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MARKETING MIX and SOCIO-ECONOMIC ANALYSIS OF COFFEE PURCHASING IN NAKOA PANJAITAN MALANG

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Abstract

Purchasing activities, as one of the important activities in a transaction, are influenced by various factors. This underlines the importance for producers to know the determining factors that influence the purchase of coffee drinks at Nakoa Panjaitan Malang. In particular, Nakoa Panjaitan coffee has attracted the attention of students and professionals because of its complete menu and excellent facilities.

The general objectives of this research are twofold. First, this research seeks to comprehensively investigate and measure the impact of the marketing mix, which includes product, price, place and promotion, on consumer purchasing decisions in the dynamic atmosphere of the Nakoa Panjaitan cafe. Second, this research carefully explores the major influence of socio-economic factors, which are packaged in the concept of "social economy", on the complexity of the consumer purchasing decision process at the Nakoa Panjaitan cafe.

The methodological choice of Nakoa Panjaitan Malang as the research location was carried out deliberately, driven by its strategic position on Jl. Major General Panjaitan No.75, Penanggungan, District. Klojen, Malang City, East Java 65113. This choice was motivated by the cafe's strategic location and popularity among various customer segments.

The research sample was determined through accidental sampling, consisting of 105 respondents, a number in accordance with the methodology that has been established and observed in various relevant studies, thereby ensuring the strength and representativeness of the data set, thus contributing to the reliability and validity of the research findings. Data collection primarily involved procuring primary data through questionnaires, using a Likert rating scale to assess factors influencing coffee purchases. Additionally, quantitative data relating to socio-economic variables, such as household size and customer education level, are also carefully collected.

For data analysis, a descriptive approach was used to provide insight into consumer characteristics through direct tabulation. Quantitative analysis requires a linear regression test to examine the influence of the marketing mix and customer socio-economic factors on purchasing Nakoa drinks. This research seeks to make a meaningful contribution to the field of consumer behavior and marketing strategy, especially in the context of coffee consumption.

Based on the results of multiple linear regression analysis, there are several things that can be interpreted:

1. *Coefficient of Determination (R^2): The coefficient of determination (R^2) is 0.301, which means that this regression model can explain around 30.1% of the variation in fees paid in Nakoa Panjaitan Malang. The remainder, around 69.9%, may be influenced by other factors such as taste, food texture, personal economic conditions, and social/cultural trends that are not included in this model.*

2. *F Test: The results of the F Test show that the sig/p value = 0.000 < 0.05 indicates that there is a sizable influence of the independent variable (X) simultaneously on the dependent variable (Y*
3. *T test: The results of the t test show that the variables gender (x1), last education (x3), and place (x8) have a significant influence on the fees paid at Nakoa Panjaitan Malang with a significant t value and a low p-value from 0.05. Other variables such as number of family members (x2), income (x4), price (x5), product (x6), and promotion (x7) do not have a significant influence on the costs paid.*
4. *Regression Coefficient: The regression coefficient for the significant variables is as follows:Gender (x1): The coefficient (-0.385) is negative, meaning that if the gender is male (1), then the fees paid tend to be lower compared to female gender (2).Last Education (x3): The coefficient (-0.208) is negative, meaning that the higher the respondent's last education level, the lower the fees paid. Place (x8): The coefficient (-0.089) is negative, meaning that the respondent considers the place to be low (low value), then the fees paid tend to be lower.*

Insignificant Variables: Variables such as number of family members (x2), income (x4), price (x5), product (x6), and promotion (x7) do not have a significant effect on the fees paid for various reasons, including inaccurate data , weak correlation, possible multicollinearity, small sample size, imprecise analysis. method, or elimination of other influential variables. It is important to review all aspects of the analysis to ensure accurate and meaningful results that can be used for decision making.

General Interpretation: In this context, gender, last education, and perception of the place have a significant influence on the fees paid at Nakoa Panjaitan Malang. Therefore, to increase the fees paid by customers, efforts can be made to attract more female customers, increase the education level of customers, and increase positive perceptions about the establishment.

