

The Influence of Marketing Mix on Fruit Purchasing Decisions (Case Study: Hokky Buah Panglima Sudirman)

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Abstract

This study aims to analyze the effect of the 4P marketing mix (Product, Price, Promotion, Place) on fruit purchasing decisions at Hokky Panglima Sudirman Minimarket. This research is motivated by the high productivity of horticultural fruits, the lack of public interest in fruit consumption, and the intense competition faced by Hokky Buah Panglima Sudirman Minimarket. The research sample of 100 respondents was analyzed using the SEM-PLS method. The results showed that: Product, Price, and Promotion have a significant influence on Purchasing Decisions at the 5% Alpha level; Place has a significant influence on Purchasing Decisions at the 10% Alpha level. This research contributes to knowledge about the influence of the 4P marketing mix on fruit purchasing decisions at minimarkets. The results of this study can help Minimarket Hokky Panglima Sudirman in improving its marketing strategy to increase sales of fruit products.

Keywords: 4P Marketing Mix, Purchase Decision, Fruit, SEM-PLS

INTRODUCTION

Horticulture is one of the potential agricultural sub-sectors and is encouraged to improve the welfare of farmers, the regional economy, the national economy and increase foreign exchange through exports. The horticulture sub-sector in the first and second quarters of 2021 recorded growth of 3.01% and 1.84%. This indicates a very good contribution of the horticulture sub-sector in the structure of the National GDP. In 2020, horticultural exports reached USD 645.48 million, an increase of 37.75% compared to 2019. This increase in exports was dominated by fruit commodities during the COVID-19 pandemic in 2020. The realization value of fruit exports in 2020 was recorded at USD

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389.9 million, an increase of 30.31% compared to 2019. (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2021).

East Java Province is one of the most important producers of horticultural fruits in Indonesia. (Firmansyah *et al.*, 2021). East Java Province is also one of the centers of mango fruit production in Indonesia. (Rasmikayati *et al.*, 2021). Plantation activities in East Java are also closely related to climate change. Information on the projected impacts of climate change is needed as an adaptation effort and agricultural development planning associated with climate change (Sarvina, 2019). (Sarvina, 2019). Rapid development in East Java is thought to have contributed to forest destruction in the province (Hakim *et al.*, 2018). This suggests that agriculture in East Java is not only affected by internal factors, but also by external factors such as climate change and development.

The World Health Organization or WHO recommends that everyone in adulthood consume 400 grams of vegetables and fruit per person every day. Consisting of 250 grams of vegetables and 150 grams of fruit (World Health Organization, 2021). Meanwhile, the Indonesian Ministry of Health encourages toddlers and children to consume vegetables and fruits. (Kementerian Kesehatan Republik Indonesia, 2023) with a value of 300-400 grams per day (Wulansari & Chandra, 2019). Meanwhile, adolescents and adults should consume 400-600 grams (Muna & Mardiana, 2023). (Muna & Mardiana, 2019). In the classification conducted by the World Food and Agriculture Organization or FAO, vegetables and fruits are included in the *Desirable Dietary Pattern* (Pola Pangan Harapan/PPH) classification which functions as a source of vitamins and minerals. (Ranganathan, 2019).

Lack of fruits and vegetables can cause the risk of death from gastrointestinal cancer by 14 percent, the risk of coronary heart disease by 11 percent and death from stroke by 9 percent. (Nursiswati *et al.*, 2022). Based on *World Fruit Map* data, Indonesia occupies the eighth position in the world as the largest producer of fresh fruit in the world with production reaching 24.9 million tons per year. (Kulsum, 2023). Despite the high production of fruit, Indonesians are not fruit lovers. According to the 2018 Basic Health Research (Riskesdas) data, no more than 10 percent of Indonesians consume fruits and vegetables. (Chandry *et al.*, 2021). The results of the BMJ Nutrition, Prevention and Health study show that high fruit and vegetable intake will have an impact on improving mental health in middle school children. The results of this study also show that nutritious breakfast and lunch will improve emotional well-being in people at all ages. (Hayhoe *et al.*, 2021).



