

## ANALYSIS OF THE INFLUENCE OF MARKETING MIX AND STORE LAYOUT ON PURCHASE DECISIONS AT KIMIA FARMA PHARMACY CENTRAL JAKARTA BRANCH

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### ABSTRACT

*In 2020, the Ministry of Health reported that there were 30,199 registered pharmacies (Ministry of Health of the Republic of Indonesia, 2022). This number fluctuated from 2018 to 2020, indicating competition in the pharmacy business. To face this competition, pharmacies need to implement strategies that can influence customers' purchasing decisions. This study aims to determine the influence of marketing mix and store layout on purchase decisions. The method used is quantitative with data collection through a Likert scale questionnaire. The number of samples was 100 respondents, calculated using the Yamane and Isaac-Michael formulas, and tested for validity and reliability using SPSS. The results of the multiple regression test show that the marketing mix and store layout together influence the purchase decision. This proved that both significantly influenced the purchase decision, so  $H_0$  was rejected and  $H_1$  was accepted. In addition, the test results also show that partially, these two factors have a significant influence on purchase decisions. The marketing mix strategy and store layout implemented by Kimia Farma's Central Jakarta branch is considered effective because it is able to influence purchasing decisions, as evidenced by the value of the  $R^2$  determination coefficient of 85.2%.*

### KEYWORDS

*Purchase Decisions; Marketing Mix; Store Layout*



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### INTRODUCTION

Law No. 17 of 2023, article 170 paragraph 1 states supporting Health Service Facilities, among others, in the form of health laboratories, pharmacies, cell processing laboratories, as well as cell banks and/or network banks. The pharmaceutical industry is an important sector in public health services, which aims to provide safe, quality, and timely medicines and pharmaceutical products. Under

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government regulation no. 51 of 2009, in the pharmaceutical distribution chain, the role of pharmacies is crucial as a link between producers and consumers because pharmacies function as a means of providing drug information and other pharmaceutical supplies to other health workers and the public, including observation and reporting on the efficacy, safety, danger, and quality of drugs. Regulation of the Minister of Health no. 9 of 2017 concerning Pharmacies Article 16 explains that pharmacies carry out their functions as managers of pharmaceutical preparations, medical devices, consumable medical materials, and clinical pharmacy services, including in the community.

In 2020, the number of registered pharmacies according to the Ministry of Health was 30,199 (Ministry of Health of the Republic of Indonesia, 2022). This number was recorded to fluctuate from 2018 to 2020. The percentage from 2018 to 2019 increased by 7% from 28,233 to 30,260 then in 2020 it decreased by 30,199 or a decrease of 2% from 2019. This indicates that the pharmacy business is also experiencing business competition. Facing this competitive business era, pharmacies must also strive for strategies that influence buyers or customers to make transactions. According to Kotler and Armstrong (2019), a purchase decision is a decision taken by consumers to purchase a product through the stages of a purchase decision. There are five indicators explained by Kotler and Armstrong (2019), namely product selection, brand selection, place purchase, purchase time, and number of purchases. Therefore, a pharmacy must be able to adapt to face other competitors to be able to survive by using the right strategy.

One form of marketing strategy that can be used to determine the success of a company in obtaining profits is by using marketing mix strategies. Marketing strategy according to Kotler and Armstrong (2019) is a marketing logic where companies hope to create value for customers and can achieve profitable relationships with customers. Marketing strategy is the initial planning of a marketing activity that aims to increase consumer buying interest by offering products to consumers. In addition, it can also convince consumers that the products we offer are products that are beneficial to those consumers. Citing a Forbes article, building a solid marketing plan structured around the four P's can help a company increase awareness of its brand and products or services, drive sales, and achieve overall net revenue results. Research conducted by (Mamonto, Tumbuan, & Rogi, 2021) entitled Analysis of Marketing Mix Factors (4P) on Purchase Decisions at Podomoro Poigar Restaurants in the New Normal Era. The conclusion of this study is as follows partially each element of the marketing mix, namely product, place, price, and promotion has a significant effect on the purchase decision. However, the research of (Ardiansyah & Khalid, 2022) entitled The Influence of Promotion, Price Perception and Location on Purchase Decisions in Angkringan Nineteen shows that only location and price affect purchase decisions while promotions do not affect purchase decisions.