Based on these results, it is recommended that Nakoa Panjaitan Malang continue to maintain and further develop factors such as number of family members, income, product price, product quality and promotional activities which have proven to have less influence on consumer purchases. For example, while family size may not have a significant impact on purchases, efforts to offer family-friendly packages or discounts could be explored to appeal to a larger group of consumers. Suggestions for further research could include the incorporation of additional variables such as consumer preferences, lifestyle choices, or geographic location, and the use of advanced econometric methods such as Logit models to analyze discrete choice behavior or Tobit models to account for censored data where consumers may not act. the. fully disclose their purchases. For example, the use of Logit models can help understand how consumer preferences influence product choices, while Tobit modeling can provide insight into factors that influence upper or lower limits on purchase amounts, thereby increasing the comprehensiveness of future research efforts.

Keyword:*CoffeePurchases,ConsumerBehavior,Marketing Mix,Nakoa Panjaitan Malang,Socio-economicFactors,MultipleLinearRegression,CoefficientofDetermination,FTest,TTest,Gender, nfluence,Education Level and Place Perception .*

A. INTRODUCTION:

1.1 Background

Coffee, revered for its rich aroma and unique taste, has transcended its role as a mere beverage to become a global cultural phenomenon deeply intertwined with the fabric of society. For centuries, coffee has played a central role in various cultures and traditions, serving as a steadfast companion in the daily routines of millions worldwide. This profound phenomenon extends its reach beyond the borders of its country of origin, bridging communities from diverse cultural backgrounds. The significance of coffee goes beyond the realm of personal preference; it assumes a pivotal position in social and ritualistic contexts. A cup of coffee is not just a means to quench thirst or rejuvenate one's spirits; it symbolizes unity, discourse, and social intimacy among individuals from various walks of life. Thus, coffee transcends physiological needs, emerging as a symbol of shared moments and cultural interconnections.

The sustainability and success of coffee shops, such as Nakoa Panjaitan Malang, hinge upon an effectively structured marketing mix. This is illuminated by McCarthy's fundamental theory, which comprises four core elements: Product, Price, Promotion, and Place. The product dimension encompasses the provision of high-quality, distinct coffee blends, accompanied by a diverse range of complementary food and beverage offerings tailored to cater to varying customer preferences. In this vein, coffee shop owners have found that featuring specialty coffee blends and introducing innovative food choices plays a pivotal role in sustaining their businesses.

For coffee shops, strategic positioning and accessibility are essential considerations to connect with their target audience. Furthermore, establishing a robust online presence is imperative in the digital age to engage customers effectively. In the eyes of many, coffee shops have assumed the role of "third places," contributing significantly to the sense of community and place identification. Thus, they serve as pivotal elements in the commercial landscape.

In terms of promotion, coffee shops employ a repertoire of marketing strategies, ranging from word-of-mouth marketing to online campaigns, aimed at attracting and retaining customers. Research has underscored the pivotal role of promotion as a key influencer of customer loyalty in the coffee shop industry. Likewise, pricing strategies, particularly price promotions, have emerged as influential factors shaping customer brand loyalty and purchasing behavior. Competitive pricing strategies have become indispensable for thriving in the fiercely competitive coffee shop sector.

In recent years, the coffee industry has experienced a renaissance, buoyed by the emergence of modern coffee shops, diverse coffee drinking trends, and the pervasive influence of social media. The allure of a perfectly brewed cup of coffee has transcended consumption and become an integral part of individuals' lifestyles and social identities. However, this remarkable coffee phenomenon has also cast a spotlight on pertinent environmental and social issues.

Undoubtedly, research into the marketing mix for coffee shops carries significant implications. Firstly, it facilitates a profound understanding of the marketing mix's constituent elements—product, price, place, and promotion—enabling coffee shop proprietors to craft tailored marketing strategies aligned with the unique attributes of their establishments. This insight into customer preferences empowers coffee shops to develop products that cater to the specific needs and preferences of their clientele, thereby enhancing their appeal. Secondly, pricing strategies assume paramount importance, as they directly influence customer perceptions of value and purchasing decisions, ultimately contributing to the financial health of coffee businesses. Thirdly, meticulous research into the optimal distribution channels and strategic location ensures that coffee shops can efficiently reach their target audience, be it through physical locations, online platforms, or

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partnerships. Lastly, a comprehensive understanding of promotion aids in the design of effective marketing campaigns, fostering brand recognition and attracting potential customers. In summation, research into the 4Ps of the marketing mix for coffee shops empowers business owners to make informed, strategic decisions, enhancing their competitiveness in a saturated market and fostering long-term success.

