

THE INFLUENCE OF MARKETING MIX ON PURCHASING DECISIONS OF HERBAL MEDICINE CONSUMERS AT CV AA

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Abstrak: The increasing demand for herbal medicine, particularly in the form of jamu, in Indonesia, presents a business opportunity for jamu producers. The growing number of jamu producers has led to intense competition, prompting companies to meet consumer needs, expand their market reach, and innovate to maintain and dominate the market with their products. This research aims to determine the influence of the 4Ps marketing mix on consumer purchase decisions for CV AA's jamu products. This study adopts a quantitative approach. The population consists of consumers who purchase CV AA's jamu products throughout Indonesia. Based on the Slovin formula, the sample size for this study is determined to be 141 individuals. Data collection is done through an online questionnaire using Google Forms, and the analysis technique used is multiple linear regression. The results of this study show that product, price, promotion, and place have a positive and significant influence on consumer purchase decisions for CV AA's jamu products. To improve consumer decisions, CV AA should continually enhance the quality of its jamu products, set competitive prices that align with the value offered, utilize effective promotional channels, and improve distribution efficiency while ensuring product availability in various sales locations.

Keyword : Product, price, promotion, place, purchase decision

INTRODUCTION

The turnover of herbal and herbal medicine products in the global market is currently estimated to have reached around US\$138.350 billion. In the next five years, with an estimated growth of 6.7% per year, the market turnover of these products in 2026 is projected to reach around US\$218.940 billion. Meanwhile, the herbal medicine industry in Indonesia shows good potential in the domestic market. According to the Directorate General of Agro-Industry (2020), sales of herbal medicine and herbal remedies in the domestic market reached IDR 20 trillion, with estimated national sales in 2025 reaching IDR 23 trillion per year.

According to the WHO (World Health Organization), about 80% of the world's population in their health care utilizes traditional medicines derived from herbal plant extracts. There is a change in the modern era, where the tendency of people to reconsider the consumption patterns of natural medicines to maintain their health. The increasing need for herbal products is motivated by changes in the environment, human lifestyle, and the development of disease patterns. According to Khayru & Issalillah (2021), many believe that herbal products do not hurt health because they do not contain chemicals.

Meanwhile, according to Ditjen Industri Argo (2020), the traditional

the medicine industry in Indonesia is dominated by UMKM at 87.2%, which has a strong relationship with the agricultural sector. With such achievements, the contribution of herbal medicine and other herbal products from Indonesia to the global market is still small. Therefore, the industry still needs to improve its product quality standards and develop new products to meet the diverse needs of consumers (Republika.co.id, 2020).

One of the companies facing intense competition in the herbal medicine industry is CV AA Lumajang, East Java. CV AA is a company engaged in the field of traditional medicine that was established and has been operating since 2018. CV AA is a traditional medicine company that produces the largest fermented mengkudu in East Java, which has certification and complete facilities to be marketed internationally.

CV AA wants to develop in the local or domestic market. This is because the export market is currently entering a mature phase, where the sales growth rate is slowing down. Issues that are developing, the export or international market is static so that it cannot develop anymore, and international buyers are also made by order business-to-business (B2B) and do not continue purchasing.

Therefore, CV AA wants to develop in the local or domestic market. Based on observation, the domestic market is considered more potential because firstly, the market is already known to have a high consumption of herbal medicine in Indonesia. Second, the company has a factory to make finished products and has a domestic brand, so it can produce itself from existing ingredients. Third, the standard regulations of the Food and Drug Administration (BPOM) are already recognized. Therefore, the company wants to start and focus on the domestic market

first, although it hopes to go international. Fourth, raw materials are abundant in Indonesia.

In dealing with this phenomenon, it is necessary to develop the domestic market because there are many small household competitors, so the strategy that will be carried out by CV AA is to create exclusive products and fight brand products to eliminate the small market. This was done as a first step to seize the domestic market and increase the exclusive products it has. This research is to find CV AA solutions for developing business through the domestic market by analyzing consumer behavior in making purchasing decisions through the marketing mix of product, price, promotion, and place (4P).

According to Syarifuddin et al. (2021), purchase intentions and purchase decisions can be achieved by implementing the 4P marketing mix. The 4P marketing mix is a marketing strategy that attracts customer sales. Thus, knowing the effect of the 4P marketing mix is very important for CV AA to increase consumer purchasing decisions so that it has an impact on sales and company profits. Therefore, companies need to encourage consumer purchase intentions to generate their purchasing decisions by adapting to new marketing strategies to compete in the global market.

