

## **EFFECT OF MARKETING MIX (7P) ON DECISION OF CONSUMER SELECTION IN NY DENTAL CLINIC OF SURABAYA CITY**

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### **ABSTRACT**

*This study aims to analyze the influence of product, price, place, promotion, people, physical evidence, process to the purchase decision. This study used seven independent variables are product, price, place, promotion, people, physical evidence, process with one dependent variable, namely the purchase decision. In connection with the purchase decision, in this study focuses on factors that could cause consumers to make purchase decisions, namely product factor, price, place, promotion, people, physical evidence, process. The data in this study were collected through questionnaires and implemented to 92 consumers of NY Dental Clinic as the study sample. Data analysis methods used are quantitative analyzes, the test reliability and validity, the classical assumption test, t test and F test, coefficient of determination as well as multiple linear regression analysis. Based on the results of data analysis, showed that: product variables have significant and positive influence on purchase decisions, price variables have positive and significant impact as well as having the greatest influence on purchase decisions, place the variable has a negative and significant influence on purchase decisions, promotion variables have a positive influence and significant impact on purchasing decisions, people variables have a negative influence and significant impact on purchasing decisions, physical evidence variables have a positive influence and significant impact on purchasing decisions, process variables have a positive influence and significant impact on purchasing decisions*

**Keywords** : Product, Price, Place, Promotion, People, Physical Evidence, Process marketing mix, purchasing decisions

### **INTRODUCTION**

Dental and oral health is the initial gateway of body health. However, we often underestimate this problem. And as we know, the teeth and mouth is the gate entrance of germs and bacteria that can interfere with the health of other organs. The problem of cavities is still widely complained by both children and adults and can not be left to severe because it will affect the quality of life where they will experience pain, discomfort, disability, acute and chronic infections, eating and sleeping disorders and have a high risk to be treated In hospitals, leading to high medical expenses and reduced schooling time.

This shows the low dental health of the Indonesian population and the lack of public knowledge of oral health that will affect the quality of life of the community, therefore, to improve dental and oral health and general health of the Indonesian population, the community will be more

aware and energized To maintain health if there are many health facilities to support them. Health facilities include hospitals, health centers, health clinics, as well as private practice.

One of the clinical concepts under development is dental clinics that provide dentists according to their respective specialists. Every patient who comes will get treatment by a dentist who is specialist in his field. For example, patients requiring the manufacture of dentures will be treated by a specialist dentist prosthodontics (denture specialist), patients requiring braces will be treated by an orthodontic dentist specialist (dental specialist), patients requiring gum care and a dental support network Treated by a dentist specialist periodonsia. This is very good because complaints will be resolved in accordance with the duties and competencies of each dentist, as well as avoiding malpractice. The city of Surabaya as the second largest city in Indonesia has a population of about 2.7 million people, has only about 2,000 dentists. This number continues to increase along with the many new dentistry graduates.

Marketing Mix made by dental clinic can influence consumer decisions in performing dental care in a dental clinic. Kotler's marketing concept according to Kotler is a combination of controlled marketing variables, which are used by a company to achieve a certain level of sales on a target market. Marketing Mix (7P) consists of Product-Price-Place-Promotion-People-Physical Evidence-Process. The seven elements of 7P are the main elements that must be really considered to achieve marketing objectives

Three success criteria that can be used as a benchmark for the achievement of goals are able to survive (survival), growth (growth), and generate profit (profitability). Survival is the ability of organizations to find alternatives to pioneer the form of professional health services. Growth is the ability of the organization to develop its business to survive in the competition and improve the quality of service, while profitability is the ability of business organizations to support the improvement of welfare. Achieving these three goals, is a long-term plan that can be achieved within a certain time. Successive goals to be achieved are survival, growth, and profitability

Dental Clinic has a new concept compared to conventional dentist practice. Dental clinic requires the right marketing strategy for consumers willing to visit and do maintenance. Kotler says that today's service providers realize that it is unlikely to attract all consumers in the market or at least all buyers in the same way. By knowing the marketing elements that really affect the consumer's decision, the clinic owner can determine the right steps to improve the profitability of his clinic business and survive the increasingly tight competition in the city of Surabaya.