In addition to implementing an effective marketing strategy, pharmacies must also provide an environment that is comfortable, accessible, and consumer-friendly. As an integral part of store layout, planograms play a crucial role in influencing customer perceptions and behaviours. A well-structured planogram enhances the overall shopping experience by strategically organizing product placement, thereby

creating a welcoming and engaging atmosphere. Research suggests that visual merchandising and spatial organization have psychological effects on consumers, influencing their trust and satisfaction with a retail space (Singh & Srivastava, 2023). An optimized store layout, incorporating a well-designed planogram, can reinforce a sense of familiarity and ease, ultimately fostering customer confidence in pharmacy services. Therefore, store layout, with planograms as a fundamental component, serves as a strategic marketing communication tool that helps retailers understand consumer behavior and stimulate purchasing decisions. According to (Widjojo et al., 2016) layout is a product equipment and process that includes the arrangement of the location of operating facilities including machines, personnel, materials, equipment for operation, material handling, and all equipment and facilities for the smooth and efficient implementation of the production process. (Setyani & Abdul, 2021) conducted a study to determine the influence of store layout and product diversity on purchase decisions in Indomaret Satria Jaya Tambun Utara customers. The results of the study show that store layout has an effect on purchase decisions at Indomaret Satria Jaya Tambun Utara. This is supported by several studies have examined the impact of store environment factors on consumer behavior. For example, Gandhi and Mehta (2020) in their research on the impact of store layout and visual merchandising on consumers' purchase decisions, emphasized the importance of store layout and visual merchandising in enhancing consumer shopping experiences. Their findings align with Setyani and Abdul's research by highlighting how layout design, along with product variety, directly influences purchase decisions.

In addition, research by Khan et al. (2023) indicates that store design elements such as lighting, music, and the arrangement of merchandise play a crucial role in shaping consumer perceptions and their final purchase decisions. These elements, when combined effectively with the overall layout, can create an atmosphere that either encourages or discourages purchases. Thus, similar to Setyani and Abdul's conclusions, the studies by Gandhi and Mehta (2020) and Khan et al. (2023) reinforce the idea that store layout and product diversity are vital in enhancing customer satisfaction and boosting sales. Effective store design is not only about functional organization but also about creating an inviting atmosphere that supports consumers' decision-making processes.

Established on January 4, 2003, PT Kimia Farma Apotek (KFA) is a subsidiary of Kimia Farma. Since 2011, Kimia Farma Pharmacy has provided integrated health services including pharmaceutical services (pharmacies), health clinics, clinical laboratories, and optics, with the concept of *One Stop Health Care Solution* (OSHcS) so that it is easier for people to get quality health services. Kimia Farma Pharmacy has as many as 1,251 outlets throughout Indonesia, a total of 96 outlets are in the DKI Jakarta province and 10 outlets are in the Central Jakarta area. The Central Jakarta area was chosen as the location of the research in this study because it is a business and trade center in the capital city of Indonesia as a dynamic environment in the pharmaceutical industry. In the course of its business, Kimia Farma develops marketing strategies and activities, namely sales *channel optimization*, *demand creation strategy*, *digital marketing optimization*, *brand*

*awareness boosting*, and *partnership collaboration*. Since 2021, Kimia Farma through the media has reportedly rebranded gradually.

