

THE EFFECT OF MARKETING MIX ON PURCHASE DECISION ON CLOTHES IN JATINEGARA MARKET, JAKARTA TIMUR (Study at Mahkota Muslimah Clothing Store, Jatinegara)

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Abstract - The purpose of this research is to know how much effect of marketing mix on decisions to purchase clothing in Jatinegara, East Jakarta (study at Mahkota muslimah clothing store, Jatinegara). This research used associative strategy. The method used in this research is purposive sampling method. The number of samples in this research were 99 respondents. The data analysis method used was the coefficient of determination and hypothesis testing. The result showed the partially, the effect of product, price, promotion and location on purchase decisions is 35,04%, 13,17%, 6,30% and 9,92%. As for the multiple effects of product, price, promotion and location on purchase decisions is 60,37%. Based on the results of hypothesis testing with a significant level of 5% it was concluded that partially product, price, promotion and location were significant to purchase decisions. The results of simultaneous hypothesis testing conclude that product, price, promotion and location were significant to purchase decisions.

Keywords: Product, Price, Promotion, Location, Purchase Decision

Abstrak - Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh marketing mix terhadap keputusan pembelian baju di pasar Jatinegara, Jakarta Timur (studi pada toko pakaian muslimah Mahkota, Jatinegara). Penelitian ini menggunakan strategi asosiatif. Metode yang digunakan adalah metode *purposive sampling*. Sampel dalam penelitian ini sebanyak 99 responden. Metode analisis data yang digunakan dalam penelitian ini adalah analisis koefisien determinasi dan pengujian hipotesis. Hasil penelitian ini menunjukkan bahwa secara parsial pengaruh produk, harga, promosi dan lokasi berpengaruh signifikan terhadap keputusan pembelian masing-masing sebesar 35,04%, 13,17%, 6,30% dan 9,92%. Adapun secara berganda pengaruh produk, harga, promosi dan lokasi berpengaruh signifikan terhadap keputusan pembelian adalah sebesar 60,37%. Berdasarkan hasil pengujian hipotesis dengan taraf nyata 5% disimpulkan bahwa secara parsial produk, harga, promosi dan lokasi signifikan terhadap keputusan pembelian. Adapun hasil pengujian hipotesis secara simultan menyimpulkan produk, harga, promosi dan lokasi signifikan terhadap keputusan pembelian.

Kata Kunci: Produk, Harga, Promosi, Lokasi, Keputusan Pembelian

I. INTRODUCTION

The retail business in Indonesia is experiencing rapid development. This is indicated by the increasing number of retail businesses, both traditional and modern. With the development of the retail business in Indonesia, it has led to increased competition among these retail businesses which requires each individual to compete more competitively in their marketing field.

One phenomenon that is quite interesting is the current clothing trend. With a variety of creatives to make clothes for Muslim women more beautiful and more and more in demand by consumers, especially women. There is another example of a fashion trend phenomenon that often occurs is a new fashion product becomes a current fashion trend and next time an old fashion trend can become a trend again. Therefore, fashion entrepreneurs are required to be careful and sensitive to existing fashion trends so that the products sold remain in accordance with current fashion trends. But regardless of the reasons behind the phenomenon, more and more Muslim women are increasingly elegant and beautiful wearing modern Muslim clothes.

This can also be seen from the increasing number of modern Muslim clothing boutiques, both similar companies and traders in the market. With the current situation, of course, it is possible that these boutiques will compete with other boutiques that issue similar products. Therefore, it is imperative for a company to pay attention to the right marketing strategy so that consumers can decide to buy the product.

