
The Effect of Marketing Mix on Purchase Decision with Brand Image as Intervening Variable on Sippol Brand Hand Sanitizer Products

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Abstract

This study aims to determine whether there is an effect of marketing mix that refers to four elements product, price, place, promotion and brand image on purchase decision of Sippol hand sanitizer. The population in this study are the consumer of Sippol hand sanitizer. The sample in this study are 130 consumers of Sippol hand sanitizer with sampling technique using random sampling. Method of data collection using survey technique with questionnaires as instrument then the data is analyzed using PLS (Partial Least Square). The results of this study indicate that the marketing mix refers to four elements product, price, place and promotion also brand image has a positive significant effect on purchase decision. R Square value of brand image shows 41.5% which means that marketing mix product, price, place and promotion affect the brand image variable by 41.5%. Beside, purchase decision of Sippol hand sanitizer consumer has R square value 51.5% which means that product, price, place, promotion and brand image affect the purchase decision variable by 51.5%

Keywords: Marketing mix product, price, place, promotion, brand image, purchase decision

1. Introduction

The phenomenon of the Covid-19 pandemic that spreads massively has also caused an increase in anxiety about health among the community. Huge changes have occurred in people's lives due to this panic and the incessant campaigns and education of Clean and Healthy Living Behavior (PHBS) that have developed in communities where one of the One example is the high public interest and need for hand sanitizer and disinfectant products. Public purchases are made in large quantities, both for daily needs, as well as for health needs, including hand sanitizers and other personal protective equipment.

Since the increasing public awareness of the importance of Clean and Healthy Lifestyle (PHBS) which has an impact on increasing consumption of daily necessities such as household health supplies (PKRT), namely tools, materials, or mixtures of materials for maintenance and care for human health, which are intended for use in households and public facilities, one of which is hand sanitizer and disinfectant.

The existence of global economic development and trade provides an opportunity for producer companies to develop their business. The main requirement for a product to be accepted by consumers is that the product can meet the needs, tastes, desires of consumers. For this reason, it is necessary to understand consumer behavior that will make consumers have good information about the product.

According to Alma (2020: 102), the decision to buy someone who was originally influenced by the environment, culture, family and so on, will form an attitude in the individual, then make a purchase. Hand sanitizer the SIPPOL brand which was born during the Covid 19 pandemic in March 2020 which began with a disinfectant product with a special content of hydrogen peroxide that has received a recommendation from WHO. As a new brand in the field of household health supplies (PKRT), it is very interesting to conduct research on the determinants of purchasing decisions which include marketing mix factors and brand image of SIPPOL hand sanitizers.

2. Theoretical Review

2.1. Purchasing Decision

Priansa (2021:94), consumer buying behavior is a series of physical and mental actions experienced by consumers when they will make a purchase of certain products. from product choice (product advantages, product benefits, product selection), brand choice (consumer interest in brands, brand habits, price suitability), purchase channel choices (which are factors consumers choose due to the services provided, ease of getting product, the existence of adequate inventory), time of purchase (conformity with needs, perceived benefits, reasons for buying) and number of purchases (decision on the number of purchases, purchasing decisions for inventory).

2.2. Marketing Mix

According to Priansa (2021:10), four marketing strategies commonly called the 4P goods marketing mix consist of product, price, place (distribution channel) and promotion. Meanwhile, in service marketing, the service marketing mix is known as 7P which consists of product (product), price (price), place (distribution channel), promotion (promotion), people (human), process (process), and physical evidence (physical environment).

2.3. Product

According to Candra (2019), a product is something that can be offered by a producer to be noticed, sought after, sought, purchased, used for consumption in meeting the needs and desires in question. Meanwhile, according to Abubakar (2018:32), product mix is a collection of all products and product items such as product types, product quality, product design, product characteristics, product brands, product packaging, product sizes, services, guarantees and returns and other attributes. which sellers specifically offer for sale to buyers.

2.4. Price

According to Abubakar (2018:40), price is the amount of money that must be spent by consumers to get the products or services they buy to meet their needs and desires. Price formation is the result of an agreement between the seller and the buyer in assessing a product so that the price is the first aspect that becomes the attention of the seller in his efforts to sell the product, while from the buyer's point of view price is one aspect that determines the choice to satisfy his needs

2.5. Distribution Channels

According to Tjiptono (2015:347) distribution channel is a route or series of intermediaries, both managed by marketers and independent in delivering goods from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place and when needed).

