



BUSINESS AND MARKETING BEHAVIORS' EFFECTS ON DECIDING PURCHASE AT PT MULYA KRIDA RESIK MEDAN

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Abstract

This study aims to determine the effect of Business Behavior and Marketing on Purchasing Decisions at PT Mulya Krida Resik Medan. The research methodology used is the quantitative descriptive method. The type of data used in this study is quantitative data obtained in the form of numbers and numbers. Sources of data in the form of primary data and secondary data. Primary data were obtained from distributing questionnaires, secondary data were obtained from companies, journals, and books relating to Business Conduct and Marketing and Purchasing Decisions. The population in this study amounted to 176 customers and the sample in this study amounted to 122 customers. Data analysis uses multiple linear regression analysis methods. There is a positive and significant influence between Business Conduct and Marketing on Purchasing Decisions at PT Mulya Krida Resik.

Keywords: *interest; entrepreneurship; students;*

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INTRODUCTION

PT Mulya Krida Resik is a company that was established in 2000 as a distributor of printing ink. Some flexo ink products, offsets, and gravurs. PT Mulya Krida Resik is known as an expert in the field of inkjet ink refills, toners, and ribbons. Because in addition to being supported by experienced experts and always using premium materials to produce products with premium quality. Based on initial surveys that there is a decision to buy printer ink in this company is experiencing a decrease that can be seen from the decline in sales.

Business behavior is a value embodied in behavior that is used as a resource, driving force, goals, tactics, tips, processes, and business results (Mulyani, 2011). Entrepreneurship is one way for a person to work and pursue a career for their lives in the future (Hadi, 2019). Entrepreneurship can also open new jobs for people who need or are looking for a job. To start the step of becoming an entrepreneur, the individual must dare to take risks and have confidence in the effort to be taken (Purwanti, 2013). Because in the business world, entrepreneurship intentions and confidence in self-ability are the keys to making the business successful or will decline (Rizal et al., 2016). When someone plunges into the world of entrepreneurship or organizational commitment as an owner and employee are very important for the progress of the business itself (Situmorang, 2021). Without commitment surely they will not be able to maintain what they have in times of problems.

The business behavior of PT Mulya Krida Resik is still not good because the company's commitment to customers is still not fulfilled properly, triggering customers to make complaints and causing the level of trust in the company to decrease. Complaints made by customers to the company. Complaints in the form of frequent prices not in accordance with the agreement such as

when the customer makes an order and deal the price then the unit ordered but at the time of receipt between by the sales staff to the customer location there is a price difference set where there is a price difference far from the agreement, delivery is also often not in accordance with what is promised, a decrease in the quality of ink products where it is not too black in its use so as to trigger customer losses that trigger customer losses. in the use of ink. This reflects the company's business behavior is still not optimal for customers.

Marketing is basically a comprehensive, integrated, and unified plan in the field of marketing, which provides a blend of activities that will be carried out to achieve the marketing goals of a company (Diniaty & Agusri, 2014). It is important for the company to know the right and appropriate marketing strategy for the products to be sold in the market. With the right and appropriate marketing strategy, the product will be easily accepted by prospective consumers so that prospective consumers buy products to be sold (Mandasari et al., 2019). In addition to marketing strategies, the company needs to know the position of the products sold. The position here shows a comparison of market share and market growth of similar product competitors from other companies.

The success of the company in marketing products depends largely on the tips and marketing strategies carried out because of the implementation of the right marketing strategy (Budiman & Asj'ari, 2021). Companies can create and maintain and develop consumer demand in a convincing and sustainable manner (Sandria et al., 2019). If sales turnover has increased slowly, it must be analyzed whether it is caused by the lack of effective marketing strategies carried out or maybe influenced by changing consumer tastes and behavior.