Tabel 1. Mahkota Store Sales

MONTH	2016	2017	2018
January	7.650.000	7.455.000	6.650.000
February	7.840.000	5.603.000	6.705.000
March	7.050.000	6.545.000	5.980.000
April	8.875.000	7.085.000	7.325.000
May	9.840.000	9.805.000	8.830.000
June	10.358.000	11.280.000	10.345.000
July	13.260.000	10.505.000	9.853.000
August	11.090.000	8.060.000	6.548.000
September	10.542.000	5.805.000	5.980.000
October	9.380.000	5.900.000	5.525.000
November	9.805.000	5.040.000	6.085.000
December	7.650.000	4.370.000	5.209.000
Total	113.340.000	87.453.000	85.035.000

Source: Mahkota Store, 2019

The table shows that sales fluctuations tend to decline. When viewed from the total annual sales, at the end of 2016 the Mahkota Shop had sales of Rp. 113,340,000 until the end of 2018 experienced a decrease in sales to Rp. 85,035,000, this can be seen in the income per month when compared to sales in previous years which tended to decline.

Based on the background above and to focus on the discussion in the research that the author will carry out, the authors first define the problem formulation as follows:

1. Does the product affect purchasing decisions at Mahkota Store, Jatinegara?
2. Does the price affect the purchase decision at Mahkota Store, Jatinegara?
3. Does promotion affect purchasing decisions at Mahkota Store, Jatinegara?
4. Does location influence purchasing decisions at Mahkota Store, Jatinegara?

II. LITERATURE REVIEW

2.1 Research Review

The first research was conducted by Enggal, Bukhori and Sudaryanti (2019) *Scientific Journal of Asian Business and Economics (JIBEKA)* Vol 13 No 2, 2019 ISSN : 0126-1258, Nationally Accredited No. 3/E/KPT/2019. DOI:10.32812/jibeka.v13i2.116. The purpose of this research is to examine the effect of both partially and simultaneously between the components of the marketing mix, namely product, price, promotion and place on purchasing decisions in selected department stores in Malang. Sampling was done by using proportional random sampling technique and obtained a sample of 150 respondents, namely consumers who buy clothes in selected department stores in the city of Malang. Data analysis was performed using multiple linear regression tests with the help of the SPSS 21 program. The results showed that products, prices, promotions, and places were proven to have a significant influence on purchasing decisions. This is indicated by its significance value both in partial and simultaneous testing.

The second research was conducted by Naufal and Magnadi (2017) *Diponegoro journal of management*, Vol 6 No 4, 2017 ISSN : 2337-3792. This study aims to determine the effect of promotion, price and service quality on purchasing decisions at Rahma Rahmi Collection. This study uses a quantitative approach by looking for the relationship between each variable, with the aim of knowing the effect of each independent variable on the related variable. The population of this research is the customers of Rahma Rahmi Collection. The technique used to collect data in the study was a questionnaire of 75 respondents and used nonprobability sampling techniques. Meanwhile, the hypothesis test uses multiple linear regression analysis with partial test (t) and simultaneous test (F). Based on statistical analysis, the indicators in this study are valid and the variables are reliable. Hypothesis testing using the t test shows that the three independent variables are promotion (X_1), price (X_2), and service quality (X_3) which were investigated to be positive and significant to affect the dependent variable is the purchase decision (Y). Then through the F test it can be seen that the variables of product quality, promotion, and service quality are eligible to test purchasing decisions.

The third research was conducted by Salfina and Gusri (2018) *Journal of Management Sciences (JIM)* Vol 1 No 1, 2018 ISSN : 2615-4234 (Cetak) and ISSN : 2615-3254 (Online). This study aims to test empirically the effect of brand image, product quality and price on purchasing decisions for children's clothing at Rizky and Afdal stores partially and simultaneously. This research method is a quantitative method. The population in this study were consumers or customers in Rizky and Afdal stores where the sample was 100 respondents. The data collection technique was done by interview and questionnaire. The analysis used is multiple linear regression. The results showed that brand image, product quality, and price had a positive effect on purchasing decisions for children's clothing at Rizky and Afdal stores partially and simultaneously.

The fourth research was conducted by Silalahi and Susantri (2018) *Electronic Journal of Records (Economic Research in Management and Accounting)* Vol 2 No 1, 2018 ISSN : 2598-8107. The purpose of this study was to determine the effect of product quality, the effect of place, the effect of price, the influence of quality on the decision to buy used clothes in the Seken Aviari market in

Batam City. This type of research is quantitative with associative characteristics. The analysis technique used to test the hypothesis with multiple linear regression analysis. The research sample was 145 respondents using accidental sampling technique. The results of this study are product quality partially has a significant effect on purchasing decisions, place partially has a significant effect on purchasing decisions, price partially has a significant effect on purchasing decisions, and based on the results of the F test, product quality, place and price simultaneously have a significant effect on the decision. purchase.