2.6. Promotion

According to Amstrong & Kotler (2012:408), the promotional marketing mix is a means for marketers to communicate with customers and other stakeholders and is a specific mix of promotional tools used to persuasively communicate customer value and build relationships with consumers.

2.7. Brand Image

According to Lan Chi Le (2021), brand image is a brand perception that is reflected through brand associations stored in the minds of consumers. Attributes, interests, and attitudes can describe brand associations based on their experience of the brand.

2.8. Conceptual Framework and Research Hypothesis

2.8.1 Conceptual Framework

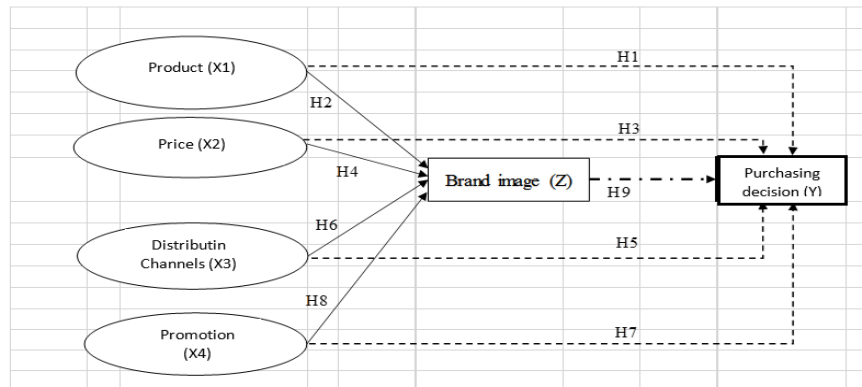


Figure1. Conceptual Framework

2.8.2 Research Hypothesis

According Işoraitė (2016) a product is an element of marketing that includes decisions and actions related to the sale of a development or characteristic/characteristic. In Sarsanto research (2021) it is proven that there is a positive influence of the marketing mix on purchasing decisions on Bratamed hand sanitizer products. And also in the research of Kurniata et al., (2014) proving the influence of the product on purchasing decisions. So from further research, a hypothesis can be made, namely:

H1: There is a significant effect of the product (X1) on purchasing decisions (Y)

According to Kotler & Armstrong (2016:47) several important factors in the product marketing mix are product variety, quality, design, characteristics, brand name. In the research ofSyafulloh et al., (2021) proved that product quality has a direct effect on brand image. This is supported by research byBudianto & Budiatio (2019) which proves that product quality has an influence on brand image. So from further research, a hypothesis can be made, namely:

H2: There is a significant effect of product (X1) on brand image (Z)

According to Amstrong & Kotler (2012:290), price in a narrow sense is the amount of money charged for a product or service. But in a broad sense, price is defined as the sum of all the values provided by customers to get the benefits of having or using a product or service. In Syafulloh et al., research (2021) prove that the price variable has a direct influence on purchasing decisions. So from further research, a hypothesis can be made, namely:

H3: There is a significant effect of price (X2) on purchasing decisions (Y)

According to Tjiptono (2015:291), price is a tool to make comparisons between competing products or brands. Prices set by producers affect the general perception of the product or brand and contribute to brand positioning where consumers often use price as an indicator of quality, especially in the consumer product market. In the research of Syafulloh et al., (2021), it is proven that the price variable does not have a direct influence on brand image. This is also supported by Rizki & Mudiantono (2016) research which proves that price has no effect on brand image. So from further research, a hypothesis can be made, namely:

H4: There is a significant effect of price (X2) on brand image (Z)

According to Abubakar (2018:60) distribution channels consist of a set of institutions that carry out all marketing activities (functions) used to distribute goods or services and their ownership status from producers to consumers. In the research of Anggriawan & Ida (2016), it proves that there is a significant influence between place and purchase decisions. This is also supported by research by Pratomo (2014) which proves that the distribution channel marketing mix has a positive effect on purchasing decisions. So from further research, a hypothesis can be made, namely:

H5: There is a significant influence of distribution channels (X3) on purchasing decisions (Y)

According to Tjiptono (2015:347) distribution channel is a route or series of intermediaries, both managed by marketers and independent in delivering goods from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place and when needed). Sunariani research (2017) proves that the distribution channel marketing mix has a positive and significant direct influence on brand image. So from further research, a hypothesis can be made, namely:

