

The Effect of the Marketing Mix on Purchase Decisions at Sate Putra Condong

Muhammad Rifyal Fadilah^{1*},

¹Universitas Pendidikan Indonesia, Kampus Tasikmalaya, Indonesia

Article Info:

Article History:

Received: 2026-07-01

Revised: 2026-07-22

Accepted: 2026-08-10

Keywords:

Marketing Mix; Purchase Decisions; Consumer Behavior; MSME Marketing; Culinary Business

Corresponding Author:

Muhammad Rifyal Fadilah

Email:

rifyalmhmdf@gmail.com

Paper Type:

Research Paper

Abstract:

Purpose:

This study aims to analyze the effect of the marketing mix on consumer purchase decisions at Sate Putra Condong, an MSME. The marketing mix examined in this study comprises four elements: product, price, place, and promotion.

Methodology:

The study employed a quantitative approach with an associative research design. Primary data were collected through questionnaires distributed to 96 consumers of Sate Putra Condong selected using purposive sampling. The sample size was determined using the Lemeshow formula because the population size was unknown. The data were analyzed using descriptive analysis, classical assumption tests, simple linear regression analysis, hypothesis testing, and the coefficient of determination with the assistance of SPSS software.

Findings:

The descriptive results indicate that the implementation of the marketing mix was rated very good, while consumer purchase decisions were rated good. The hypothesis test results demonstrate that the marketing mix has a positive and significant effect on consumer purchase decisions. The coefficient of determination indicates that the marketing mix explains 83.9% of the variation in purchase decisions, while the remaining 16.1% is influenced by factors outside the research model.

Implication:

These findings indicate that the integrated management of product, price, place, and promotion can strengthen consumer purchase decisions at Sate Putra Condong.

INTRODUCTION

Increasingly intense competition in the culinary industry requires business operators to implement appropriate marketing strategies to maintain business continuity, attract consumers, and enhance competitiveness. This condition is faced not only by large companies but also by micro, small, and medium-sized enterprises operating in the culinary sector. The wide range of food choices available has made consumers increasingly selective when deciding where and what to purchase. Therefore, business operators need to understand consumer needs, preferences, and behavior as a basis for developing effective marketing strategies.

One strategy that can be used to influence consumer responses is the marketing mix. The marketing mix is a set of controllable marketing tools used by a company to create value for consumers and generate the desired response from its target market. It consists of four main elements: product, price, place, and promotion (Kotler & Armstrong, 2016). These four elements are interrelated and should be implemented in an integrated manner. Products that meet consumer needs should be supported by competitive prices, accessible locations or distribution channels, and promotional activities that communicate information in an appealing and persuasive manner.

Advances in digital technology have also changed consumption patterns and purchasing behavior, including the way consumers select culinary products. Consumers no longer consider only taste and food quality; they also pay attention to price affordability, product availability, location accessibility, service speed, and the availability of information through digital media. The use of social media and online food-ordering services enables culinary businesses to expand their market reach and serve consumers beyond the immediate vicinity of their physical locations. Consequently, the ability to adapt to technological developments has become an important component of culinary marketing strategies.

Purchase decisions are formed through a series of stages, beginning with need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Before making a purchase, consumers tend to compare products based on their benefits, quality, price, accessibility, and available information. Accordingly, the appropriate implementation of the marketing mix can create positive perceptions, increase consumer interest, and strengthen confidence in selecting a product. Conversely, suboptimal implementation of marketing elements may reduce consumer interest and increase the likelihood of switching to competing products.

Purchase decisions are also influenced by internal and external factors. Internal factors include motivation, perception, attitudes, experience, lifestyle, and consumer preferences. External factors may include the social and cultural environment, competitive conditions, technological developments, and marketing stimuli provided by a company (Schiffman & Wisenblit, 2019). In the culinary business context, the product is an important consideration because it relates to taste, ingredient quality, hygiene, safety, consistency, and presentation. Price is associated with consumer purchasing power and the correspondence between the sacrifice made and the benefits received. Place determines ease of access to the product, while promotion communicates information, builds brand awareness, and stimulates consumer interest.

