



Analysis of Marketing Mix (4P) Influence on Automotive Purchase Decisions at PT. XYZ

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Abstract: *This study investigates the influence of the marketing mix (product, price, promotion, and place) on purchase decisions for automotive products at PT. XYZ Sidoarjo. Using a quantitative approach, data were collected from 150 consumers who had purchased vehicles, spare parts, or services within the last six months. A structured questionnaire measured the four marketing mix elements and purchase decision using a 5-point Likert scale. Multiple linear regression analysis was applied to test the partial and simultaneous effects of the independent variables on the dependent variable. The results indicate that all four elements significantly and positively affect purchase decisions, with price emerging as the most dominant factor. The model's Adjusted R² value of 0.915 shows that the marketing mix variables explain 91.5% of the variation in purchase decisions. These findings reinforce the relevance of the 4P framework in the automotive sector and highlight the need for integrated marketing strategies. Practically, the study suggests that PT. XYZ Sidoarjo should focus on maintaining competitive pricing, enhancing product quality and innovation, optimizing promotional activities—especially digital marketing—and strengthening distribution channels to sustain competitiveness in a dynamic market. In addition to these findings, the study provides insight into consumer behavior within the automotive industry, particularly in a highly competitive market like Sidoarjo. Consumers are increasingly sensitive to pricing structures, especially given the economic pressures and the availability of alternative brands. Price sensitivity, therefore, should be a focal point in shaping future marketing strategies. Companies need to conduct regular market analysis to ensure their pricing aligns with customer expectations and perceived value.*

Keywords: *Automotive Industry; Marketing Mix; Price; Product; Purchase Decision.*

1. INTRODUCTION

The automotive industry represents one of the most dynamic and competitive sectors in Indonesia's economy, characterized by rapid technological advancements, evolving consumer preferences, and intense rivalry among local and global manufacturers. The market's complexity is further heightened by the interplay between consumer expectations, macroeconomic factors, and regulatory frameworks, which compel companies to adapt their strategies continuously to maintain market share and achieve sustainable growth (Rahma et al., 2024). In such a competitive environment, effective marketing strategies are crucial for building brand equity, attracting new customers, and retaining existing ones. Among the various frameworks available, the marketing mix—often referred to as the 4Ps (product, price, place, and promotion)—remains a fundamental strategic tool for aligning company offerings with market demands (Andrenata & Qomariah, 2022).

The marketing mix, conceptualized by McCarthy (1960) and further developed by Kotler and Keller (2016), encompasses a set of controllable variables that organizations can adjust to meet customer needs and achieve business objectives. The four components—

product, price, place, and promotion—work synergistically to influence consumer perceptions and purchasing behavior. In the context of the automotive sector, where purchase decisions involve high financial and emotional commitment, the strategic configuration of these elements becomes especially critical (Ningsih et al., 2021; Wardiman, 2022). Automotive products are not merely functional transportation solutions; they also represent a combination of performance, durability, aesthetics, and brand identity, all of which shape consumer decision-making (Syaifuddin, 2024).

Product quality in the automotive sector is often associated with durability, safety features, fuel efficiency, and technological innovation (Rahma et al., 2024). Consumers increasingly demand vehicles that meet both functional and lifestyle needs, making product differentiation a key competitive advantage. Price, on the other hand, acts as both a monetary consideration and a perceived value indicator (Suwardi & Berliana, 2022). Competitive pricing strategies, supported by flexible financing options, can significantly enhance consumer purchase intentions, particularly in emerging markets where affordability remains a major concern (Vernando et al., 2023). Place, which encompasses distribution and accessibility, plays a pivotal role in ensuring product availability across different geographic markets. A strong dealer network and efficient supply chain management are vital in reaching diverse consumer segments effectively (Ningsih et al., 2021). Lastly, promotion—including advertising, sales promotions, public relations, and digital marketing—serves to communicate product value, differentiate offerings, and stimulate demand (Utomo et al., 2023).