H6: There is a significant influence of the distribution channel (X3) on brand image (Z)

According to Abubakar (2018:50), promotional marketing mix is an effort made by companies to provide information and introduce products to consumers through how many media as often as possible to build product proximity with traders and consumers in the hope of being interested in buying the products offered. In Rosnita et al., research (2021) prove that the promotion variable has a direct influence on purchasing decisions. So from further research, a hypothesis can be made, namely:

H7: There is a significant effect of promotion (X4) on purchasing decisions (Y)

According to Tjiptono (2015:387), in essence, promotion is an element of the marketing mix that focuses on efforts, one of which is to persuade target customers (persuading) to form brand choices, shift selection to certain brands, change customer perceptions of product attributes and remind customers again. consumers of the company's brands and products, making the buyer's

first memory fall on the company's products. In the research of Budianto & Budiatmo (2019), it is proven that promotion has a positive and significant influence on brand image. So from further research, a hypothesis can be made, namely:

H8: There is a significant effect of promotion (X4) on brand image (Z)

According to Ningrum et al., (2016), brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. In a study conducted by Kristiawati et al., (2019) to prove the positive and significant influence of brand image on purchasing decisions. So from further research, a hypothesis can be made, namely:

H9: There is a significant effect of brand image (Z) on purchasing decisions (Y)

3. Research Methods

The type of research used is a type of quantitative research. In this study, quantitative data that will be used to compile this thesis is questionnaire data on SIPPOLMART Surabaya consumers who purchase hand sanitizer products that are processed in the form of numbers or statistics. Marketing mix 4P (Product, Price, Distribution Channel and Promotion) as independent variable, Purchase decision as dependent variable and Brand image as intervening variable.

3.1. Population and Sample

The sample population to be studied is all consumers who buy SIPPOL brand hand sanitizer products whose number is unknown. The sampling method used in this study is to use the simple random sampling method.

3.2. Research Variable

Independent variable / independent variable which is a variable that affects or causes the change or the emergence of the dependent variable / bound. In this study there are four independent variables, namely: product marketing mix (X1), price marketing mix (X2), distribution channel marketing mix (X3) and promotional marketing mix (X4).

Dependent variable / dependent variable which is a variable that is influenced or as a result of the existence of an independent variable. In this study the dependent variable is the purchase decision (Y)

Intervening variable which is an intermediate variable so that the independent variable does not directly affect the change or emergence of the dependent variable. In this study, the intervening variable is brand image/brand image (Z).

3.3. Data Analysis Technique

In this study, the technical analysis of the data used is Partial Least Square (PLS). Partial Least Square (PLS) is a multivariate statistical technique that is able to handle many independent, dependent and explanatory variables at once. Partial Least Square (PLS) is an analytical method that is often used, referred to as soft modeling because it eliminates regression assumptions. Generally, Partial Least Square (PLS) is intended to test the predictive relationship between constructs by seeing whether there is a relationship or influence between these constructs. This

method has advantages including: the data does not have to be normally distributed multivariate. Even indicators with categorical, ordinal, interval to ratio data scales can be used. Another advantage is that the sample size does not have to be large. Partial Least Square (PLS) analysis consists of two sub-models, namely the outer model or measurement model and the inner model or structural model.

Outer Model

This outer model defines the relationship between latent variables and their indicators or it can be said that the outer model defines how each indicator relates to its latent variables, by testing the validity and reliability. Evaluation of the measurement model through confirmatory factor analysis using the MTMM (MultiTrait-MultiMethod) approach by testing convergent and discriminant validity.

Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between item scores/indicators and their construct scores. Individual reflective measure is said to be high if it has a correlation of more than 0.70 with the construct to be measured. However, at the research stage of the scale development stage, a loading of 0.50 to 0.60 is still acceptable (Ghozali & Latan 2015).

While the discriminant validity indicators can be seen incross loading between indicators and constructs. If the correlation of the construct with its indicator is higher than the correlation of the indicator with other constructs, then it shows that the latent construct predicts the indicators in their block better than the indicators in the other blocks.

The reliability test is carried out in two ways, namely by Cronbach's Alpha and Composite Reliability. The reliability test was conducted to prove the accuracy, consistency and accuracy of the instrument in measuring the construct. The construct is declared reliable if the composite reliability value is above 0.7. The value of Cronbach's Alpha is greater than 0.6 (Ghozali & Latan 2015).