To explore these critical facets of coffee shop sustainability and growth, this research employs a descriptive quantitative research approach. This methodology seeks to elucidate social phenomena by providing a holistic perspective, favoring comprehensive observations over the dissection of interconnected variables. The study draws data from in-depth observations, interviews with members of the cultural group, and meticulous scrutiny of pertinent documents and artifacts. With a sample size of 105 respondents who have purchased coffee at Nakoa Panjaitan Malang, the research endeavors to unveil the potential of the marketing mix as a driving force for local entrepreneurs to boost community income, particularly among those engaged in coffee farming and tourism management.

In light of the multifaceted role of coffee in contemporary society and its symbiotic relationship with coffee shops, this research embarks on a journey to decipher the secrets of coffee shop success, paving the way for informed strategies that resonate with both coffee aficionados and entrepreneurs.

1.2 Problem Formulation:

Based on the background stated above, the author's problem formulation is:

1. How does the marketing mix (product, price, place and promotion) influence consumer purchasing decisions at the Nakoa Panjaitan Malang cafe?

2. What is the influence of socio-economic factors on consumer purchasing decisions at the Nakoa Panjaitan cafe in Malang?

1.3 Research objectives:

This research aims to achieve two main objectives:

1. To comprehensively examine and measure the impact of the marketing mix, which includes product, price, place and promotion, on consumer purchasing decisions made in the dynamic atmosphere of the Nakoa Panjaitan cafe, which is strategically located in the busy city of Malang.

2. To carefully investigate and evaluate the major influence of socio-economic factors, encapsulated in the concept of "social economy", on the complex process of consumer purchasing decisions at the venerable location of Nakoa Panjaitan cafe, artistically located within the urban landscape of Malang City dynamic. This investigation aims to investigate in depth the multifaceted interactions between individuals' socio-economic attributes and the thoughtful choices they make when interacting with the offerings of these well-known companies.

1.4 problem-solving plan:

The problem-solving plan for this research involves an extensive literature review to establish theoretical foundations and identify research gaps. Data collection will employ a structured questionnaire to gather information from 105 respondents who have purchased coffee at Nakoa Panjaitan Malang, focusing on product, price, place, and promotion elements, as well as socio-economic factors. Quantitative analysis, including multiple linear regression, will be employed to examine the impact of the marketing mix and socio-economic factors on consumer

purchasing decisions. Findings will be interpreted and discussed, comparing them with existing literature, and conclusions will be drawn with practical recommendations for Nakoa Panjaitan Malang and future research avenues. The results will be compiled into a comprehensive research report and presented to stakeholders and potentially published in academic journals or shared with industry associations to contribute to both academia and businesses.

1.5 literature review

This literature review discusses several basic concepts that are relevant to the research to be conducted. First, marketing is the core of the business concept which aims to fulfill consumer satisfaction and build good relationships with customers. Marketing involves various activities such as planning, pricing, promotion, and distribution of goods and services to satisfy consumer needs. Furthermore, coffee is an important commodity in many countries, providing income and employment, especially for small-scale farmers. The coffee industry has a positive impact on economic growth and export earnings.

Coffee drink development is a directed effort to create or improve coffee products. Coffee beans consist of arabica and robusta types, with differences in taste and quality. The marketing mix includes product, price, place, and promotion, which must be adjusted well by the company to satisfy the target market. Consumer purchasing decisions are the result of a decision-making process that involves identifying needs, searching for information, evaluating alternatives, purchasing behavior, and post-purchase behavior.

In addition, previous research relevant to this topic discusses socio-economic factors that influence consumer decisions in purchasing certain products. The results of this research can help understand consumer behavior and the factors that influence their purchasing decisions. This research also uses linear regression analysis to analyze the data.

The research that will be carried out has similarities in terms of problems and research objectives to previous research. However, there are differences in data analysis methods, research locations, sample size, and research results. This research will focus more on Nakoa Panjaitan coffee products in Malang.

