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MARKETING MIX AND PSYCHOLOGY ON PURCHASE DECISION AND REPURCHASE IN THE CREATIVE INDUSTRY

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ABSTRACT

Background: Some factors that affect the success of the creative economy such as purchasing by consumers include the marketing mix' influence, psychological influences, socio-cultural influences, and the influence of the situation/environment. Satisfaction with the first purchase is a factor that affects the repurchase intention.
Aim: This research aimed at discovering the influence of mixed marketing and psychological condition on purchase decisions and repurchase for the creative industry.
Method: This is explanatory research. The approach used is quantitative, with a sample number of 91 out of 162 populations. Primary data collection using questionnaires was conducted. The data analysis used in this study is descriptive analysis and path analysis.
Findings: The first hypothesis $_{H1}$ received is "Marketing mix (X_1) has a significant effect on purchasing decisions (Y_1)". For H_2 received, namely "Psychology (X_2) has a significant effect on purchasing decisions (Y_1)". Then for H_3 received, namely "Marketing mix (X_1) has a significant effect on the repurchase (Y_2)". Furthermore, for H_4 received, namely "Psychological (X2) has a significant effect on the repurchase (Y_2)". For H_5 received, namely "Purchase decision (Y_1) has a significant effect on the repurchase (Y_2)". The results of the path analysis showed that there was an influence between the marketing mix and the purchase decision by 30.2%, psychology to the purchase decision by 20.9%, the marketing mix on the repurchase by 20.3%, the psychological on the repurchase by 28.5% and the purchase decision on the repurchase by 36.4%.

KEYWORDS *marketing mix, psychology, purchase decision, repurchase*

INTRODUCTION

The creative industry is a sector that plays an important role in the progress of the Indonesian economy. The creative economy subsector has a major contribution to the national economy by contributing 7.44% to Gross Domestic Product (GDP), 14.28% to labor, and 13.77% to exports (Zaman & Suhartini, 2020). About 8.2 million creative businesses in Indonesia are dominated by culinary, fashion, and craft businesses, so these 3 subsectors also have the largest contribution to the GDP of the creative economy (Murni & Rekha, 2021). One of the leading subsectors is fashion.

One of the factors that influence the success of the creative economy is purchases by consumers. Purchasing decisions by these consumers are also influenced by various factors. Factors that influence purchasing decisions according to Berkowitz (1992) include the influence of the marketing mix, psychological influences, socio-cultural influences, and the influence of the situation/environment.

Psychology is a science that studies a person's behavior and attitudes (Mustafa, 2011). Purchasing decisions are based on how consumers perceive prices and the current actual price

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they are considering—not the marketer's stated price (Tjiptodjojo, 2012). Repurchase is made by a customer due to commitment to a brand or company (Ramadhan, 2020).

The purpose of this study is to test and explain the influence between marketing mix variables on purchasing decision variables in the creative industries of the fashion sub-sector Focus Model by Boy Barja, to test and explain the influence between psychological influences on purchasing decision variables in the creative industries of the fashion sub-sector Focus Model by Boy Barja, the influence between the variables of the marketing mix to the repurchase variables in the creative industries of the Fashion Focus sub-sector. Model by Boy Barja, the influence between the psychological influence variables on the repurchase variables in the creative industries of the fashion sub-sector Focus Model by Boy Barja, and the influence between the purchasing decision variables against the repurchase variables in the creative industries of the fashion sub-sector Focus Model by Boy Barja.

According to Kotler (2008), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy needs and desires. The model of purchasing by consumers is the factor that influences a consumer to make a purchase of a good or service. According to Berkowitz et al. (1992), factors that influence purchasing decisions include marketing mix factors, psychological factors, socio-cultural factors, and environmental factors.

Research conducted by Sriwardani (2017) revealed that the mix of marketing and service has an influence on patient satisfaction both partially and simultaneously. This means that the mix of marketing and service together can increase consumer satisfaction in making purchases. The marketing mix consists of 4P (Product, price, place, and promotion) accompanied by service.

According to Berkowitz et al. (1992), psychology helps a marketing worker understand why and how consumers behave. Concepts of psychological factors include motivation, personality, perception, learning, values, beliefs and attitudes, and lifestyles.