Per capita expenditure on fruits in 2021 amounted to IDR 27,792, down 5% compared to March 2021 of IDR 26,240 per month. Indonesian people consumed 81.4 grams of fruit per capita per day in 2021, this figure is still limited to 54.4% of the adequacy of fruit according to WHO. Fruit consumption in 2020 amounted to 88.56 grams per capita per day, a decrease of 1.4% when compared to 2019. When viewed by urban village, fruit consumption in urban areas is greater, at IDR 31,878 per month, while in rural areas it is only IDR 22,341 per month. Meanwhile, if we look at the latest BPS data in 2022, we can see that the movement of fruit consumption in each province is very different in terms of fruit consumption per week per capita. In the province of Nanggroe Aceh Darussalam, it was recorded that in 2022 the weekly fruit consumption per capita was IDR 7,750, slightly higher than in 2021 at IDR 6,390. The highest province in fruit expenditure per week is DKI Jakarta, which is IDR 10,000, if calculated one fruit means IDR 40,000. If you look at the trends in the 2020 and 2021 pandemics, there is an increase from IDR 9,800 in 2021 to IDR 10,000 in 2022. Meanwhile, the lowest fruit consumption is East Nusa Tenggara province, which is around IDR 3,700 per week per capita. This figure is higher when compared to 2021 of IDR 3,000. This weekly consumption figure is an average value summed up from districts/cities, so that if seen the real numbers will be different. One example is in Southwest Papua, which has a weekly fruit consumption per capita of IDR 6,200 in 2022, which is very different in each district. For Sorong City, fruit consumption per week per capita is Rp 9,750, while in South Sorong District it is only Rp 4,470 per week. Similarly, in Maluku Province, between Ambon City with a value of 11,425 each and Aru Islands which only reaches 2,957 per week. Apart from Ambon City, the highest consumption in the province is Central Maluku Regency with a per capita consumption figure of 9,781 in 2022. (Badan Pusat Statistik Republik Indonesia, 2024).

In the highly competitive minimarket industry in Surabaya, various factors influence company performance and success. Internal marketing has been shown to significantly influence employee performance, marketing orientation, and employee engagement, which in turn affects overall service quality and customer satisfaction. (Evelyn & Dharmayanti, 2017). In addition, in-store stimuli play an important role in influencing customers' impulse buying behavior, which has implications for marketing strategies in convenience stores. (D. K. Sari, 2018). In addition, service quality and marketing mix, along with market competition, play an important role in influencing customers' impulse purchase behavior (Dimiyati & Afandi, 2018). (Dimiyati & Afandi, 2018), significantly affect sales performance and customer loyalty in minimarkets (Kasman, 2019). (Kasman, 2019). In addition, the urgency of regulations governing traditional and modern markets



in Surabaya is crucial to ensure fair competition and healthy business practices in the industry (Moechtar, 2011). (Moechtar, 2011).