1.6 Hypothesis

Based on the explanation above, the researcher has tried to outline a hypothesis that will be used as a reference in solving the main problem, namely:

1. Initial hypothesis, internal factors and external factors of Nakoa Panjaitan Malang influence consumer purchasing decisions

2. It is suspected that the marketing strategy implemented supports the development and growth of Nakoa Panjaitan Malang

B. RESEARCH METHOD:

2.1. Research Implementation

The approach taken by researchers is a descriptive quantitative approach. Descriptive quantitative research, namely this research uses a descriptive quantitative approach method. The descriptive quantitative research method is a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using quantitative or statistical data analysis research instruments, with the aim of testing the hypothesis that has been established by Sugiyono, (2013). The aim of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena.

2.2. Place and time

Determination of the research location was carried out in Nakoa Panjaitan, Malang City. This research was conducted in Nakoa, Malang City for the reason that it is one of the places selling coffee that is easily accessible and reachable by all groups. The method for determining the research sample area was carried out purposively, where the location selection was based on previously known production characteristics and production management.
The research was carried out at a time determined by the Islamic University of Malang and in coordination with Nakoa Panjaitan Malang City, namely June-August 2023.

2.3. Sampling Method

A sample is part of a population from which researchers draw conclusions and generalize them to that population (Sekaran & Bougie, 2017). The sampling technique in this research is Accidental Sampling. According to Sugiyono, (2016) Accidental Sampling is a sampling technique based on chance, that is, every patient who happens to meet a researcher can be used as a sample, if it is deemed that the person they happen to meet is suitable as a sample. data source.

The sample size used in this study consisted of 105 individuals, in line with existing research practices generally associated with inadvertent sampling. This sample size was selected according to the methodology observed in various relevant studies. Such an approach ensures a robust and representative data set, thereby contributing to the reliability and validity of research findings.

2.4. Method of collecting data

There are 2 methods used in collecting research data, namely primary data collection and secondary data

1. Primary Data

Primary data is data obtained directly from the source, observed and recorded the information obtained. In this research, primary data was obtained using a questionnaire via Google Form. The questionnaire was addressed to consumers of Nakoa Panjaitan, Malang City, who were included in the criteria determined by the researchers. The questionnaire data obtained includes statements of respondent characteristics and factors regarding the purchase of Nakoa Panjaitan coffee in Malang City, which is done by giving a liker score.
on each statement and has an assessment category. According to Sugiyono (2018). The Likert score can be seen in Table below:

Kategori	**Skor**
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

For each statement for each category that has been given a value, it will be added up and multiplied by the rating scale from the Likert score, with the equation:
Total = T x Pn
Information:
T = Total number of respondents Pn = Choice of Likert score numbers
Pn = Choice of Likert score numbers

2. Secondary Data
Secondary data is data obtained from a second source or secondary source of the required data. This data was obtained by studying books, documents, magazines and the internet which can support research related to research problems and to complete the required data.

2.5. Data Analysis Methods

2.5.1 Research Variables
According to (Sugiyono, 2018), a research variable is an attribute or trait or value of a person, object or activity that has certain variations determined by the researcher to be studied and then conclusions drawn, where there are two variables, namely:

1. Independent variable (Independent variable)
The independent variable is the variable that influences or is the cause of the change or emergence of the dependent variable. The independent variables used in this research are the factors that influence consumers (x) in purchasing coffee in Nakoa Panjaitan, Malang City. There are several variables, which can be seen in Table, below:

No	Simbol Variabel	Variabel
1	X1	Gender
2	X2	Number of Family Members
3	X3	Education
4	X4	Income
5	X5	Product
6	X6	Price
7	X7	Place
8	X8	Promotion

2. Dependent variable

The dependent variable is the variable that is influenced or is the result, because of the independent variable. In this research, the dependent variable is How many rupiahs are paid on average when coming to Nakoa Panjaitan Malang (y).

2.5.2 Classic Assumption Test

According to (Ghozali, 2011) the classic assumption test is a statistical assumption test that must be carried out with the aim of testing the assumptions in multiple linear regression modeling so that the data can be analyzed further without producing biased data. The classical assumption test in this research was carried out through several stages, namely:

1. Normality test

The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or non-normal distribution. If a variable is not normally distributed, the statistical test results will decrease. To test the normality of the data using the Kolmogorov-Smirnov method, with test criteria taken based on probability values, namely:
If the probability value (sig) > 0.1, then the data is normally distributed.
If the probability value (sig) < 0.1, then the data is not normally distributed.