Although not specific, as part of the marketing strategy, where in this study, the researcher is interested in business competition, and whether there is an influence of the marketing mix and store layout carried out by Pharmacy Kimia Farma to influence purchase decisions. The problem that arises is the extent to which the marketing mix which includes products, prices, promotions, and distribution, as well as store layout affects purchasing decisions at Pharmacy Kimia Farma located in Central Jakarta. The combination of an effective marketing strategy with an attractive layout can be an important factor in shaping consumer preferences and purchasing decisions. Based on the description above, the author is interested in compiling a thesis with the title *Analysis of the Influence of Marketing Mix and Store Layout on Customer Purchase Decisions at Pharmacy Kimia Farma Central Jakarta branch*.

This study aims to identify the influence of marketing mix, which includes products, prices, promotions, and places, as well as store layout on purchasing decisions at the Kimia Farma pharmacy Central Jakarta branch. The benefits of this research are expected to increase the author's knowledge about the influence of marketing mix variables and store layout, as well as provide insight for academics in the field of marketing. In addition, the results of the research are expected to be information for companies regarding factors that affect purchasing decisions.

## **RESEARCH METHOD**

In Sugiyono's (2019) research methodology, the population refers to the entire group of individuals or items being studied, from which a sample may be drawn for analysis. The method used for sampling can be either probability sampling, where each member has a known chance of selection, or non-probability sampling, where not all members are equally likely to be chosen, depending on the research design and goals. This study uses a field research method with a quantitative approach. Primary data was collected through questionnaires from respondents who had shopped at the Central Jakarta branch of Kimia Farma Pharmacy, while secondary data was taken from the pharmacy's sales report.

### **Population and Sample**

The population in this study was selected based on the same Core 5.1 planogram, which was implemented at Kimia Farma branches in Central Jakarta, specifically Kimia Farma Salemba and Kimia Farma Cempaka Putih. The population consisted of 58,388 transactions from these two branches. These locations were chosen due to their accessibility, which facilitated data collection and analysis. The research sample was determined using a nonprobability sampling method, with a total of 100 respondents participating in the study.

### **Research Variables**

The independent variables studied were the marketing mix (products, prices, places, promotions) and store layout. The bound variable in this study is the customer's purchase decision.

### **Data Analysis**

The data obtained was analysed using several statistical tests, including validity tests, reliability, classical assumption tests, and multiple regressions to determine the relationship between marketing mix variables and store layout on purchase decisions.

## **RESULTS AND DISCUSSION**

### **Validity and Reliability Test**

According to Ghozali (2018), validity refers to the extent to which a measurement tool accurately measures what it is intended to measure, ensuring the data truly reflects the variables being studied. Reliability, on the other hand, indicates the consistency of the measurement over time, with reliable instruments producing stable and repeatable results across different observations and conditions.

### **Validity Test**

Validity testing is carried out to find out whether all research questions (instruments) submitted to measure the research variables are valid. Validity tests can be carried out by calculating the correlation between the score or question item and the construct or variable score. This can be done by a significance test that compares the Rcalculation with the Rtable for Degree of Freedom (DF) = N-2. In this case n is the number of samples. If the rcalculation for r for each item can be seen in the Corrected Item - Total Correlation column is greater than the rtable and the r value is positive, then the item or question can be said to be valid.

This test was carried out to see if the existing questionnaire could reveal the data on the research variables appropriately. The results of the questionnaire validity test can be known to what extent the data collected is in accordance with the research variables.

In this study, the magnitude of df can be calculated as 100 (number of samples)-2 or  $df = 98$  with alpha 0.05 ( $\alpha = 5\%$ ), obtained a table of 0.1966. If the rcount is greater than the rtable (rcount > rtable) and the r-value is positive, then the question item can be said to be valid, and vice versa if (rcalculate < rtable) then the question is invalid. The results of the analysis can be seen in the following table.