The fifth research was conducted by Rahayu and Saputra (2019) *Journal of Business and Economics (JBE)* Vol 6 No 1, 2019 ISSN : 2337-5965. The purpose of this study was to determine and analyze the effect of store atmosphere, price and location on purchasing decisions for clothes at Throox Store Solo. The population used in this study are consumers who come and buy clothing products at Throox store Solo with a population of 100 people. The data analysis technique used is the instrument test: validity test and reliability test. classical assumption test (normality test, multicollinearity test, heteroscedasticity test, autocorrelation test), multiple linear regression analysis, t test, F test and determination coefficient test (R²). The results of this study indicate that the multiple linear regression test shows that price and location have a positive effect, while the store atmosphere has a negative effect on purchasing decisions for clothes at Throox Store Solo, the t test results show that price and location have a significant effect, while store atmosphere has no effect on purchasing decisions. clothes at Throox Store Solo, the results of the F test show that the store atmosphere, price and location factors simultaneously have a significant effect on the decision to buy clothes at the Throox Store Solo.

The sixth research was conducted by Piriya-pada (2018) *Lecturer of Business Administration program* Vol 33 No 105, 2019 ISSN : 1753-8431. *Factors Affecting Satisfaction And Repurchase Intention From Clothing Online Stores Of Myanmar Consumers*. The purpose of this study is to analyze how the 7Ps of the marketing mix, whether it affects purchase decisions and repurchase intentions and how customer decisions impact repurchase intentions of online clothing consumers in Myanmar. The technique used to collect data in the study was a questionnaire of 534 respondents, namely online buyers in Yangon. Data analysis was performed using multiple linear regression tests to test statistical results. From deep research, it is found that products, people, processes, and physical evidence have a very high statistical relationship with customer satisfaction. Likewise, product, price, process, and physical evidence have a very positive correlation with customer repurchase intentions.

The seventh research was conducted by Rahman, Alamzab and Ayaz (2018) *NUML International Journal of Business and Management* Vol 13 No 1, 2018 ISSN : 2410-5392. *The Impact of Marketing Mix on Customer Buying Behavior: A Case Study of Footwear Industry*. The purpose of this study was to determine the impact of the marketing mix on customer purchasing behavior. The population in this study were Peshawar consumers where a sample of 400 respondents was selected by convenience sampling technique. The data collection technique was done by using a questionnaire. Data analysis was carried out through descriptive statistics, correlation analysis and regression analysis. This study reveals that there is a significant influence between the effective marketing mix and purchasing behavior in the Peshawar industry, Pakistan.

The eighth research was conducted by Sisodiya and Sharma (2018) *International Journal of Technical Research and Science* Vol 3 No 1, 2018 ISSN : 2454-2024. *The Impact of Marketing Mix Model/Elements on Consumer Buying Behaviour:A Study of FMCG Products in Jaipur City, India*. The purpose of this study is to study the impact of demographic variables on consumer purchasing behavior and to analyze the relationship between marketing mix on consumer purchasing behavior

in FMCG companies. Multiple correlation analysis was used to prove the hypothesis based on the 4P marketing mix model. The results reveal that all factors of the marketing mix have a significant relationship between consumer purchasing behavior while the price factor has the greatest influence on consumer purchasing decisions. These findings contribute to literature related to retail marketing and have marketing implications for bringing traffic to supermarkets and increasing sales.

2.2 Theoretical Basis

1. Product

A product is something that is offered in an effort to achieve the goals of the company, through meeting the needs and desires of consumers. According to Kotler and Keller (2016: 47), a product is anything that can be offered to the market to satisfy wants and needs. Meanwhile, according to Saladin (2016: 71), a product is anything that can be offered to the market to get attention, buy, use or consume and that can satisfy wants and needs.