The impact of the marketing mix on purchase decisions, particularly in the context of fruits, is a significant area of study in consumer behavior and marketing research. Various studies have investigated the influence of different elements of the marketing mix on purchase decisions across different industries and products. The influence of the marketing mix on consumer satisfaction, emphasizing the importance of service quality, product quality, and price in influencing consumer decisions. (Wahyuni, 2023). The impact of the 7P marketing mix on coffee purchasing decisions, highlighting the role of promotion as the dominant factor influencing purchasing choices. These studies underscore the importance of elements such as product quality, price, and promotional activities in shaping consumer behavior. (Rosita et al., 2020). The marketing mix and consumer behavior regarding healthy food products in Malang reveal the link between marketing strategies and consumer actions (Wilandari & Windasari, 2020). (Wilandari & Windasari, 2022). The findings suggest a relationship between marketing mix components, consumer behavior, and purchase decisions, emphasizing the need for a comprehensive understanding of these dynamics. The impact of the marketing mix on purchase intentions and purchase decisions, emphasizing the mediating role of purchase intentions in the relationship between marketing mix elements and actual purchases. (Kurniawan et al., 2024). In addition, the influence of the 4Ps of the marketing mix on consumer purchasing decisions, which strengthens the positive and significant influence of the marketing mix on purchasing behavior. (Wardiman, 2022). This is in line with existing literature that highlights the important role of marketing strategies in influencing consumer choices. In addition, brand image, lifestyle, and word-of-mouth effects on purchasing decisions, which further highlight the multifaceted nature of the factors that influence consumer behavior. (Junifanto et al., 2024). In the field of service marketing, the impact of the service marketing mix and brand image on student satisfaction, emphasizing the significant influence of these factors on customer satisfaction. (Aliami & Hakimah, 2020). This study provides insight into how service-related elements can influence consumer decisions and satisfaction levels. The effects of viral marketing and brand awareness on consumer purchasing decisions, explain the importance of modern marketing strategies in influencing purchasing behavior, especially in the context of e-commerce *platforms*. (Putri & Silvanita, 2024).

Overall, the synthesis of these studies underscores the complex relationship between marketing mix elements, consumer behavior and purchase decisions. From the

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importance of product quality and price to the mediating role of purchase intent and the impact of modern marketing strategies such as viral marketing, these findings collectively contribute to a comprehensive understanding of how the marketing mix influences consumer choices in the context of fruit purchases. Taking these insights into account, companies can effectively tailor their marketing strategies to increase consumer engagement and drive purchase decisions. Based on the background that has been described, the purpose of this study is to analyze the effect of product, price, promotion, and place on fruit purchasing decisions at Minimarket Hokky Panglima Sudirman.

METHOD

The research method in this quantitative research consists of six main components. First, the place and time of the research was conducted at Hokky Buah Panglima Sudirman Minimarket, Surabaya, in February 2024. Second, the type of research used is quantitative method. Third, the research variables consist of independent variables (Product, Price, Promotion, and Place) and the dependent variable (Purchase Decision). Fourth, the sampling technique used the *Accidental Sampling* method with a sample size of 100 people. Fifth, data collection techniques include primary data through distributing questionnaires and secondary data from various literature sources. Sixth, the data analysis design uses the SEM-PLS (*Structural Equation Modeling - Partial Least Squares*) method which includes validity and reliability tests, conceptual model formation and measurement, model evaluation, hypothesis testing, and interpretation of results, with variable measurements using a Likert scale of 1-5.

RESULT AND DISCUSSION

Respondent Characteristics

In this study, 100 (one hundred) respondents were obtained where the respondents were consumers who bought and fruit at *Minimarket Hokky Panglima Sudirman*, Surabaya City. The number of 100 respondents is known from the number of results of distributing questionnaires that describe respondents based on age, gender, address, education, occupation and income, which are presented in Table 1. as follows:



Table 1. Frequency of Respondent Characteristics

No.	Characteristics	Total	%
1.	Age		
	A. 18-24 years old	8	8
	B. 25-34 years old	54	54
	C. 35-44 years old	38	38
2.	Gender		
	A. Male	27	27
	B. Female	73	73
3.	Last Education		
	A. SMA/SMK	39	39
	B. Diploma	24	24
	C. Bachelor Degree (S1)	37	37
4.	Jobs		
	A. Student	21	21
	B. Employee	33	33
	C. Self-employed	46	46
5.	Income		
	A. < Rp1 million	0	0
	B. Rp1-3 million	21	21
	C. Rp3-5 million	33	33
	D. > Rp5 million	46	46