**Table 1. Instrument Validity Test Results**

Variable	Statement Construct/ Question	Pearson Correlation	r <sub>table</sub>	Sig. (2-tailed)	Information
<i>Marketing Mix</i>	X1.1	0.768	0.1966	0.000	Valid
X1	X1.2	0.700	0.1966	0.000	Valid
	X1.3	0.652	0.1966	0.000	Valid
	X1.4	0.775	0.1966	0.000	Valid
	X1.5	0.514	0.1966	0.000	Valid
	X1.6	0.662	0.1966	0.000	Valid
	X1.7	0.755	0.1966	0.000	Valid
	X1.8	0.698	0.1966	0.000	Valid
	X1.9	0.736	0.1966	0.000	Valid
	X1.10	0.787	0.1966	0.000	Valid
	X1.11	0.582	0.1966	0.000	Valid
	X1.12	0.721	0.1966	0.000	Valid
	X1.13	0.707	0.1966	0.000	Valid
	<i>Store Layout</i>	X2.1	0.906	0.1966	0.000
X2	X2.2	0.911	0.1966	0.000	Valid
<i>Purchase Decision</i>	Y.1	0.765	0.1966	0.000	Valid
Y1	Y.2	0.782	0.1966	0.000	Valid
	Y.3	0.806	0.1966	0.000	Valid
	Y.4	0.698	0.1966	0.000	Valid
	Y.5	0.762	0.1966	0.000	Valid
	Y.6	0.801	0.1966	0.000	Valid

Based on table 1 above, it can be seen that each marketing mix question instrument, store layout, and purchase decision has a calculated  $r$  value  $> r_{table}$  and a smaller correlation significance value of 0.05. Therefore, all questions about the marketing mix, store layout, and purchase decisions can be concluded to be valid.

### Reliability Test

The reliability test is a test used to measure questionnaires that are indicators of variables or constructs. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time (Ghozali, 2016). According to Imam Ghazali, reliability is measured using Cronbach's Alpha ( $\alpha$ ) where results that show above 0.60 can be said to be reliable. The test criteria are as follows:

1. If the value of Cronbach's alpha value  $> 0.6$ , then the research instrument is reliable.
2. If Cronbach's alpha value  $< 0.6$ , then the research instrument is not reliable.

From the results of data processing through SPSS 26, it can be seen from the reliability statistics table where both independent and dependent variables are listed whether the research data is reliable or not.

### 1. Marketing Mix *Reliability Test*

**Tabel 2. Reability Statistics**

Cronbach's Alpha	N of Items
.909	13

From the table above, the marketing mix has 13 statements or all marketing mix constructs have a Cronbach's Alpha value exceeding 0.60, then it can be said that all marketing mix constructs are reliability.

### 2. Store Layout *Reliability Test*

In table 3, the store layout has 2 statements or constructs that have a Cronbach's Alpha value exceeding 0.60, which is 0.789, so it can be said that all store layout constructs are reliable.

**Tabel 3. Reability Statistiscs (Store Layout)**

Cronbach's Alpha	N of Items
.789	2

### 3. Purchase Decision Reliability Test

**Table 4. Reliability Statistics**

Cronbach's Alpha	N of Items
.861	6

In Table 4, the purchase decision has 6 statements or constructs that have a Cronbach's Alpha value exceeding 0.861, so it can be said that all the constructs of the purchase decision are realistic.

### Classical Assumption Test

According to Ghozali (2018), the classical assumption test is an initial step conducted before performing multiple linear regression analysis. This test is carried out to ensure that the regression coefficients are unbiased, consistent, and provide accurate estimations. The classical assumption test is conducted to demonstrate that the analysis has met the requirements of data normality, multicollinearity, autocorrelation, and heteroscedasticity, thereby allowing the regression analysis to be properly conducted.

