (product, price, promotion, distribution, sales force, process and physical evidence) on consumer purchasing interest in Muslim clothing at the Nibra's House Cileungsi Store (Astika, 2017).

Because in the context of sharia-based marketing, there is the highest level known as spiritual marketing, morals, values and norms are respected very highly. Often, these aspects are not strictly followed in conventional marketing, so many consumers feel disappointed with the product because it does not live up to the promises made by the marketer. (Hamdan et al., 2022). Based on the background above, researchers are interested in conducting research with the title "The Influence of Marketing Strategy on Consumer Purchase Interest at Nibra's House Cileungsi"

METHOD

The method of this research applied is quantitative with nonprobability sampling and accidental sampling is the sampling technique used. Quantitative research is an approach that uses data in the form of numbers and applies statistical analysis. The population in this research is the number of Nibra's House Cileungsi consumers, with an average of 677.6 consumers. This population number is calculated based on the average number of consumer visits in a five-month period. The sampling method applied in this research is nonprobability sampling, meaning that not every member has the same chance of being selected as part of the sample. The sample size was calculated using the Slovin method, which is a sample selection method in which the researcher utilizes a portion of the population. With a sample size of 100 respondents. The data used in this research came from the results of questionnaire distribution.

RESULTS AND DISCUSSION

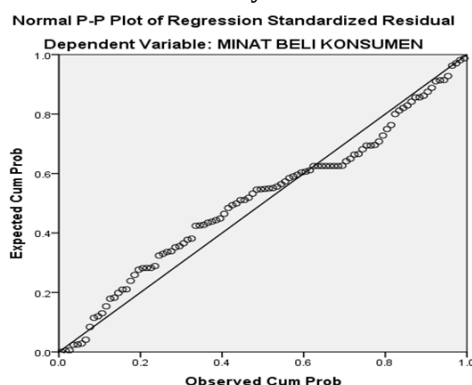
1. Results

a. Classic Assumption Test

Normality Test

The normality test aims to determine whether the dependent, independent or both variables are normally distributed, close to normal or not. It is said to be normal if the resulting residual value is above the value of 0.05, it can be stated that the residuals are normally distributed.

Normality Test



Source: Output SPSS IBM 22, 2023

From the results of the One-Sample Kolmogorov-Smirnov Test, the probability or Monte Carlo value is obtained, expressed as Sig. (2-tailed), with a significance level of $\alpha = 0.05$. H1 is accepted if the significance value is > 0.05 , while H0 is rejected if the significance value is < 0.05 . H0 states that the data does not have a normal distribution, while H1 states that the data has a normal distribution. From the One-Sample Kolmogorov-Smirnov Test table, it was found that the sig value for the product, price, place, promotion, people, process, physical evidence and purchase interest variables was 0.357, which was greater than 0.05 ($0.357 > 0.05$), indicates that the data has a normal distribution. In addition, when looking at the Normal P-P Plot graph, it can be seen that the data points are spread around the diagonal line and follow the direction of the diagonal line, indicating that the regression model meets the normality assumption.

Multiple Linear Regression Analysis

Multiple Regression Analysis Tests are often used to overcome regression analysis problems involving the relationship of two or more independent variables. To find out how much influence variable Analyzed using a formula: $Y = 2,759 + 0,084X_1 + 0,056X_2 + 0,416X_3 + 0,75X_4 + 0,077X_5 + 0,158X_6 + 0,387x_7$

Table 2. Regresi Linear Beraganda

Model	Coefficients ^a		Standardized Coefficients		t	Sig.
	Unstandardized Coefficients		Beta			
1 (Constant)	B	Std. Error				
	23.885	7.025			3.400	.001
Marketing Mix	.377	.080	.502		4.696	.000
Purchase Intention	.343	.092	.400		3.743	.000

Source: Output SPSS IBM 22, 2023

A constant value of 2.759 indicates that when the value of the place marketing strategy variable and the physical evidence marketing strategy variable is zero (0), then the consumer purchase interest value will be 2.759. The positive beta coefficient for the product marketing strategy variable is 0.084, which indicates that the implementation of product marketing strategies can increase consumer buying interest at Nibra's House Cileungsi. The positive beta coefficient for the price marketing strategy variable is 0.056, which indicates that implementing a price marketing strategy can increase consumer buying interest at Nibra's House Cileungsi. The positive beta coefficient for the place marketing strategy variable is 0.416, which indicates that place marketing strategy can increase consumer buying interest at Nibra's House Cileungsi.

The positive beta coefficient for the promotional marketing strategy variable is 0.075, which indicates that promotional marketing strategies can increase consumer buying interest at Nibra's House Cileungsi. The positive beta coefficient for the human marketing strategy variable is 0.077, which indicates that human marketing strategies can increase consumer buying interest at Nibra's House Cileungsi. The positive beta coefficient for the physical evidence marketing strategy variable is 0.387 which indicates that the physical evidence marketing strategy can increase consumer buying interest at Nibra's House Cileungsi.

b. Hypothesis testing

T test or Persian test

The t (partial) test was conducted to determine whether there is a partial effect of the independent variables on the dependent variable. In addition, the purpose of conducting this partially significant test is to separately measure the impact of each independent variable on the dependent variable. The t test is used to determine whether the independent variable partially has a significant effect on the dependent variable in the regression model, where if the calculated t value is greater than t table then the regression test is said to be significant. Or by looking at the significant figure. If the sig. smaller than 0.05, partially the independent variable has a significant influence on the dependent variable.

