

THE INFLUENCE OF SHARIA MARKETING MIX ON DECISIONS PURCHASE IN REVOLUTION 4.0

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Abstract

This study aims to determine the effect of the Islamic marketing mix on purchasing decisions in the era of revolution 4.0 at the Bintang Bromo Store, Medan. The population in this study were 60 respondents with the determination of the sample using the saturated sample technique. The data analysis technique that the writer uses in this research is descriptive quantitative. The data collection used is by using a questionnaire given to the respondents. The data analysis technique used is simple linear regression, with $Y = 9.215 + 0.630 X + e$, meaning that the Islamic marketing mix has a significant influence on the purchasing decision variables. The results of the t hypothesis test showed that the value of $t_{count} > t_{table} = 22,196 > 1,671$. Because the value of t_{count} is greater than t_{table} , the hypothesis is accepted. So, it can be concluded that the hypothesis that the variable (X) has been proven or in other words there is a significant effect between the variable (X) on the variable (Y). And based on the coefficient of determination test (R²) of 0.895 or with a percentage of 89.5%, it means that the sharia marketing mix is very influential on purchasing decisions, while the remaining 10.5% is influenced by other variables not examined in the research.

Keywords: *Sharia Marketing Mix and Purchasing Decision, Revolutionary Era 4.0*

1. INTRODUCTION

1.1 BACKGROUND

The world is entering the fourth world industrial revolution or the 4.0 revolution era where technology has become the basis of human life. Everything becomes limitless and unlimited due to the development of the internet and digital technology. The technological revolution has had a tremendous impact on human life. Change for change is also growing rapidly and reaches the community broadly and deeply. Such conditions make changes in the power of customers, thus making the market change.

Marketing is the spearhead of the company in an effort to maintain survival, develop, and increase profits. The concept in marketing (marketing) is part of the form of muamalah that is allowed by Islam as long as the process still obeys the rules and stays away from prohibitions. Marketing (marketing) has an important role in the business map in a company.

The sharia marketing mix is actually the same as the conventional marketing mix, the difference lies in its implementation. because each variable element in the sharia marketing mix is based on an Islamic perspective. Sharia marketing is marketing that puts forward the values of justice and honesty and adheres to the Qur'an and authentic hadith. So that all transaction processes are protected from things prohibited by sharia provisions. In sharia marketing, the company is not only profit-oriented, but also oriented to other goals, namely blessing. And solely to gain the pleasure of Allah SWT (Huda Hudori, Fahlevi, Badrussa'diyah, Mazaya and Sugiarti, (2017).

According to Kotler and Keller (2018), purchasing decisions are the stage of consumer evaluation of forming preferences between brands in a collection of choices. Consumers in making decisions to buy a product offered are influenced by their perceptions of the product, price, promotion, and place/location (marketing mix), which has been applied by the company so far (Kotler and Armstrong, 2018).

Likewise, what happened to the Bintang Bromo Medan Store which sells electronics such as

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washing machines, refrigerators, fans, dispensers, confection tools, and others always considers halal and the benefits with using the sharia marketing mix in sales activities to attract consumers, not just aiming for profit or profit. And because the world is entering the 4.0 revolution era, sales should be expanded with a digitalization system using the internet.

Like the products offered and sold at this store, all of them are new products, still sealed and guaranteed, not used products that are packaged as if they are new, to comply with Islamic religious law, namely halal and quality.

In the promotion aspect, you must follow the law of product promotion in accordance with the perspective of Islamic law. In Islamic economics, promoting a product through advertising, truth and honesty are the basic values of Islamic economics. Islam strictly forbids lying in any form. Therefore, every manager must be honest, true and straight in carrying out promotions in accordance with the advertisements displayed. Likewise, what happened at this store, all information about the goods that consumers will buy are all explained honestly according to the actual facts, without any additional information that is not true. This store also provides promotions in the form of souvenirs to consumers who shop for more than 1 electronic item, but does not provide discounts/rebates, this is because the prices offered by this store are relatively cheap.

Then the location / place, this store is strategically located because it is on the side of the Bromo Ujung road so that consumers are easy to find. However, the less spacious parking lot tends to be narrow making consumers complain if they want to shop at this store.

Companies that have the right marketing strategy will make the company have the right direction and goals so that they can make decision consumer purchases to buy is increasing. Companies must be able to utilize the elements of the marketing mix (marketing mix), namely product, price, distribution/location, and promotion which are commonly called the 4Ps (product, price, place, promotion) (Aliefia Hanifaradiz and Budhi Satrio, 2016).