LITERATURE REVIEW

Theory of planned behavior

The theory of planned behavior (TPB), according to Ajzen (1991), is any predictor of behavioral intentions based on beliefs that refer to all mental associations between an object or behavior and its perceived attributes. The purpose of TPB is to predict and understand the impact of intentions to behave on behavior, identify strategies to change behavior, and explain real human behavior. In this regard, TPB assumes that humans are rational and use

available information systematically, and humans understand the impact of their behavior before deciding whether to realize the behavior (Ajzen, 1991).

Purchase Decision

The purchase decision, according to Kotler & Armstrong (2017), is a process where customers identify problems by looking for data related to certain products. Consumers will go through 5 (five) stages of the purchasing decision process, namely need recognition, information search such as personal, commercial, public, and experiential sources, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016).

Marketing

Marketing, when viewed from a managerial definition, is often described as "the art of selling products" (Kotler & Keller 2016). Changing consumer behavior is not easy, but marketing stimuli from suppliers or companies through the marketing mix, which includes products, prices, distribution channels, and promotions, enter consumer awareness and influence the consumer purchasing decision process. The marketing mix refers to a unique mix of product, distribution, promotion, and pricing strategies designed to generate mutually satisfying exchanges with the intended market (Cravens & Piercy, 2012).

Marketing mix 4P

1. Product

Products, according to Kotler & Armstrong (2017), are a combination of goods and services that the company offers to the target market for attention, Ownership, use, or consumption that can satisfy the user's wants or needs. As part of the product

offering, companies can provide a few supports that can provide a competitive advantage in global market competition (Tjiptono & Chandra, 2012).

2. Price

Price, according to Kotler & Armstrong (2017), is the amount of money paid for goods and services or the amount of value that consumers exchange to benefit from owning or using goods or services. In general, there are three pricing strategies used by companies in determining prices, namely cost-based pricing, value-based pricing, and competition-based pricing (Simangunsong et al., 2018).

3. Promotion

Promotion, according to Tjiptono (2015), means a medium to introduce a new product of goods and services or strengthen the brand image of a pre-existing product. According to Kotler & Armstrong (2017), the main objectives of promotion are to inform, influence, persuade, and remind target customers about marketing and the marketing mix.

4. Place

Place, according to Kotler & Keller (2016), is a company activity that makes products available to target customers, including location, distribution channels, inventory, transportation, and logistics. According to Tjiptono & Chandra (2012), selection of a place or location requires careful consideration of the following factors: access, visibility, traffic, parking lots, expansion, environment, competition, and government regulations.

Hypothesis Development Product and Purchase Decision

Research from Noviyanto & Basri (2019), proves that purchasing decisions are influenced by products; of course, consumers will not buy a product if the product does not match expectations and states that the product influences purchasing decisions. The quality of the products marketed by the company is one of the various elements that the company must pay more attention to if it wants to win the competition (Putra et al., 2020). Product is a variable that has a dominant influence on purchasing decisions for herbal medicines. (Khayru & Issalillah, 2021).

H₁: Products have a positive effect on purchasing decisions.

Price and Purchase Decision

Research from Asdi & Putra (2020) proves that purchasing decisions are influenced by price. Of course, consumers will not buy a product if the price is not affordable and does not match expectations and benefits so price can have a positive influence on consumer purchasing decisions. One of the principles for companies in determining prices is to focus on the desire to buy customers at a price determined by the appropriate amount to cover costs and generate profits (Kotler & Armstrong, 2017). Prices can influence purchasing decisions from customers; prices have an influence on customers in making purchasing decisions (Putra et al., 2020).

H₂: Price has a positive effect on purchasing decisions.

Promotion and Purchasing Decision

Research from Putra et al. (2020) proves that the better the promotion carried out by the company, it can encourage consumer purchasing decisions.

Therefore, companies must carry out promotions as well and efficiently as possible to attract customers. Promotion is one of the marketing mix variables that is very important for companies to introduce their products to the market through advertising or other activities aimed at encouraging product demand (Putra et al., 2020). Factors that influence purchasing decisions are related to feelings and emotions; if someone feels satisfied in buying a product, it will strengthen buying interest.

H₃: Promotion has a positive effect on purchasing decisions.