Source: Primary Data Processed, 2024

Model Analysis

In this study, researchers conducted model and hypothesis testing using PLS techniques. Analysis using PLS (*Partial Least Square*) consists of (2) two parts, namely; outer model evaluation and inner model evaluation. (Ghozali & Hengky, 2015). The following will explain the evaluation of each model based on the results of the analysis conducted:

Outer Model Testing

Outer model evaluation aims to determine the validity and reliability of measurement instruments in the research model. This is done to determine how well the



questionnaire items measure the nature and concept of the variable being measured and to determine the consistency of the questionnaire items in measuring the same variable at different times and places. (Ghozali & Hengky, 2015). *Outer model analysis* can be seen from the value of *convergent validity*, *construct validity*, and *composite reliability*. The *outer model* is explained by the following figures and tables:

Convergent Validity, Construct Validity and Composite Reliability

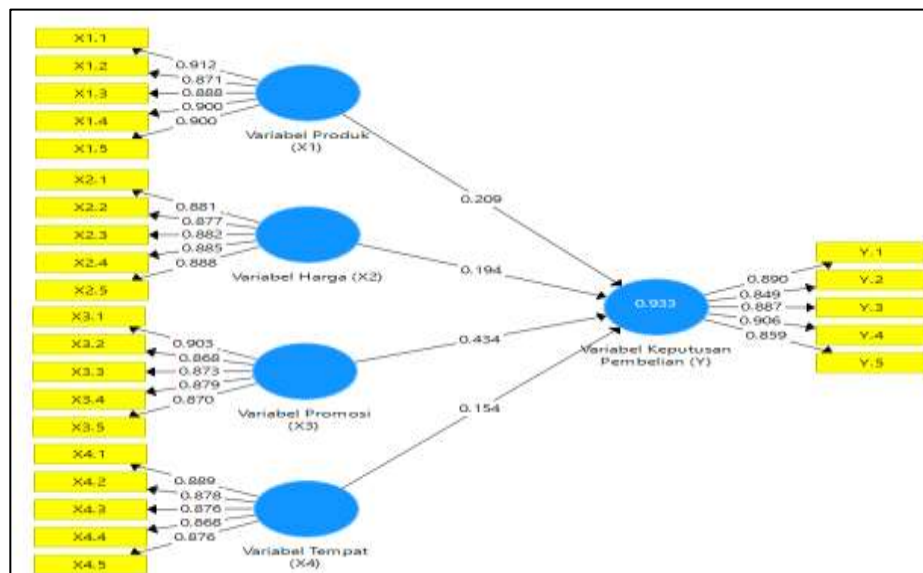


Figure 1. PLS Outer Model Path Diagram
Source: SEM-PLS Data Processing, 2024

It is known that the results and shape of the path diagram of this study used in this study, the purpose of the reliability test is used to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. (Ghozali & Hengky, 2015). The validity test of reflective indicators with the SmartPLS program can be seen from the *Loading factor* value for each construct indicator. (Ghozali & Hengky, 2015). The *Rule of Thumb* for assessing convergent validity is that the *Loading factor* value must be more than 0.7 for *confirmatory* research and between 0.6 - 0.7, from the figure above it can be seen that the *Loading factor* is more than 0.7, which means that the indicator is able to represent the construct, the rest is explained in Table 2 below:

Table 2. Construct Validity Test Results

	Product Variable (X1)	Price Variable (X2)	Promotion Variable (X3)	Place Variable (X4)	Purchase Decision Variable (Y)	Reliability
X1.1	0.912					Reliable
X1.2	0.871					Reliable
X1.3	0.888					Reliable
X1.4	0.900					Reliable
X1.5	0.900					Reliable
X2.1		0.881				Reliable
X2.2		0.877				Reliable
X2.3		0.882				Reliable
X2.4		0.885				Reliable
X2.5		0.888				Reliable
X3.1			0.903			Reliable
X3.2			0.868			Reliable
X3.3			0.873			Reliable
X3.4			0.879			Reliable
X3.5			0.870			Reliable
X4.1				0.889		Reliable
X4.2				0.878		Reliable
X4.3				0.876		Reliable
X4.4				0.868		Reliable
X4.5				0.876		Reliable
Y.1					0.890	Reliable
Y.2					0.849	Reliable
Y.3					0.887	Reliable
Y.4					0.906	Reliable
Y.5					0.859	Reliable