Table 3. T test

Model	Coefficients ^a		Standardized Coefficients		t	Sig.
	Unstandardized Coefficients		Beta			
1 (Constant)	B	Std. Error				
	2.759	.736			3.750	.000
Produk	.084	.052	.088		1.598	.114
Harga	.056	.050	.066		1.128	.262
Tempat	.416	.045	.499		9.196	.000
Promosi	.075	.038	.118		1.986	.050
Manusia	.077	.059	.078		1.295	.199
Proses	.158	.066	.152		2.397	.019
Bukti Fisik	.387	.075	.309		5.162	.000

a. Dependent Variable: Consumer Purchase Interest

Source: Output SPSS IBM 22, 2023

The table shows that the calculated t value for the four x variables, namely place, promotion, process and physical evidence is less than 0.05, so it can be said that these four variables are significant in consumer buying interest at Nibra's House Cileungsi. Then the three x variables are not significant, namely product, price and people, because the calculated t value is more than 0.05.

c. Simultaneous test (F Test)

To find out whether the marketing strategy variables (product, price, place, promotion, people, process and physical evidence) simultaneously affect purchase intention, it can be said by testing using the ANOVA table. If the sig value <0.05 then the two independent variables simultaneously have a significant effect on interest.

Table 4. F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	110.859	7	15.837	56.510	.000b
Residual	25.783	92	.280		
Total	136.643	99			

Dependent Variable: Consumer Purchase Interest

Predictors: (Constant), Physical Evidence, Price, Place, People, Product, Promotion, Process

Source: Output SPSS IBM 22, 2023

Based on the table above, it can be seen that the significant value is 0.000. This indicates that the variables product, price, promotion, place, people, process and physical evidence together have a significant influence on purchase intention.

Coefficient of Determination (R^2)

The coefficient of determination aims to measure how far the model's ability to explain the dependent variable. The value of the coefficient of determination is $0 < 1$. The coefficient of determination that is close to or the independent variable provides almost all the information needed to predict the dependent variable. The use of R square is biased towards the number of independent variables included in the model. Each additional independent variable to the model, the R square must increase regardless of whether the independent variable has a significant effect or not.

Table 4. R^2 Test

Model	R	R Square	Adjusted R	Std. Error of the	
			Square	Estimate	Durbin-Watson
1	.901 ^a	.811	.797	.529	1.951

Dependent Variable: Consumer Purchase Interest

Predictors: (Constant), Physical Evidence, Price, Place, People, Product, Promotion, Process

Source: Output SPSS IBM 22, 2023

Based on the table above, the coefficient of determination (R^2) or R Square has a value of 0.811, interpreted as 81.1%. This value shows that around 81.1% of the variation in the dependent variable (purchasing interest) can be explained by a combination of independent variables (product, price, place, promotion, people, process, and physical evidence). Meanwhile, around 18.9% ($100\% - 81.1\% = 18.9\%$) the remainder was influenced by other variables not examined in this study.

CONCLUSION

Based on research conducted on 100 respondents who were consumers of Nibra's House Cileungsi, aged 17 - 50 years. Research was conducted to obtain information regarding 7p's marketing strategy on consumer buying interest at Nibra's House Cileungsi. From the results of the analysis and discussion that has been carried out, the following conclusions can be drawn The product marketing strategy variable has a significant value of $0.114 > 0.05$. Therefore, there is no significant influence of product marketing strategy on consumer buying interest at Nibra's House Cileungsi.

The price marketing strategy variable has a significant value of $0.262 > 0.05$. Therefore, there is no significant influence of price marketing strategies on consumer buying interest at Nibra's House Cileungsi. The place marketing strategy variable has a significant value of $0.000 < 0.05$. Therefore, there is a significant influence of the Place Marketing Strategy on Consumer Purchase Interest at Nibra's House Cileungsi. The promotional marketing strategy variable has a significant value of $0.050 < 0.05$. Therefore, there is a significant influence of Promotional Marketing Strategy on Consumer Purchase Interest at Nibra's House Cileungsi.

The human marketing strategy variable has a significant value of $0.199 > 0.05$. Therefore, there is no significant influence of Human Marketing Strategy on Consumer Purchase Interest at Nibra's House Cileungsi. The process marketing strategy variable has a significant value of $0.019 < 0.05$. Therefore, there is a significant influence of the Process Marketing Strategy on Consumer Purchase Interest at Nibra's House Cileungsi. The physical evidence marketing strategy variable has a significant value of $0.000 < 0.05$. Therefore, there is a significant influence of the Physical Evidence Marketing Strategy on Consumer Purchase Interest at Nibra's House Cileungsi.

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