

The Effect of Marketing Mix Towards Decision of Muslim Consumers in Travelug

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Abstract

This research aims to find out to what extent and how the influences of marketing mix toward decision of Muslim consumers in using Travelug travel agency service. This is a quantitative research with statistical data analysis using simple regression analysis method. Meanwhile, the data was gained through likert scale questionnaire with its significance level of 10%. Based on the data analysis of 92 respondents with accidental random sampling in collecting the data, it is found that marketing mix affects Muslim consumers in using Travelug service as much as 26,1%, while other 73.9% is affected by variables out of this research.

Keywords: Marketing, marketing mix, decision making

Abstrak

Tujuan penelitian ini untuk mencari tahu seberapa besar dan bagaimana pengaruh bauran pemasaran terhadap keputusan pelanggan muslim dalam menggunakan jasa travel agen Travelug. Ini merupakan penelitian kuantitatif, menggunakan analisis data statistik melalui metode analisis regresi sederhana. sementara data diperoleh dengan mengedarkan kuesioner berskala likert dan taraf signifikansinya 10%. Dari hasil analisis data yang diolah dari 92 responden dan dibantu accidental random sampling dalam mengumpulkan datanya maka didapatlah kesimpulan bahwa bauran pemasaran mempengaruhi konsumen muslim dalam menggunakan jasa travelug. Adapun besar persentasinya adalah 26,1% sedangkan sisanya 73,9% dipengaruhi variabel lain yang tidak diteliti pada penelitian ini.

Kata Kunci: Pemasaran, Bauran Pemasaran, Pengambilan Keputusan

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1. INTRODUCTION

a. Background

Decision making is a prerequisite for determining action, also a *causa* for responding an action, for consequent effect (Darmawan 2013). Meanwhile, human being is as decision maker and determinant of choice out of number of choices. Decision making occurs in the entire time of human life. This decision can be affected by company's marketing activities. Marketing and environment are included into consumers' awareness. Characteristic and decision making process of consumers resulted to certain purchasing decision (Abdullah, 2014).

One way for a company to achieve appropriate marketing strategy is by reviewing marketing mix

concept. According to Kotler and Armstrong, marketing mix is a collection of controlled tactical marketing tools integrated by a company to produce desired response in target market. Meanwhile, Kotler and Armstrong put forward that marketing approach consists of 4Ps; product, price, place, and promotion. On the other hand, Boom and Bitner suggested refining the 4Ps with other 3Ps which is involved in marketing service, that are: people, physical evidence, and process (Kotler, 2005).

As a marketing mix, these variables influence each other. Therefore, if one marketing mix variable is not properly organized, it will affect the overall marketing strategy (Lupiyoadi, 2016).

As a developing travel company nowadays, Travelug assures and gives hope to its customers to continue providing satisfaction for them through innovation and development of qualified products with more value because it carries sharia value in all of its operations that make it different from other competitors' products. Travelug is as one of the travel companies with good image and brand as seen from its total transaction of around 5 billion rupiah since it was established in 2016.

Carrying sharia value has made Travelug come with new concept which makes it different from other travel agent. Previous studies have shown that marketing mix has affected consumers in choosing products and services thus every company should implement this in running their business. Travelug which currently runs its business with sharia concept questions whether marketing mix could influence its selling products. The answer is completed with instruments all using sharia approach.

Based on the statement above, it is interesting for Travelug to be studied because there is a gap between theory, reality, and expectation. To answer all of this, the researcher formulated the research title as "The Effect of Marketing Mix towards Decision of Muslim Consumers in Travelug".

b. Research Problem

From the background above, the research problem would focus on whether marketing mix affects decision of Muslim customers in Travelug travel agency.

2. LITERATURE REVIEW

a. Marketing Strategy

Kennet R. Andrews suggested that strategy is a decision pattern in a company that determines and reveals targets, intentions, and objectives that produce main policy and plan for achieving goals (Manap, 2016). In addition, strategy is steps that must be done by a company or an entrepreneur to reach goals (Saiman, 2015). Meanwhile, the definition of marketing according to William J Stanton is an entire internal system related to business activities that aims at planning, pricing, promoting, and distributing products and services (Daryanto, 2011).

b. Marketing Mix

1) Definition of Marketing Mix

Marketing concept has a set of marketing tools that are manageable, it is known as marketing mix (Al-Arif, 2010). Service marketing mix is as tools for

marketers in the form of marketing program that sharpens segmentation, targeting, and positioning in order to be successful (Sari & Aksa, 2011).

