Marketing Mix in Influence Consumer Purchase Decisions of Msme in Gianyar, Bali-Indonesia

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ABSTRACT: The rows of restaurants in the coastal area of More Gianyar, Bali offer a variety of tempting seafood dishes. One of the mainstay menus is the more popular beach fish satay, which is the forerunner of the popular Balinese fish satay. More beach is located in the Gianyar district of Bali, about 100 meters from the beach, there are food stalls that provide various fish dishes, ranging from fish head soup, fish satay to fish balls, skewered satay, grilled fish complete with sambal matah and plecing kangkung. This study is the second stage, namely 'Marketing Mix in Influencing Consumer Purchasing Decisions of MSME Culinary Sea Fish in More Gianyar. The sales achieved have not reached the set target, this is one of the phenomena of declining consumer purchasing decisions. This study aims to analyze the effect of the marketing mix on Consumer Purchasing Decisions of MSME Culinary Sea Fish in Gianyar Bali-Indonesia. This study is a quantitative study conducted using the survey method. Data collection using interviews, questionnaires and documentation. While data analysis is carried out using SEM-PLS Analysis. The results of the study show that there are 3 dimensions of the marketing mix that do not directly impact purchasing decisions, namely product, price and people, and there are 4 dimensions of the marketing mix that directly impact purchasing decisions, namely promotion, palace, process and physical evidence.

KEYWORDS: Marketing Mix, Consumer Purchasing Decisions

INTRODUCTION

The development of the business world today cannot be separated from the existence of business competition between companies. Competition is a reality in the business world that occurs and the rules are followed by decision makers in order to deal with the influence of the degree of profit of a company. Most companies currently use alternative promotions, one of which is banners that are installed on several street corners to introduce their products to the surrounding community. In order to maintain the credibility of the company that is competing with each other to get the desires and obtain and maintain the company's profits obtained from customers, so that companies try to promote their business and whatever business activities the company has and improve quality so that they can produce products that are in demand by the wider community (Pasaribu, 2018).

A company is required to be able to understand and implement how things are customer needs and create goods that are tailored to customer needs. Market opportunities do not just come by themselves, but there must be business creativity that is in accordance with needs in order to increase sales and be competitive in order to capture market share. Currently, the retail industry is trying to find different promotional strategies to attract and become a customer defense when offering superior types of products at the company's location (Barcelona et al., 2019).

With these conditions, company owners are looking for alternative effective marketing strategies to support marketing activities to attract the attention of the public. The marketing mix is a concept as a reference for marketing strategies using the Marketing Mix (7P) which consists of product, price, promotion, place people, process and physical evidence. The method in the marketing mix will be the reason why consumers decide to make a purchase. The marketing mix is a combination of interrelated elements to form a marketing strategy as a key to achieving the success of marketing targets and being able to increase the attractiveness that then the company meets customer needs (Khotimah & Jalari, 2021). Purchasing decisions can be defined as customer decisions by the influence of their needs and this process forms behavior in managing all activities based on information and the end result until making a purchase of the product that the customer wants (Iqbal & Indradewa, 2019).

Human needs are very diverse and to fulfill these needs in various ways. According to Maslow's hierarchy of needs theory in Shiffman and Kanuk (2008), it is described that physiological needs are a form of first-level human needs, and the most basic, one example is the fulfillment of the need for food and drink. Where initially the activity of consuming food and drink was only a useful effort to fulfill nutritional and nutritional needs (Prasetyo and Sunarti 2020). Today, the activity of consuming food and drink is also a lifestyle activity that gives happiness to individuals and creates togetherness with family and friends.

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One of the many MSME sectors in Indonesia, especially in the province of Bali, is MSMEs in the culinary sector, this is due to changes in people's lifestyles, who due to being busy do not have time to cook, and/or to support lifestyle, identity in socializing, and for entertainment and recreation (Fatimah and Tyas, 2020). Rows of restaurants, food stalls, lesehan in the coastal area of more Gianyar, Bali offer a variety of delicious seafood dishes. One of the mainstay menus is the more popular beach fish satay, which is the forerunner of the popular Balinese fish satay. More beach is located in the Gianyar district of Bali about 100 meters from the beach, there are food stalls that provide various fish dishes, ranging from fish head soup, fish satay, grilled fish, fried fish, fish balls, fish pepes and other menus. Some of the food stalls in the more coastal area include; Warung Mangku, Lesehan Yudi, Warung Ijo, Lesehan Darta, Warung Tepi Pantai, Lesehan Yani, Warung Ayu and others. MSME provides a variety of seafood dishes with delicious flavors from fresh sea fish ingredients with a blend of delicious spices. Spacious dining room with several tables and chairs, as well as tables and lesehan seats.