Source: SEM-PLS Data Processing, 2024

Based on Table 2. It can be seen that all variables in this study have a high level of reliability with a Cronbach's Alpha value above 0.80. Product variables (X1) with 5 indicators, Price (X2) with 4 indicators, Promotion (X3) with 4 indicators, Place (X4) with 5 indicators, and Purchase Decision (Y) with 5 indicators, all show good consistency and reliability in measuring their respective constructs. This indicates that the research instruments used can be trusted and relied upon to measure the variables studied.



Construct Validity and Reliability

The validity test of reflective indicators with the SmartPLS program can be seen from the *Loading factor* value for each construct indicator. (Ghozali & Latan, 2015). The *Rule of Thumb* for assessing convergent validity is that the *Loading factor* value must be more than 0.7 for *confirmatory* research and between 0.6 - 0.7. Then and the *Average Variance Inflation Factor* (AVE) value must be greater than 0.5 (Ghozali & Hengky, 2015). The *Rule of Thumb* for assessing construct reliability is that the *Composite Reliability* value must be greater than 0.70. However, the use of *Cronbach's Alpha* to test the reliability of the construct will give an *under estimate*, so it is more advisable to use *Composite Reliability*. (Ghozali & Hengky, 2015). Furthermore, in this study the level of construct and model reliability is described in Table 3. below:

Table 3. Validity and Reliability Results

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>	Reliable
Price Variable (X2)	0.929	0.929	0.946	0.779	Reliable
Purchase Decision Variable (Y)	0.926	0.926	0.944	0.771	Reliable
Product Variable (X1)	0.937	0.938	0.952	0.800	Reliable
Promotion Variable (X3)_	0.926	0.927	0.944	0.772	Reliable
Place Variable (X4)	0.925	0.925	0.944	0.770	Reliable

Source: SEM-PLS Data Processing, 2024

Based on Table 3. The results of validity and reliability analysis using the SEM-PLS method show that all variables in the study have excellent internal consistency with Cronbach's Alpha, rho_A, and Composite Reliability values above 0.90. Product (X1), Price (X2), Promotion (X3), Place (X4), and Purchase Decision (Y) variables also have an AVE value above 0.70, indicating a high correlation with the construct under study. All variables are declared reliable based on the criteria set. This shows that the data used in the study are reliable and valid, so they can be used for further analysis.

Inner Model Testing

The second stage in model evaluation is structural model evaluation (*inner model*). There are several component items that are the criteria in assessing the structural model



(inner model), namely the *R-Square* value and the Significance of the *Path Coefficient*. The *R-Square* value is used to measure the level of variation in changes in the independent variable on the dependent variable. (Jogiyanto, 2016). *R-Square* values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively. (Ghozali & Hengky, 2015).

Table 4. Chi-Square Test Results

	<i>R Square</i>	<i>R Square Adjusted</i>
Purchase Decision Variable (Y)	0.933	0.930

Based on Table 4. The Chi-Square test results show an *R Square* value of 0.933 and an Adjusted *R Square* of 0.930 for the dependent variable "Purchase Decision (Y)". This means that 93.3% of the variability in "Purchase Decision (Y)" can be explained by the independent variables, and after taking into account the number of independent variables and the sample, 93.0% of the variability can be explained by the model. The high *R Square* and Adjusted *R Square* values indicate that the regression model used is able to explain most of the variability in "Purchase Decision (Y)". Thus, the independent variables used have a significant influence on the "Purchase Decision (Y)".