## **LITERATURE REVIEW**

Marketing mix (Marketing mix) has an important role in influencing consumers in order to buy a product or service offered by the company. The elements of the marketing mix consist of all the variables that a company can control to satisfy consumers. Understanding the marketing mix according to Buchari Alma (2011: 130)

"Marketing mix is a strategy of mixing activities marketing, to look for the maximum combination to bring the most satisfying result ".According to Zeithaml and Bitner (2013: 48)"The marketing mix is the organizational elements of a company which can be controlled by the company in communication with guests and to satisfy guests ". Meanwhile, according to Kotler and Armstrong (2012: 92) "Marketing mix is good marketing tool is a set of products, pricing, Promotion, distribution, combined to produce the desired response of the Target market "

All three definitions can be concluded that the marketing mix is a good marketing tool that resides within a company, where the company is able to control it in order to influence the target market response.

A set of marketing tools contained in the marketing mix is known in terms of 4P, product, price, place or promotion, and promotion (marketing) has several additional marketing tools such as people ( People), physical evidence (physical facilities), and process (process), so known by the

term 7P, it can be concluded marketing service mix of product, price, place, promotion, people, physical evidence, and process. The understanding of 7P by Kotler and Armstrong (2012: 62)

#### 1. Products

The product is something that can be offered to the market to get attention, purchase, use, or consumption that can meet the wants or needs, whereas according to Private (1984) the product is a complex nature, both palpable and intangible, including wrap, , Prestige prices of retail companies, corporate services and retailers received by buyers to satisfy their wants and needs (Suliyanto, 2010). The product level is divided into five, namely: (1) Core benefit product, (2) Generic / Basic product, (3) Expected product, (4) Augmented product, and (5) Potential product.

Products offered to the market can be in the form of goods and services. Based on the purpose of its use, goods can be grouped into two, namely consumer goods and industrial goods. Consumer goods are goods purchased for the purpose of consuming directly, while industrial goods are goods purchased for the purpose of processing again for industrial purposes (Suliyanto, 2010: 83).

#### 2. Price / Price

Price is the amount of money or goods needed to get a combination of other items accompanied by the provision of services. Determining the price level is crucial to the success of a business. Therefore, an in-depth analysis of the factors that determine the price level is needed to determine the price. In general, companies set the price level using several pricing approaches (Suliyanto, 2010: 87).

#### 3. Place / Place or Distribution

Distribution is all the activities undertaken by the company with the aim of making the product needed and desired by the consumer can be young obtained at the right time and place, while the distribution channel is a channel used to channel goods from the producers to the hands of the end consumer. Determination of location and channel used to deliver product to consumer's hands included in distribution scope (Suliyanto, 2010: 91).

Location planning is one of the first steps to be taken before the company starts operating. The purpose of location planning is to determine the location of a company or place of business as best as possible in order to operate or run the process of production / service smoothly, low operating costs, the ability to compete companies and enable future expansion, even in this era of globalization, Location planning can make a complex problem. Various location alternatives that must be considered by looking at the borders of the State, because the planning of the location of a business / company in this globalization era began to penetrate cross border Country (Sunyoto, 2014: 241-242)

#### 4. Promotion

The definition of promotion by Stanton (2004) is a combination of advertising, personal selling, and other promotional tools designed to achieve sales program objectives, while Kotler (2012) defines promotion as all activities the company undertakes to communicate and promote products to target markets (Suliyanto , 2010: 94).

#### 5. People

People are all actors who play an important role in the presentation of services so that it can affect buyer's perception. Elements of people are employees of companies, consumers, and other consumers. All employee attitudes and actions, how to dress employees and the appearance of employees have an influence on the success of service delivery. (Lupiyoadi and Hamdani, 2008).