Based on the above understanding, it can be concluded that a product is anything that is produced by a company and offered to the market so that it can meet the needs and desires of its consumers.

2. Price

Price is one of the most important elements in determining the market share and profit of a company. According to Kotler and Armstrong (2016: 324), price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service. Price is the amount of money spent on a product or service, or the amount of value that is exchanged by consumers to obtain benefits or ownership or use of a product or service.

According to Lupiyoadi (2013: 95), he argues that price is a means of providing value to consumers and influencing product image and consumer decisions to buy.

Based on the above definition, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product or service. Marketing within a company must really set the right and fair price for the product or service being offered because setting the right price is the key to creating and capturing customer value.

3. Promotion

According to Kotler and Keller (2016: 47), promotion is an activity that communicates product advantages and persuades target customers to buy it. Meanwhile, according to Alma (2012: 179), promotion is a type of communication that provides convincing explanations for potential consumers about goods and services.

From the two meanings above, it can be concluded that promotional activities are communication activities between buyers and sellers regarding the existence of products and services, witnessing, persuading and improving those products and services so that it affects attitudes and behaviors that lead to exchanges in marketing.

4. Location

One of the variables or factors of marketing, namely location, also provides value in the success of a company. According to Kotler and Armstrong (2016: 62), location is selecting and managing trade channels used to distribute products or services and also to serve target markets.

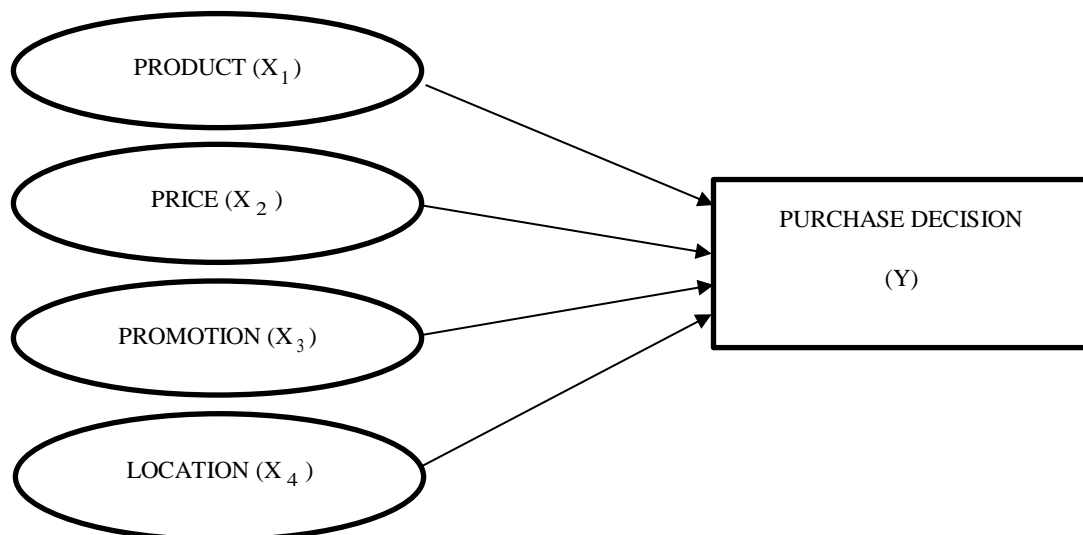
According to Lupiyoadi (2013: 42), location is related to where the company is headquartered and carries out its operations or activities. Location is one of the most important factors affecting the development of a business. A strategic location will bring in many consumers so that it can increase sales and turnover charts.

Based on the above definition, it can be concluded that location is a decision in which a company makes its business by operating the correct and precise location placement, so that consumers have a decision to choose or buy which will affect the success of a product or service business.

5. Purchase Decision

The understanding of consumer behavior by the company as a producer is very important and needs further attention. According to Kotler and Keller (2016: 199), consumer behavior refers to the buying behavior of end-consumers - individuals and households who buy goods and services for personal consumption. All final consumption combined will form the consumer market.