Kotler (2008) states that purchasing decisions are based on how consumers perceive prices and the current actual price they are considering—not the marketer's stated price. The price that consumers choose in the purchase stage is the price in consumer perception formed during the information and knowledge search stage both affectively and cognitively.

According to Kotler (2008) "Customer loyalty is a repurchase made by a customer because of a commitment to a brand or company". This opinion explains that loyalty is a consumer behavior that is shown by buying products from a particular brand consistently and having a commitment to a particular brand. The buying process is based on the purchase intention or the intention of repurchase this consumer is closely related to the motive he has to use or buy a particular product. The motive for this purchase is different for each consumer. Consumers will choose products that contain attributes that they believe are relevant to what they need.

The creative economy in the perspective of organizing local government is ideally built from innovative ideas (Innovation) that are able to stimulate economic, business, and investment growth (Growing business), oriented competitiveness towards the transformation of the creative industry (Competition) and can improve people's welfare.

Based on the aforementioned explanation, this research sould like to discover the influence of mixed marketing and psychological condition on purchase decisions and repurchase for the creative industry. It is expected to deliver more insight into the particular topic discussed here

to the readers and become a source of knowledge for the development of the national economics.

Theoretical Framework

In this study, there are problems as mentioned in the background. Then compiled the formulation of the problem, for the next presentation of previous research that supports theoretical studies that are in accordance with the purpose of the research. Furthermore, data collection is carried out at the research site, testing and data analysis, so that it can be known the problems faced and a final conclusion of the research can be made so that a model of the conceptual framework can be made as follows.

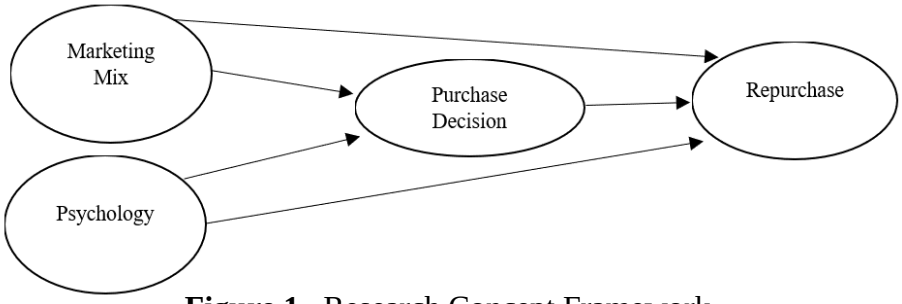


Figure 1. Research Concept Framework

Hypothesis

Based on the concept model above, a hypothesis can be arranged using four variables consisting of two free variables and two bound variables. Free variables consist of a mix of marketing decisions (X_1) and psychologists (X_2) for bound variables consisting of purchases (Y_1) and repurchases (Y_2). The hypothesis in this study is as follows:

H_1: Marketing mix (X_1) has a significant effect on purchasing decisions (Y1) on the Focus Model by Boy Barja

H_2: Psychological (X_2) has a significant effect on purchasing decisions (Y_1) on the Focus Model by Boy Barja

H_3: Alleged marketing mix (X_1) had a significant effect on the repurchase (Y_2) of Focus Model by Boy Barja

H_4: Allegedly psychological (X_2) has a significant effect on the repurchase (Y_2) on the Focus Model by Boy Barja

H_5: Alleged purchase decision (Y_1) has a significant effect on the repurchase (Y_2) of Focus Model by Boy Barja

METHOD

The study was conducted to examine the influence of the marketing mix and psychological factors on purchasing and repurchase decisions. If viewed from the problems that have been presented, to answer the purpose of research then the research approach used is a quantitative approach. The study sample of 91 people from a total population of 162 with criteria had made more than one purchase in the Focus Model by Boy Barja. Primary data was gathered through the use of questionnaires. The descriptive and path analyses were employed to analyze the data in this study.

RESULTS AND DISCUSSION

Based on the calculations that have been done, the results of the analysis of the influence path of the marketing mix (X_1) and psychology (X_2) on purchasing decisions (Y_1) as presented in the following table.