### Multicollinearity Test

In Ghozali's book (2018), the multicollinearity test is a test to find out if there is a correlation between independent variables found in the regression model. If there is a correlation, it can be called the occurrence of a multicollinearity problem. A good regression model is when there is no multicollinearity relationship. (Sobiyanto & Fatwa, 2023)

Guidelines for decisions based on tolerance values:

- If the tolerance value  $> 0.10$ ; No multilinearity occurs
- If the tolerance value  $< 0.10$ ; multicollinearity occurs

**Table 5. Coefficients Table (Multicollinearity Test)**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.222	.175		1.269	.207		
	Marketing Mix	.816	.065	.793	12.573	.000	.386	2.591
	Store Layout	.143	.057	.158	2.509	.014	.386	2.591

a. Dependent Variable: Keputusan Pembelian

Based on Table 5. The tolerance value is above 0.10, which is 0.386, and below the VIF value of 10, which is 2.59, so it can be concluded that the data of this study is free of multicollinearity.

### Autocorrelation Test

The autocorrelation test aims to examine whether there is a correlation between the disturbance errors in period  $t$  and those in period  $t-1$  or the previous period within a linear regression model. In this study, the Durbin-Watson test is employed to assess autocorrelation. The following are the results of the autocorrelation test:

**Tabel 6. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922a	.851	.848	.23985	1.941

a. Predictors: (Constant), Store Layout, Marketing Mix

b. Dependent Variable: Purchase Decision

Based on table 6 above Durbin Watson's value of 1.941, the comparator uses a significance value of 5%, the number of samples 100 ( $n$ ), and the number of independent variables 2 ( $k=3$ ), then in the Durbin Watson table a  $du$  value of 1.71 will be obtained. Since the DW value of 1.941 is greater than the upper limit ( $du$ ) of 1.71 and less than  $4 - 1.71$  (2.29), it can be concluded that there is no autocorrelation.

### Normality Test

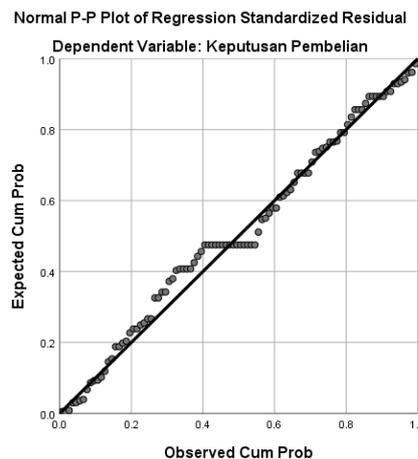
According to Suharsimi (2019), this normality test was carried out to find out whether the samples studied were normally distributed or not. The data normality test uses the Kolmogorov-Smirnov test technique. Kolmogorov-Smirnov is used to find out the distribution of the population whether it follows the distribution theoretically (*normal, poison, uniform or exponential*) This test is also to test the data on the interval and ratio scales, The data is declared to be normally distributed if the probability value of the variable is above the significance level of  $\alpha = 0.05$ .

The normality test was conducted to assess whether the data for both the independent and dependent variables in the regression model were normally distributed. In linear regression, the assumption of normality is crucial, as it suggests that the error terms (residuals) follow a normal distribution, which is necessary for valid statistical inference.

**Tabel 7. One-Sample Kolmogorov-Smirnov Test**

		<i>Unstandardized Residual</i>
<i>N</i>		100
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	.23741622
<i>Most Extreme Differences</i>	<i>Absolute</i>	.082
	<i>Positive</i>	.075
	<i>Negative</i>	-.082
<i>Test Statistic</i>		.082
<i>Asymp. Sig. (2-tailed)</i>		.093c
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		

From the one-sample table of the Kolmogorov-Smirnov test above, showing that the residual above 0.093 is higher than the significance level of 0.05, it can be concluded that the data is distributed normally. In addition, regression model data that has a good normal/near-normal distribution can be shown with the Normal Probability Plot. The Normal Probability Plot shows that the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model satisfies the normality assumption as shown in the following figure:



**Figure 1. P-Plot Normal Drawing (Normality Test)**

## Hypothesis Testing

### Multiple Linear Regression Analysis

In this study, multiple linear regression was used to determine the simultaneous influence of independent variables on bound variables (purchase decisions). The formula for multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