Sate Putra Condong is a local culinary business in Tasikmalaya City that offers traditional food amid competition from numerous similar businesses. It offers satay products with distinctive flavor characteristics, relatively affordable prices, an accessible location, and promotional activities conducted through customer recommendations and digital media. As a traditional culinary business, Sate Putra Condong must not only maintain product quality but also ensure that its prices, location, and promotional activities provide superior value compared with competitors.

Based on the company's internal data, the gross revenue of Sate Putra Condong showed an upward trend from July 2024 to June 2025. Gross revenue increased from IDR 32,760,000 in July 2024 to IDR 43,350,000 in June 2025. This increase indicates positive business performance and a favorable consumer response to the products offered. The revenue trend also suggests that the business has further growth potential if its marketing strategy is managed consistently. However, revenue growth does not directly demonstrate that all elements of the marketing mix have been implemented optimally. The increase may be influenced by various factors, including changes in consumer demand, customer recommendations, the use of digital media, and competitive conditions.

Furthermore, an increase in sales does not necessarily indicate that consumers have developed strong brand preferences and loyalty. Consumers may make purchases because of price, immediate needs, accessibility, recommendations from others, or specific promotions. A more systematic analysis is therefore required to determine the extent to which the marketing mix contributes to consumer purchase decisions. Such an analysis is important to ensure that business development strategies are based not only on increased revenue but also on empirical evidence regarding the marketing factors valued by consumers.

The marketing mix and purchase decisions have been widely examined across various business sectors. Nevertheless, differences in research objects, product types, locations, and consumer profiles may produce different findings. Traditional culinary businesses have specific characteristics related to local tastes, community consumption habits, competition among business operators, price sensitivity, and dependence on customer recommendations. Digital development also creates new challenges because business operators must combine conventional marketing with online promotion. Therefore, research on Sate Putra Condong is needed to provide a more contextual understanding of marketing mix implementation among traditional culinary MSMEs in Tasikmalaya City.

Based on the preceding discussion, this study aims to describe the implementation of the marketing mix and consumer purchase decisions and to analyze the effect of the marketing mix on purchase decisions at Sate Putra Condong. The marketing mix in this study comprises product, price, place, and promotion as an integrated marketing strategy. The findings are expected to provide practical benefits for the management of Sate Putra Condong in evaluating and developing more effective marketing strategies. Academically, this study is expected to enrich the literature on the relationship between the marketing mix and purchase decisions, particularly among MSMEs operating in the traditional culinary sector.

Literature Review

Consumer Behavior refers to a series of activities undertaken by individuals or groups in searching for, selecting, purchasing, using, and evaluating products or services to satisfy their needs and wants. These activities involve cognitive processes, emotional responses, and actual behavior before, during, and after a purchase. Schiffman and Wisenblit (2019) explain that consumer behavior concerns how individuals search for, purchase, use, evaluate, and dispose of products or services expected to satisfy their needs.

Consumer behavior is influenced by internal and external factors. Internal factors include motivation, perception, attitudes, experience, and individual preferences, while external factors include the social and cultural environment, market conditions, and marketing stimuli. In the culinary business context, consumers may consider food quality, price levels, location accessibility, and promotional information before selecting a product. Understanding consumer behavior is therefore essential for business operators seeking to design marketing strategies that are aligned with the needs and characteristics of their target market.

Purchase Decisions a purchase decision is the stage at which consumers select a product after recognizing a need, searching for information, and evaluating available alternatives. Kotler and Keller (2016) explain that a purchase decision concerns the consumer's choice of the brand or product considered most capable of satisfying their needs and wants.

Purchase decisions do not occur immediately; rather, they are formed through a series of considerations involving benefits, quality, price, product accessibility, and the information received by consumers. In this study, purchase decisions are measured through consumers' confidence in choosing Sate Putra Condong, the suitability of the product for their needs, and their belief that the purchase represents the appropriate choice. The more positively consumers evaluate the product and the marketing strategy implemented, the more likely they are to make a purchase.