Table 1. Coefficient Results in Direct Influence of Marketing Mix (X_1) and Psychological (X_2) on Purchasing Decisions (Y_1)

Variable	Standardized Coefficients Beta	t	Sig.	Information
Marketing Mix (X_1)	0,302	2,919	0,004	Significant
Psychological (X_2)	0,209	2,023	0,046	
R Square X_1	= 0,142			
R Square X_2	= 0,101			
R Square X_1 and X_2	= 0,243			
a	= 0,05			

Source: Primary data processed, 2022

The marketing mix variable has t_{count} of 2,919 so that it is greater than the t_{tabel} (1,661) with a significance of 0.004 then the marketing mix is significant to the purchase decision. Psychological variables have a calculation of 2.023 so that it is greater than the t_{tabel} (1.661) with a significance of 0.046, psychological variables have a significant effect on purchasing decisions.

The result of the coefficient of influence of the marketing and psychological mix variables on purchasing decisions with a value of R Square 0.243 so that it affects 24.3%. The results of this analysis also prove that the marketing mix affects purchasing decisions with an R Square value of 0.142 so that which affects 14.2% and psychologically affects purchasing decisions with R Square 0.101 so that which affects 10.1%.

Based on the calculations carried out, the results of the analysis of the influence path of the marketing mix (X_1) and psychological (X_2) and purchasing decisions (Y_1) on the repurchase (Y_2) as presented in the following table.

Table 2. Coefficient Results of the Direct Influence of the Marketing Mix (X_1) and Psychology (X_2) and Purchase Decisions (Y_1) on Repurchases (Y_2)

Variable	Standardized Coefficients Beta	t	Sig.	Information
Marketing Mix (X_1)	0,203	1,953	0,032	Significant
Psychology (X_2)	0,285	2,759	0,007	
Purchase Decision (Y_1)	0,364	3,397	0,001	
R Square X_1	= 0,041			
R Square X_2	= 0,081			
R Square Y_1	= 0.133			
R Square X_1, X_2, and Y_1	= 0.255			

$\alpha = 0,05$

Source: Primary Data Processed, 2022

The marketing mix variable has a t_{count} of 1.953 so that it is greater than the t_{tabel} (1,661) with a significance of 0.032 then the marketing mix is significant towards repurchase. For psychological variables have a calculation of 2,759 so that it is greater than the t_{tabel} (1.661) with a significance of 0.007, the psychological variable has a significant effect on repurchase. The purchase decision variable has a calculation of 3,397 so that it is greater than the t_{tabel} (1,661) with a significance of 0.001, the purchase decision variable has a significant effect on repurchase.

The result of the coefficient of influence of the variable line of influence of the marketing mix, psychological and purchasing decisions towards repurchase with a value of R Square 0.255 so that it has an effect of 25.5%. The results of this analysis also prove that the marketing mix affects repurchases with a value of R Square 0.041 so that it affects 4.1%, psychologically affecting repurchases with R Square 0.081 so that it affects 8.1%. And the purchase decision affects the repurchase with an R Square value of 0.133 so that it affects 13.3%.

$$Y_1 = 0.142\ (X_1) + 0.101\ (X_2)$$
$$Y_2 = 0.041\ (X_1) + 0.081\ (X_2) + 0.133\ (Y_1)$$

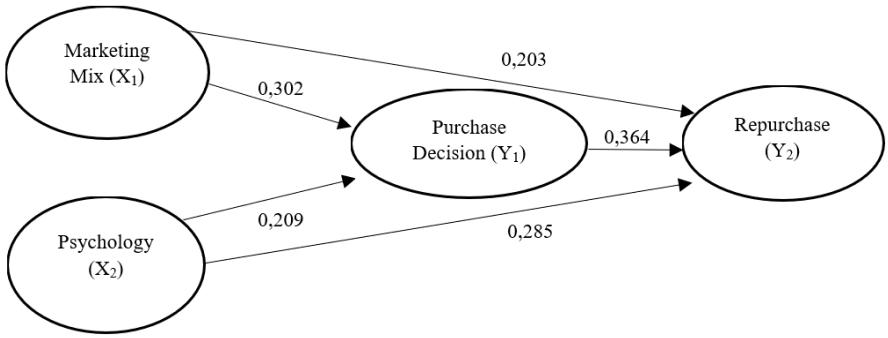


Figure 2. Research Path Analysis Results
Source: Primary Data Processed, 2022

The marketing mix (X_1) affects purchase decisions (Y_1) which is 0.302 or 30.2%. Psychological (X_2) affects purchase decisions (Y_1) which is 0.209 or 20.9%. The marketing mix (X_1) affects repurchases (Y_2) which is 0.203 or 20.3%. Psychology (X_2) affects repurchase (Y_2) which is 0.285 or 28.5%. The purchase decision (Y_1) affects the repurchase (Y_2) which is 0.364 or 36.4%.