2. Multicollinearity test

The multicollinearity test is a situation where there is a linear or close to linear relationship between the independent variables. In this research, the technique for detecting multicollinearity tests in regression is to look at the Variance Inflation Factor (VIF) value and the tolerance value. If the resulting tolerance value is greater than 0.1 and the VIF value is smaller than 10, then there is no multicollinearity between the independent variables in a regression model.

3. Heteroscedasticity test

The heteroscedasticity test is carried out to test whether in the regression model there is an inequality of variance from one observation to another. This test is viewed from the scatter plot, if the scatter plot does not form a clear pattern and is spread above and below the number 0 on the y-axis, then the regression model used is free of heteroscedasticity.

2.5.3 Coefficient of Determination (R2)

According to Gujarati (2003) "the coefficient of determination is a number expressed in percent form, which shows the magnitude of the influence of the independent variable on the dependent variable." In general, the coefficient of determination is used to determine the extent of the independent variable's ability to explain the dependent variable in the multiple linear regression equation. The value of R2 is $0 \leq R2 \leq 1$, where the closer it is to 1, it means the model can be said to be good because the relationship between the independent variable and the dependent variable is closer, and vice versa.

2.5.4 Linear regression analysis (Linear Regression Analysis)

Linear regression analysis is a statistical method used to understand the relationship between one or more independent variables (predictors) and one dependent variable (response). This allows us to measure the relative influence of each independent variable on the dependent variable. In regression we can take a more inclusive approach than multiple linear regression by considering more complex types of relationships, such as non-linear relationships, interactions between variables, and the use of categorical variables. The regression equation model can be written as follows:

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$Y = \beta 0 + \beta 1X1 + \beta 2X2 + ... + \beta pXp + \varepsilon$

Where:

- Y = Number of purchases is a method used to calculate the number of times ordered from Nakoa Panjaitan Malang
- $\beta 0$ is a constant, namely the value of Y when all predictor variables (X) are zero.
- $\beta 1$, $\beta 2$, ..., βp are regression coefficients that measure changes in Y resulting from changes in each predictor variable, assuming all other variables remain constant.
- X1, X2, ..., Xp are predictor variables (independent variables).
- ε is random or residual error, which represents factors not explained by the model.

In regression analysis, you have the flexibility to include different types of variables, such as numeric variables, categorical variables, and even interactions between variables. The use of more complex statistical techniques is also possible, such as logistic regression for binary data or Poisson regression for arithmetic data.

The main purpose of linear regression analysis is to identify the relationship between variables, measure how much influence each predictor variable has on the dependent variable, and predict or estimate the value of the dependent variable based on the values of the predictor variables.

It is important to note that in practice, linear regression analysis often involves iteration, model selection, and model quality assessment to ensure that the resulting model fits the existing data and can provide statistically and practically meaningful results.

C. RESULTS AND DISCUSSION:

3.1. The characteristics of respondents

The characteristics of respondents in this study include the identity and profile of Nakoa Panjaitan Malang consumers which contribute to understanding the factors that influence coffee purchases. The sample consisted of 105 consumers, with characteristics including age, gender, number of family members, occupation, education, income, Nakoa Panjaitan Malang product preferences, amount of product consumption, origin of consumption, number of product purchases, and origin of purchase. This characteristic data will be used to analyze the impact of social and economic factors on consumer purchasing decisions.

1. Gender

No.	Gender	Total	Percentage (%)
1.	- Male	53	50,9
2.	- Female	52	49,1

Based on the table, it shows that the respondents in this research were Nakoa Panjaitan Malang consumers who were male, namely 50.9% and 49.1% female. This means that most consumers who buy UNISMA Home Agroindustry Laboratory Model agriseta juice are dominated by women.