The initial survey conducted by the author obtained information on relatively low daily sales, only on holidays consumers who visit and make purchases experience a slight increase. This study is a replication of Khotimah and Jalari (2021) who have used the theme of the 7P Marketing Mix Test on Purchasing Decisions in the Sukoharjo Marketplace. The results of the study showed that there was a significant influence on purchasing decisions at Shopee in Sukoharjo. However, place did not have a positive and significant effect on purchasing decisions at Shopee in Sukoharjo. After obtaining the results of utilizing data from 80 respondents obtained randomly by distributing questionnaires and then processed using the SPSS version 25 software tool, positive and significant results were obtained on the Mix variable.

Based on the description, the author will conduct research in a different context, such as the location and statistical test tools used. Previous research in the context of online purchases using regression test tools based on Ordinary Least Square (OLS) with the help of SPSS.25 software. Furthermore, this research was conducted in the context of the location of Culinary SMEs with regression test tools based on Partial Least Square (PLS) using the help of SmartPLS.3.2.9 software. Different industrial study fields provide space for the use of indicators that are adjusted to the study. The dependent variable in previous publications is the Purchase Decision is the same as this study, novelty is the adjustment of the indicator used with the field of study on sea fish cuisine.

Factors that influence purchasing decisions in this study will be reviewed from the 7P marketing mix. Marketing Mix according to Kotler and Armstrong (2016), is controlled variables that are combined to produce the expected response from the target market. The main purpose of the marketing mix is to make offers in the hope of product purchases and create satisfied customers. Kotler and Keller (2016) explain that the marketing mix variables currently applied are 7P (Product, Price, Promotion, Place, People, Process, and Physical Epidence).

LITERATURE REVIEW
Buying decision

According to Tjiptono (2018) stated that purchasing decisions are a process in which consumers recognize their problems, seek information about certain products or brands and evaluate how well each alternative can solve their problems, which then leads to purchasing decisions. According to Kotler and Armstrong (2017) define that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires.

The purchase decision is the stage of the purchase decision process when the consumer actually buys the product. In general, the purchase decision made by consumers is to buy the most preferred product, but there are two factors that arise between the intention to purchase and the decision to purchase, namely the attitude of others and unexpected situations. Consumers generally form purchase intentions based on income, price, and product benefits. However, unexpected events can change purchase intentions.

many indicators characterize consumer purchasing decisions according to (Kotler, 2018) namely 1) Stability in a product, namely consumer stability in choosing a product to buy. 2) Making repeat purchases, namely the willingness of consumers to buy back products they have purchased and feel the benefits. 3) Giving recommendations to others, namely the willingness of consumers to recommend products they have felt to friends or family, both in terms of service and the benefits obtained from purchasing the product. 4) Transactional interest: namely the tendency of customers to buy back products they have consumed. 5) Referential interest: namely the willingness of customers to recommend products they have consumed to others. 6) Preferential interest: namely customers have a primary preference for products that have been consumed. 7) Exploratory interest: The tendency of customers to seek information about the products they are interested in.

Marketing Mix

Marketing mix according to Kotler and Armstrong (2016) is controlled variables that are combined to produce the expected response from the target market. Supriyanto and Ernawaty (2010) explained that the main purpose of the marketing mix is to make an offer with product promotion and distribution in the hope that a product or service purchase process will occur. Kotler and Keller (2016) explained that the variables of the marketing mix currently applied are 7P (product, price, promotion, place, people, process, physical evidence).

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The influence of products on purchasing decisions

The definition of Trihastuti in Yudho and Agustin's research (2022) states that a product is everything that is offered to the market to be noticed, obtained, and used or consumed to be able to fulfill needs and desires in the form of physical, services, people, organizations, and ideas. In a study conducted by Barcelona (2019) using a quantitative method, 50 respondents were obtained using a simple random sampling technique, then an SPSS test was carried out which resulted in the acquisition of product variables having a negative and significant effect on purchasing decisions. However, through the F test, the product has a simultaneous effect with other variables on purchasing decisions.

Khotimah and Jalari (2021) found that the product has a positive and significant effect on purchasing decisions. The company is able to implement marketing strategies through product quality which is the company's reference to meet customer needs. Marketing activities in a company can be said to be successful if they can sell products to consumers by meeting customer needs and providing good product quality so that consumers decide to make purchases (Khotimah & Jalari, 2021).
H1: Product has a positive and significant influence on purchasing decisions.

The influence of price on purchasing decisions

Kotler & Armstrong in Khotimah and Jalari (2021) stated that price is the cost charged for a product or service, the total value exchanged by consumers for the benefit of the product or service. In a study conducted by Yudho and Agustin (2022) using a quantitative method, 96 respondents were obtained using a non-random technique, then using multiple linear regression analysis which was tested using SPSS and produced a price variable that had a positive and significant effect on In the study of Yudho and Agustin (2022) found that price has a positive and significant effect on purchasing decisions. Price is an important factor in purchasing decisions because price is a component of the marketing mix that can be changed quickly. And price can be said to be a consideration in buying a product (Khotimah & Jalari, 2021).
H2: Price has a positive and significant influence on purchasing decisions.