Kotler (2005) defined marketing mix as marketing tool for factors that can be controlled by product, price, promotion, and place that is integrated by the company to produce desired response in target market.

2) Marketing Mix Variables

Yazid emphasized that marketing mix for services consists of 7Ps, they are product, price, place, promotion, people, physical evidence, and process (Kotler, 2005).

a) Product

Product is what can be offered to the market that can be noticed, obtained, or consumed which can fulfill wants or needs (Hurriyati, 2010).

b) Price

Price is the amount of value exchanged by consumers for the benefit of owning or using product or service whose value is determined by a buyer and a seller through bargaining, or is determined by the seller for one price for all buyers (Wowor, 2013).

c) Place

Distribution/location means to ensure that products are available whenever and wherever the products are needed (Alexander & Charles, 1994).

d) Promotion

Husriyati (2010) Promotion is a means of communication between producers and consumers to introduce color, shape, type, price, and quality of a product in order to fulfill desires and needs of consumers. According to Buchari Alma "Promotion is a form of marketing communication which is a marketing activity that seeks to spread information, to influence or persuade, and to remind the market" (Fatimah, 2016).

e) People

According to Zeithalm and Bitner, people are actors who play role in providing services in order to influence buyers' perception (Hurriyati, 2010). Whereas the Philip Kotler (2005) defined people as process of selecting, training, and motivating employees that later can be used as identity of a company in fulfilling customers' satisfaction.

f) Physical Evidence

Physical evidence or physical appearance of a company is very influential on customers to buy or use services offered. Physical environment helps

creating appropriate feeling and reaction between customers and employees (Kotler, 2005).

g) Process

Process is a method of operation or a series of actions needed to provide good products and services to the customers in a transaction (Kotler, 2005).

c. Decision Making

1) Definition of decision making

According to Rizky Dermawan (2013) decision making is a prerequisite for determining action. Decision making is a *causa* for responding an action, for consequence effects. Decision making occurs at any time in human life. An ignorance of how a decision should be made can lead us to good and bad consequence. The decision making is influenced by marketing activities performed by the company (Abdullah 2014).

2) Factors Affecting Purchasing Behavior.

Purchasing behavior is highly influenced by cultural, social, personal, and psychological factors of the customers. Mostly, it is affected by factors that cannot be controlled by marketers, however must be really taken into account.

3) Process of Purchasing Decision Making

Specific purchasing process consists of the following sequence of event: introduction to the problem, information search, alternative evaluation, purchase decision, and post-purchasing behavior. The job of marketers is to understand the behavior of customers in each step and what effects that work in that steps (Nugroho, 2015).

3. RESEARCH METHOD

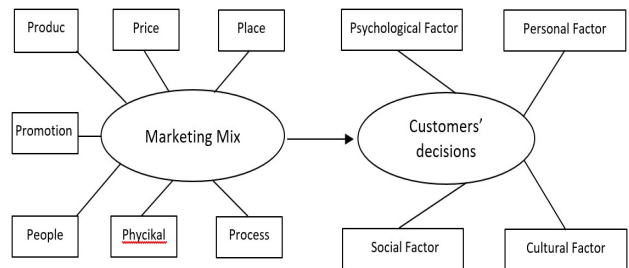
This is a quantitative research using statistical data analysis with simple regression analysis method. This research was carried out in Travelug (a travel agency that runs its business in sharia way). The population of this research was all Muslim consumers within the range of year 2016 until 2019 as much as 1.134 people, and based on Slovin sampling formula with significance level of 10%, a sample of 92 respondents was obtained. Meanwhile, the sampling method used accidental sampling (Muhammad, 2008).

The measurement of research instrument used a Likert scale (Sugiyono, 2016), in which Strongly Agree = 5, Agree = 4, Undecided = 3, Disagree = 2, Strongly Disagree = 1. Method of quantitative analysis applied validity test, reliability test, classic assumption test (multicollinearity test,

heteroscedasticity test, and normality test), regression analysis, and hypothesis test.