2. Level of education

No	Level of education	Number of Respondents (People)	Percentage (%)
1	High school	42	41
2	Diploma	7	6,7
3	S1	41	39
4	S2	11	10,5
5	S3	1	0.8
6	Other	3	2
Jumlah		105	100

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Based on the table, it shows that the respondents in this study, namely consumers of Na koa Panjaitan Malang, had the most recent education history of high school 42 respondents with a percentage of 41%, the last educational history of Diploma was 7 respondents with a percentage of 6.7%, the last educational history S1 was 41 respondents with a percentage of 39%, last educational history of Masters was 11 respondents or 10.5%, PhD history was 1 respondent or 0.8% and Other was 3 respondents or 2%. This means that most Nakoa Panjaitan consumers Malang has a history of recent education at SMA/MA/SMK

3. Income

No	Income	Number of Respondents (People)	percentage (%)
1	< Rp 500.000	17	16,2
2	Rp 500.000-1.000.000	13	12,4
3	Rp 1.000.000-2.000.000	19	18,1
4	Rp 2.000.000-3.000.000	19	18,1
5	Rp 3.000.000-5.000.000	21	21
6	> Rp 5.000.000	16	14,2
Total		105	100

Based on the table, it shows that the respondents in this research, namely coffee consumers in Nakoa Panjaitan Malang, have the most monthly income of <Rp. 500,000 as many as 17 respondents with a percentage of 16.2%, income of Rp. 500,000 - 1,000,000 as many as 13 respondents with a percentage of 12.4%, income Rp. 1,000,000-2,000,000 as many as 19 respondents or 18.1%, income Rp. 2,000,000- 3,000,000 as many as 19 respondents or 18.1%, income Rp. 3,000,000- 5,000,000 as many as 21 respondents or 21%, and income > Rp. 5,000,000 as many as 16 respondents or 14.2%. This means that most consumers who buy Nakoa Panjaitan Malang coffee have an average monthly income of Rp. 3,000,000- 5,000.00

4. Number of Family Members

Number of Family Members	Total	percentage (%)
1-2 Members	19	18,2
3-4 Members	43	4,8
More then 5 members	43	41
Total	105	100

Based on the table, it can be seen that the majority of respondents have more than 5 family members with a percentage of 41% or 44 people. This shows that the majority of families owned by each respondent are more than 5 members.

3.2. Factors influencing the purchase of coffee in Nakoa Panjaitan Malang

1. Normality

One-Sample Kolmogorov-Smirnov Test										
		Gender	Family member	Education	Income	Price	Product	Promotion	Place	Fees paid
N		105	105	105	105	105	105	105	105	105
Normal Parameters[a,,b]	Mean	1.5	4.24	3.24	3510	5.79	8.984	5.543	6.09	79.7
	Std. Deviation	0.502	1.707	1.156	5062.605	1.424	1.9629	1.5706	1.4541	109.467
Most Extreme Differences	Absolute	0.343	0.146	0.269	0.279	0.206	0.132	0.184	0.189	0.309
	Positive	0.343	0.146	0.267	0.279	0.115	0.083	0.106	0.166	0.231
	Negative	-0.338	-0.13	-0.269	-0.276	-0.206	-0.132	-0.184	-0.189	-0.309
Kolmogorov-Smirnov Z		0.534	0.817	0.433	0.511	0.686	0.688	0.487	0.794	0.713
Asymp. Sig. (2-tailed)		0.938	0.516	0.992	0.956	0.735	0.732	0.971	0.554	0.69
a. Test distribution is Normal.										
b. Calculated from data.										

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The Normality Test is a test of the distribution of data to be analyzed, whether the distribution is below the normal curve or not. The method used in this study uses the One-Sample Kolmogorov-Smirnov test method, to determine whether the distribution of data is normal or not. The residuals are said to be normally distributed if the significance value is more than 0.05 (Sig > 0.05). Following are the results of the normality test using the Kolmogorov-Smirnov One-Sample: Referring to the above test results obtained from the Kolmogorov-Smirnov One-Sample Test, it can be ascertained that the distribution is normal, considering that the significance value is greater than 0.05, which is 0.938 for this case, then the data is normal.

2. Autocorrelation

Model Summary[b]

Model	Durbin-Watson
1	1.988[a]

The Durbin-Watson statistical value is 1.988, the interpretation of this value is included in the context of the Durbin-Watson test which is used to detect autocorrelation (serial correlation) between residues in a regression model.