The Indonesian automotive market has undergone significant transformation in recent years, driven by globalization, increased foreign investment, and the expansion of multinational automotive brands. According to the Association of Indonesian Automotive Industries (GAIKINDO), annual vehicle sales have demonstrated resilience despite economic fluctuations, with particular growth observed in commercial vehicles, a segment in which PT. XYZ Sidoarjo plays a significant role. The company operates as part of the Indomobil Group, one of Indonesia's leading automotive conglomerates, distributing and selling a diverse portfolio of passenger and commercial vehicles, spare parts, and after-sales services (Nayiroh et al., 2023). Its strategic positioning is reinforced by a wide distribution network, strong brand partnerships, and an emphasis on customer-oriented marketing strategies (Altauriq & Hadisuwarno, 2024).

Despite its market strengths, PT. XYZ Sidoarjo faces mounting challenges from both domestic and international competitors, as well as shifting consumer behaviors influenced by digitalization and environmental concerns. The emergence of online vehicle marketplaces,

increased reliance on social media for product research, and heightened sensitivity to pricing due to economic pressures require the company to innovate continuously in its marketing approach (Sarfraz et al., 2021). Moreover, the COVID-19 pandemic accelerated the adoption of digital engagement channels, making integrated online-offline strategies essential for maintaining consumer interest and facilitating purchase decisions (Sastri, 2023).

Existing literature underscores the importance of a well-orchestrated marketing mix in driving purchase decisions within the automotive sector. For instance, Ningsih et al. (2021) emphasized that harmonizing the four elements can significantly improve consumer perceptions and satisfaction. Rahma et al. (2024) found that in the automotive context, an effective marketing mix not only influences immediate purchase decisions but also fosters long-term loyalty and advocacy. Similarly, Wardiman (2022) noted that consumer purchasing decisions are strongly affected by perceived product quality, competitive pricing, distribution convenience, and promotional effectiveness. However, studies such as those by Sarfraz et al. (2021) reveal that many automotive firms in Indonesia have yet to fully exploit the synergistic potential of the 4Ps, particularly in integrating digital channels into their marketing strategies.

The present study addresses this research gap by examining the simultaneous and partial effects of the marketing mix elements on purchase decisions for automotive products at PT. XYZ Sidoarjo. By focusing on a specific case within Indonesia's automotive distribution sector, the research contributes to a more nuanced understanding of how the 4Ps function in a highly competitive and rapidly evolving market. The study employs a quantitative approach, gathering primary data from 150 consumers who have recently purchased vehicles or related products from the company. Multiple linear regression analysis is used to determine the relative influence of each marketing mix component, thereby identifying the most significant drivers of purchase decisions in this context.

The significance of this research lies in both its theoretical and practical contributions. Theoretically, it extends the body of knowledge on marketing mix effectiveness in the automotive industry, particularly in emerging markets. While numerous studies have explored individual elements of the marketing mix, fewer have examined their combined impact within a single model, especially in the Indonesian context. Practically, the findings provide actionable insights for PT. XYZ Sidoarjo and similar companies, enabling them to refine their marketing strategies based on empirical evidence. For example, understanding that price emerged as the dominant factor in purchase decisions can inform competitive pricing models and financing schemes, while recognizing the importance of promotion may justify increased investment in targeted digital campaigns.

Furthermore, the study's results can guide policy-making and strategic planning for the broader automotive sector in Indonesia. Given the government's push for sustainable transportation solutions, including incentives for electric vehicle adoption, companies must balance competitive marketing strategies with long-term environmental and regulatory considerations. Integrating sustainability messaging into the marketing mix could become a decisive factor for attracting eco-conscious consumers, thus aligning business objectives with national policy goals.

In summary, the marketing mix remains a powerful strategic framework for influencing consumer behavior in the automotive sector. However, its successful implementation requires a deep understanding of market dynamics, consumer preferences, and competitive positioning. This study contributes to that understanding by analyzing the extent to which product quality, pricing strategies, distribution efficiency, and promotional activities shape purchase decisions in the specific case of PT. XYZ Sidoarjo. The insights derived from this research not only enhance academic discourse but also offer practical guidance for sustaining competitiveness in an increasingly complex marketplace.