The influence of promotion on purchasing decisions

According to Tjiptono, promotion is essentially a marketing communication, meaning a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned (Barcelona et al., 2019). In a study conducted by Khotimah and Jalari (2021) using a quantitative method, they obtained 80 respondents with an unlimited population using the Purposive Sampling technique method, then using SPSS version 25 test was carried out and the promotion variable obtained had a positive and significant effect on purchasing decisions.

In the research of Khotimah and Jalari (2021), it was found that Promotion has a positive and significant effect on purchasing decisions. Companies are able to implement marketing strategies by promoting products or services owned by the company to attract customer interest. Companies actively develop promotional activities by encouraging customers to buy the products provided. With the promotion, people can get to know a product or service so that they are interested in buying it (Khotimah & Jalari, 2021). From this idea, the background for researchers to determine the third hypothesis is as follows:
H3: Promotion has a positive and significant influence on purchasing decisions.

The influence of place on purchasing decisions

Tjiptono place or distribution is the physical structure of the store as the main component that can be seen physically against the impression of the store carried out in placing the store and activities in providing service channels needed by consumers (Tanjung, 2021). In a study conducted by Yudho and Agustin (2022) using a quantitative method, 96 respondents were obtained using a non-random technique, then using multiple linear regression analysis which was tested using SPSS and produced the acquisition of the place variable which had a positive and significant effect on purchasing decisions.

In the research of Yudho and Agustin (2022) found that Place (place/distribution) has a positive and significant effect on purchasing decisions. distribution, the company must have an appropriate strategy in order to provide products to the market smoothly according to the company's expectations. The company must also be right in choosing the distribution channel to be used, because mistakes in choosing a distribution channel will hamper the distribution of the product. The company determines the place/distribution to involve easy access to services for prospective customers (Khotimah & Jalari, 2021).:
H4: Place has a positive and significant influence on purchasing decisions.

The influence of people on purchasing decisions

According to Kotler and Keller in Tanjung's research (2021) people are defined as employees who provide products, services, sales or people who are directly or indirectly involved in the marketing mix process related to human resource planning, job specifications, job descriptions, recruitment, employee selection, employee training and work motivation. In a study conducted by Khotimah and Jalari (2021) using a quantitative method, 80 respondents were obtained with an unlimited population using the Purposive Sampling technique method, then using SPSS version 25 test was carried out and the results showed that the people variable had a negative and significant effect on purchasing decisions.

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In Tanjung's research (2021), it was found that people have a positive and significant influence on purchasing decisions. Kotler & Keller, said that internal marketing facts and employees are very important for marketing success, which is reflected in the people in the organization. This also reflects that marketers must not only be buyers of consumer products and services, but must also be able to see consumers have a broader understanding of their lives. With the existence of human resources, it becomes something that is needed to carry out business processes in the company (Khotimah & Jalari, 2021). This is what underlies the researcher to establish the fifth hypothesis as follows:

H5: People have a positive and significant influence on purchasing decisions.

The influence of process on purchasing decisions

According to Kotler & Keller, the process is a reflection of all creativity, discipline, and marketing management structure. Another definition is expressed by Dwinanda & Nur who explain that the process is an activity that shows the service provided to consumers when choosing goods or services (Khotimah & Jalari, 2021). In a study conducted by Yudho and Agustin (2022) using a quantitative method, 96 respondents were obtained using a non-random technique, then using multiple linear regression analysis which was tested using SPSS and resulted in the process variable having a positive and significant effect on purchasing decisions.

In the research of Yudho and Agustin (2022) found that the process has a positive and significant effect on purchasing decisions. The process is the steps taken by consumers to obtain goods. The process starts from consumers knowing the product, then when consumers are interested in buying, consumers must make a purchase. So the process can be said to be the flow required by consumers to use the service. From the process carried out by the company, it becomes an activity that has an important role in determining how the process implemented will be successful in supporting profits in business (Khotimah & Jalari, 2021).

H6: Process has a positive and significant influence on purchasing decisions.

The influence of physical evidence on purchasing decisions

According to Lupiyoadi, physical evidence is the physical environment of the company where the service is created and where the service provider and consumer interact, plus any tangible product elements used to communicate or support the role of the service (Yudho & Agustin, 2022). In a study conducted by Khotimah and Jalari (2021) using a quantitative method, 80 respondents with an unlimited population were obtained using the Purposive Sampling technique method, then using SPSS version 25 test was carried out and the results showed that the physical evidence variable had a positive and significant effect on purchasing decisions.

In the research of Khotimah and Jalari (2021), it was found that physical evidence has a positive and significant effect on purchasing decisions. Physical evidence is something that needs to be applied in a marketing strategy as real evidence that the company has to convince customers. Physical evidence can be in the form of brochures, logos, symbols, access to contact customer service or an official website. Physical evidence is often needed by customers to be more confident in making a purchase (Khotimah & Jalari, 2021).