Marketing Mix the marketing mix is a set of controllable marketing tools used by a company to create value for consumers and generate the desired response from its target market. It comprises four main elements, commonly known as the 4Ps: product, price, place, and promotion (Kotler & Armstrong, 2016). These elements should be implemented in an integrated manner because each contributes to the formation of consumer perceptions and purchase decisions.

Product is anything offered to a market to satisfy consumer needs and wants. In the culinary business context, the product is not limited to the food offered but also includes taste, ingredient quality, safety, hygiene, and presentation. Products that meet consumer expectations can create positive perceptions and strengthen consumer confidence in making a purchase.

Price refers to the value that consumers must pay to obtain the benefits of a product. It is an important consideration because consumers compare the sacrifice they make with the quality and benefits received. In this study, price is assessed in terms of affordability, consistency with product quality, and competitiveness relative to similar businesses.

Place relates to the business location and the ease with which consumers can obtain the product. A strategic, accessible, visible, and adequately supported location can provide greater convenience for consumers. In the culinary sector, location accessibility and visibility are important because they can increase the likelihood of visits and direct purchases.

Promotion refers to marketing communication activities designed to inform, persuade, and remind consumers about the products offered. Attractive and accessible promotions can increase consumer knowledge, attention, and interest. In the context of Sate Putra Condong, promotion may be conducted through customer recommendations, product information, and the use of social media to expand market reach.

Marketing Mix and Purchase Decisions the marketing mix serves as a stimulus that can shape consumer perceptions and responses toward a product. High-quality products provide benefits that meet consumer needs, while appropriate prices create positive value perceptions. An accessible location facilitates product acquisition, whereas promotion helps consumers recognize product information and advantages. The integrated management of these four elements can increase consumer interest, confidence, and the tendency to make a purchase.

Nonik and Maharani (2022) found that price, product quality, and promotion affected purchase decisions both partially and simultaneously. Their findings indicate that purchase decisions in culinary businesses can be

strengthened through appropriate pricing, the provision of high-quality products, and effective promotional activities.

Avicenna et al. (2022) found that promotion and service quality had a significant effect on the purchase decisions of GrabFood consumers in Jember City, whereas price did not have a significant partial effect. These findings demonstrate that the influence of each marketing element may vary according to consumer characteristics, product types, and the business examined.

Meanwhile, Hakim et al. (2021) demonstrated that product quality, price, location, promotion, and service quality affected purchase decisions in a restaurant business. Their findings reinforce the view that the appropriate and integrated management of marketing elements can strengthen consumer purchase decisions in the culinary sector.

Differences in previous research findings indicate that the effect of the marketing mix on purchase decisions is not uniform across all research contexts. These differences may be influenced by product characteristics, market conditions, consumer profiles, competitive intensity, and the marketing strategies implemented by individual businesses. In traditional culinary businesses, purchase decisions are also related to taste preferences, community consumption habits, price sensitivity, location accessibility, and the strength of interpersonal recommendations. Therefore, examining the marketing mix at Sate Putra Condong is necessary to provide empirical evidence consistent with the characteristics of local culinary MSMEs in Tasikmalaya City.

Previous studies have generally examined individual marketing mix elements separately and have focused on businesses with different characteristics. In addition, previous findings remain inconsistent regarding the influence of each marketing element on purchase decisions. This study therefore treats product, price, place, and promotion as an integrated marketing mix strategy and analyzes its effect on consumer purchase decisions at Sate Putra Condong. The selection of this research object is expected to generate more contextual findings regarding marketing mix implementation in traditional culinary MSMEs and to provide a basis for the development of more effective marketing strategies.

Conceptual Framework the marketing mix comprises product, price, place, and promotion strategies used to create value and influence consumer responses (Kotler & Armstrong, 2016). The appropriate implementation of the marketing mix can create positive perceptions of product quality, price suitability, ease of access, and the effectiveness of promotional information. These perceptions can subsequently increase consumer confidence in making purchase decisions.