2.3 Research Conceptual Framework



Gambar 1. Research Conceptual Framework

III. RESEARCH METHODS

In this study using quantitative research with an associative strategy. The types of data used in this study are primary data and secondary data. The population in this study were customers who made purchases at least 2 times at Toko Mahkota, Jatinegara. The sample in this study amounted to 99 respondents using a questionnaire.

The data analysis used in this study is the analysis of the coefficient of determination and hypothesis testing using the Statistical Package for the Social Sciens (SPSS) version 25.0.

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Instrument Testing Results

a. Validity Test

The research instrument is said to be valid if it has r count above 0.3 and if the calculated r value is less than 0.3 it can be said to be invalid. This test uses the help of SPSS version 25.0. Following are the results of data processing for product instrument statements, prices, promotions, locations and purchase decisions.

Tabel 2. Product Validity Test Results (X_1)

Statement	r hitung	r kritis	Evidence
1	0,600	0,3	Valid
2	0,464	0,3	Valid
3	0,497	0,3	Valid
4	0,626	0,3	Valid
5	0,659	0,3	Valid
6	0,508	0,3	Valid
7	0,310	0,3	Valid
8	0,354	0,3	Valid
9	0,492	0,3	Valid
10	0,322	0,3	Valid

Source: Data processed, 2020

Tabel 3. Price Validity Test Results (X_2)

Statement	r hitung	r kritis	Evidence
1	0,670	0,3	Valid
2	0,704	0,3	Valid
3	0,780	0,3	Valid
4	0,770	0,3	Valid

Source: Data processed, 2020

Tabel 4. Promotion Validity Test Results (X_3)

Statement	r hitung	r kritis	Evidence
1	0,678	0,3	Valid
2	0,673	0,3	Valid
3	0,590	0,3	Valid
4	0,660	0,3	Valid
5	0,670	0,3	Valid

Source: Data processed, 2020

Tabel 5. Location Validity Test Results (X_4)

Statement	r hitung	r kritis	Evidence
1	0,596	0,3	Valid
2	0,819	0,3	Valid
3	0,698	0,3	Valid
4	0,633	0,3	Valid

Source: Data processed, 2020

Tabel 6. Results of the Validity Test of Purchasing Decisions (Y)

Statement	r hitung	r kritis	Evidence
1	0,562	0,3	Valid
2	0,417	0,3	Valid
3	0,631	0,3	Valid
4	0,516	0,3	Valid
5	0,729	0,3	Valid
6	0,729	0,3	Valid

Source: Data processed, 2020

b. Reliability Test

The next stage after the validity test, namely, a valid statement then tested the reliability. Reliability testing can be seen based on Cronbach's alpha value must be more than 0.6.

Tabel 7. Product Reliability Test Results (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,651	10

Source: Data processed, 2020

Tabel 8. Price Reliability Test Results (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,709	4

Source: Data processed, 2020

Tabel 9. Promotion Reliability Test Results (X_3)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,657	5

Source: Data processed, 2020

Tabel 10. Location Reliability Test Results (X_4)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,634	4

Source: Data processed, 2020

Tabel 11. Purchase Decision Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,651	6

Source: Data processed, 2020

c. Partial Determination Coefficient

1) Partial KD product (X₁) to purchasing decisions (Y)

Tabel 12. Product Variable Partial Test Results (X₁)

Correlations				
Control Variables			Product	Purchase Decision
Price & Promotion & Location	Product	Correlation	1,000	0,592
		Significance (2-tailed)		0,000
		df	0	94
	Purchase Decision	Correlation	0,592	1,000
		Significance (2-tailed)	0,000	
		df	94	0

Source: Data processed, 2020

$$\begin{aligned}
 KD_{1,234} &= (r_{Y1,234})^2 \times 100\% \\
 &= (0,592)^2 \times 100\% \\
 &= 0,350464 \times 100\% = 35,0464\%
 \end{aligned}$$

The product determination coefficient value is 35.04%. It can be interpreted that the effect of the product on purchasing decisions is 35.04%, meaning that the products issued by the Crown Shop are liked and sought after by customers because they are easy to repair, can be used for a long time, have neat stitches and good durability.