There are at least 7 indicators of marketing mix variable, namely: product, price, place, promotion, people, physical evidence, and process. Whereas, customers' decisions consist of psychological factor, personal factor, social factor, and cultural factor.

Based on the explanation above, the conceptual framework of this research can be seen in the following figure.



4. RESEACH RESULTS

1) Analysis of Hypothesis Test

Before presenting the data processing, the researcher has conducted tests to ensure that the data can proceed to the next stage. The tests used were validity test, reliability test, classic assumption test (multicollinearity test, heteroscedasticity test, normality test). The result of the calculation and data processing showed that all the data can be continued to the regression calculation.

2) Simple Regression Analysis

The simple regression analysis was used in this research to test and determine the influence of marketing mix on Muslim customers' decision in using Travelug service, where the data was processed in SPSS20.

Below is the table of coefficient of output result from simple regression:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	25,249	4,397		5,742	,000
total.X	,422	,075	,511	5,637	,000

a. Dependent Variable: total.Y

Based on the simple regression analysis as shown in the table, the regression equation obtained is:

$$Y = 25,249 + 0,422 X$$

The value of $b = 0,422$, this means that if the variable X (marketing mix) increases in 1 unit, it will increase variable Y (customers' decision) as much as 0,422 unit.

3) Coefficient Correlation Analysis and Determination

This analysis aimed at determining the relationship and the range between the two variables. Furthermore, to find out the range and type of relationship of both variables above, the product moment correlation analysis test was performed.

Correlations

		total.X	total.Y
X	Pearson Correlation	1	,511**
	Sig. (2-tailed)		,000
	N	92	92
Y	Pearson Correlation	,511**	1
	Sig. (2-tailed)	,000	
	N	92	92

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation result of variable X and Y was obtained as much as 0.511, it means there is a strong relationship between marketing mix variable and customers' decision. By using correlation analysis above, it can be seen the range of correlation $r = 0.511$ with significant level of 0.05.

Next is the table of model summary to determine the influence level of two variables and the amount of contribution between variables.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,511 ^a	,261	,253	3,592

a. Predictors: (Constant), total.X

b. Dependent Variable: total.Y

The table above shows the value of $r = 0,511$ and it can be said that the formed regression model has strong relationship power to explain the existence of marketing mix variable (X) towards customers' decisions (Y), while the R square (r^2) value of 0.261 or 26,1% means that the contribution of marketing mix variable (X) to the customers' decision (Y) is 26,1%, and the remaining 73,9% is affected by other variables not examined in this research.

4) T Test

The coefficient table shows that the t_{count} of 5,637 and t_{table} with alpha 0,05 obtained a value of 1,661 based on the decision criteria that if the $t_{count} > t_{table}$ or the probability (sig) < alpha (0,05) then the alternative hypothesis (H_a) is accepted and zero hypothesis (H_o) is rejected. Based on that determination, it can be stated that the hypothesis H_a in which Marketing Mix (x) has a significant effect on consumers' decisions in Travelug is accepted. In addition, H_o in which Marketing Mix (x) does not significantly affect customers' decision in Travelug is rejected.

5. CLOSING

a. Conclusion

Based on the result of this research, it can be concluded that marketing mix has a positive and significant effect on the customers' decisions in using Gorontalo Travelug service. Furthermore, based on coefficient correlation analysis it is found the value of $r = 0.511$ which means the formed regression model has strong relationship power that explain the existence of variable X towards variable Y. Meanwhile, the R square (r^2) value of 0.261 or 26,1% explains that the contribution of marketing mix towards the customers' decisions is as much as 26,1%, and the remaining 73,9% (100-26,1%) is affected by variables that are not analyzed in this research.

b. Suggestion

From the conclusion above, it is suggested that: This research results could be a form of evaluation and standard consideration for leaders and managers of travel agencies in mapping the new concept of travel marketing to keep the business running and particularly in the context of Islamic sharia campaign. In addition, this model is expected to encourage other travel agencies to change into sharia context. Finally, it is the government's task to take part in monitoring and mentoring in addition to other researchers formulating their research as part of the development of this research.

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