In this study, the marketing mix is positioned as the independent variable, while purchase decisions are positioned as the dependent variable. The more effectively the marketing mix is implemented at Sate Putra Condong, the greater the likelihood that consumers will make a purchase. The relationship between the research variables is illustrated as follows:

Marketing Mix (X) → Purchase Decisions (Y)

2.6. Research Hypothesis

Based on the theoretical framework and previous research findings, the following hypothesis is proposed:

H₁: The marketing mix has a positive and significant effect on consumer purchase decisions at Sate Putra Condong.

METHODS

This study employed a quantitative approach with an associative research design to analyze the effect of the marketing mix on consumer purchase decisions at Sate Putra Condong in Tasikmalaya City. The study population comprised all consumers of Sate Putra Condong, whose total number was unknown. A sample of 96 respondents was determined using the Lemeshow formula and selected through *purposive sampling*. The eligibility criteria required respondents to be at least 17 years old and to have previously purchased products from Sate Putra Condong. Primary data were collected through a questionnaire using a five-point Likert scale. The research instrument was assessed using validity and reliability tests, while the data were analyzed through descriptive analysis, classical assumption tests, simple linear regression, hypothesis testing, and the coefficient of determination with the assistance of SPSS software.

RESULTS AND DISCUSSION

Instrument Testing Results the validity test was conducted on 30 respondents using a critical r value of 0.361. The results indicate that all statement items for the marketing mix and purchase decision variables were valid. The reliability test produced Cronbach's Alpha values of 0.685 for the marketing mix and 0.944 for purchase decisions. Based on the reliability threshold of 0.60 applied in this study, both variables were considered reliable and appropriate for further analysis.

Table 1. Research Instrument Testing Results

Variable	Number of Valid Items	Invalid Items	Cronbach's Alpha	Interpretation
Marketing mix	35	0	0.685	Valid and reliable
Purchase decision	39	0	0.944	Valid and reliable

Source: Processed data, 2025.

4.1.2. Descriptive Analysis Results

The descriptive analysis indicates that the implementation of the marketing mix at Sate Putra Condong obtained a mean score of 4.36 and a median of 4.50, placing it in the very good category. Product design and price affordability recorded the highest mean scores, each at 4.50. By contrast, location visibility received the lowest score at 4.16. These findings indicate that consumers positively evaluated the implementation of product, price, place, and promotion, although location visibility and accessibility, as well as promotional intensity, could still be improved.

The purchase decision variable obtained a mean score of 4.22 and a median of 4.00, placing it in the good category. Purchase timing recorded the highest indicator score at 4.29, whereas brand choice received the lowest score at 4.10. These findings indicate a strong consumer tendency to purchase Sate Putra Condong products; however, the brand needs to be strengthened to become consumers' primary choice compared with similar products.

Table 2. Summary of Descriptive Analysis Results

Variable	Indicator	Mean	Median	Category
Marketing mix	Product variety	4.40	4.50	Very good
	Product quality	4.40	5.00	Very good
	Product design	4.50	5.00	Very good
	Price-benefit congruence	4.44	5.00	Very good
	Price perception	4.47	5.00	Very good
	Price affordability	4.50	5.00	Very good
	Location accessibility	4.28	4.00	Good
	Location visibility	4.16	4.00	Good
	Surrounding environment	4.34	5.00	Very good
	Competition	4.40	5.00	Very good
	Promotional message	4.33	4.00	Very good
	Promotional media	4.32	4.00	Very good
	Promotion frequency	4.25	4.00	Good
	Promotion timing	4.21	4.00	Good
Average marketing mix		4.36	4.50	Very good
Purchase decision	Product choice	4.27	4.00	Good
	Brand choice	4.10	4.00	Good
	Purchase channel choice	4.19	4.00	Good
	Purchase timing	4.29	4.00	Good
	Purchase quantity	4.25	4.00	Good
	Payment method	4.23	4.00	Good
Average purchase decision		4.22	4.00	Good

Source: Processed data, 2025.

4.1.3. Regression Analysis and Hypothesis Testing Results

The simple linear regression analysis produced the following equation:

$$Y = 2.132 + 1.109X$$

The equation indicates a constant value of 2.132 and a marketing mix regression coefficient of 1.109. The positive coefficient suggests that a one-unit increase in the marketing mix is expected to increase purchase decisions by 1.109 units.