2) Partial KD price (X₂) to purchasing decisions (Y)

Tabel 13. Price Variable Partial Test Results (X₂)

Correlations				
Control Variables			Price	Purchase Decision
Product & Promotion & Location	Price	Correlation	1,000	0,363
		Significance (2-tailed)		0,000
		df	0	94

	Purchase Decision	Correlation	0,363	1,000
		Significance (2-tailed)	0,000	
		df	94	0

Source: Data processed, 2020

$$\begin{aligned}
 \text{KD}_{2.134} &= (r_{Y2.134})^2 \times 100\% \\
 &= (0,363)^2 \times 100\% \\
 &= 0,131769 \times 100\% = 13,1769\%
 \end{aligned}$$

The coefficient of price determination is 13.17%. It can be interpreted that the effect of price on purchasing decisions is 13.17%, meaning that the price given is affordable and in accordance with the quality of the product.

3) Partial KD promotion (X₃) to purchasing decisions (Y)

Tabel 14. Promotion Variable Partial Test Results (X₃)

Correlations				
Control Variables		Promotion	Purchase Decision	
Product & Price & Location	Promotion	Correlation	1,000	0,251
		Significance (2-tailed)		0,013
		df	0	94
	Purchase Decision	Correlation	0,251	1,000
		Significance (2-tailed)	0,013	
		df	94	0

Source: Data processed, 2020

$$\begin{aligned}
 \text{KD}_{3.124} &= (r_{Y3.124})^2 \times 100\% \\
 &= (0,251)^2 \times 100\% \\
 &= 0,063001 \times 100\% = 6,3001\%
 \end{aligned}$$

The coefficient of determination of promotion is 6.30%. It can be interpreted that the effect of promotion on purchasing decisions is 6.30%, meaning that the promotion given by providing a price is able to attract customers to the promotion.

4) Partial KD location (X₄) to purchasing decisions (Y)

Tabel 15. Location Variable Partial Test Results (X₃)

Correlations				
Control Variables			Location	Purchase Decision
Product & Price & Promotion	Location	Correlation	1,000	0,315
		Significance (2-tailed)		0,002
		df	0	94
	Purchase Decision	Correlation	0,315	1,000
		Significance (2-tailed)	0,002	
		df	94	0

Source: Data processed, 2020

$$\begin{aligned}
 KD_{4,123} &= (r_{Y4,123})^2 \times 100\% \\
 &= (0,315)^2 \times 100\% \\
 &= 0,099225 \times 100\% = 9,9225\%
 \end{aligned}$$

The location determination coefficient value is 9.92%. It can be interpreted that the influence of location on purchasing decisions is 9.92%, meaning that the location of the Crown Shop is easy to reach by public and strategic vehicles so that it is easy to see with normal visibility.

d. Multiple Coefficient of Determination

Tabel 16. Multiple Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777 ^a	0,603	0,586	1,737

Source: Data processed, 2020

$$\begin{aligned}
 KD_{1234} &= (r_{Y1234})^2 \times 100\% \\
 &= (0,777)^2 \times 100\% \\
 &= 0,603729 \times 100\% = 60,3729\%
 \end{aligned}$$

The coefficient of determination of the effect of product, price, promotion and location together on purchasing decisions is 60.37%. It can be interpreted that the effect of product, price, promotion and location on purchasing decisions is 60.37%, meaning that the product, price, promotion and location provided by the Crown Shop are able to make customers make purchasing decisions at Mahkota, Jatinegara.

e. Partial Hypothesis Testing

Tabel 17. Partial Hypothesis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-10,856	3,216		-3,376	0,001
	Product	0,435	0,061	0,525	7,125	0,000
	Price	0,350	0,093	0,280	3,772	0,000
	Promotion	0,213	0,084	0,185	2,519	0,013
	Location	0,513	0,159	0,214	3,221	0,002

Source: Data processed, 2020

1) The effect of product (X₁) to Y

Based on the results of data processing, it was obtained a significance t of 0.000, so that Ho was rejected and Ha was accepted because the significance value of t was smaller than the real level α (5%) or $0.000 < 0.05$. This shows that the effect of the product on purchasing decisions is partially significant.