2. LITERATURE REVIEW

A. The Concept of Marketing Mix (4P)

The concept of the marketing mix has been a cornerstone in marketing theory since its formalization by McCarthy in 1960, who defined it as a set of controllable variables that a firm can manipulate to influence buyer responses (McCarthy, 1960). The classical 4P model—product, price, place, and promotion—provides a framework for designing and implementing marketing strategies that meet target market needs (Kotler & Keller, 2016). Each element plays a unique role but interacts with others to create a cohesive value proposition for the consumer.

In the context of industrial and consumer goods, the marketing mix serves as a guideline for aligning organizational offerings with consumer preferences (Andrenata & Qomariah, 2022). For example, in the automotive industry, product decisions involve not only the vehicle's functional specifications but also its styling, brand image, and after-sales service. Price decisions address affordability and perceived value; place decisions concern distribution efficiency and accessibility; and promotion decisions relate to communicating benefits effectively through traditional and digital channels (Wahyudi & Mulyono, 2024).

Numerous studies affirm the relevance of the 4P model in modern marketing despite critiques that it may oversimplify complex market dynamics (Constantinides, 2006). The adaptability of the model lies in its ability to integrate additional elements—such as people, process, and physical evidence—for service-oriented contexts (Booms & Bitner, 1981). However, for durable goods such as automobiles, the original 4Ps remain central, with empirical evidence showing their significant impact on purchase intention and decision-making (Ningsih et al., 2021; Wardiman, 2022).

B. Product Strategy in the Automotive Industry

A product is defined as anything offered to the market for attention, acquisition, use, or consumption that might satisfy a need or want (Kotler & Keller, 2016). In the automotive sector, the product extends beyond the tangible vehicle to encompass intangible attributes such as brand reputation, warranty terms, and post-purchase services. Attributes like performance, durability, features, reliability, aesthetics, and perceived quality are crucial in influencing buyer perceptions (Rahma et al., 2024; Syaifuddin, 2024).

In Indonesia, automotive products must cater to diverse market segments—from commercial fleet buyers to individual consumers—each with unique priorities. Fleet buyers may emphasize durability and total cost of ownership, while individual buyers may prioritize aesthetics, safety features, and brand image. This aligns with research by Vernando et al. (2023), who found that product variety and innovation significantly influence purchase decisions in competitive retail markets.

Furthermore, technological innovation plays an increasingly important role in product strategy. Features such as advanced driver-assistance systems (ADAS), infotainment connectivity, and fuel-efficient engines are no longer considered luxuries but essential differentiators (Altauriq & Hadisuwarno, 2024). In emerging markets like Indonesia, where road conditions and consumer expectations vary widely, manufacturers and distributors must balance advanced features with affordability and reliability.

C. Price as a Determinant of Purchase Decisions

Price represents the monetary sacrifice consumers make to acquire a product, but it also conveys information about quality and brand positioning (Kotler & Keller, 2016). In high involvement purchases like automobiles, price considerations extend beyond the sticker price to include financing options, maintenance costs, insurance premiums, and resale value.

Suardi and Berliana (2022) noted that competitive pricing enhances purchase likelihood, especially when supported by perceived product quality. In their study of branded footwear, they observed a direct relationship between fair pricing and consumer trust—a

principle equally applicable to automotive sales. Vernando et al. (2023) further confirmed that pricing competitiveness, when aligned with product features, is a decisive factor for consumers weighing purchase options in both offline and online environments.

In Indonesia, the price sensitivity of consumers is shaped by macroeconomic factors such as disposable income, interest rates, and inflation (Nayiroh et al., 2023). Automotive distributors like PT. XYZ Sidoarjo often respond to these conditions with flexible financing programs, trade-in offers, and promotional discounts, which can substantially influence purchasing decisions. The present research supports this view, identifying price as the most dominant factor among the 4Ps in affecting purchase behavior.