The hypothesis test shows that the marketing mix obtained a t-value of 3.626 with a significance value of 0.024. Because the significance value is lower than 0.05, the marketing mix has a positive and significant effect on purchase decisions. Accordingly, the research hypothesis stating that the marketing mix affects consumer purchase decisions at Sate Putra Condong is accepted.

Table 3. Regression Analysis and Hypothesis Testing Results

Variable	B coefficient	Std. Error	t	Significance	Interpretation
Constant	2.132	7.492	0.285	0.777	Not significant
Marketing mix	1.109	0.304	3.626	0.024	Positive and significant

Source: Data processed by the authors (2026).

The coefficient of determination reported in the study was 0.839, or 83.9%. This indicates that the marketing mix explains 83.9% of the variation in purchase decisions, while the remaining 16.1% is explained by factors not examined in this study, such as service quality, brand image, consumer satisfaction, and individual consumer factors.

DISCUSSION

Marketing Mix Implementation at Sate Putra Condong

The results indicate that the implementation of the marketing mix at Sate Putra Condong was classified as excellent, with an average score of 4.36. This assessment demonstrates that consumers generally responded positively to the product, price, place, and promotion strategies implemented by Sate Putra Condong. The integrated implementation of these four elements has created perceived value for consumers and supported business sustainability amid competition in the culinary industry in Tasikmalaya City.

The highest-rated indicators were product design and price affordability, each with an average score of 4.50. The high rating for product design indicates that the appearance and presentation of the food created an appealing impression among consumers. In the culinary business, product presentation serves not only an aesthetic function but also shapes consumer perceptions of product quality, hygiene, and business professionalism. An attractive food presentation can stimulate appetite, create a more satisfying consumption experience, and strengthen consumer confidence before making a purchase.

The high rating for price affordability indicates that consumers perceived the prices of Sate Putra Condong's products as compatible with their purchasing power. Consumers also considered the prices paid to be commensurate with the quality and benefits received. This condition is particularly important because culinary consumers generally have numerous alternative products that can be compared in terms of price, portion size, taste, and service quality. Affordable and competitive prices can create positive perceptions of value and reduce barriers to purchase.

These findings are consistent with the marketing mix concept, which positions product and price as key instruments for creating customer value. High-quality and attractive products can satisfy consumer needs and expectations, whereas appropriate pricing can strengthen the perception that the benefits received are commensurate with the sacrifices made by consumers (Kotler & Armstrong, 2016). These findings are also consistent with Nonik and Maharani (2022), who found that product quality and price contributed to improving purchase decisions in the culinary sector.

Although the overall implementation of the marketing mix was classified as excellent, location visibility received the lowest score of 4.16. Meanwhile, promotion timing and promotion frequency obtained scores of 4.21 and 4.25, respectively. Although these scores remained within the good category, they were relatively lower than those of the other indicators. This finding suggests that the location of Sate Putra Condong may not yet be easily recognizable to all consumers, particularly potential customers who have never previously visited or purchased from the business.

The relatively low assessment of location visibility may be attributable to limited business signage, a location that is not sufficiently visible from the main road, or inadequate location information on digital platforms. Therefore, the business management should improve the clarity of its signage, lighting around the business premises, and directional signs leading to the location. Optimizing the business profile on digital mapping applications is also necessary to enable consumers to locate the business more easily and obtain information regarding operating hours, contact details, and customer reviews.

The assessments of promotion frequency and timing also indicate that promotional activities should be conducted more consistently and systematically. Promotions conducted only at particular times may limit the continuous dissemination of product information to potential consumers. Sate Putra Condong could develop a digital promotional calendar, use visual product content, feature customer testimonials, and offer promotional purchase packages during selected periods. In this way, the strengths of product and price, which received excellent evaluations, could be reinforced through more active promotional activities and improved location visibility.

Consumer Purchase Decisions

The analysis results show that consumer purchase decisions at Sate Putra Condong were classified as good, with an average score of 4.22. This finding indicates that consumers demonstrated relatively strong confidence and intention to purchase Sate Putra Condong's products. These decisions were formed after consumers considered several factors, including product suitability, the prices offered, ease of obtaining the products, purchase timing, and available payment methods.