Inner Model

The analysis used to determine the relationship between latent variables. Inner model analysis can be done with path analysis and R-Square (Ghozali, 2012). In assessing the model with PLS, it begins by looking at the R-square for each dependent latent variable with the same interpretation as the interpretation of the regression. Changes in the R-square value can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Ghozali, 2012). The higher the R-square value, the better the prediction of the proposed model.

Hypothesis test

Testing the hypothesis by looking at the value of the Path Coefficient calculation on the inner model testing. The hypothesis is said to be accepted if the t-statistic value is greater than t-table 1.96 ($\alpha = 5\%$) which means that if the t-statistic value of each hypothesis is greater than t-table, it can be stated that the hypothesis is accepted or proven.

4. Analysis And Discussion

4.1. Instrument Validity and Reliability Test

The validity and reliability test of the instrument was carried out using the SPSS program and the results looked as follows:

Table 1 Test Results of Instrument Validity and Reliability

Latent Variable	Indicator	Corrected Correlation	Item-Total	Cronbach's Alpha
Product	X1.1.1	0.913		0.919
	X1.1.2	0.909		
	X1.2.1	0.915		
	X1.2.2	0.913		
	X1.3.1	0.909		
	X1.3.2	0.910		
	X1.4.1	0.913		
	X1.4.2	0.915		
	X1.5.1	0.913		
	X1.5.2	0.912		
	X1.6.1	0.910		
	X1.6.2	0.910		
Price	X2.1.1	0.856		0.879
	X2.1.2	0.849		
	X2.2.1	0.866		
	X2.2.2	0.859		
	X2.3.1	0.867		
	X2.3.2	0.854		
Distribution channel	X3.1.1	0.876		0.888
	X3.1.2	0.867		
	X3.2.1	0.865		
	X3.2.2	0.880		
	X3.3.1	0.855		
	X3.3.2	0.865		
Promotion	X4.1.1	0.852		0.875
	X4.1.2	0.853		
	X4.2.1	0.834		
	X4.2.2	0.819		
Brand Image	Z1.1	0.888		0.922
	Z1.2	0.906		
	Z2.1	0.902		
	Z2.2	0.896		
Buying decision	Y1.1	0.938		0.950
	Y1.2	0.942		
	Y2.1	0.935		
	Y2.2	0.942		
	Y3.1	0.935		
	Y3.2	0.952		

Source: Appendix, processed

Based on the results of the calculation of the instrument test on each variable used in this study, it

appears that all variables have indicators that are equipped with good Corrected Item-Total Correlation values because all of them exceed the critical value of 0.3. In other words, the instrument in this study has met the requirements of good validity. Likewise with the Cronbach alpha owned by each variable, it appears that all of them have a Cronbach alpha that exceeds the critical value of 0.6. That is, each variable used in this study has met the requirements of good reliability.

4.2. Model Conceptualization

In this study, the exogenous variables, namely the X1 (Product), X2 (Price), X3 (Distribution Channel) and X4 (Promotion) variables have an influence on the intervening variable, namely the Z variable (Brand Image) as well as the endogenous variable, namely the Y variable (Buying decision). Furthermore, the Z variable has an influence on the Y variable.