**Table 8. Table Coefficients<sup>a</sup>**

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Mr.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>(Constant)</i>	.222	.175		1.269	.207
1. <i>Marketing Mix</i>	.816	.065	.793	12.573	.000
<i>Store Layout</i>	.143	.057	.158	2.509	.014

Based on the results of multiple linear regression (table 8), the multiple linear regression model used in this study can be formulated as follows:

$$Y = 0,222 + 0,816 X_1 + 0,143 X_2, \text{ or}$$

$$\text{Purchase Decisions} = 0,222 + 0,816 (\text{Marketing Mix}) + 0,143 (\text{Store Layout})$$

The above regression equation can be explained as follows:

#### 1. Constant of 0.222

The value of the constant (a) has a positive value of 0.222. Positive means that it shows a unidirectional influence between independent and dependent variables. Mathematically states that if the values of the free variables  $X_1$  and  $X_2$  are equal to 0%, then the value of Y (purchase decision) is 0.222 per unit.

#### 2. $b_1 = 0,816$

The regression coefficient  $X_1$  (marketing mix) is 0.816. This value points to a one-way influence between the marketing mix and the purchase decision. Which means that if the value of other independent variables is fixed and the marketing mix increases by one unit, then the purchase decision (Y) will increase by 0.816 per unit.

#### 3. $b_2 = 0,143$

The regression coefficient of  $X_2$  (store layout) is 0.143. The value of the store layout coefficient is also positive, which means that if the other independent variables have a fixed value and the store layout increases by one unit, then the purchase decision (Y) will increase by 0.143 per unit.

### Determination Test ( $R^2$ )

The determination coefficient ( $R^2$ ) is used to measure how far the model is able to explain the variation of dependent variables. The value of the determination coefficient of  $R^2$  is between 0 and 1 ( $0 \leq R^2 \leq 1$ ). A value close to 1 indicates that the independent variables provide the information needed to predict the bound variable. From the results of the test that has been carried out, the adjusted  $R^2$  value of 0.851 is obtained, which means that the bound variable can be explained by the

free variable of 85.1% while the remaining 14.9% is explained by other variables included in this regression model.

### Test F (Simultaneous)

The F test is used to determine whether all independent variables (marketing mix and store layout) have a simultaneous (together) influence on the dependent variable (purchase decision), by comparing the  $F_{\text{calculation}}$  with the  $F_{\text{table}}$ . According to (Ghozali, 2016), simultaneous tests are used to determine whether independent variables together affect dependent variables and to measure the accuracy of the sample regression function in estimating actual values through *goodness of fit*. The hypothesis will be tested with a significance level of 0.05. If the significance value  $< 0.05$ , the hypothesis is accepted, which means that there is a significant influence between the independent variable and the dependent variable. *Goodness of fit* can be measured by comparing the F value of the calculation with the F table. The F value of the table can be seen from the values of df1 and df2. The value of df1 is the number of independent variables used in the study. Df2 is obtained by subtracting the number of observations by the number of independent variables used in the sample minus one (n-k-1). If the calculated F value is greater than the F value of the table, it indicates that the sample regression function in estimating the actual value is correct or the regression model can be used to predict independent variables.

According to (Ghozali, 2018), to test this hypothesis, statistics F were used with the following decision-making criteria:

1. Quick look: when the value of F is greater than 4 then  $H_0$  is rejected at a 5% degree of confidence. So  $H_1$  is accepted with the statement that all independent variables simultaneously and significantly affect the dependent variables.
2. Make a comparison between F calculate and F table. When the calculation F is greater than the value of F in the table, then  $H_0$  is subtracted and  $H_a$  is accepted.

