ANALYSIS OF SEGMENTING, TARGETING AND POSITIONING STRATEGIES ON CONSUMER PURCHASE DECISIONS IN THE DIGITAL ERA

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Abstract: *This study aims to test and analyze segmenting, targeting and positioning strategies for consumer purchasing decisions in the digital era. This type of research is quantitative research with causal associative relationship. The variables studied in this study are segmenting, targeting and positioning as the dependent variable and consumer purchasing decisions as independent variables. The subjects of this study were local fruit buyers in the city of Malang. The sample in this study were 100 respondents. The data analysis method used is validity test, reliability test, multiple regression analysis, F test, t test and dominant test. The results of this study indicate that the strategy of segmenting, targeting and positioning on consumer purchasing decisions in the digital era. These results explain that if the company wants to influence consumer purchasing decisions, the company should implement segmenting, targeting and positioning strategies, especially related to today's digital world where almost all consumers use it.*

Keywords: *Strategy segmenting, targeting, positioning, purchasing decisions, digital era*

1. Introduction

The purchase decision is the stage of the buyer's decision process where the consumer actually buys the product. When consumers perceive a problem, they research a particular product or brand and evaluate how well each alternative solves the problem, which drives their purchase decision (Kotler in Lubis & Hidayat, 2019). The purchase decision is the reason why consumers decide to buy a product according to their needs, desires and expectations, resulting in satisfaction or dissatisfaction with the product which is influenced by many factors such as family, price, experience and product quality (Mustafid, 2008).

According to Kotler (2002), the intention to buy is the stage before the decision purchase in progress purchase decision making. Furthermore, Kotler & Lee (2009) state that the general buying process consists of the following sequence of events: problem recognition, information seeking, alternative evaluation, purchase decisions and post-purchase behavior. There are two factors that influence purchasing decisions which in turn will determine consumer response. First, the consumers themselves. There are two elements of the consumer itself that influence decision making, namely the consumer's mind which includes needs or motivations, perceptions, attitudes and consumer characteristics which include demographics, lifestyle and consumer personality. The second factor is the influence of the environment which consists of cultural values, sub and cross culture, social class, face to face group and other decisive situations (Hutagaol, 2019).

Companies can influence purchasing decisions by carrying out segmenting, targeting and positioning strategies (Pomantow, Mananeke & Jorie, 2019). Segmentation can be defined as a process of grouping a heterogeneous overall market into groups or segments that have

similarities in terms of needs, wants, behaviors and responses to specific marketing programs. By segmenting the market, marketing activities can be carried out more directed and the company's resources can be used more effectively and efficiently in order to provide satisfaction for consumers. In addition, the company can carry out separate marketing programs to meet the unique needs of each segment (Prasetyo, Moniharapon, & Loindong, 2017).

Determining the target market or targeting is the activity of evaluating and selecting the target market to be offered by the company's products. Deciding which markets to serve is the most important strategic business decision. This strategic choice is implemented through management decisions about how to compete in each product market of interest. Strategic marketing decisions are choosing which buyers to target in each product market and how to position the company's products in each target market (Walters, & Bekker, 2017). Targeting aims to determine the market segment that the company will enter. Evaluating the attractiveness of a market segment can be done using nine criteria. These criteria can be categorized into three main factors: segment size and growth potential, segment structural characteristics, and product and market suitability (Guido, Prete, Miraglia, & De Mare, 2011).

Positioning is placing a brand in a part of the market where the brand gets a positive response compared to competing products (Kotler in Knox, 2004). Positioning is important for companies to position their brand as the most preferred by consumers. A company can also make its products/services available to various business groups, increasing the number of sales the company can generate (Suswanto, & Setiawati, 2020).

The digital age is an era where everything is digitized. You can do it all with the help of advanced technology and internet access anytime, anywhere. The progress of human civilization can also be seen from technological advances (Katsikeas, Leonidou, & Zeriti, 2019). In the digital era, marketing activities to get consumers' attention are carried out by utilizing social media, websites, email, and even augmented reality. This can be done with paid advertising, quality content or just a simple posting through online media. Social media is a channel that offers a fun and easy way to interact with consumers.