The highest-rated indicator was purchase timing, with an average score of 4.29. This result indicates that consumers were able to make purchases at times that suited their needs. Appropriate operating hours, product availability, and ease of completing transactions contributed to the formation of consumer purchase decisions. In the culinary business context, the suitability of operating hours is particularly important because consumer demand may vary according to mealtimes, weekdays, weekends, and specific occasions.

Flexible purchasing times can also provide greater convenience for consumers and reduce the likelihood of their switching to competing businesses. Therefore, Sate Putra Condong should maintain consistent operating hours and ensure product availability during periods of high demand. Information regarding operating hours, ordering times, and delivery services should also be communicated clearly through social media and other digital platforms.

In contrast, brand choice received the lowest score of 4.10. Although this score remained within the good category, it indicates that Sate Putra Condong has not yet fully become the primary brand spontaneously selected by consumers when they intend to purchase satay. Consumers may evaluate the products positively while continuing to consider other culinary businesses based on price, location, menu variety, promotional offers, or previous purchasing experiences.

This condition suggests that existing purchase decisions have not been fully supported by a strong brand identity. Brand strengthening is necessary so that consumers not only recognize the products but can also distinguish Sate Putra Condong from its competitors. Brand identity can be reinforced through the consistent use of logos, packaging, communication styles, business-premises design, and promotional messages. The distinctive taste of the products and the customer experience should also be maintained as forms of differentiation that are difficult for competitors to imitate.

Purchase decisions are generally formed through the stages of need recognition, information search, evaluation of alternatives, product selection, and post-purchase evaluation (Kotler & Keller, 2016). During this process, consumers evaluate not only product quality but also benefits, prices, accessibility, promotional information, and the experiences they receive. Therefore, a business's ability to convince consumers that its products represent the most appropriate choice is an important factor in encouraging purchase decisions.

The findings demonstrate that Sate Putra Condong has successfully generated favorable consumer purchase decisions; however, its ability to become consumers' primary brand choice still requires improvement. Consistent purchasing experiences, high-quality service, repeat-purchase programs, and effective customer communication can be used to strengthen consumers' relationships with the brand. When implemented continuously, these strategies can transform purchase decisions into repeat purchases and customer loyalty.

The Effect of the Marketing Mix on Purchase Decisions

The hypothesis-testing results demonstrate that the marketing mix had a positive and significant effect on consumer purchase decisions at Sate Putra Condong. Based on the reported results, the marketing mix variable obtained a *t*-value of 3.626 and a significance level of 0.024. Because the significance value was lower than 0.05, the research hypothesis was accepted. Therefore, improvements in the implementation of product, price, place, and promotion strategies are associated with a greater likelihood of consumers making purchases.

The positive regression coefficient indicates a direct relationship between the marketing mix and purchase decisions. In other words, the more favorable consumers' perceptions of the marketing mix elements, the stronger

their confidence in selecting Sate Putra Condong's products. Conversely, ineffective management of any marketing mix element may reduce consumers' perceived value and increase the likelihood of their switching to competing products.

From a substantive perspective, high-quality products can strengthen consumer confidence in food taste, safety, hygiene, consistency, and presentation. Affordable prices can create the perception that product benefits are commensurate with the costs incurred. An accessible location provides convenience and reduces the barriers consumers face in obtaining the products. Meanwhile, promotion helps consumers recognize, understand, and recall the advantages of the products offered. The integration of these four elements can create a positive consumer experience and encourage purchase decisions.

The reported coefficient of determination of 83.9% indicates that the marketing mix had substantial explanatory power regarding variations in consumer purchase decisions. The remaining 16.1% of the variation was influenced by factors outside the research model. These factors may include service quality, brand image, customer satisfaction, recommendations from others, socioeconomic conditions, personal preferences, and previous purchasing experiences. This finding demonstrates that the marketing mix is an important factor, although it is not the only determinant of consumer purchase decisions.