In the 4.0 revolution era, this store should be able to provide easy access to purchases for its consumers, in line with the development of the internet, a new understanding of the marketing paradigm emerged in the form of a modern market/consumer-oriented marketing concept or a marketing revolution in the form of an electronic marketplace. In the business context, internet marketing has a transformational impact that creates a new paradigm in business, in the form of digital marketing

However, even though the world has entered the 4.0 revolution era, this store only makes the purchase process offline. The offline way is by coming directly to the store to shop. You can also order by phone and the store courier will deliver the order to the customer's address but this is only for customers who are already known and not intended for all consumers. With the payment system, you can transfer or cash when the goods have been received and checked that they are functioning properly at the customer's address. This store does not yet have a website and has not registered its store on various marketplaces.

Therefore, researchers are interested in conducting research with the title: The Effect of the Islamic Marketing Mix on Purchase Decisions in the 4.0 Era of Revolution at the Bintang Bromo Store in Medan.

1.2. Problem Formulation

Based on the background of the problem above, the problems in this study are: Does the sharia marketing mix have a positive and significant effect on purchasing decisions in the 4.0 revolution era at the Bintang Bromo Store Medan

1.3. Purpose Study

The objectives of the research are as follows: To find out whether there is an influence of the sharia marketing mix on purchasing decisions in the 4.0 revolution era at Toko Bintang Bromo Medan.



1.4. Problem Solving Approach

To improve the sharia marketing mix in the 4.0 revolution era towards purchasing decisions. So companies must participate in developing, along with the development of the internet regarding the marketing paradigm, namely in the form of a modern market/consumer-oriented marketing concept or a marketing revolution in the form of an electronic marketplace in order to provide benefits to the company and can also provide convenience to consumers. With this research, it is hoped that it can be a means of information or input for companies in terms of the sharia marketing mix in the 4.0 revolution era.

2.METHOD

This research was conducted on the consumers of Bintang Bromo Store Medan. The nature of this study uses quantitative descriptive analysis with a population of 60 respondents who shop at the Bintang Bromo Store Medan and the sampling technique uses saturated sampling. The data collection technique carried out in this study was by providing a list of statements to respondents by preparing a set of questions that were arranged systematically and standards given to respondents to be answered about the variables studied. This study used Validity Test, Reliability Test, Simple Regression Analysis, T Test and Coefficient of Determination Test. The data obtained from the results of the study after tabulating the data,

3.RESULTS AND DISCUSSION

3.1.Results of Simple Linear Regression Analysis

The results of the regression analysis using SPSS can be seen in the following table: Table 5.4 Simple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Si g.
	B	Std. Error	Beta		
(Constant)	9.215	1.189		7.752	.000
sharia teachings (X)	.630	.028	.946	22.196	.000

a. Dependent Variable: Purchase Decision (Y)

Based on table 5.4 above, there are several columns in the Coefficients table above. What to pay attention to when looking for equations regression linear the multiple is column 'B'. In column B the value (Constant) is 9,215, Sharia Marketing Mix (X) (0.630). So when written down, the simple linear regression equation from this study is: $Y = a + bX + e$

The simple linear regression equations in this study are:

$$Y = 9.215 + 0.630 X + e$$

The multiple linear regression equation can be interpreted as follows:

1. The value of constant (a) is 9.215. This means that if the sharia marketing mix variable (X) is 0, then the value is positive, which is 9.215.
2. The regression coefficient value of the Islamic marketing mix variable (X) is positive, which is 0.630. This means that if there is an increase in the Islamic marketing mix (X) by

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1%, the purchase decision will increase by 0.630 assuming other variables are constant.

3.2. Partial Test Results (T Test)

The results of the partial test using SPSS can be seen in the following table:

Table 5.5 Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Si g.
	B	Std. Error	Beta		
(Constant)	9.215	1.189		7.752	.000
Islamic Marketing Mix (X)	.630	.028	.946	22.196	.000

a. Dependent Variable: Purchase Decision (Y)

The output from table 5.5 above can be seen from the t-count value obtained by each variable. By using a significance level of 5% and obtained a t-table value of 1.671, using the formula *Degree Of Freedom*(df).

$$df = n - k$$

$$df = 60 - 2 = 58$$

Where:

n = many observations

k = number of variables (free and dependent).