H7: Physical Evidence has a positive and significant influence on purchasing decisions

METHOD

This research design uses a quantitative approach to causal relationships, namely relationships that explain the influence of one variable on another variable. This research is a case study on MSME Culinary Sector in Gianyar, Bali-Indonesia. The population used in this study were consumers who had made purchases totaling 80 people. The type of data used in this study is primary data from respondents using a questionnaire via google form with a Likert scale measurement with five answer choices using a Likert scale measurement, namely strongly agree (SS) score 5, agree (S) score 4, disagree (KS) score 3, disagree (TS) score 2, and strongly disagree (STS) score 1.

The data analysis techniques used are: 1)Descriptive Statistical Analysis Descriptive statistical analysis serves to describe or provide an overview of the object being studied through sample data or population as it is, without conducting analysis and making conclusions that apply to the general public (Sugiyono, 2012). Descriptive statistical analysis is intended to determine the characteristics and responses of respondents to the question items on the questionnaire,and 2)Inferential Statistical Analysis. The data analysis method chosen to answer the objectives of this study is to use the SEM PLS method which has its own reliability, namely it is more flexible, can be used on models with small sample size data, reflective and formative indicators (Hair, et al. 2017), and is able to analyze models with great complexity (100-1000 indicators) (Ghozali, 2021).

The data collected through the questionnaire will be processed using a quantitative approach. This study uses PLS (Partial Least Square) analysis. Using the alternative SEM method PLS with the Smart PLS 3.0 program (Ghozali, 2021) which has advantages such as: 1) Used for all data scales. 2) Does not require many assumptions. 3) The data sample size should not be large. 4) Not normally distributed. 5) Used to confirm theories (hypotheses). 6) Building relationships that do not yet have a theoretical basis or to test propositions. The stages of PLS SEM analysis consist of three stages, namely: 1) Measurement model evaluation stage (outer model), 2) Structure model evaluation (inner model) and 3) Significance test stage (Ghozali, 2021).

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FINDINGS AND DISCUSSION
Respondent Characteristics and Descriptive Statistics.

To find out respondents' perceptions regarding how the marketing mix affects purchasing decisions, this research was conducted by distributing questionnaires that generally contain respondents' perceptions about the marketing mix. Respondent characteristics in various criteria can be seen in Table 1 below:

Table 1. Descriptive Statistics

No	Characteristics	Classification	Number of people)	Percentage (%)
1	Age	> 25 years	15	20
		25 - 40 years	43	53
		< 40 years	22	27
2	Gender	Man	45	56
		Woman	35	44
3	Level of education	Senior High School	32	40
		Bachelor	48	60
4	Income	1.5 Million – 3.5 Million	18	23
		Above 3.5 million	62	78
5	Work	ASN/TNI/POLRI	19	24
		Private Employee/Self-Employed	45	56
		Students	5	6
		Housewife/Retiree	11	14
	Amount		80	100

Validity and Reliability

Based on table 1, it can be explained that the age characteristics of respondents in this study were dominated by those aged 25-40 years as many as 43 people (53%), the gender characteristics of respondents were dominated by men as many as 45 people (56%), the characteristics of education level were dominated by Bachelor's degrees as many as 48 (60%), income characteristics were dominated by income above 3.5 million and job characteristics were dominated by self-employed employees.

Evaluation of Measurement Model (Measurement Model/Outer Model)
Convergent Validity
Convergent validity isa criterion in measuring the validity of indicators that is reflective. This evaluation is carried out by examining the outer loading coefficient of each indicator against its latent variable. An indicator is said to be valid if the outer loading coefficient is between 0.60 - 0.70 and is significant at the alpha level of 0.05 or t-statistic 1.96. (Ghozali, 2021). The outer loading value of each indicator against its latent variable can be seen in Table 2 below.

Table 2. Outer Loading Value of Estimation Results Before Execution

Variables	Indicator	Outer Loading
Product	X11	0.281
	X12	0.048
	X13	0.969
Price	X21	0.498
	X22	0.935
	X23	0.858
Promotion	X31	0.834
	X32	0.804

	Indicator	Outer Loading
	X33	0.821
Palace	X41	0.580
	X42	0.699
	X43	0.815
People	X51	0.948
	X52	0.952
Process	X61	0.922
	X62	0.577
Physical Evidence	X71	-0.764
	X72	0.554
	X73	-0.191
Decision Purchase	Y1	0.863
	Y2	0.850
	Y3	0.044

The calculation results regarding the outer loading value in Table 2 show that there are several indicators that do not meet the valid requirements based on the discriminant validity criteria, namely the outer loading value > 0.60 - 0.70 so that it must be removed from the model. Thus, the outer loading value of the structural model after several indicators are removed is as follows:

Table 3 Outer Loading Values Estimation Results After Execution

Variables	Indicator	Outer Loading
Product	X13	1,000
Price	X22	0.942
	X23	0.866
Promotion	X31	0.832
	X32	0.805
	X33	0.820
Palace	X43	1,000
People	X51	0.947
	X52	0.953
Process	X61	1,000
Physical Evidence	X72	1,000
Buying decision	Y1	0.853
	Y2	0.860

The results of the calculation of the outer loading value in Table 3 show that all indicators have met the valid requirements based on the discriminant validity criteria, namely the outer loading value > 0.70.