Marketing that has been PT Mulya Krida Resik done so far is using online media with promotion through Instagram and personal selling, namely direct sales interacting to offer products and meet face-to-face with prospective buyers. Personal selling staff or sales staff promote to the customer's location, deliver receipts and collect according to the schedule specified by the company. During the process of offering the product, the seller describes the type of product, the usefulness of the product, the price of the product, and the superiority of the product. The location of PT Mulya Krida Resik is still relatively difficult to find because it is in an area that is not so large. Promotions in the form of gifts that have not been attractive and gift packages that are high enough have not matched the discounts given to customers. The location of PT Mulya Krida Resik is still relatively difficult to find because it is in an area that is not so large.

Based on the background description above, researchers are interested in influencing business and marketing behavior on purchasing decisions at PT Mulya Krida Resik Medan. The purpose of this study is to influence business behavior, marketing on purchasing decisions on PT Mulya Krida Resik.

Framework of Thought

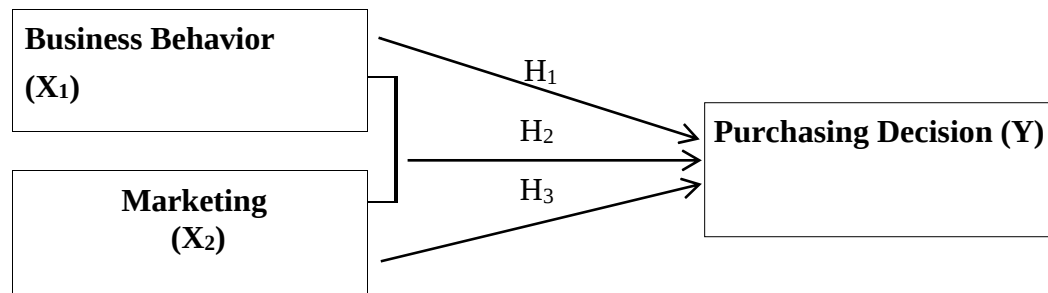


Figure 1. Framework of Thought

The type of data used in this study consists of quantitative and qualitative data. The data sources used in this study are primary and secondary data. Researchers took the population in the study to 176 customers. The number of samples in the study was 122 subscribers. The sampling technique used is simple random sampling. The data collection techniques used in this research include literature studies, interviews, and interviews.

Multiple Linear Regression Analysis

Multiple regression analysis to determine the effect of two or more free variables ($X_{1,2,3,...,n}$) on bound variables (Y). The formula is as follows:

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

Information:

Y : Purchasing Decision

X_1 : Business Behavior

X_2 : Marketing

a : Constant

b_1, b_2 : Free Variable Regression Coefficient

e : Term of Error

RESULT AND DISCUSSION

Validity Test

The results of validity tests for free variables and variables in this study are as follows:

Table 1. Validity Test Results

No	r _{count}	r _{count}	r _{count}	r _{table}	Information
1	0,788	0,899	0,876	0,361	Valid
2	0,846	0,909	0,896	0,361	Valid
3	0,742	0,884	0,846	0,361	Valid
4	0,643	0,870	0,759	0,361	Valid
5	0,789	0,802	0,856	0,361	Valid

6	0,709	0,642	0,838	0,361	Valid
7	0,825	0,643	0,845	0,361	Valid
8	0,797	0,743	0,891	0,361	Valid
9	0,700	0,699		0,361	Valid
10	0,763	0,739		0,361	Valid

Source: Research Results, 2020 (Data processed)

Each statement has a r_{count} value $> r_{\text{tabel}}$ (0.361) that all statements or questionnaires for variables are declared valid.

Reliability Test

The following are the results of testing the reliability of the variables used in the study.