Hypothesis Test Results

A hypothesis is a conjecture of the relationship or influence of the variables studied. There are five hypotheses proposed in this study and get the following test results.

Table 3. H_1 Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	40,064	4,645		8,624	,000
	Marketing Mix	,378	,098	,377	3,843	,000
a. Dependent Variable: Purchasing Decision						

Source: Primary Data Processed, 2022

It is known that the t_{count} value for the marketing mix (X_1) against the purchase decision (Y_1) of 3,843 is greater than the t_{tabel} (1,661) and with a P-Value value of 0.000 (smaller than α 0.05), it is stated that the first hypothesis H_1 received is "Marketing mix (X_1) has a significant effect on purchasing decisions (Y_1)".

Table 4. H_2 Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	43,253	4,634		9,334	,000
	Psychological	,259	,082	,318	3,164	,002
a. Dependent Variable: Purchasing Decision						

Source: Primary Data Processed, 2022

The psychological t_{count} value (X_2) to the purchase decision (Y_1) of 3,164 is greater than the t_{tabel} (1,661) and with a P-Value of 0.002 (smaller than α 0.05), it is stated that the second hypothesis of H_2 is accepted, namely "Psychological (X_2) has a significant effect on purchasing decisions (Y_1)".

Table 5. H_3 Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,344	3,698		5,772	,000
	Marketing Mix	,153	,078	,203	1,953	,045
a. Dependent Variable: Repurchase						

Source: Primary Data Processed, 2022

The t_{count} value for the marketing mix (X_1) against repurchase (Y_2) is 1,993 greater than the t_{tabel} (1,661) and with a P-Value value of 0.045 (smaller than α 0.05), it is stated that the

third hypothesis H_3 received is "Marketing mix (X_1) has a significant effect on the repurchase (Y_2)."

Table 6. H_4 Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	18,668	3,527		5,294	,000
	Psychology	,175	,062	,285	2,808	,006
a. Dependent Variable: Repurchase						

Source: Primary Data Processed, 2022

The psychological t_{count} value (X_2) against repurchase (Y_2) of 2,808 is greater than the t_{tabel} (1,661) and with a P-Value of 0.006 (smaller than α 0.05), it is stated that the fourth hypothesis of H_4 is accepted, namely "Psychological (X_2) has a significant effect on the repurchase (Y_2)"

Table 7. H_5 Test Results

Coefficients[a]						
		Unstandardized Coefficients		**Standardized Coefficients**		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	12,677	4,305		2,945	,004
	Purchasing Decision	,274	,074	,364	3,692	,000
a. Dependent Variable: Repurchase						

Source: Primary Data Processed, 2022

The t_{count} value for the purchase decision (Y_1) against the repurchase (Y_2) of 3,692 is greater than the t_{tabel} (1,661) and with a P Value value of 0.000 (smaller than α 0.05), it is stated that the fifth hypothesis of H_5 is accepted, namely "Purchase decision (Y_1) has a significant effect on repurchase (Y_2). "

CONCLUSION

1) Influence between marketing mix variables on purchasing decision variables in the industry, there is an influence between the marketing mix on the purchasing decisions of the creative industry of the fashion sub-sector Focus Model by Boy Barja. The marketing mix (X_1) has a significant effect on purchasing decisions (Y_1);
2) There is a psychological influence on the purchasing decisions of the creative industry of the fashion sub-sector Focus Model by Boy Barja. Psychological (X_2) has a significant effect on purchasing decisions (Y_1);
3) There is an influence between the marketing mix on the repurchase of the creative industries of the fashion sub-sector Focus Model by Boy Barja. The marketing mix (X_1) has a significant effect on the repurchase (Y_2);

4) There is a psychological influence on repurchase in the creative industry of the fashion sub-sector Focus Model by Boy Barja psychology (X_2) has a significant effect on the repurchase (Y_2);
5) There is an influence between purchasing decisions on repurchase in the creative industries of the fashion sub-sector Focus Model by Boy Barja. Purchasing decisions (Y_1) have a significant effect on repurchases (Y_2).

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