#### 6. Physical Evidence

is a real thing that also influences consumer decisions to buy and use products or services offered. Elements included in physical facilities include environmental or physical buildings, equipment, supplies, logos, colors and other items. (Lupiyoadi and Hamdani, 2008)

## 7. Process

Process is all the actual procedures, mechanisms, and flow of activities used to deliver services. This element of the process means something to deliver services. Process in services is a major factor in the marketing mix of services such as service customers will be happy to feel the delivery system as part of the service itself. Based on these explanations about the marketing mix, it can be concluded that the marketing mix has elements that are very influential in sales because these elements can affect consumer interest in making purchasing decisions. (Lupiyoadi and Hamdani, 2008)

### **Effect of Marketing Mix (7P) on Purchase Decision**

Every marketer will try to find information about the needs of each prospective consumer, while consumers seek information and benefits of a product or service. Consumers interpret the product or service as an urgent need or need in the future. Each consumer will know the information of a product or service through promotional activities undertaken company. Every company will try to give good promotion to its consumer, Consumer will be easy to get information about the product or service by through personal selling activity. Personal selling can affect consumer responses to a product or service, because the activities of personal selling is a promotional activity conducted between marketers and consumers directly without intermediaries (face to face) between the two sides. Each potential consumer can provide a direct perception of the product or service offered. Consumers will be influenced by personal selling activities because through personal selling activities every marketer can provide information widely, persuade, influence and invite the consumer to take action in purchasing decisions (Kertajaya, 2006).

Every consumer through stages in deciding the purchase of a product or service. Some of these stages include the introduction of a problem to be able to know the needs they need in terms of benefits, the function of the product or service to be selected. Information about it can be obtained from various sources such as promotional activities through print media advertising, electronic media and various other promotional media or through personal selling, in addition to that information can also be obtained through friends, family and nearest neighbors. Some information already in the can, obtained several alternative choices about all benefits of the product or service, then consumers make an assessment of alternative products or services with benefits and information in it. (Kertajaya, 2006).

Personal selling will affect the consumer through any information obtained about the benefits of the product or service. Consumers will be able to inquire directly what is not understood about the product or service to marketers, so consumers will feel a positive affinity with marketers, so that it will affect consumers in the long term. Personal selling has a big influence on consumer purchasing decisions. (Kertajaya, 2006).

### **RESEARCH METHODS**

The research to be carried out includes the type of quantitative research. The analysis is done by using explanatory test that is to test the causal relationship between marketing free mix variable (7P) ie product-price-place-promotion-people-physical evidence-process to the dependent variable that is dental clinic decision decision in Surabaya city.

The location of this research is the NY Dental Clinic located on Dharmahusada Indah street, Surabaya. Population is a complete group of elements, which are usually people, objects, transactions, or events that serve as the object of research (Kuncoro, 2009: 103). In a study population, although having the same elements, the population can have different characteristics, such as age, education, employment, number of children, basic salary, and so on

(Supranto, 2008: 22). The population of this study was patients in Novendy Dental Clinic total 120 people.

This research will use purposive sampling method, that is sample determination technique with special consideration so it deserves to be sampled (Sugiyono, 2010). Criteria to be sampled that is end user with age 18 years and above or considered able to fill questioner and willing to fill questioner. Samples were taken at dental clinic hours determined in June 2016. Data collection was done on weekdays. The selected respondents were taken at open clinic hours until the required number of respondents was met.

The minimum number of samples calculated from the dental clinic by using the Slovin formula is the amount of sample data to be taken (92 respondents).

## RESULTS AND DISCUSSION

Multiple linear regression equation is used in order to see whether or not the influence of independent variables are Product, Price, Location, Promotion, Person, Atmosphere, and Process on dependent variable that is Consumer Selection Decision in NY Dental Clinic. Measurements were made using SPSS 16.0 software and obtained the following results:

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.043	.049		21.386	.000		
X1	.265	.074	.394	3.574	.001	.450	2.222
X2	.091	.040	.155	2.300	.024	.393	2.543
X3	-.082	.028	-.170	-2.886	.005	.592	1.689
X4	.120	.033	.196	3.626	.001	.941	1.062
X5	-.170	.038	-.289	-4.450	.000	.398	2.514
X6	.245	.071	.383	3.463	.001	.676	1.478
X7	.188	.059	.317	3.196	.002	.897	1.115

a. Dependent Variable:

Y

The regression equation above can be explained as follows:

1. Product regression coefficient variable (X1) of 0.265 means that if other variables are fixed and the product will rise one point, then the Decision of Dental Clinic Selection will rise by 0.265. Coefficient of positive value means there is a positive relationship between the Product with dental clinic selection decision. The higher the coefficient of the product the higher the decision of dental clinic selection.