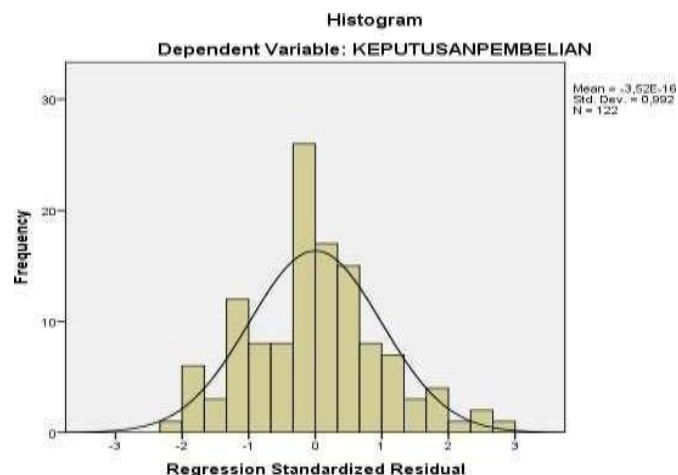
Table 2. Reliability Test Results

Variable	Number of Statements	Cronbach's Alpha
Business Behavior	10	0,918
Marketing	10	0,934
Purchasing Decision	8	0,946

Source: Research Results, 2020 (Processed Data)

Table 3 shows the variable has a Cronbach's Alpha value of 0.738 $>$ 0.6 that the questionnaire variable for the variable in the study is declared reliable.

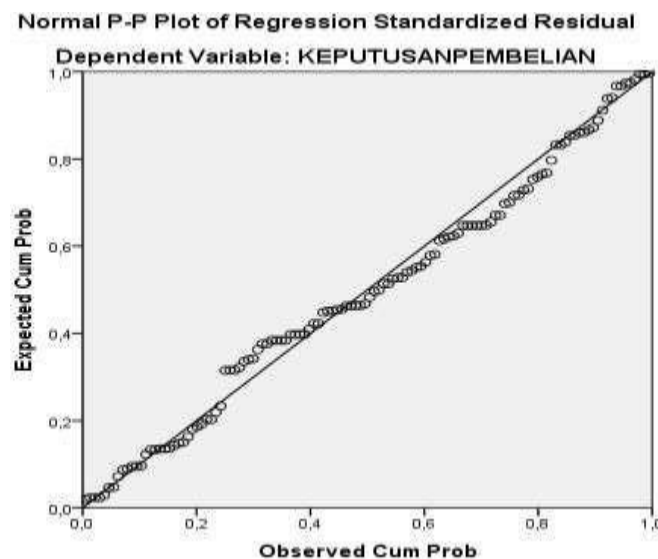
Normality Test



Source: Research Results, 2020 (Data processed)

Figure 1. Histogram Graph

Figure 1 shows that the histogram chart has real data forming curve lines tending to symmetry not to the left or to the right, so it can be said that the data is normal distribution.



Source: Research Results, 2020 (Data processed)

Figure 2. Normal Probability Plot Graphic

The results of the One Kolmogorov Smirnov test can be seen in the following table.

Table 3. One Kolmogorov Smirnov Test Results

				Unstandardized Residual
N				122
Normal Parameters ^{a,b}				
Mean				0E-7
Std. Deviation				631,600,455
Most	Extreme	Absolute		,068
Differences				
Positive				,065
Negative				-,068
Kolmogorov-Smirnov Z				,751
Asymp. Sig. (2-tailed)				,626

a. Test distribution is Normal.

b. Calculated from data.

Source: Research Results, 2020 (Data Processed)

The table above shows the significant value obtained by $0.626 > 0.05$. It can be concluded that the data shows normal distribution data.

Multicollinearity Test

The results of the multicollinearity test calculation can be seen below.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	BEHAVIOUR	,933	1,072
	BUSINESS	,933	1,072
	MARKETING	,933	1,072

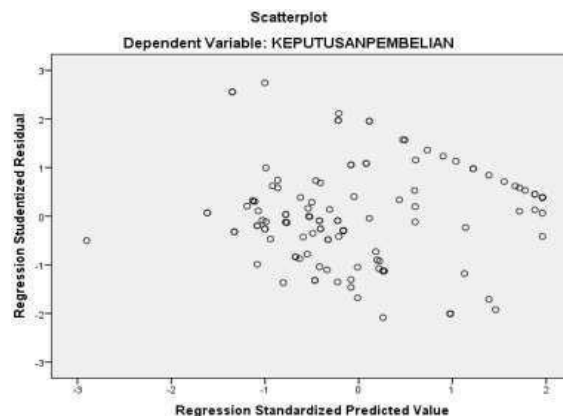
a. Dependent Variable: Keputusan Pembelian

Source: Research Results, 2020 (Processed Data)

The table above shows each of the business behavior (X1) and marketing (X2) free variables of $0.933 > 0.1$, while the VIF values of free variables show each of the business behavior-free variables (X1) and marketing (X2) of $1.072 < 10$. It can be concluded that there was no multicollinearity in this study.