Place and Purchase Decision

Research from Gunawan & Melinda (2021) proves that purchasing decisions are influenced by place; of course, consumers will not buy a product if the location of the product is difficult to access, has no visibility, the area environment is not supportive, and there is no consumer safety and comfort. The right location in the marketing mix is a location that provides fast access can attract large consumers, and can change purchasing patterns for consumers (Kotler & Keller, 2016). The right location can make it easier for potential customers to fulfill their needs and provide a benefit for companies to influence purchasing decisions (Putra et al., 2020).

H₄: Place has a positive effect on purchasing decisions

Research Model

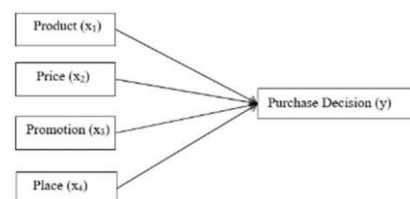


Figure 1. Path Diagram of Analysis Model

RESEARCH METHODOLOGY

Population and Sample

This research is a quantitative research. This study uses a quantitative approach because its objective is to measure the influence of specific marketing mix variables (product, price, promotion, and place) on consumer purchasing decisions. A quantitative approach enables objective statistical analysis through numerical data collected from questionnaires. In this research, the quantitative approach is applied to identify the extent to which each element of the marketing mix affects purchasing decisions, shown through multiple linear regression analysis. This approach is appropriate as it provides measurable and statistically significant results, allowing the findings to be generalized to a broader population, specifically herbal medicine consumers throughout Indonesia.

And, the population in this study were all CV AA consumers who had made a purchase. Consumers who buy CV AA herbal medicine are spread throughout Indonesia and are not concentrated in one region in Indonesia because the respondent data taken is based on customer data that has been documented by CV AA. Therefore, based on the Slovin formula calculation, the sample in this study was 141 people. Slovin is used when the population is large and not all members of the population can be sampled, so this method helps determine the number of representative samples to produce data that can be generalized. The sample chosen was also because they had previously made herbal medicine purchase transactions at CV AA.

Instrument and Measurement

Data was collected through online questionnaire distribution for 2 months. Each respondent was asked to provide answers to each question in the

questionnaire. Each question is given 5 answer options that are adjusted to the Likert scale, namely strongly disagree, disagree, neutral, agree, and strongly agree. The questions in the questionnaire reflect the indicators and are used to measure the overall variables used in the study. Product variables are measured by 10 indicators adopted from research by Kasirye (2022) and Kurniawan & Samad (2022) namely products have unique features (halal label), attractive packaging, a variety of products aimed at all categories, well-known products to meet needs at any time, original product stock, products have a practical design, products sold are durable, there is a product expiration date, the quality of herbal medicine in terms of good taste, and there are various types and properties of herbal products found. Furthermore, the price variable is measured by 5 indicators adopted from the research of Komari et al. (2020), Kurniawan & Samad (2022), and Gunawan & Melinda (2021), namely the price according to the product; the price does not change; the price of herbal products is comparable to the quality and efficacy obtained; the price of herbal products is affordable for middle-to lower-income people; payment flexibility. Next, the promotion variable is measured by 3 indicators adopted from Kurniawan & Samad (2022), namely, There are promotional efforts made by herbal medicine producers; herbal medicine producers provide media that are easily accessible to the public regarding herbal medicine information, including points of sale and variants offered; and herbal medicine producers establish good communication with consumers when buying herbal medicine, including communication regarding herbal medicine selection. Furthermore, the place variable is measured by 3 indicators adopted from

Tjiptono & Chandra (2012) research, namely a very strategic place, an easily accessible place, providing a safe and comfortable atmosphere. Finally, the purchasing decision variable is measured by 10 indicators adopted from Kasirye (2022), namely being interested in buying a product because it is durable, not thinking about going out for other options, preferring to buy in the same place rather than elsewhere, recommending friends, following religious principles before buying a product, checking the quality of the product before buying it, buying products with halal markings, prioritizing buying products sold by certain manufacturers, looking for information about products before buying them, and product advertisements have helped choose what to buy.

The collected data will then be processed statistically with the help of SPSS v.25 software. This data processing Was carried out to determine validity, reliability, classic assumption tests (normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test), and multiple regression analysis (coefficient of determination, t-test, and f test).