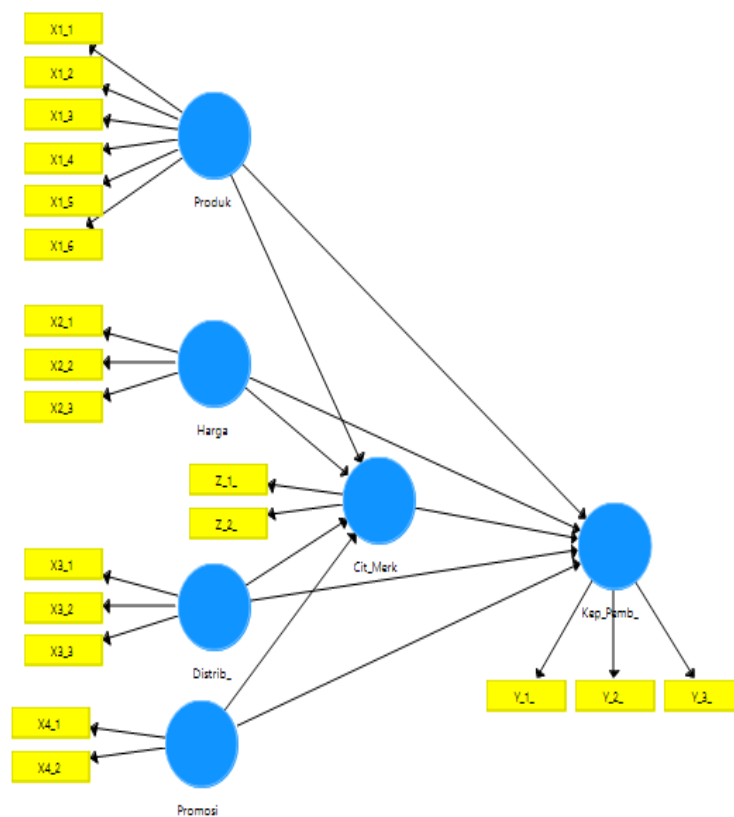


Figure 1 Structural Equation Model

4.3. Outer Model Evaluation

4.3.1. Convergent Validity

Convergent validity is a test of the validity of the measurement model with reflexive indicators. The Smart PLS output for the loading factor gives the following results:

Table 2 Result for Outer Loading

	Product	Price	distribution_	Promotion	Kep_Pemb_	Cit_Brand
X1.1	0.832					
X1.2	0.841					
X1.3	0.882					
X1.4	0.851					
X1.5	0.886					
X1.6	0.910					
X2.1		0.885				
X2.2		0.908				
X2.3		0.869				
X3.1			0.934			
X3.2			0.906			
X3.3			0.917			
X4.1				0.938		
X4.2				0.929		
Y1					0.941	
Y2					0.973	
Y3					0.940	
Z1						0.964
Z2						0.967

Source: Appendix, processed 2022

The table above shows that all variables have a loading factor with a value above the recommended value of 0.5. The smallest value of 0.832 is owned by the X1.1 indicator, while the largest value is 0.973 which is owned by Y2. This proves that all indicators used in this study are valid or have met convergent validity. The following is a diagram of the loading factor of each indicator in the research model:

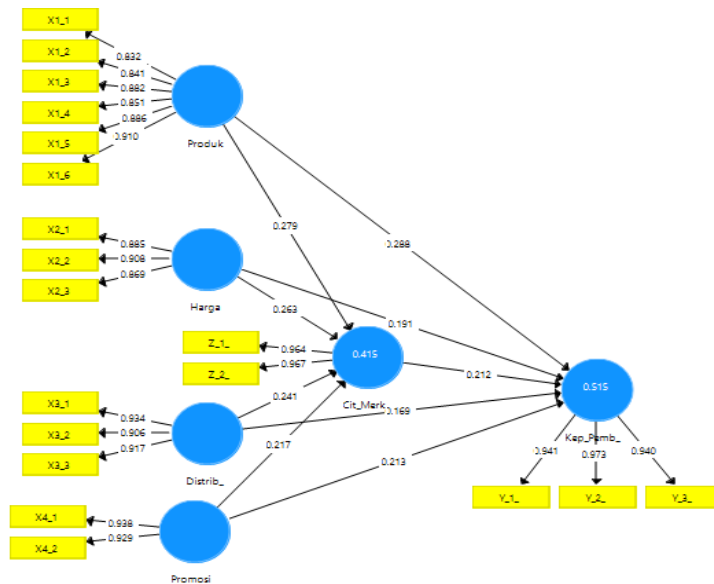


Figure 2 Loading Factor Value

4.3.2. Discriminate Validity

Discriminate validity indicators can be seen in the cross loading between indicators and their constructs. If the correlation between the constructs and their indicators is higher than the correlations between the indicators and other constructs, it indicates that the latent constructs predict indicators in their block better than indicators in other blocks.