3. Multicollinearity

Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
Gender	.935	1.069
Family members	.857	1.167
Education	.963	1.038
Income	.936	1.069
Price	.953	1.050
Product	.927	1.078
Promotion	.876	1.141
Place	.864	1.158

ı. Dependent Variable: Fees paid

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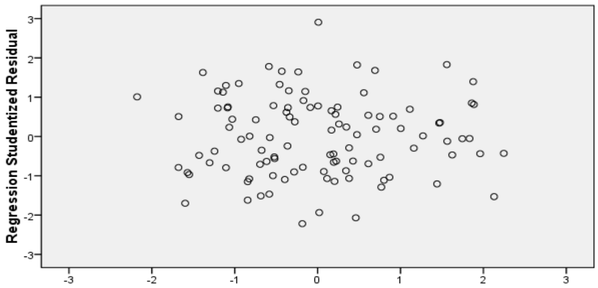
There is no multicollinearity between independent variables in the regression model, based on the findings of the SPPS statistical test above. Considering that the variance inflation factor (VIF) value is less than 10 and the tolerance value for all independent variables is more than 0.05. A successful multicollinearity test will not show any correlation between the independent variables and the dependent variable. This can be seen from the variance inflation factor or tolerance value mentioned above.

4. Heteroscedasticity

Scatterplot

Dependent Variable: Biaya yg dibayarkan



Based on the picture above, it can be seen that the distribution of residuals is consistent over the range of values, so heteroscedasticity does not occur.

5. Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	105	1	2	1.50	.502
Family members	105	1	11	4.24	1.707
Education	105	1	6	3.24	1.156
Income	105	500	46000	3510.00	5062.605
Pricing	105	1.5	7.5	5.790	1.4240
Product	105	2.3	11.7	8.984	1.9629
Promotion	105	1.5	7.5	5.543	1.5706
Place	105	1.5	7.5	6.090	1.4541
Fees paid	105	25	950	79.70	109.467
Valid N (listwise)	105				

From the descriptive statistics above, it can be seen that the mean value is smaller than the standard deviation, thus predicting good results for the model.

3.3. Multiple Linear Regression

1. Coefficient of Determination Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549[a]	.301	.243	.520

a. Predictors: (Constant), place, promotion, gender ,family members, income, education , product, price

From the description above, the ability of the independent variables used in this research to explain the dependent variable can only be explained by 24.3% of the independent variables, in accordance with the determinant to see the magnitude of the influence of x on y, obtained from customized r Square multiplied by 100 (30.1 %). Variables outside the scope of this study may account for the remaining 69.9%.

An R-Square value of 30.1% indicates that your independent variable explains a small portion of the variability in the dependent variable, leaving most of the variation unaccounted for. Further analysis and consideration of other factors may be needed to better understand and model the relationships between variables in research.

2. F Test Results

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regressin	11.208	8	1.401	5.174	.000[a]
Residual	25.992	96	.271		
Total	37.200	104			

a. Predictors: (Constant), Place, Promotion, Gender, family members, gander, education, Product, Price

The F test determines whether x (the independent variable) has an impact on y simultaneously (the dependent variable). This test shows the impact of the combined model of independent variables on the research dependent variable. The results of the research show that the sig/p value = 0.000 < 0.05 indicates that there is a sizable influence of X simultaneously on Y

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3. Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.185	.447		13.836	.000
Gender	-.385	.103	-.323	-3.722	.000
Family members	-.026	.032	-.074	-.810	.420
Education	-.208	.048	-.401	-4.293	.000
Income	4.138E-9	.000	.035	.386	.700
Price	.107	.062	.255	1.717	.089
Product	-.077	.044	-.251	-1.763	.081
Promotion	.030	.035	.080	.877	.383
Place	-.089	.049	-.216	-1.829	.070

a. Dependent Variable: fees paid

The multiple linear regression equation used for predicting fees paid at Nakoa Panjaitan Malang is:
Y = 6.185 - 0.385x1 - 0.026x2 - 0.208x3 - 0.000.4138x4 - 0.107x5 - 0.077x6 + 0.030x7 - 0.089x8.
Here's a concise interpretation of the coefficients:
- The constant term (a) is 6.185, representing the fees paid when all independent variables are assumed to be zero.
- Coefficient b1 (-0.385) signifies that gender (x1) has a negative influence on fees paid.
- Coefficient b2 (-0.026) suggests that the number of family members (x2) negatively affects fees paid.
- Coefficient b3 (-0.208) indicates that higher education levels (x3) lead to lower fees paid.
- Coefficient b4 (-0.000.4138) suggests that income (x4) has a negative effect on fees paid.
- Coefficient b5 (-0.107) means that price (x5) negatively impacts fees paid.
- Coefficient b6 (-0.077) shows that product perception (x6) negatively influences fees paid.
- Coefficient b7 (0.030) indicates that promotional activities (x7) have a positive effect, increasing fees paid.
- Coefficient b8 (-0.089) suggests that the perception of place (x8) negatively affects fees paid at Nakoa Panjaitan Malang.