RESULT AND DISCUSSION

Result

A Validity test is a measure that shows the level of reliability or validity of a measuring instrument. Where the provisions applied are that a questionnaire item is declared valid if $r_{count} > r_{table}$ (Santoso, 2016).

Table 1. Validity Test

Item	r hitung	r tabel	Description
X1.1	0,828**	0,1654	Valid
X1.2	0,832**	0,1654	Valid
X1.3	0,870**	0,1654	Valid
X1.4	0,846**	0,1654	Valid
X1.5	0,864**	0,1654	Valid
X1.6	0,835**	0,1654	Valid
X1.7	0,875**	0,1654	Valid
X1.8	0,852**	0,1654	Valid
X1.9	0,865**	0,1654	Valid
X1.10	0,839**	0,1654	Valid
X1.11	0,847**	0,1654	Valid
X2.1	0,926**	0,1654	Valid
X2.2	0,941**	0,1654	Valid
X2.3	0,888**	0,1654	Valid
X2.4	0,936**	0,1654	Valid
X2.5	0,927**	0,1654	Valid
X3.1	0,867**	0,1654	Valid
X3.2	0,885**	0,1654	Valid
X3.3	0,864**	0,1654	Valid
X4.1	0,978**	0,1654	Valid
X4.2	0,975**	0,1654	Valid
X4.3	0,986**	0,1654	Valid
Y1.1	0,888**	0,1654	Valid
Y1.2	0,855**	0,1654	Valid
Y1.3	0,898**	0,1654	Valid
Y1.4	0,928**	0,1654	Valid
Y1.5	0,916**	0,1654	Valid
Y1.6	0,816**	0,1654	Valid

Item	r hitung	r tabel	Description
Y1.7	0,893**	0,1654	Valid
Y1.8	0,845**	0,1654	Valid

Based on Table 1, it is known that the Pearson correlation value (r count) of alindicators used is greater than the r table. These results indicate that all indicators are valid, so the instrument is suitable for use in further research.

A reliability test is a measurement of the extent to which a measure creates

the same response over time and across situations. The reliability test will be carried out using Cronbach's alpha statistical test with the provision that the variable under study is declared reliable if Cronbach's alpha value is above 0.6 (Santoso, 2016).

Table 2. Cronbach's Alpha Statistical Test

Variabel	Cronbach's Alpha	Cut of Value	Description
Products	0,961	0,6	Reliable
Price	0,957	0,6	Reliable
Promotion	0,842	0,6	Reliable
Place	0,979	0,6	Reliable
Purchase Decision	0,958	0,6	Reliable

Based on Table 2, it shows that the Cronbach's alpha value of each variable is greater (>) than 0.6. These results indicate that all research variables are declared reliable. This proves that the instrument of each variable has been reliable to be a measuring tool.

This normality test is used to determine whether the independent variable and the dependent variable have a normal distribution or not using the Kolmogorov-Smirnov test (Santoso, 2016). The normality test is declared normal if the significant value is greater than 0.05.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		141
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,99843945
Most Extreme	Absolute	,052
	Positive	,024

		Unstandardized Residual
N		141
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,99843945
Most Extreme	Absolute	,052
	Positive	,024

Based on Table 3, it is known that the Kolmogorov-Smirnov statistical value obtained by the Asymp. Sig. (2-tailed) obtained is 0.200 and Monte Carlo Sig. (2-tailed) of 0.816 is more than 0.05, so it can be concluded that the regression model is normally distributed.

The multicollinearity test aims to test whether the regression model found a

Table 4. Collinearity Statistics

Model	Tolerance	VIF
X1	,284	3,523
X2	,259	3,862
X3	,341	2,932
X4	,339	2,952

Based on Table 4, the Tolerance value is >0.1 with $VIF < 10$, so that there is no multicollinearity problem between the independent variables.

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another. The heteroscedasticity test in this study

correlation between the dependent variables. Multicollinearity testing can be seen based on the VIF value. If the VIF value is above 10, then there is multicollinearity between the independent variables; if the VIF value is below 10, then there is no multicollinearity between the independent variables.

uses the Glejser test. By looking at the significance value between the independent variable and the absolute residual of more than 0.05, it can be stated. That there is no heteroscedasticity problem (Santoso, 2016).