Heteroskedasticity Test

The results of the heteroskedasticity test can be seen in the following image.



Source: Research Results, 2020 (Processed Data)

Figure 3. Heteroskedasticity Graph

Figure 3. The data showed that the data spread with unclear patterns both above and below zero (0) on the Y axis, not gathered in one place so that from the scatterplot graph it can be concluded that there is no heteroskedasticity in the regression model in this study.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis in this study are:

Table 5. Multiple Linear Regression Analysis Results

Model		Unstandardized		Standardized	t	Itself.	Collinearity	
		Coefficients		Coefficients			Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,389	2,734		1,971	,051		
	BEHAVIOUR							
	BUSINESS	,233	,066	,262	3,538	,001	,933	1,072
	MARKETING	,411	,061	,502	6,773	,000	,933	1,072

$$\text{Purchase Decision} = 5,389 + 0.233 \text{ Business Behavior} + 0.411 \text{ Marketing} + e$$

The meaning of the explanation of multiple linear regression analysis above is:

- 1) If Business and Marketing Behavior does not increase or constant then the Purchase Decision of 5,389 units;
- 2) If each increase of one unit for business behavior variables then the Purchase Decision of 0.233 units assuming a fixed marketing variable; and
- 3) If each increase of one unit for marketing variables then the Purchase Decision of 0.411 units assuming a variable of business behavior remains.

Partial Significant Test (Test t)

Here are the results of partial hypothesis testing.

Table 6. Significant Test Results

Model		Unstandardized		Standardized	t	Itself.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5,389	2,734		1,971	,051
	BEHAVIOUR					
	EFFORT	,233	,066	,262	3,538	,001
	MARKETING	,411	,061	,502	6,773	,000

a. Dependent Variable: KEPUTUSANPEMBELIAN

Source: Research Results, 2020 (Processed Data)

The table above shows the value of the t_{tabel} to a significant 0.05 at the free degree $df = n - k$ where k is the total number of variables and n is the number of samples then $df = 122 - 3 = 119$ is 1,980. The results of partial hypothesis testing (t-test) can be explained as follows:

- 1) The results of partial hypothesis testing (test t) obtained t_{count} value (3.538) $> t_{\text{tabel}}$ (1,980) and significant value of $0.001 < 0.05$, then H_1 is accepted i.e. partially there is a positive and significant influence between Business Behavior on Purchasing Decisions at PT Mulya Krida Resik; and

- 2) The results of partial hypothesis testing (t-test) obtained thitung value (6.773) > t_{tabel} (1,980) and significant value of $0.000 < 0.05$, then H2 is accepted i.e. partially there is a positive and significant influence between Marketing on Purchase Decision at PT Mulya Krida Resik.

Simultaneous Significant Test (Test F)

Here are the results of simultaneous hypothesis testing.

Table 7. Simultaneous Significant Test Results

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	3,080,456	2	1,540,228	37,972	,000 ^b
	Residual	4,826,922	119	40,562		
	Total	7,907,377	121			

a. Dependent Variable: KEPUTUSANPEMBELIAN

b. Predictors: (Constant), MARKETING, CORPORATE BEHAVIOR

Source: Research Results, 2020 (Processed Data)

The value of F_{tabel} at the belief level of significance of 0.05 in $df_1 = k-1 = 3-1 = 2$ and $df_2 = n- k = 122-3 = 119$ is 3.07. The results of hypothesis testing simultaneously obtained the value of F_{count} (37,972) > F_{tabel} (3.07) with a significance level of $0.000 < 0.05$, then H_3 is accepted that simultaneously there is a positive and significant influence between Business And Marketing Behavior on Purchasing Decisions at PT Mulya Krida Resik.