Table 5. Significance Test Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	Significant
Product Variable (X1) -> Purchase Decision Variable (Y)	0.209	0.210	0.080	2.609	0.009	Alpha 5%
Price Variable (X2) -> Purchase Decision Variable (Y)	0.194	0.194	0.093	2.101	0.036	Alpha 5%
Promotion Variable (X3) -> Purchase Decision Variable (Y)	0.434	0.439	0.089	4.874	0.000	Alpha 5%
Place Variable (X4) ->	0.154	0.148	0.083	1.854	0.064	Alpha 10%



	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Significant</i>
Purchase Decision Variable (Y)						

Source: SEM-PLS Data Processing, 2024

Based on the significance test results in Table 5. It can be concluded that the variables Product (X1), Price (X2), and Promotion (X3) have a significant relationship with Purchasing Decisions (Y) at the 5% significance level. The Place variable (X4) also has a significant relationship with Purchasing Decisions (Y), but at the 10% significance level. In detail, product quality, brand, packaging, design, and after-sales service have a significant effect on purchasing decisions. Similarly, price affordability, price compatibility with quality and benefits, and price competitiveness. Furthermore, advertising, sales promotion, word of mouth, and personal selling also have a significant effect on purchasing decisions. Meanwhile, location, distribution channels, availability, store layout, and logistics systems show a weak influence on purchasing decisions. Overall, it can be concluded that all independent variables have a relationship with Purchasing Decisions, with Promotion having the strongest relationship.

The Effect of Products in the 4P Marketing Mix on Fruit Purchasing Decisions at Minimarket Hokky Panglima Sudirman

Based on the results of data analysis, the Product variable (X1) has a significant relationship with the Purchasing Decision variable (Y) at the 5% Alpha level. This shows that product quality, brand, packaging, design, and after-sales service have a significant influence on fruit purchasing decisions at Hokky Panglima Sudirman Minimarket. Consumers tend to choose fruit with good quality, well-known brands, attractive and informative packaging, easy-to-navigate store design, and good after-sales service. In addition, external factors such as economic conditions, lifestyle, availability of information, and the presence of competitors can also influence consumer perceptions of products. To in

crease competitiveness and encourage consumer purchasing decisions, Hokky Panglima Sudirman Minimarket needs to maintain and improve product quality, build a strong brand, provide attractive and informative packaging, create attractive store designs, and improve after-sales service. (Zeithaml et al., 2018). The results of this study



are relevant to research that has been conducted by previous researchers, including: (Agung et al., 2023); (Fauzi & Maulana, 2024); (Setiawan et al., 2024).

The Effect of Price in the 4P Marketing Mix on Fruit Purchasing Decisions at Minimarket Hokky Panglima Sudirman

Based on the results of data analysis, the Price variable (X2) has a significant relationship with the Purchasing Decision variable (Y) at the 5% Alpha level. This shows that price affordability, price compatibility with product quality, price compatibility with benefits, and price competitiveness have a significant influence on fruit purchasing decisions at Hokky Panglima Sudirman Minimarket. Consumers tend to choose fruit at affordable prices, in accordance with the quality and benefits of the product, and competitive prices compared to other minimarkets. Price theory states that price is one of the factors that can influence consumer purchasing decisions. Consumer price sensitivity can be influenced by factors such as income, needs, availability of substitute products, perceived value, and involvement in purchasing (Garvin, 2016). (Garvin, 2016). Hokky Panglima Sudirman Minimarket can implement effective pricing strategies, such as pricing based on market segmentation, value, psychology, competition, and promotion. To increase competitiveness and encourage consumer purchasing decisions, Minimarket Hokky Panglima Sudirman needs to understand consumer price sensitivity, develop effective pricing strategies, offer loyalty programs, and strengthen communication with consumers. The results of this study are relevant to research that has been conducted by previous researchers, including: (Raziq, 2023); (Subagja et al., 2024); (Lidia, 2024).