Table 5. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	3,800	,644		5,900	,000
X1	,004	,028	,024	,152	,879
X2	-,014	,067	-,035	-,212	,833
X3	-,163	,095	-,244	-1,707	,090
X4	,025	,086	,041	,287	,775

Based on table 5, shows that all variables have a significance value > 0.05 , so all variables in this study are free from the assumption of heteroscedasticity in the residuals.

The autocorrelation test is a correlation between members of observations arranged according to time and place (Priyatno, 2014). A good regression model is free from autocorrelation. This test is carried out using the Durbin-Watson Test method.

Table 6. Model Summary

R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin-Watson
,919a	,844	,839	3,042	1,850

The value of $dL = 1.5915$, $dU = 1.8621$, $4-dL = 2.4085$.

Based on table 6, it shows that the DW value result is 1.850; this value is between the dL value of 1.5915 and the dU value of 1.8621. This shows that the results cannot be concluded.

Multiple linear regression analysis to test the hypothesis of the influence

between the dependent variable and the independent variable. The multiple linear regression model in this study was compiled using the unstandardized B regression coefficient value for simultaneous effect analysis and Standardized beta for partial effect analysis.

Table 7. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
(Constant)	,313	1,083		,289	,773
X1	,327	,046	,448	7,036	,000
X2	,404	,113	,238	3,569	,000
X3	,515	,160	,187	3,214	,002
X4	,322	,144	,130	2,230	,027

$$Y = 0,313 + 0,327X_1 + 0,404X_2 + 0,515X_3 + 0,322X_4$$

Based on table 7, shows that if most of the variable regression coefficient values are positive, the following conclusions are obtained: the better the product, the better the purchasing decision; The better the price, the better the purchasing decision; the better the promotion, the better the purchasing decision; the better the place, the better the purchasing decision.

The t test is a hypothesis test. The t test (individual parameter significance

test) is used to test the effect of the independent variable on the dependent variable, partially Santoso (2016). This test aims to determine the effect of the 4P marketing mix dimension as an independent variable on purchasing decisions as the dependent variable. The decision is taken with the criteria that the significance value of $t < \alpha$ (0.05) indicates that the independent variable partially affects the dependent variable.

Table 8. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
(Constant)	,313	1,083		,289	,773
X1	,327	,046	,448	7,036	,000
X2	,404	,113	,238	3,569	,000
X3	,515	,160	,187	3,214	,002
X4	,322	,144	,130	2,230	,027

Based on table 8, shows that most Sig values are less than 0.05, meaning that most research results have a significant effect. Therefore, the accepted hypothesis can be concluded as follows: product has significant influence on purchasing decision, price has a significant influence

on purchasing decisions, promotion has a significant influence on purchasing decisions, and place has a significant influence on purchasing decisions.

The F test is used to determine the effect of independent variables on the dependent variable simultaneously (Santoso, 2016). This test aims to determine the effect of the 4P marketing mix dimension as an independent variable on purchasing decisions as the dependent

variable simultaneously or together. The decision is taken with the criteria that the significance value of $F < \alpha$ (0.05), then H_0 is rejected and shows that the independent variable simultaneously affects the dependent variable.

Table 9. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6796,928	4	1699,232	183,600	,000b
Residual	1258,689	136	9,255		
Total	8055,617	140			

Based on table 9, it shows that the significant value is $0.000 < 0.05$, then it can be concluded that all independent variables of product, price, promotion, and place simultaneously have a significant effect on the dependent variable of purchasing decisions.

The coefficient of determination is used to show the magnitude of the contribution of the x variable to the y variable. The higher the value of R^2 or r^2 and or the closer to 1, it means that the independent variable can explain the dependent variable 100% and the model approach used is correct. Santoso (2016).

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	,919 ^a	,844	,839	3,042

Based on table 10, it shows that the coefficient of determination (adjusted R square) is 0.839, or 83.9%, which means that 83.9% of purchasing decisions are influenced by the four dimensions of the marketing mix, namely product, price, promotion, and place. While the remaining 16.1% is explained by other variables outside the study.