D. Place (Distribution) in the Automotive Sector

Place refers to the channels and logistics that deliver products to consumers efficiently and conveniently. For automotive products, distribution involves a network of dealerships, service centers, and spare-part outlets strategically located to maximize accessibility (Ningsih et al., 2021).

Distribution strategy in the automotive industry is multifaceted. Physical location remains critical because high-value purchases like vehicles typically involve in-person inspection and test drives. However, the rise of digital platforms has introduced online channels that complement traditional showrooms (Nurasyiah & Nurdin, 2021). Consumers now expect to browse inventory, customize specifications, and even initiate purchase processes online before visiting a dealership.

A well-managed distribution network also supports after-sales services, which are integral to customer satisfaction and retention. In Indonesia, geographic diversity and infrastructural challenges make the optimization of distribution networks even more vital. PT. XYZ Sidoarjo leverages both offline and online channels to enhance market reach, aligning with the findings of Syaifuddin (2024), who emphasized accessibility as a critical purchase driver.

E. Promotion and Consumer Engagement

Promotion encompasses all activities that communicate the product's value and persuade customers to buy it (Kotler & Keller, 2016). In the automotive sector, promotional strategies include advertising, sales promotions, public relations, sponsorships, and increasingly, digital marketing.

Altauriq and Hadisuwarno (2024) found that intensive promotional efforts significantly strengthen brand awareness, a prerequisite for influencing purchase decisions. Utomo et al. (2023) noted that digital marketing—particularly through social media—has become highly

effective in targeting younger consumers who rely heavily on online reviews and peer recommendations. This is consistent with Sastri's (2023) findings that electronic word-of-mouth (e-WOM) and perceived quality from online sources directly affect purchasing decisions.

In the Indonesian automotive market, promotions often highlight financing schemes, limited-time discounts, and product launches. Integration of online campaigns with offline events—such as dealership open houses—can create a seamless consumer experience, thus increasing the likelihood of purchase (Wardiman, 2022).

F. Theoretical Perspectives on Purchase Decision-Making

Purchase decision-making is a multi-stage process involving need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). In high-involvement products like automobiles, this process is influenced by both rational and emotional factors. Rational considerations include product specifications, price, and warranty terms, while emotional influences involve brand image, personal aspirations, and social status (Kurnianti et al., 2022).

Empirical studies demonstrate that all four elements of the marketing mix have measurable effects on purchase decisions. Wardiman (2022) highlighted that perceived product quality often tops the list of consumer priorities, followed closely by price competitiveness and promotional appeal. Sarfraz et al. (2021) added that innovative approaches in marketing can mediate the relationship between consumer perceptions and actual purchase behavior, particularly when companies demonstrate adaptability to market trends.

G. Marketing Mix and Automotive Purchase Decisions in Indonesia

Indonesia's automotive market is unique due to its combination of emerging-market characteristics, brand diversity, and regional variation in consumer behavior. The marketing mix in this environment must account for both urban and rural market dynamics, where accessibility, affordability, and cultural perceptions vary widely.

Ningsih et al. (2021) demonstrated that the harmonious integration of the 4Ps leads to greater purchase satisfaction, which in turn fosters loyalty. Rahma et al. (2024) emphasized that in the automotive sector, the interplay between product quality and price competitiveness is critical, but promotions and distribution strategies also play indispensable roles.

PT. XYZ Sidoarjo exemplifies a case where the 4Ps are strategically deployed. The company offers a diverse range of vehicles, implements competitive pricing, ensures product accessibility through an extensive dealer network, and invests in both conventional and digital promotional channels (Altauriq & Hadisuwarno, 2024). The present study's finding—that price

exerts the strongest influence on purchase decisions—suggests that consumers prioritize tangible economic benefits, especially in the context of high-value purchases.

H. Research Gap

While substantial literature exists on the marketing mix and purchase decisions, there remains a gap in studies focusing on simultaneous and comparative analysis of all four elements in the Indonesian automotive context. Many studies examine these factors in isolation or focus on consumer goods sectors (e.g., fashion, FMCG) rather than high-involvement products like automobiles (Vernando et al., 2023; Suwardi & Berliana, 2022).