Discriminant Validity

Measuring the validity of the indicators that form the latent variables can also be done through discriminant validity. Discriminant validity can be done by comparing the AVE Root coefficient (√AVE or Square root Average Variance Extracted) of each variable with the correlation value between variables in the model. A variable is said to be valid if the value that forms one construct is higher than its cross loading value, and each construct AVE value is greater than 0.50..

Table 4 Discriminant Validity Test

	Decision Purchase	Palace	People	Physical	Price	Product	Promotion	Process
Decision Purchase	0.857							
Palace	0.295	1,000						

People	0.236	0.088	0.950					
Physical	0.150	0.012	0.001	1,000				
Price	0.162	0.254	0.415	0.056	0.905			
Product	0.278	0.128	0.089	0.319	0.061	1,000		
Promotion	0.441	0.197	0.114	0.160	0.168	0.746	0.819	
Process	0.223	0.059	0.425	0.166	0.035	0.104	0.008	1,000

Table 5 Discriminant Validity Test

Indicator	Buying decision	Palace	People	Physical	Price	Product	Promotion	Process
X13	0.278	0.128	0.089	0.319	0.061	**1,000**	0.746	0.104
X22	0.170	0.270	0.402	0.131	**0.942**	0.067	0.122	0.054
X23	0.114	0.173	0.344	-0.067	**0.866**	0.039	0.199	0,000
X31	0.355	0.225	0.130	0.202	0.165	0.654	**0.832**	0.060
X32	0.357	0.175	0.028	-0.050	0.073	0.486	**0.805**	0,000
X33	0.373	0.088	0.121	0.236	0.173	0.691	**0.820**	-0.037
X43	0.295	**1,000**	0.088	-0.012	0.254	0.128	0.197	-0.059
X51	0.217	0.183	**0.947**	0.104	0.436	0.156	0.155	0.375
X52	0.231	-0.010	**0.953**	-0.096	0.355	0.018	0.064	0.430
X61	0.223	-0.059	0.425	0.166	0.035	0.104	0.008	**1,000**
X71	-0.150	-0.012	0.001	**1,000**	0.056	0.319	0.160	0.166
Y1	**0.853**	0.304	0.209	-0.143	0.185	0.187	0.387	0.090
Y2	**0.860**	0.203	0.195	-0.115	0.094	0.289	0.370	0.290

Table 6. AVE Value of Each Construct

Construct / Variable	Average Variance Extracted (AVE)
Buying decision	0.734
Palace	1,000
People	0.902
Physical	1,000
Price	0.818
Product	1,000
Promotion	0.671
Process	1,000

Table 6 shows that the loading value of all constructs is higher than the Cross loading value and the AVE value is greater than 0.5 so that it meets the valid requirements based on the discriminant validity criteria.

Composite Reliability and Cronbach Alpha

A measurement can be said to be reliable if the composite reliability and Cronbach alpha have values greater than 0.60-0.70. Composite reliability and Cronbach alpha are a measurement of reliability between indicator blocks in a research model.

Table 7. Composite Reliability and Cronbach Alpha Tests

Construct	Cronbach's Alpha	Composite Reliability
Buying decision	0.738	0.847
Palace	1,000	1,000
People	0.892	0.949
Physical	1,000	1,000
Price	0.786	0.900

Product	1,000	1,000
Promotion	0.755	0.860
Process	1,000	1,000

Table 7 shows that the composite reliability and Cronbach Alpha values of each construct have shown values greater than 0.70, thus meeting the reliable requirements based on the composite reliability criteria.

Structural Model Evaluation Through R-Square (R2)

*R-Square (R2)*can show the strength or weakness of the influence caused by the dependent variable on the independent variable. R-Square (R2) can also show the strength or weakness of a research model. According to Chin (Lathan and Ghozali, 2012:85), an R-Square (R2) value of 0.67 is classified as a strong model, an R-Square (R2) of 0.33 is a moderate model, and an R-Square (R2) of 0.19 is classified as a weak model.

Table 8. Evaluation of Inner Structural Model

Dependent Variable	R Square	R Square Adjusted
Buying decision	0.364	0.302

Table 8 shows that the R2 value of Purchasing Decision is 0.364 based on Chin's criteria (Ghozali, 2021), so the model is included in the moderate model criteria, meaning that the variation of X1, X2, X3, X4, X5, X6 and X7 in increasing purchasing decisions by 36.4% and the remaining 63.6% is influenced by other variables not examined in this study.