Coefficient of Determination (R^2)

The results of the determination coefficient test can be seen in the table below.

Table 8. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,624 ^a	,390	,379	6,369

a. Predictors: (Constant), MARKETING, BUSINESS BEHAVIOR

b. Dependent Variable: PURCHASING DECISION

Source: Research Results. 2020 (Data Processed)

Based on the above table, R-Square is 0.390 means Business and Marketing Behavior can explain the Purchase Decision to PT Mulya Krida Resik by 39%, and the remaining 61% is influenced by other variables outside of this study such as service quality, product attributes, and segmentation.

Effect of Business Behavior on Purchasing Decisions on PT Mulya Krida Resik

The results of partial hypothesis testing have a positive and significant influence on Business Behavior on Purchasing Decisions at PT Mulya Krida Resik. The results are in line with research conducted by Retno Wijaya (2015) with the title Of Influence of Business Behavior and Establishment of Brand Awareness on Suzuki Motorcycle Purchase Decision (Case Study at Tatarunggul Santosa Lodooyo Dealer Sutojayan Subdistrict). The results showed that Business Behavior and Brand Awareness Establishment had a positive and significant effect on the Suzuki Motorcycle Purchase Decision (Case Study at Tatarunggul Santosa Lodooyo Dealer Sutojayan Subdistrict).

Marketing Influence on Purchasing Decisions on PT Mulya Krida Resik

The results of the hypothesis test partially had a positive and significant influence on Marketing and Purchasing Decisions on PT Mulya Krida Resik. The results of this study are in line with research conducted by Kamsiani (2017) with the title of research on the Influence of Marketing Mix on The Decision to Use Services on CV Nirwana Printing in Samarinda. It can be concluded based on data analysis, it is simultaneously shown that product variables, prices, places, promotions, people, processes, and physical evidence together affect the decision to use services on CV Nirwana Printing in Samarinda. This means the hypothesis is accepted. This shows that together these seven variables also affect the decision to use services. While partially shown that product variables and physical evidence that are significant affect the decision to use services on CV Nirwana Printing in Samarinda while the variables of place, price, promotion, people, and processes do not affect the decision to use services on CV Nirwana Printing in Samarinda.

Effect of Business and Marketing Behavior on Purchasing Decisions on PT Mulya Krida Resik

The results of simultaneous hypothesis testing were obtained simultaneously there was a positive and significant influence between Business And Marketing Behavior on Purchasing Decisions on PT Mulya Krida Resik. These results are in line with research conducted by Novia (2018) with the title of research on Factors That Affect Business Behavior in Computer Purchasing Decisions at Hasannudin University. The results showed that internal and external factors had a positive and significant effect on purchasing decisions.

The results of this penelitian are in line with research conducted by Agus Widarko (2018) with the title of researching the Influence of Online Marketing on Consumer Purchasing Decisions (Case study on Consumers of Sinar Muda Busa Store). The results showed that Online Marketing had a positive and significant effect on Consumer Purchasing Decisions (Case study in Consumers of Foam Young Light Stores).

CONCLUSION

Based on the results of research and discussion, it can be concluded that:

- 1) The results of the study stated that the influence of Business And Marketing Behavior on Purchasing Decisions shown from the results of multiple linear regression analysis gives the meaning that every aspect increase in business and marketing behavior variables by one unit then the Purchase Decision on PT Mulya Krida Resik will increase;
- 2) The results of hypothesis testing there is a positive and significant influence between Business Behavior on Purchasing Decisions at PT Mulya Krida Resik;
- 3) The results of hypothesis testing there is a positive and significant influence between Marketing on Purchasing Decisions at PT Mulya Krida Resik;
- 4) The results of hypothesis testing there is a positive and significant influence between Business And Marketing Behavior on Purchasing Decisions at PT Mulya Krida Resik;
- 5) For the coefficient of determination of Business And Marketing Behavior explained the relationship with the Purchase Decision at PT Mulya Krida Resik.

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