This research contributes to filling that gap by applying a quantitative approach to assess the partial and simultaneous effects of product, price, promotion, and place on purchase decisions. It provides context-specific insights relevant not only to PT. XYZ Sidoarjo but also to other automotive distributors in Indonesia facing similar market dynamics.

3. METHODS

A. Research Design

This study adopts a quantitative research design aimed at empirically analyzing the influence of the marketing mix (product, price, promotion, and place) on consumer purchase decisions for automotive products at PT. XYZ Sidoarjo. Quantitative research is appropriate for testing relationships among variables through statistical methods, providing objective evidence to support or refute hypotheses (Creswell & Creswell, 2018).

A causal research approach was employed to determine the direction and magnitude of the effects of independent variables (4P elements) on the dependent variable (purchase decision). This design enables the assessment of both partial and simultaneous influences of the independent variables, ensuring that the analysis captures the complex interplay among them (Hair et al., 2019).

B. Population and Sampling

The population comprised all consumers who had purchased vehicles or related products (spare parts and services) from PT. XYZ Sidoarjo within the six months preceding the survey. These consumers had direct exposure to the company's marketing strategies, making them relevant respondents for the study.

The sampling technique used was purposive sampling, which allows the selection of respondents based on predefined criteria (Etikan et al., 2016). The criteria were as follows: 1) The respondent must have made a purchase at PT. XYZ Sidoarjo within the last six months. 2) The respondent must have been aware of the company's promotional activities. 3) The

respondent must have had experience interacting with the company's products, pricing schemes, distribution network, and promotional channels.

A total of 150 respondents were selected, which meets the minimum sample size requirement for multiple linear regression analysis, as recommended by Green (1991), who suggests a sample size of $N \geq 50 + 8m$ (where m is the number of independent variables).

C. Variables and Operational Definitions

The study examined four independent variables and one dependent variable. Operational definitions and measurement indicators were adapted from established literature and prior studies.

- a. Product (X1): The attributes and features offered by the company's automotive products, measured through six indicators: performance, durability, features, reliability, aesthetics, and perceived quality (Rahma et al., 2024; Syaifuddin, 2024).
- b. Price (X2): The monetary value consumers pay and their perception of value-for-money, assessed through affordability, quality-price match, price competitiveness, benefits-price match, and influence on purchase decision (Suwardi & Berliana, 2022; Vernando et al., 2023).
- c. Promotion (X3): Marketing communication activities designed to inform and persuade customers, measured by promotion reach, content quality, frequency, duration, and target accuracy (Kotler & Keller, 2016; Altauriq & Hadisuwarno, 2024).
- d. Place (X4): The distribution strategy and accessibility of products, assessed through accessibility, ease of access, and proximity to customer locations (Ningsih et al., 2021; Nurasyiah & Nurdin, 2021).
- e. Purchase Decision (Y): The final choice to buy after evaluating available options, measured by decision stability, brand preference, need-want match, and recommendations from others (Kurnianti et al., 2022; Wardiman, 2022).

All variables were measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

D. Data Collection Methods

Two primary methods were used for data collection:

- a. Questionnaire:

A structured questionnaire was developed based on operational definitions and validated through expert judgment. It was distributed electronically via Google Forms to the selected respondents. The questionnaire consisted of two parts:

- Section A: Demographic profile of respondents (gender, age, education level, occupation, income, type of product purchased).
 - Section B: Statements measuring the five research variables.
- b. Literature Review:
- Secondary data were collected from books, journal articles, industry reports, and reputable online sources related to the marketing mix and purchase decisions in the automotive sector (Creswell & Creswell, 2018).