Discussion

Based on the results of research findings, its products have a positive and significant effect on purchasing decisions for CV AA herbal medicine products. This shows that an increase in products will have a real influence on consumer purchasing decisions. The results of this

research are research by Teminiola Inaolaji & Pro Muhammed Talha Narci (2022), which proves that purchasing decisions are influenced by the product. Of course, consumers will not buy a product if the product does not meet expectations. The results are significant, so in the future CV AA must pay attention to product quality (halal labeling, safe for consumption, eliminating noni odor, and properties such as digestion), product variants (having more than one product), product quality (originality, well-known), and product appearance (attractive packaging, easy to carry). Based on the results research findings, show that price has a positive and significant effect on purchasing decisions for CV AA herbal medicine products

This shows that a price increase will have a real influence on consumer purchasing decisions. The results of this study are in line with research from Gunawan & Melinda (2021), which proves that purchasing decisions are influenced by price; of course, consumers will not buy a product if the price is not affordable and does not match expectations and benefits. The results are significant, so in the future CV AA must maintain price stability so that consumer perceptions of prices are affordable, do not change, are comparable to the properties obtained, and there is ease of payment, thereby encouraging consumers to decide to buy CV AA products.

Based on the results of research findings, shows that promotion has a positive and significant effect on purchasing decisions for CV AA herbal medicine products. This shows that an increase in promotion will significantly affect consumer purchasing decisions. The results of this research are also supported by the research results of Noviyanto & Basri (2019), which prove that purchasing decisions are influenced by promotions; the better the promotions carried out by the company, the more it can encourage consumer purchasing decisions. The results are significant, so in the future CV AA must carry out intense promotions, utilize easily accessible social media, and establish good communication with consumers when buying herbal medicine to encourage consumers to decide to buy CV AA products. Therefore, the company must do the best and most efficient promotion possible to attract customers.

Finally, this study also shows that place has a positive and significant effect on purchasing decisions for CV AA herbal medicine products. This shows that an increase in place will significantly affect consumer purchasing decisions. The

results of this research are in accordance with research by Widyastuti et al. (2020), which proves that purchasing decisions are influenced by place. Of course, consumers will not buy a product if the Product location is difficult to access, there is no visibility, the area environment is not supportive, and there is no consumer safety and comfort. The results are significant, so in the future CV AA must pay attention to the ease of location reached by public transportation, affordable costs to the location, and the location is easily found through online applications, thus encouraging consumers to be interested in buying CV AA herbal medicine, not thinking about buying herbal medicine other than CV AA herbal medicine and recommending it to their friends

Managerial Implication

After carrying out the analysis, it was discovered that respondents tended to have quite high purchasing decisions for CV AA herbal medicine products. Analysis is carried out in more depth for development policies that need to be carried out as follows: In developing the domestic market, to increase purchasing decisions for herbal medicine products, several strategies that CV AA can implement regarding products are offering product variants and making superior products, producing unique and attractive patented product packaging, product diversification, namely using diversification options by making expansion in markets and new product because the company has entered a different industry and finally, development of new products. Developing new products that are related to previously produced products can increase the attractiveness of the product and face increasingly fierce competition from herbal medicine businesses. Meanwhile, to set competitive

prices in the domestic market, there are several strategies that CV AA can implement. One of them is to conduct market research to set prices by market demand. CV AA can use penetration pricing and bundling strategies, where product prices are set to gain a large market share.

Furthermore, to improve herbal medicine purchasing decisions in the domestic market, several promotional strategies that CV AA can adopt include: market segmentation: identifying appropriate market segments, such as demographics, geography, and specific consumer needs, Targeting: focusing on markets that have the potential to develop and increasing sales, Positioning: positioning herbal medicine products correctly and uniquely, so that they have a strong appeal, Product innovation: daring to modernize products, either through product innovation, use of technology, or attractive packaging, Direct marketing: using direct marketing to reach more consumers and increase sales.

Finally, in terms of place, CV AA sells more online, so to increase the purchase decision of herbal medicine in the domestic market, CV AA can utilize social media by increasing reach and engagement by using popular social media, such as Instagram. This helps to increase awareness and attract more customers. In addition, CV AA can establish an MLM distribution network so that it can help reach consumers in various regions easily

CONCLUSION

The research results show that product variables have a significant influence on purchasing decisions, price variables have a significant influence on purchasing decisions, promotion variables have a significant influence on purchasing decisions, and place variables have a

significant influence on purchasing decisions. To improve consumer decisions, It is best to continue to improve the quality of herbal medicine products, determine competitive prices according to the value provided, utilize various effective promotional channels, increase distribution efficiency, and maintain the availability of herbal medicine products at various sales points. Therefore, this can be used for discussion among researchers and practitioners before being adapted or adopted to improve consumer purchasing decisions.

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