Structural Model Evaluation through Model Fit

This model fit test is used to determine whether a model has a good fit with the data. The evaluation of the model fit in this study was carried out using two test models, namely the standardized root mean square residual (SRMR) that the model will be considered to have a good fit if the standardized root mean square residual (SRMR) value is below 0.08 (Hair, et al., 2021).
Table 9 Structural Fit Model Evaluation

	Saturated Model	Estimated Model
SRMR	0.070	0.070

Table 9 shows that the SRMR value based on the Hair et al (2021) criteria obtained a value of 0.070 <0.08, so the modelshows that the model built matches the empirical data.

Path **Analysis and HypothesisTesting**

Hypothesis testing in this study will be conducted through testing the direct influence of exogenous variables on endogenous variables. Direct influence is the influence of an exogenous variable on an endogenous variable that occurs without going through other endogenous variables in a casual model being analyzed. The expected hypothesis testing is that Ho is rejected or the sig value <0.05

Table 10. Path Analysis and Statistical Testing

Relationship Between Variables	Coefficient	Standard Deviation	T-test	P Values	Information
Palace -> Purchase Decision	0.213	0.089	2,379	0.018	Significant
People -> Purchase Decision	0.054	0.104	0.520	0.604	Not Significant
Physical -> Purchase Decision	0.250	0.092	2,709	0.007	Significant
Price -> Purchase Decision	0.016	0.107	0.149	0.882	Not Significant
Product -> Purchase Decision	0.048	0.191	0.250	0.803	Not Significant
Promotion -> Purchase Decision	0.464	0.151	3,065	0.002	Significant
Process -> Purchasing Decision	0.255	0.118	2,156	0.032	Significant

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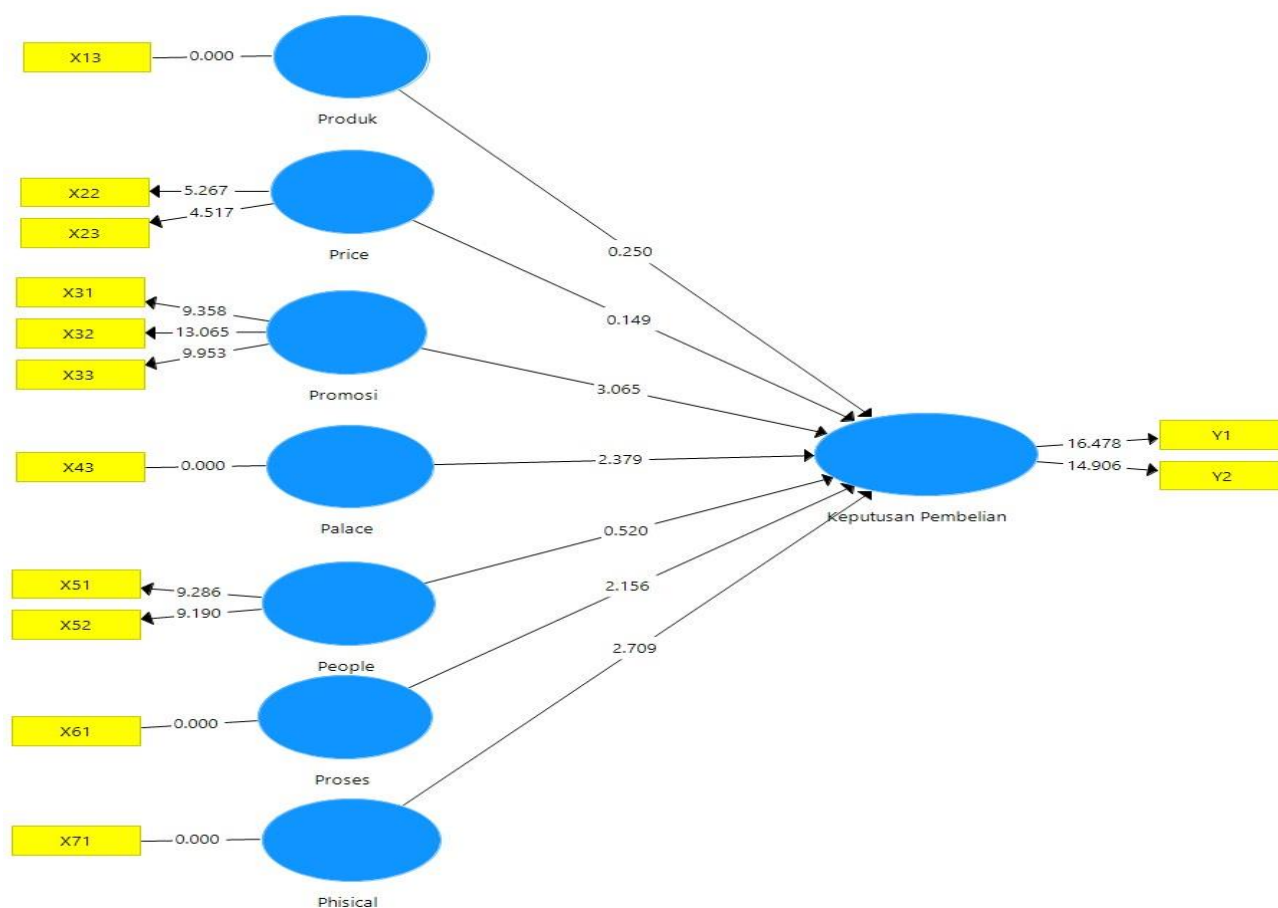
Picture1. Structural Model Estimation Results