2. Regression coefficient of Price variable (X2) is 0.091 means that if the other variable is fixed and Price will rise one point, then Decision of Dental Clinic Selection will increase by 0.091. Coefficient of positive value means there is a positive relationship between price with dental clinic selection decision. The higher the price coefficient the higher the decision of dental clinic selection.
3. The regression coefficient of Location variable (X3) is -0.082 means that if the other variable is fixed and Location will rise one point, then Decision of Dental Clinic Selection will decrease by 0.082. Coefficient of negative value means there is a negative relationship between the Location with dental clinic selection decision. The higher the location coefficient, the lower the dental clinic decision.
4. Regression coefficient of Promotion variable (X4) of 0.120 means that if other variable is fixed value and Promotion will rise one point, then Decision of Dental Clinic Selection will rise equal to 0.120. Coefficient of positive value means there is a positive relationship between Promotion with dental clinic selection decision. The higher the promotion coefficient the higher the decision of dental clinic selection.
5. The variable regression coefficient Person (X5) of -0.170 means that if other variables are fixed and People will rise one point, then the Decision of Dental Clinic Selection will decrease by 0.170. Coefficient of negative value means there is a negative relationship between People with dental clinic selection decision. The higher the person coefficient the lower the decision of dental clinic selection.
6. The regression coefficient of Physical Evidence (X6) variable equal to 0.245 means that if the other variable is fixed and Atmosphere will rise one point, then Dental Clinic Selection Decision will rise by 0.245. Coefficient of positive value means there is a positive relationship between the atmosphere with dental clinic selection decision. The higher the atmosphere coefficient the higher the decision of dental clinic selection.
7. The regression coefficient of Process variable (X7) is 0.188 means that if the other variable is fixed and Process will rise one point, then Dental Clinic Selection Decision will rise by 0.188. Coefficient of positive value means there is a positive relationship between the process with dental clinic selection decision. The higher the coefficient of Process then the higher the decision of dental clinic selection.

## **CONCLUSION**

Based on the results of research and statistical analysis that have been done on the influence of Marketing Mix (7P) variables are Product (X1), Price (X2), Location (X3), Promotion (X4), Person (X5), Physical Evidence (X6) Process (X7) to the decision variables Dental Clinic selection, it can be concluded the results of this study are as follows:

- A. The product has a significant positive effect on the Dental Clinic selection decision. With these results, it can be concluded when the product is developed then the decision of dental clinic selection will increase, and vice versa.
- B. Price has a significant positive effect on the Dental Clinic selection decision. With these results, it can be concluded if there is a suitability price with consumers then the decision dental clinic selection will increase, and vice versa.
- C. Locations have a significant negative effect on Dental Clinic selection decisions. With these results, it can be concluded when the location is developed then the decision of dental clinic selection will decrease, and vice versa.
- D. Promotion has a significant positive effect on Dental Clinic selection decisions. With these results, it can be concluded when the promotion is developed then the decision of dental clinic selection will increase, and vice versa.

E. People have a significant negative influence on Dental Clinic selection decisions. With these results, it can be concluded that if people increase their age then the decision of dental clinic selection will decrease, and vice versa.

F. The Physical evidence has a significant positive effect on Dental Clinic selection decisions. With these results, it can be concluded when the physical evidence is developed then the decision of dental clinic selection will increase, and vice versa.

G. The process has a significant positive effect on the Dental Clinic selection decision. With these results, it can be concluded when the process is developed then the decision of dental clinic selection will increase, and vice versa.

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