2) The effect of price (X₂) to Y

Based on the results of data processing, it was obtained a significance t of 0.000, so that Ho was rejected and Ha was accepted because the significance value of t was smaller than the real level α (5%) or $0.000 < 0.05$. This shows that the effect of price on purchasing decisions is partially significant.

3) The effect of promotion (X₃) to Y

Based on the results of data processing, a significance t of 0.013 was obtained, so that Ho was rejected and Ha was accepted because the significance value of t was smaller than the real level of α (5%) or $0.013 < 0.05$. This shows that the effect of promotion on purchasing decisions is partially significant.

4) The effect of location (X_4) to Y

Based on the results of data processing, it was obtained a significance t of 0.002, so that H_0 was rejected and H_a was accepted because the significance value of t was smaller than the real level α (5%) or $0.002 < 0.05$. This shows that the effect of location on purchasing decisions is partially significant.

f. Simultaneous hypothesis testing

Tabel 18. Multiple Hypothesis Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	430,859	4	107,715	35,719	,000 ^b
	Residual	283,464	94	3,016		
	Total	714,323	98			

Source: Data processed, 2020

Based on the results of the calculation, the value of significance F was obtained at 0.000. In conclusion, H_0 is rejected so that H_a is accepted because the significance value of F is smaller than the level (α) = 5% or $0,000 < 0.05$, meaning that simultaneously the value of KD1234 can be used to explain the effect of product variables, price, promotion and location on purchasing decision variables. The results of this test can be interpreted that simultaneously increasing and decreasing products, prices, promotions and locations will have a significant impact on increasing and decreasing purchasing decisions.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the research and data processing used, the following conclusions can be drawn:

- 1) The product partially has a significant effect on purchasing decisions by 35.04% with a significance t of 0.000. This means that the product is the main factor for customers to purchase an item. If the product is good, then there is no doubt that the item is feasible and worthy of purchase.
- 2) Price partially has a significant effect on purchasing decisions by 13.17% with a significance t of 0.000. This means that if the customer's perception of the price increases, the customer will find it easier to make purchasing decisions.

- 3) Promotion partially has a significant effect on purchasing decisions by 6.30% with a significance t of 0.013. This means that promotion is a factor to attract customers to make purchases, by doing attractive promotions, customers will be attracted to buy the product.
- 4) Location partially has a significant effect on purchasing decisions by 9.92% with a significance t of 0.002. This means that location is a factor for customers to make purchasing decisions, if the location of the store is strategic and easy to reach, then the customer will easily remember and re-buy at the store.
- 5) Simultaneously, product, price, promotion and location have a significant effect on purchasing decisions by 60.37% with a significance F of 0.000. This means that these four variables have an influence on purchasing decisions at the Mahkota Shop, Jatinegara.

5.2 Suggestions

Based on the research that has been completed, the researcher can provide the following suggestions:

- 1) The product is the main factor for customers to make purchasing decisions, in this product variable, the owner of the Crown Shop, Jatinegara is expected to make products that have various sizes, characteristics, designs that are in accordance with customer desires and improve the quality of their products.
- 2) Price is also a major factor for customers to make purchasing decisions. It is hoped that the owner of the Mahkota Shop, Jatinegara will provide a price that is even more affordable and can be reached by the lower class.
- 3) Promotion is a factor for customers to make purchasing decisions, it is hoped that Toko Mahkota, Jatinegara will make promotions as attractive as possible by participating in bazaars in events or by providing catalogs to certain customers so that more people will know about the products of Toko Mahkota, Jatinegara.
- 4) Strategic and easy-to-reach location will make it easy for customers to remember and return to buying clothes at Toko Mahkota, Jatinegara. It is hoped that Toko Mahkota, Jatinegara to open more branch stores and make special parking for customers so that customers can easily and comfortably shop at Mahkota, Jatinegara.

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