DISCUSSION

The Influence of Products on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

Based on the hypothesis testing using the t-test, it shows that the calculated t value (0.250) is smaller than 1.96 and the significance value of 0.803 is greater than 0.05 and it means that the product variable has a positive and insignificant effect between the product variable and the consumer purchasing decision variable for MSME Culinary Sea Fish in Gianyar, Bali-Indonesia.

The existence of a positive influence can be explained that when the level of product quality in the company is getting better, the desire of customers to decide to make a purchase will also increase. Because the product as a choice of needs or requests for customers, includes physical/real evidence, real estate, collections, and so on from promotions provided by the company to attract customer interest in making purchases (Khotimah & Jalari, 2021).

However, from the respondent assessment survey through data obtained based on filling out the tested questionnaire, the product variable has a positive and insignificant effect on purchasing decisions, where it only has a simultaneous effect on purchasing decisions for MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia which is shown in the results of the F test. This is because the products provided by the company have not been able to prove the good quality felt by customers.

This study supports the findings of Barcelona, et,al, (2019), obtaining results where the product is a variable that only has a simultaneous but not positive and significant effect on purchasing decisions. Eckert & Hughes emphasized that continuing to strive to improve product quality and also the company's revenue goals by managing high-value products plays an important role because of the use in the customer process to make purchasing decisions (Iqbal & Indradewa, 2019).

The Influence of Price on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

Based on the hypothesis testing using the t-test, it shows that the calculated t value (0.149) is smaller than 1.96 and the significance value of 0.882 is greater than 0.05 and it means that the price variable has a positive and insignificant effect on the purchasing decision variable of consumers of Seafood Culinary MSMEs in Gianyar, Bali-Indonesia.

The positive influence can be explained that when the price level offered by the company is getting better, it does not necessarily increase the desire of customers to decide to make a purchase. Price is one of the important factors in purchasing decisions because price is said to be a component of the marketing mix that can be quickly changed according to the conditions that occur. Likewise, price can be said to be a consideration for customers in deciding to make a purchase on a product that is desired or needed (Khotimah & Jalari, 2021).

Marketing Mix in Influence Consumer Purchase Decisions of Msme in Gianyar, Bali-Indonesia

However, from the survey of respondents' assessments through data obtained based on filling out the tested questionnaire, the price variable has a positive and insignificant effect on purchasing decisions, where it only has a simultaneous effect on purchasing decisions for MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia, which is shown in the results of the F test. This is because the price given by the company has not been able to prove the quality felt by customers.

The findings certainly support the results of the research conducted by Yudho and Agustin (2022) who also emphasized that price has a positive and insignificant influence on purchasing decisions. This condition indicates the meaning of increasingly affordable prices with the suitability provided by the company, but it does not necessarily not support customers in deciding to make purchases at MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia.

The Influence of Promotion on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

Based on the results of the hypothesis test, the promotion variable obtained a calculated t-value of $3.065 > 1.96$ and a significance level of $0.002 < 0.05$, so H1 is accepted, meaning that there is a significant influence between the promotion variable and the purchasing decision variable.

These findings certainly support the results of research conducted by Khotimah and Jalari (2021) which also confirmed that promotions have a positive and significant influence on purchasing decisions. This situation indicates that the more active a company is in implementing a promotional strategy, the more it will attract customers' interest in making purchases at MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia.

The company is able to implement marketing strategies by promoting products or services owned by the company to attract customer interest. The company actively develops promotional activities by encouraging customers to buy the products provided. With the promotion, the public can get to know a product or service so that they interested in buying it (Khotimah & Jalari, 2021).

The Influence of Place on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

Based on the results of the hypothesis test, the place variable obtained a t-count of $2.379 > 1.96$ and a significance level of $0.018 < 0.05$, so H1 is accepted, meaning that there is a significant influence between the place variable and the purchasing decision variable.