The test results regarding the influence of the Islamic marketing mix on purchasing decisions in the era of revolution 4.0 are as follows:

Islamic Marketing Mix (X) which affects Purchase Decision (Y) The results of the analysis obtained the t value for the Islamic marketing mix variable (X) of 22,196 when compared to the t table value of 1,671.

3.3. Coefficient of Determination (R²)

Table 5.6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946a	.895	.893	.864

a. Predictors: (Constant), Sharia Marketing Mix (X)

b. Dependent Variable: Purchase Decision (Y)

Based on Table 5.6 above, it can be seen that the R value shows a simple correlation, namely the sharia marketing mix is 0.946 or 94.6%. This means that the relationship is close, the larger R means the closer the relationship. R square (R²) or the square of R shows the coefficient of determination is 0.895 or 89.5%, meaning that the percentage of the Islamic marketing mix has an effect on purchasing decisions. Used for one independent variable, while more than one independent variable should use Adjusted R Square. Adjusted R Square is the value of R² that is adjusted so that the image is closer to the quality of the assessment model in the population. From the table above, it can be read that Adjusted R Square (R²) is 0.893 or 89.3% while the remaining 10.7% is explained by other factors. Standard Error of The Estimated is a measure of prediction error. The Standard Error of The Estimated can also be called the standard deviation. In this case the value is 0.864. The smaller the standard deviation, the better the model.

3.4. Discussion

This study aims to determine whether there is an influence of the Islamic marketing mix on purchasing decisions in the 4.0 Revolution Era at the Bintang Bromo Store, Medan.

In this study, the authors used quantitative descriptive analysis with a population of 60 respondents who shopped at the Bintang Bromo Store in Medan and the authors used saturated sampling in determining the sample. This study was used by distributing questionnaires to consumers at the Bintang Bromo Store Medan, to find out the results study writer using Validity Test, Reliability Test, Simple Regression Analysis, T Test and Coefficient of Determination Test. From the results of research conducted, it can be seen that the Islamic marketing mix has a positive and significant influence on purchasing decisions. The results of this study are in accordance with the research: Nur Uzlifah (2019), entitled The Effect of Sharia Marketing Mix and Brand Image on Purchasing Decisions at the Mie Darmo Surabaya Council with the research results showing that partially the Sharia Marketing Mix and brand image each have a positive influence on buying decision. And simultaneously Islamic Marketing Mix and brand image together have a positive and significant effect on purchasing decisions.

4. CONCLUSIONS AND SUGGESTIONS

4.1. Conclusion

1. The results of the analysis obtained the value of t arithmetic for the Islamic marketing mix variable (X) of

22,196 when compared to the t table value of 1,671. Then the calculated t obtained is greater than the value of t table or 22,196

>1.671, then it is also seen that the value of sig is smaller than the probability value of 0.05 or 0.000 <0.05 then Ho is rejected and Ha is accepted so that the X variable has a contribution to Y. A positive t value indicates that X has a direct relationship with Y. So it can be concluded that it can be concluded that the Islamic marketing mix variable has a positive and significant effect on purchasing decisions.

2. It is known that the value of R square shows a simple correlation, namely the sharia marketing mix is 0.946 or 94.6%. This means that the relationship is close, the larger R means the closer the relationship. R square (R²) or the square of R shows the coefficient of determination is 0.895 or 89.5%. Adjusted R Square is the value of R² that is adjusted so that the image is closer to the quality of the assessment model in the population. From the table above, it can be read that Adjusted R Square (R²) is 0.893 or 89.3% while the remaining 10.7% is explained by other factors. Standard Error of The Estimated is a measure of prediction error. The Standard Error of The Estimated can also be called the standard deviation. In this case the value is 0.864. The smaller the standard deviation, the better the model.

4.2. Suggestion

1. For the owner of the Bintang Bromo Store, promotions should be further increased to be able to

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make consumers make purchasing decisions at the Bintang Bromo Store.

2. For the owner of the Bintang Bromo Store, I hope that in the future it will be more successful so that it can provide a large parking space so that it can make consumers comfortable when they want to shop at this store.

3. For the owner of the Bintang Bromo Store, in the 4.0 revolution era, they must have a website and register their store in various marketplaces, by registering their store in various marketplaces this will provide benefits to this store and can also provide convenience to all its consumers.

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