4. T test

Variabel	Nilai	Status
The gender variable (x1) influences the fees paid at Nakoa Panjaitan Malang.	thitung =-3.722 Sig T =0,000	Signifikan
The variable number of AKs (x2) has no effect on the fees paid at Nakoa Panjaitan Malang.	thitung = -810 Sig T =0.420	Not significant
The last education variable (x3) influences the fees paid at Nakoa Panjaitan Malang.	thitung =-4.293 Sig T =0.000	Signifikan
The income variable (x4) has no effect on the fees paid at Nakoa Panjaitan Malang.	thitung =0,386 Sig T =0,700	Not significant
The price variable (x5) has a significant effect on the costs paid at Nakoa Panjaitan Malang	thitung =1,717 Sig T =0,089	Not significant
The product variable (x6) has a significant effect on the costs paid at Nakoa Panjaitan Malang	thitung =-1,763 Sig T =0,081	Not significant
The promotion variable (x7) influences the fees paid at Nakoa Panjaitan Malang.	thitung = 0.877 Sig T =0.383	Not significant
The location variable (x8) influences the fees paid at Nakoa Panjaitan Malang.	thitung = -1.829 Sig T =0.070	Not significant

The T test is the same as the F test, but the x variable is tested separately (partially). The T test is a statistical analysis used to evaluate whether there is an influence of each or one independent variable separately, as seen in the table above, on the dependent variable in question. It can also be used to test the significance of parameter values from regression results and see the positive or negative relationship of each independent variable to the dependent variable. Interpretation of the T test results with SPSS can be seen below for each independent variable:

a. X1=.0000<0.05 There is a positive relationship between variables
b. X2=.420>0.05 There is no positive relationship between variables
c. X3=.0000<0.05 There is a positive relationship between variables
d. X4 = 0.700>0.05 There is no positive relationship between variables
e. X5 =.089<0.05 There is no positive relationship between variables
f. X6=.081<0.05 There is no positive relationship between variables
g. X7=383>0.05 There is no positive relationship between variables
h. X8=.070<0.05 There is no positive relationship between variables

i.

D. CONCLUSION:

In conclusion, research conducted at Nakoa Panjaitan Malang highlights the factors that influence consumer purchases. The analysis shows that variables such as gender, education level, and perceived quality of place have a significant impact on consumer spending. Specifically, male consumers tend to spend less than female consumers, higher levels of education are correlated with reduced spending, and lower perceptions of place quality are associated with lower spending.

However, certain variables such as number of family members, income, product price, product quality, and promotional activities were found to be statistically insignificant in influencing consumer purchases. Even though these factors are less statistically significant, it is recommended for Nakoa Panjaitan Malang to maintain and explore these factors to potentially improve their marketing strategy and serve a wider range of consumers.

E. SUGGESTIONS:

Based on the research findings, here are some key suggestions:

1. Customized Marketing: Nakoa Panjaitan Malang should tailor its marketing strategies based on consumers' gender and education levels. For instance, it can create gender-specific promotions or offer educational discounts to cater to specific customer segments.

2. Family-Oriented Deals: While family size may not significantly impact purchases, Nakoa Panjaitan Malang can introduce family-friendly packages or special offers to attract a wider audience, considering the popularity of family outings.

3. Venue Upkeep: Despite the statistically insignificant impact of perceived venue quality on spending, it's crucial for the company to continuously invest in maintaining and enhancing its facilities to ensure a positive overall customer experience.

4. Advanced Research: Future research should explore additional variables like consumer preferences, lifestyles, or geographical factors. Implementing advanced econometric methods such as Logit models for discrete choice analysis and Tobit models for censored data can provide deeper insights into consumer behavior, helping Nakoa Panjaitan Malang refine its marketing and operational strategies.

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