The Effect of Promotion in the 4P Marketing Mix on Fruit Purchasing Decisions at Minimarket Hokky Panglima Sudirman

Based on the results of data analysis, the Promotion variable (X3) has a significant relationship with the Purchasing Decision variable (Y) at the 5% Alpha level. This shows that advertising, sales promotion, word of mouth, and personal selling have a significant influence on fruit purchasing decisions at Hokky Panglima Sudirman Minimarket. Attractive and informative advertisements, sales promotions such as discounts and gifts, recommendations from family and friends, and good interactions with salespeople can increase consumer awareness, create a positive image, and encourage consumers to buy fruit products. Promotion theory states that promotion is one of the factors that can influence consumer purchasing decisions, so Minimarket Hokky Panglima Sudirman needs to use various types of promotions effectively, measure the effectiveness of

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promotions, and integrate them with other elements of the marketing mix. (Philip Kotler & Kevin Lane Keller, 2018). The implication for Minimarket Hokky Panglima Sudirman is to develop an integrated promotional strategy, choose the right type and media of promotion, measure the effectiveness of promotion, and improve service quality to increase product attractiveness and encourage consumer purchasing decisions. The results of this study are relevant to research that has been conducted by previous researchers, including: (Nurbayzura & Soebiantoro, 2023); (Trisakti & Arnu, 2024); (R. P. Sari & Putra, 2024).

The Effect of Place in the 4P Marketing Mix on Fruit Purchasing Decisions at Minimarket Hokky Panglima Sudirman

Based on the results of data analysis, the Place variable (X4) has a significant relationship with the Purchasing Decision variable (Y) at the 10% Alpha level, showing a weak influence compared to the Product, Price, and Promotion factors. Strategic location, wide distribution channels, diverse product availability, attractive store layout, and good logistics systems can influence consumer purchasing decisions, although not as strong as other factors. Location theory states that location is one of the important factors that influence consumer purchasing decisions. Factors such as distance, time, ease of access, parking availability, store atmosphere, and availability of other products can influence consumer decisions in choosing where to shop. (Philip Kotler & Kevin Lane Keller, 2018). Hokky Panglima Sudirman Minimarket can implement strategies to increase the attractiveness of the place, such as choosing a strategic location, extending opening hours, providing easy access, maintaining store cleanliness, offering quality products, providing friendly service, and utilizing technology to increase shopping convenience. Understanding the factors that influence consumer decisions and developing strategies to increase the attractiveness of places that are integrated with other marketing mixes can help Hokky Panglima Sudirman Minimarket in increasing competitiveness and encouraging consumer purchasing decisions. The results of this study are relevant to research that has been conducted by previous researchers, including: (Istiqomatin et al., 2021); (Susanti et al., 2022); (Wongso et al., 2022).

CONCLUSION

Based on the results and discussion of the research, four main conclusions can be drawn: 1) The Product Variable (X1) has a significant relationship with Purchasing Decisions (Y) at the 5% Alpha level, with a *T-Statistics* value of 2.609 and a P Value of

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0.009; 2) Price Variable (X2) has a significant relationship with Purchasing Decisions (Y) at the 5% Alpha level, with a *T-Statistics* value of 2.101 and a *P-Value* of 0.036; 3) Promotion Variable (X3) has a significant relationship with Purchasing Decisions (Y) at the 5% Alpha level, with a *T-Statistics* value of 4.874 and a *P Value* of 0.000; 4) The Place Variable (X4) has a significant relationship with Purchasing Decisions (Y) at the 10% Alpha level, with a *T-Statistics* value of 1.854 and a *P-Value* of 0.064. Overall, the results show that all variables, except for the Place Variable, have a significant relationship with Purchasing Decisions at the 5% Alpha level, while the Place Variable has a relatively weaker effect than the other variables.

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