The findings certainly support the results of the research conducted by Yudho and Agustin (2022) who also emphasized that place (place/distribution) has a positive and significant influence on purchasing decisions. This condition means that the more strategic a place is, the more it will support customers in deciding to make purchases at MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia.

Companies really need distribution channels that are chosen consistently because they will be used as a strategy in running their business, but if there is a mistake when choosing a distribution channel, it will result in the distribution of the product experiencing obstacles in the marketing process. Thus, the company determines the place/distribution to involve easy access to services for prospective customers (Khotimah & Jalari, 2021).

The Influence of People on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

From the hypothesis testing, the people variable has a t-count of $0.520 < 1.96$ and a significance level of 0.604 greater than 0.05, so H0 is accepted and H1 is rejected, meaning that there is no significant influence between the people variable and the purchasing decision variable.

The existence of a positive influence means that it can be interpreted that when the level of skill, attitude and ability of human resources in the company is getting better, it will also increase the interest of customers so that they decide to make a purchase when rejected, meaning that there is no significant influence between the people variable and the purchasing decision variable. Consumers of MSME Culinary Sea Fish in Gianyar, Bali-Indonesia

However, from the survey of respondents' assessments through data obtained based on filling out the questionnaire that was tested, the people variable (price) did not have a positive or significant effect on purchasing decisions, where it only had a simultaneous effect on purchasing decisions on Consumers of Seafood Culinary MSME in Gianyar, Bali-Indonesia. This is because people, namely the service or performance of the company, have not been able to prove that human resources in Culinary MSME have provided good service to customers.

This study supports the findings of Tanjung (2021), obtaining results where people are variables that only have a simultaneous and non-positive or significant effect on purchasing decisions. Kotler & Keller, said that internal marketing facts and employees are very important for marketing success, which is reflected in the people in the organization. With the existence of human resources, it becomes something that is needed to carry out business processes in the company (Khotimah & Jalari, 2021).

The Influence of Process on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

Based on the results of the hypothesis test, the process variable obtained the calculated t number = $2.156 > $ t table = 0.2017 and the significance level of $0.032 < 0.05$, then H1 is accepted, meaning that there is a significant influence between the process variable and the purchasing decision variable.

Based on these findings, it certainly supports the results of research conducted by Yudho and Agustin (2022) which also emphasized that the process has a positive and significant influence on purchasing decisions. This means that the more responsive

the process provided by the company, the more it will support customers in deciding to make purchases at MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia.

The process as the steps taken by consumers to obtain goods. The process starts from consumers knowing the product, then when consumers are interested in buying, consumers must make a purchase. So the process can be said to be the flow required by consumers to use the service. From the process carried out by the company, it becomes an activity that has an important role in determining how the process implemented will be successful in supporting profits in business (Khotimah & Jalari, 2021).

The Influence of Physical Evidence on Consumer Purchasing Decisions of Seafood Culinary MSME in Gianyar, Bali-Indonesia

Based on the results of the hypothesis test, the physical evidence variable obtained a t-count of 2.709 which is greater than 1.96 and a significance level of 0.007 which is less than 0.05, so H1 is accepted, meaning that there is a significant influence between the physical evidence variable and the purchasing decision variable.

Based on these findings, it certainly supports the results of research conducted by Khotimah and Jalari (2021) which also confirms that physical evidence has a positive and significant influence on purchasing decisions. This means that the physical evidence applied in the marketing strategy as real evidence owned by the company has succeeded in convincing customers in deciding to make purchases at the Seafood Culinary MSME Consumers in Gianyar, Bali-Indonesia. Physical evidence can be in the form of a neat and clean dining room, parking is always available and the room temperature is cool. Physical evidence is often needed by customers to be more confident in making a purchase (Khotimah & Jalari, 2021).

CONCLUSIONS AND RECOMMENDATIONS

This study aims to determine the influence of marketing mix and product quality on purchasing decisions of MSME Culinary Consumers of Sea Fish in Gianyar, Bali-Indonesia. The findings of the study, there are 3 dimensions of the marketing mix that do not directly affect purchasing decisions, namely products, price and people, and there are 4 dimensions of the marketing mix that directly affect purchasing decisions, namely promotion, palace, process and physical evidence. Based on the conclusion of the research results, the suggestions that researchers can provide are as follows: 1) For MSME Culinary Sea Fish in Gianyar, Bali-Indonesia, that MSME Culinary Sea Fish Products in Gianyar, Bali-Indonesia should improve product quality, one of which is the durability of the material because it can influence customers to make purchasing decisions and can increase customer satisfaction. In addition to product quality, MSME Culinary Sea Fish in Gianyar, Bali-Indonesia should also pay attention to people, namely human resources, by improving the abilities of their employees through communication with customers and the performance provided in order to attract customers who then make purchases, 2) For further research Further research will be better if there are additional variables, it is better to use a wider sample, and also improve the indicators on the questionnaire to make it easier for respondents to fill in.

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