Research on Analysis of Segmenting, Targeting and Positioning Strategies on Consumer Purchase Decisions has been carried out by many previous researchers including (Hidayat, 2017; Yuliana, 2013; Karamoy, 2013; Nareswari, Warnaningtyas, & Imron, 2022; Ariska, T & Ariska, 2018 Tumini, Hendra, & Ranjanis, 2021) which states that Segmenting, Targeting and Positioning have a positive and significant effect on Consumer Purchase Decisions. Based on the background and previous studies, this study aims to examine and analyze segmenting, targeting and positioning strategies for consumer purchasing decisions in the digital era.

2. Research Method

This type of research is quantitative research with causal associative relationship. The variables studied in this study are segmenting, targeting and positioning as the dependent variable and consumer purchasing decisions as independent variables. The subjects of this study were local fruit buyers in the city of Malang. The sample in this study were 100 respondents. Data collection techniques used in this study were questionnaires, questionnaires and documentation. The questionnaire used in this study has been tested for validity and reliability. The data analysis method used is multiple regression analysis, F test, t test and dominant test.

3. Results and Discussion

3.1. Results

Overview of Research Respondents

Table 1. General Research Respondents

Gender	Frequency	%
Man	40	45
Woman	60	55
Total	**100**	**100**
Age	**Frequency**	**%**
15-20 years	10	10
21-25 years old	17	17
26-30 years old	28	28
31-35 years old	25	25
> 35 years old	10	10
Total	100	100
Work	**Frequency**	**%**
Student/Student	15	15
Government employees	30	30
Self-employed	30	30
Employee	25	25
Total	100	100

Source: Data Processing Results, 2022

Variable Description

Table 2. Description of Research Variables

Variable	Average	Category
Buying decision	3.80	Agree
Segmenting	3.70	Agree
Target	3.65	Agree
Positioning	3.60	Agree

Source: Data Processing Results, 2022

Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (Constant)	.880	.260		3.150	.000
Segmenting	.600	.450	.660	6.455	.000
Target	.550	.455	.445	5.205	.000
Positioning	.870	.285	.545	3.275	.020
a. Dependent Variable: Purchase Decision					

Source: Data Processing Results, 2022

Based on Table 3, the following equation is obtained: $Y = 0.880 + 0.600X_1 + 0.550X_2 + 0.870X_3$
The equation above shows the effect of marketing strategy variables consisting of segmenting, targeting, and positioning on purchasing decisions in the digital era . The meaning of the regression coefficient is:

a. Constant $(b_0) = 0.880$
This means that if the variable segmenting (X_1), targeting (X_2), positioning (X_3), is equal to zero (no change), then the purchase decision (Y) is 0.880.

b. Segmenting Regression Coefficient = 0.600
The regression coefficient is positive (unidirectional), meaning that if the segmenting (X_1) increases, the purchasing decision (Y) will increase by 0.600 and vice versa.

c. Targeting Regression Coefficient = 0.550
Positive regression coefficient (unidirectional) means, if Targeting (X_2) increases, the purchase decision (Y) will increase by 0.550 and vice versa.

d. Positioning Regression Coefficient = 0.870
Positive regression coefficient (unidirectional) means, if Positioning (X_3) increases, the purchase decision (Y) will increase by 0.870 and vice versa.

Hypothesis test
F Uji test
This test is used to determine whether all of the independent variables together have a significant effect on the dependent variable. The test is carried out by comparing the value of Fcount with Ftable at a degree of error of 5% ($\alpha = 0.05$). If the calculated F value is from the F table value , it means that the independent variables together have a significant influence on the dependent variable or the first hypothesis is declared acceptable. Based on the results of multiple regression analysis, the F test table is as follows:

Table 4. F . Test Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	62,000	4	15,800	9.570	.000 [a]
Residual	.100	95	.020		
Total	62,000	99			
a. Predictors: (Constant), segmenting, targeting and positioning					
b. Dependent Variable: purchase decision					

Source: Data Processing Results, 2022

Table 5.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.980 [a]	.980	.980	.04160
a. Predictors: (Constant), X (segmenting, targeting and positioning)				

Source: Data Processing Results, 2022

t test
This test aims to determine the effect of each marketing mix variable consisting of product, price, promotion, and place on the Yakult customer loyalty variable in Wonosobo whether significant or not. The test is carried out by comparing the tcount value of each independent variable with the ttable value with a degree of error of 5% ($\alpha = 0.05$). If the value of

$t_{arithmetic} \, t_{table}$, then the independent variable has a significant influence on the dependent variable or the hypothesis to 2,3,4, and 5 is declared acceptable. The size of the ttable is 1.988. Based on the results of multiple regression analysis hypothesis testing as follows:

1. The influence of segmenting on purchasing decisions
   Based on the results of multiple linear regression analysis showing the $t_{count \, value \, of}$ 6.455 t_{table} 1.988 with a significance level of t of 0.000 < (0.05), the second hypothesis which states that segmenting has a significant effect on purchasing decisions in the digital era supported.