E. Data Analysis Techniques

Data analysis followed these stages:

Instrument Testing

- a) Validity Test: Conducted using Pearson's product-moment correlation. An item is valid if $r_{\text{count}} > r_{\text{table}}$ at $\alpha = 0.05$ (Ghozali, 2018).
- b) Reliability Test: Measured using Cronbach's Alpha. A variable is reliable if $\alpha \geq 0.70$ (Nunnally & Bernstein, 1994).
- c) Classical Assumption Tests

To ensure the suitability of the regression model, the following tests were conducted:

- Normality Test: Using the Kolmogorov-Smirnov method; data are normally distributed if Sig. > 0.05.
- Multicollinearity Test: Using Variance Inflation Factor (VIF) and tolerance; multicollinearity is absent if VIF < 10 and tolerance > 0.10.
- Heteroscedasticity Test: Using scatterplot analysis; heteroscedasticity is absent if residuals are randomly distributed.

Multiple Linear Regression Analysis

The model estimated was:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

- Y = Purchase Decision
- X1 = Product
- X2 = Price
- X3 = Promotion
- X4 = Place
- α = Constant
- β = Regression coefficients

- e = Error term

Hypothesis Testing

- t-test (Partial Test): Determines the effect of each independent variable individually on the dependent variable. Significance is confirmed if $t_{\text{count}} > t_{\text{table}}$ and $p\text{-value} < 0.05$.
- F-test (Simultaneous Test): Assesses the combined effect of all independent variables. Significance is confirmed if $F_{\text{count}} > F_{\text{table}}$ and $p\text{-value} < 0.05$.
- Coefficient of Determination (R^2): Measures the proportion of variance in the dependent variable explained by the independent variables.

F. Research Location and Duration

The study was conducted at PT. XYZ Sidoarjo, a major distributor of commercial vehicles, passenger cars, and spare parts in East Java, Indonesia. Data collection occurred between March and May 2025, ensuring that respondents' experiences were recent and relevant.

G. Ethical Considerations

All respondents participated voluntarily, with informed consent obtained prior to data collection. The questionnaire guaranteed anonymity and confidentiality, ensuring compliance with ethical standards for human subject research (Resnik, 2020). Respondents were informed that the data would be used solely for academic purposes.

4. RESULTS AND DISCUSSION

A. Respondent Profile

The demographic profile of respondents provides essential context for interpreting the findings. Of the 150 respondents, 84% were male and 16% female, indicating that automotive product purchases at PT. XYZ Sidoarjo are male-dominated, consistent with previous research showing higher male involvement in vehicle purchase decisions (Wardiman, 2022). Age distribution was skewed toward older consumers, with 38.7% aged over 55 years, followed by 32.7% aged 46–55 years, suggesting that mature consumers represent a significant target segment for the company. Educational attainment was predominantly undergraduate (52%), followed by diploma holders (30%), indicating a relatively educated consumer base.

Occupationally, respondents were evenly split between private sector employees and civil servants (both 34%), with smaller segments in transportation services and self-employment. In terms of income, 36.7% earned between IDR 3,000,000–5,000,000 per month, reflecting moderate purchasing power. Product-wise, purchases were distributed across spare parts (36%), vehicles (32.7%), and service packages (31.3%).

This demographic structure has implications for marketing strategy, particularly in tailoring promotional messages and financing schemes to middle-income, middle-aged, and experienced consumers.

B. Instrument Validity and Reliability

The validity test results (Table 7) indicate that all questionnaire items had $r_{\text{count}} > r_{\text{table}}$ (0.159) with $p < 0.05$, confirming content validity. Cronbach's Alpha values exceeded 0.90 for all variables, indicating excellent internal consistency (Nunnally & Bernstein, 1994). This ensures that the constructs were measured reliably, strengthening confidence in subsequent regression results.

C. Classical Assumption Testing

Normality

The Kolmogorov–Smirnov test yielded a significance value of **0.053** (> 0.05), confirming normal distribution of residuals (Ghozali, 2018).

Multicollinearity

Variance Inflation Factor (VIF) values ranged between **4.167–7.765**, below the threshold of 10, and tolerance values exceeded 0.10, indicating no multicollinearity.

Heteroscedasticity

Scatterplot inspection revealed random distribution of residuals without discernible patterns, confirming the absence of heteroscedasticity.