**Table 9. Test Results F ANOVA<sup>a</sup>**

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Mr.</i>
1	<i>Regression</i>	31.869	2	15.934	276.980	.000b
	<i>Residual</i>	5.580	97	.058		
	<i>Total</i>	37.449	99			

a. *Dependent Variable: Purchase Decision*

b. *Predictors: (Constant), Store Layout, Marketing Mix*

Based on the results of table 9 above (ANOVA), with the *quick look* method showing that the F value of 276.980 is greater than 4 with a significance or probability value of 0.00 below 0.05, it can be concluded that the marketing mix and store layout are able to explain the change in purchase decisions (Y) together significantly. Because the significance value is less than 0.05, it shows that the F value of the calculated calculation obtained is significant so that the null hypothesis ( $H_0$ ) is rejected, while the research hypothesis  $H_1$  is accepted.

**T-test (partial)**

According to Ghozali (2018), a partial test (t test) is used to find out whether there is an influence of each (individual) of independent variables (marketing mix and store layout) on dependent variables (purchase decisions). The partial test in this study uses a significance level of 0.05. With a significance level of 5%, the testing criteria are as follows: a. If the significant value  $< 0.05$  and  $t$  calculated  $> t$  table, it means that there is a significant influence between the independent variables and the dependent variables. b. If the significance value  $> 0.05$  and  $t$  calculates  $< t$  table, it means that there is no significant influence between independent variables on dependent variables. The results of the t-test are presented in the following table.

**Tabel 10. Coefficients<sup>a</sup> T-test**

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Mr.</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			
1	<i>(Constant)</i>	.222	.175		1.269	.207
	<i>Marketing Mix</i>	.816	.065	.793	12.573	.000
	<i>Store Layout</i>	.143	.057	.158	2.509	.014

**1. Marketing Mix**

From the t-test table that has been carried out on the marketing mix variable, it is known that the calculation value is 12.573 with a significance value less than 0.05, which is 0.00. Thus, it can be concluded that the marketing mix has a significant influence on purchasing decisions assuming that  $X_2$  is fixed. Thus,  $H_2$  is accepted, which means that there is a significant positive influence of the marketing mix partially on the purchase decision (Y).

**2. Store Layout**

From the t-test table that has been carried out on the store layout variable, it is known that the calculated t-value is 2.509 and the significance value is less than 0.05 ( $0.014 < 0.05$ ), so it can be concluded that the store layout variable has a significant influence on the purchase decision assuming that  $X_1$  is fixed. Thus,  $H_3$  is also accepted, which means that there is an influence between the store layout variables partially on the purchase decision (Y).

**Discussion**

According to Montgomery, Peck, and Vining (Introduction to Linear Regression Analysis, 2021), the coefficients of a regression equation represent the strength and direction of the relationship between each predictor variable and the response variable. In line with Wooldridge's perspective, regression coefficients quantify the marginal effect of a predictor variable on the response variable.

Specifically, each coefficient indicates the expected change in the dependent variable for a one-unit change in the predictor, holding other variables constant. The sign of the coefficient (positive or negative) reveals the direction of the relationship, determining whether the predictor increases or decreases the response variable.

Additionally, as discussed in *An Introduction to Statistical Learning with Applications in R* by James et al. (2021), linear regression models enable comparisons between coefficients to evaluate which predictor has a stronger impact on the response variable. Therefore, comparing these coefficients in the context of this research can provide valuable insights into which predictors have the most significant influence.

### **The influence of the marketing mix on purchasing decisions**

The marketing mix consists of four main elements, namely products, prices, places, and promotions. Each of these elements plays a crucial role in influencing consumer purchasing decisions. Quality products that are relevant to consumer needs, competitive prices, accessible places, and effective promotions can all increase the likelihood of consumers buying.

The results show that the marketing mix has a significant effect on purchase decisions. A coefficient of 0.816 in front of the marketing mix variable indicates that every increase of one unit in the marketing mix will increase the purchase decision by 0.816 units, assuming the other variables remain constant. Since the value of this coefficient is greater compared to store layout, it shows that the marketing mix has a greater influence on purchasing decisions.