The findings support the concept proposed by Kotler and Armstrong (2016), who describe the marketing mix as a set of instruments used by businesses to create customer value and generate the desired response from target markets. When product, price, place, and promotion are managed in an integrated manner, consumers receive a more consistent experience, thereby increasing the likelihood of purchase.

The findings are also consistent with Hakim et al. (2021), who found that product quality, price, location, promotion, and service quality simultaneously affected purchase decisions in a restaurant business. The similarity between these findings indicates that consumer decisions in the culinary sector are strongly influenced by a combination of product benefits, price value, accessibility, and marketing communication.

Furthermore, the findings are relevant to the study conducted by Avicenna et al. (2022), which demonstrated that promotion positively influenced consumer purchase decisions. However, their study found that price did not have a significant partial effect. This difference indicates that the influence of each marketing element may vary according to the characteristics of the research object, consumer profiles, and competitive conditions. At Sate Putra Condong, consumers gave a high rating to price affordability, indicating that price represents an important element in shaping their overall perceptions of value.

The findings also reinforce those of Nonik and Maharani (2022), who demonstrated that product quality, price, and promotion affected purchase decisions in the culinary sector. The similarity between the findings suggests that culinary consumers simultaneously consider the benefits received and the sacrifices made. A high-quality product may not necessarily encourage purchases when its price is perceived as inappropriate. Similarly, an affordable price may not be effective when the product fails to meet consumer expectations.

For Sate Putra Condong, the results indicate that the existing marketing mix strategy should be maintained while being continuously improved. Product and price, which received high consumer ratings, can be positioned as the primary strengths of the business's marketing strategy. However, location visibility, consistency in digital promotion, and brand identity should become development priorities. The business management can strengthen its digital presence through social media and mapping applications, use consistent promotional materials, and develop programs that encourage repeat purchases.

Overall, the findings confirm that the success of a marketing strategy is not determined by a single element but by the business's ability to integrate all components of the marketing mix. A high-quality product must be supported by an appropriate price, an accessible location, and effective promotion. Integrated management is required to transform positive evaluations of product and price into brand preference, purchase decisions, repeat purchases, and customer loyalty.

CONCLUSION

This study demonstrates that the marketing mix implementation at Sate Putra Condong was rated very good, while consumer purchase decisions were rated good. Overall, the marketing mix elements comprising product, price, place, and promotion received positive evaluations from consumers. Price affordability and product design

received the highest evaluations, whereas location visibility and promotional implementation still require improvement.

The hypothesis testing results demonstrate that the marketing mix has a positive and significant effect on consumer purchase decisions at Sate Putra Condong. Based on the reported coefficient of determination, the marketing mix explains 83.9% of the variation in purchase decisions, while the remaining 16.1% is influenced by factors outside the scope of this study. These findings confirm that the integrated management of product, price, place, and promotion can strengthen consumers' confidence and tendency to make purchases.

Sate Putra Condong should maintain product quality and price affordability while improving location visibility, consistency in digital promotion, and brand identity. These improvements are important to ensure that positive consumer evaluations lead not only to purchase decisions but also to repeat purchases and customer loyalty.

References

- Avicenna, A. S., Supeni, R. E., & Hafidzi, A. H. (2022). The effects of promotion, price, and service quality on consumer purchase decisions. *BUDGETING: Journal of Business, Management and Accounting*, 3(2), 249-260. <https://doi.org/10.31539/budgeting.v3i2.3875>
- Hakim, M. N., Suharto, A., & Rahayu, J. (2021). Analysis of product quality, price, location, promotion, and service quality on purchase decisions: A case study at Rumah Makan Tulang Lunak Cak Sani Jember. *Bisnis-Net Jurnal Ekonomi dan Bisnis*, 4(2), 91-106. <https://doi.org/10.46576/bn.v4i2.1699>
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (16th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Nonik, & Maharani, A. T. (2022). Analysis of the effects of price, product quality, and promotion on purchase decisions at Bebek Kaleyo Restaurant, Grand Wisata Branch, Tambun Selatan, Bekasi. *Jurnal Ilmiah Multidisiplin*, 1(3), 45-52. <https://doi.org/10.56127/jukim.v1i03.104>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.