D. Multiple Linear Regression Analysis

The regression equation derived from the data is as follows:

$$Y = 0.049 + 0.188 X_1 + 0.520 X_2 + 0.171 X_3 + 0.132 X_4$$

Where:

- X_1 = Product
- X_2 = Price
- X_3 = Promotion
- X_4 = Place

The model suggests that all four elements of the marketing mix have a **positive effect** on purchase decisions, with **price** showing the highest coefficient (0.520), indicating its dominant role in influencing consumer choices.

E. Hypothesis Testing

Partial Test (t-test)

Table 1. Partial Test.

Variable	t-count	t-table	Sig.	Conclusion
Product	3.881	1.976	0.000	Significant effect
Price	8.301	1.976	0.000	Significant effect
Promotion	2.504	1.976	0.013	Significant effect
Place	2.715	1.976	0.007	Significant effect

All p -values < 0.05 , confirming that each marketing mix component significantly influences purchase decisions. Price exerts the strongest partial effect, aligning with prior findings in automotive and high-involvement product markets (Suwardi & Berliana, 2022; Vernando et al., 2023).

Simultaneous Test (F-test)

The F-test result showed $F_{\text{count}} = 400.577$. $F_{\text{table}} = 2.43$, with $p = 0.000$, indicating that product, price, promotion, and place collectively exert a significant effect on purchase decisions. This finding supports the view of Kotler and Keller (2016) that integrated marketing mix strategies generate greater impact than isolated efforts.

Coefficient of Determination (R²)

The Adjusted R^2 value of 0.915 indicates that 91.5% of the variation in purchase decisions is explained by the four marketing mix variables, with only 8.5% attributable to factors outside the model. This high explanatory power demonstrates the strong relevance of the 4Ps in this specific business context.

F. Discussion

The results reveal a clear hierarchy of influence among the 4Ps: 1) Price as the Dominant Factor. Price emerged as the strongest determinant of purchase decisions, corroborating the works of Suwardi and Berliana (2022) and Vernando et al. (2023), who emphasized that price competitiveness directly affects purchase likelihood, particularly in markets where consumers are price sensitive. For PT. XYZ Sidoarjo, this suggests that competitive pricing, installment flexibility, and trade-in programs could be leveraged more aggressively to capture market share. 2) Product Quality and Features. The significant effect of product variables aligns with findings by Rahma et al. (2024) and Syaifuddin (2024) that

product performance, durability, and features enhance consumer trust and purchase intent. For the automotive sector, continuous product innovation—such as fuel efficiency improvements and digital integration—can strengthen competitive positioning. 3) Promotion in the Digital Era. Promotion's significant yet comparatively smaller coefficient suggests that while promotional efforts influence purchase decisions, their impact is magnified when combined with attractive pricing and strong product offerings. The role of digital marketing, as highlighted by Utomo et al. (2023) and Sastri (2023), is particularly relevant for targeting younger, tech-savvy consumers who rely on online research before purchasing. 4) Distribution and Accessibility. Place showed the smallest but still significant coefficient, supporting the findings of Ningsih et al. (2021) and Nurasyiah and Nurdin (2021) that easy accessibility to products and after-sales services contributes to purchase decisions. Given Indonesia's geographic spread, strengthening regional dealership coverage and integrating online ordering could enhance customer reach.

Implications

From a managerial perspective, these findings imply that PT. XYZ Sidoarjo should prioritize maintaining price competitiveness while ensuring product innovation and quality. Investment in targeted promotions—particularly in digital formats—combined with an optimized distribution network, could yield synergistic benefits.

From a theoretical perspective, the study reinforces the applicability of the traditional 4P marketing mix in high-involvement purchase contexts within emerging markets, while also pointing toward the growing necessity of integrating digital elements into each component.