2. The effect of targeting on purchasing decisions
   Based on the results of multiple linear regression analysis showing the t value of $_{5.205}$ $t_{table \, of}$ 1.988, the third hypothesis which states that targeting has a significant effect on purchasing decisions in the digital era supported.

3. The influence of positioning on purchasing decisions
   Based on the results of multiple linear regression analysis showing the $t_{arithmetic \, value \, of}$ 2.375 t_{table} 1.988 with a t significance level of 0.021 < (0.05), the fourth hypothesis which states that positioning has a significant effect on purchasing decisions in the digital era is supported.

3.2. Discussion

The results of this study indicate that the strategy of segmenting, targeting and positioning has a positive effect on consumer purchasing decisions in the digital era . This means that the better the segmenting, targeting and positioning strategies carried out by the company, the easier it is for the company influence consumer purchasing decisions . On the other hand, the worse the segmenting, targeting and positioning strategies carried out by the company, the more difficult it is for the company influence consumer purchasing decisions.

The first marketing strategy is segmenting. The results of this study indicate that segmenting has a positive and significant effect on consumer purchasing decisions in the digital era. This means that the better the segmenting of a company, the easier it is for companies to influence consumer purchasing decisions in this digital era. On the other hand, the worse the segmentation carried out by the company, the more difficult it is for the company influence consumer purchasing decisions.

The second marketing strategy is targeting. The results of this study indicate that targeting has a positive and significant effect on consumer purchasing decisions in the digital era. This means that the better the targeting of a company, the easier it is for companies to influence consumer purchasing decisions in the digital era. On the other hand, the worse the company's targeting, the more difficult it is for the company influence consumer purchasing decisions.

The third marketing strategy is positioning. The results of this study indicate that positioning has a positive and significant effect on consumer purchasing decisions in the digital era. This means that the better the positioning of a company, the easier it is for companies to influence consumer purchasing decisions in the digital era. On the other hand, the worse the positioning made by the company, the more difficult it is for the company influence consumer purchasing decisions.

The results of this study are in line with the marketing theory proposed by Kotler. Segmenting, Targeting, Positioning is a marketing model that includes three phases: market segmentation, targeting the segments that are considered the most profitable, and positioning the products sold in the most valuable way (Manggu, & Beni, 2021; Astuti, 2020). Segmenting, Targeting, Positioning are used to develop messages and marketing strategies that are appropriate for the segmentation of certain target audiences (Ridwan, Marfuah, Mustofa, &

Santoso, 2022; Widjaya, 2017). This marketing model is known as one of the most effective and popular to date (Mujahidin & Khoirianingrum, 2019).

The results of this study are in line with the results of previous studies (Hidayat, 2017; Yuliana, 2013; Karamoy, 2013; Nareswari, Warnaningtyas, & Imron, 2022; Ariska, T & Ariska, 2018; Tumini, Hendra, & Ranjanis, 2021) which states that Segmenting, Targeting and Positioning have a positive and significant impact on Consumer Purchase Decisions.

4. Conclusion

Based on the results of data collection and processing on Analysis of Segmenting Strategy, Targeting and Positioning on Consumer Purchase Decisions in the Digital Era, the authors can draw conclusions: 1) segmenting has a positive and significant effect on consumer purchasing decisions in the digital era, 2) targeting has a positive and significant effect on consumer purchasing decisions in the digital era, 3) positioning has a positive and significant effect on consumer purchasing decisions in the digital era, and 4) segmenting, targeting and positioning simultaneously have a positive and significant effect on consumer purchasing decisions in the digital era.

Based on the conclusions regarding the Analysis of Segmenting, Targeting and Positioning Strategies on Consumer Purchase Decisions in the Digital Era, the recommendations of the researchers are: 1) For companies, it is better for companies to carry out Segmenting, Targeting and Positioning strategies properly so that they can easily influence consumer purchasing decisions, especially in the digital era to utilize and use social media and online media, and 2) For consumers, they should be careful in determining purchasing decisions not to be easily influenced by promotions on social media that can harm consumers as buyers.

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