This research supports the findings of Mamonto et al. (2021), published in the *Journal of Management and Entrepreneurship* (ISSN 2502-5430), which demonstrated that each component of the marketing mix—product, place, price, and promotion—significantly impacts purchasing decisions when analyzed independently. Similarly, Ristiani and Andini (2018), in the *Jurnal Bisnis dan Manajemen*, found that the marketing mix significantly influences purchasing decisions in the context of McDonald's Indonesia, emphasizing the importance of a holistic approach to marketing to drive consumer behavior.

However, not all studies align with these conclusions. For instance, Prasetyo and Setiawan (2019), in the *Journal of Marketing Insights*, observed that promotional efforts showed no significant relationship with purchasing decisions in the smartphone market. This aligns with the findings of Riyanto et al. (2020), published in the *Journal of Economics and Business* (ISSN 2355-6211), which suggested that certain elements of the marketing mix, such as promotions, do not always significantly affect purchasing decisions. These studies highlight that while the marketing mix is a powerful tool, its effectiveness may vary depending on the industry and target audience.

### **The influence of store layout on purchase decisions**

Store layout or store layout refers to the physical arrangement of the retail space which aims to maximize convenience and efficiency for customers in finding and buying products. Good spatial planning can create a more enjoyable shopping

experience and make it easier for consumers to find the products they want, thereby increasing purchasing decisions.

The results of the descriptive analysis provide a general overview that the store layout variable at Kimia Farma has garnered adequate attention from consumers, as indicated by respondents' answers that agreed or strongly agreed with the store layout statements. Using the SPSS 29 program, the partial influence test (t-test) revealed a t-calculation value of 0.208, which is less than the critical value of 1.669, and a probability below 0.05. This demonstrates that the store layout has a statistically significant effect on purchasing decisions. With a coefficient value of 0.143, this variable exhibits a smaller influence compared to the Marketing Mix.

This finding aligns with the research conducted by Setyani and Abdul (2019), published in the *Journal of Business and Management* (ISSN 2303-1174), which found that a well-designed store layout positively influences consumer purchasing decisions. Conversely, research by Lestari et al. (2019), published in the *Journal of Management and Business Research* (ISSN 1978-1989), reported contrasting results, indicating that store layout does not always have a significant impact. Their study highlighted that in some cases, other factors, such as service quality and product quality, are more influential in determining purchasing behavior.

### **The influence of the marketing mix and Store layout on purchasing decisions**

The Kolmogorov-Smirnov normality test confirmed that the data were normally distributed, with a significance value above 0.05, satisfying the assumption of normality. Furthermore, classical assumption testing confirmed the absence of multicollinearity and autocorrelation in the regression model. The determination analysis revealed an  $R^2$  value of 0.851, indicating that the marketing mix (X1) and store layout (X2) jointly explain 85.1% of the variation in purchasing decisions (Y). The analysis also supports rejecting the null hypothesis ( $H_0$ ), confirming a significant combined influence of the marketing mix and store layout variables on purchasing decisions.

The  $R^2$  value of 0.851 further underscores the efficiency of the marketing mix strategy and store layout in influencing consumer purchasing decisions at the Kimia Farma Central Jakarta branch. This is consistent with previous studies, such as Yulianto and Kartika (2020) in the *International Journal of Retail and Distribution Management*, which emphasize that store layout significantly affects customer satisfaction and subsequent purchase behavior.

## **CONCLUSION**

Based on the results of the analysis, it can be concluded that the marketing mix and store layout have a simultaneous and partial effect on the purchase decision at Apotek Kimia Farma. Multiple regression testing shows that the marketing mix has a dominant influence with a coefficient of 0.816 compared to the store layout which is only 0.143. Overall, the marketing mix strategy and store layout were considered efficient, with an influence of 85.2% on purchase decisions. The suggestion for future research is to consider other variables such as service marketing, as well as expand the research area outside Jakarta, such as Bekasi or

Lampung. For management, it is recommended to continue to evaluate strategies to increase consumer satisfaction.

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