5. CONCLUSION AND RECOMMENDATION

A. Conclusion

This study examined the influence of the marketing mix (product, price, promotion, and place) on purchase decisions for automotive products at PT. XYZ Sidoarjo using a quantitative approach with multiple linear regression analysis. Based on the responses of 150 consumers, the following conclusions can be drawn: 1) All four marketing mix elements—product, price, promotion, and place—have a significant positive effect on purchase decisions, both individually and simultaneously. This confirms that integrated marketing strategies are more effective than isolated tactics. 2) Price is the most dominant factor influencing purchase decisions, suggesting that consumers in this market segment are highly responsive to competitive pricing, affordability, and financing options. 3) Product attributes, including performance, durability, features, and perceived quality, also significantly affect purchase

decisions, indicating that product innovation and quality assurance are critical in maintaining consumer trust. 4) Promotion plays a meaningful role in shaping purchase decisions, particularly when executed through digital channels that increase brand visibility and consumer engagement. 5) Place (distribution), while the least influential among the four variables, still exerts a significant effect, underscoring the importance of accessibility and a well-managed distribution network in the automotive sector.

Overall, the study confirms that the marketing mix framework remains highly relevant in influencing consumer behavior in Indonesia's automotive industry, with the combination of competitive pricing, high-quality products, targeted promotions, and accessible distribution channels forming the foundation of effective marketing strategy.

B. Recommendations

Managerial Recommendations

To enhance price competitiveness, PT. XYZ Sidoarjo should prioritize pricing strategies that balance affordability with profitability. Implementing flexible installment plans, offering seasonal discounts, and introducing trade-in programs can help strengthen the company's competitive position in the automotive market.

In addition to pricing, investing in product innovation is crucial. Continuous improvements in vehicle technology—such as enhancements in fuel efficiency, safety features, and digital integration—will reinforce the company's value proposition. Expanding after-sales services and warranty programs may also increase consumer trust and long-term brand loyalty.

Promotional strategies should be optimized by leveraging digital marketing platforms, including social media advertising, influencer partnerships, and online video campaigns. These digital channels can effectively attract younger, tech-savvy consumers and should complement traditional advertising methods to ensure broader market reach.

Furthermore, strengthening distribution channels is essential. PT. XYZ can expand dealership coverage in underserved regions and enhance accessibility through online vehicle booking and service scheduling. Adopting a hybrid online-offline distribution model could prove particularly effective in reaching a wider customer base and improving service efficiency.

Lastly, the company should integrate marketing mix synergies by adopting a cohesive approach where improvements in one component, such as product innovation, are strategically aligned with targeted promotional efforts, competitive pricing, and optimized distribution. Treating the 4P elements as interconnected rather than isolated will allow PT. XYZ to deliver a more consistent and effective marketing strategy overall.

Theoretical and Future Research Recommendations

Future research could benefit from expanding the variables beyond the traditional 4P marketing mix by incorporating the extended 7P framework. This would include people, process, and physical evidence—elements that are particularly relevant in service-heavy industries such as automotive sales and after-sales service. Including these additional variables may offer a more comprehensive understanding of the factors that influence consumer decisions in this sector.

Comparative and longitudinal studies are also recommended. Comparative research across different automotive brands, product categories, or geographic regions could provide broader and more generalizable insights into marketing effectiveness. Meanwhile, longitudinal studies would enable researchers to observe how consumer behavior and preferences evolve over time, especially in response to economic shifts, technological advances, or marketing interventions.

Incorporating digital transformation metrics presents another opportunity for future research. As more consumers engage with brands through digital channels, analyzing the effects of website traffic, mobile app usage, social media interactions, and online reviews could offer valuable insights into how digital engagement translates to purchase intention or loyalty.

Lastly, considering environmental and sustainability factors is increasingly important. With the growing number of eco-conscious consumers, future studies could explore how green marketing strategies, sustainability initiatives, and the promotion of electric vehicles (EVs) influence purchasing behavior in Indonesia. This would help companies align their marketing strategies with emerging environmental values and market expectations.

By implementing these recommendations, PT. XYZ Sidoarjo can not only strengthen its competitive edge in the current market but also position itself for long-term sustainability in an evolving automotive landscape.

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