Table 3 Result For Cross Loading

	Product	Price	distribution_	Promotion	Kep_Pemb_	Cit_Brand
X1.1	0.832	0.063	0.202	0.199	0.304	0.321
X1.2	0.841	0.133	0.290	0.286	0.516	0.352
X1.3	0.882	0.171	0.259	0.259	0.490	0.443
X1.4	0.851	0.109	0.208	0.203	0.454	0.404
X1.5	0.886	0.127	0.297	0.202	0.454	0.414
X1.6	0.910	0.063	0.229	0.193	0.391	0.329
X2.1	0.135	0.885	0.069	0.315	0.349	0.346
X2.2	0.104	0.908	0.100	0.205	0.381	0.391
X2.3	0.120	0.869	0.132	0.277	0.313	0.293
X3.1	0.294	0.147	0.934	0.280	0.365	0.395
X3.2	0.219	0.071	0.906	0.174	0.393	0.367
X3.3	0.285	0.088	0.917	0.208	0.372	0.348
X4.1	0.250	0.330	0.232	0.938	0.458	0.408
X4.2	0.237	0.219	0.216	0.929	0.429	0.385
Y1	0.510	0.377	0.403	0.434	0.941	0.567
Y2	0.455	0.379	0.362	0.483	0.973	0.553
Y3	0.494	0.370	0.404	0.441	0.940	0.511
Z1	0.431	0.393	0.330	0.382	0.545	0.964
Z2	0.420	0.362	0.446	0.438	0.559	0.967

Source: Appendix, processed 2022

The table above shows that the loading factor for the Product construct (X1.1up to X1.5) has a loading factor for the corresponding construct, which value is higher than the value for the other constructs. The same thing applies to the indicators that make up the next construct, where each indicator reflects the highest value on the relevant variable. Thus, the latent construct predicts indicators in each block whose value is better than indicators in other blocks.

Another method to see discriminate validity is to look at the value of the square root of average variance extracted (AVE). The recommended value is above 0.5. The following is the AVE value in this study:

Table 4 Average Variance Extracted (AVE)

	AVE	Squared-root AVE
Product	0.752	0.867
Price	0.787	0.887
Distribution	0.845	0.919
Promotion	0.871	0.933
Buying decision	0.905	0.951
Brand Image	0.932	0.966

Source: Appendix, processed 2022

Table 4 shows that all constructs have AVE values above 0.5; as well as the square root value of the AVE getting a value of more than 0.5 which meets the standard of good validity testing on each of the variables studied.

4.3.3. Reliability Test

The reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. The results of composite reliability will show a satisfactory value if it is greater than 0.7. Here is the composite reliability value

Table 5 Composite Reliability

	Composite Reliability
Product	0.948
Price	0.917
Promotion	0.942
Distribution	0.931
Buying decision	0.966
Brand Image	0.965

Source: Appendix, processed 2022

The table above shows that the composite reliability value for all constructs is above 0.7 which indicates that all constructs in the estimated model meet the discriminate validity criteria. The lowest composite reliability value is 0.917 in the Price construct.

The reliability test can also be strengthened with Cronbach's Alpha where the Smart PLS output gives the following results:

Table 6 Cronbach's alpha

	Cronbach's Alpha
Product	0.934
Price	0.853
Promotion	0.908
Distribution	0.866
Buying decision	0.948
Brand Image	0.927

Source: Appendix, processed 2022

The recommended value is above 0.6 and the table above shows that the Cronbach's Alpha value for all constructs is above 0.6. The lowest value is 0.853 in the Price construct.

4.4. Structural Model Testing (Inner Model)

4.4.1. R-Square

After the estimated model meets the Outer Model criteria, the next step is to test the structural model (Inner model). Here are the R-Square values in the construct:

Table 7 R-Square

	R Square
Brand Image	0.415
Buying decision	0.515

Source: Appendix, processed 2022

The table above gives a value of 0.415 for the Brand Image construct, which means that Products, Prices, Distribution Channels, and Promotions are able to explain changes in the Brand Image variable value of 41.5%. Furthermore, the value of 0.515 for the Purchase Decision construct means that Products, Prices, Distribution Channels, Promotions and Brand Image are able to explain the variance of Purchase Decisions of 51.5%.

4.4.2. Hypothesis Test

The hypothesis in this study was calculated using the Smart PLS program and the results are as follows:

Table 8 Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV)	P Value
Product => Purchase Decision	0.288	0.286	0.068	4,210	0.000
Product => Brand Image	0.279	0.281	0.076	3,657	0.000
Price => Purchase Success	0.191	0.199	0.071	2,704	0.007
Price => Brand Image	0.263	0.264	0.070	3,725	0.000
Distribution => Purchase Success	0.169	0.167	0.058	2,897	0.004
Distribution => Brand Image	0.241	0.238	0.076	3.165	0.002
Promotion => Purchase Success	0.213	0.217	0.070	3.032	0.003
Promotion => Brand Image	0.217	0.216	0.077	2,806	0.005
Brand Image => Purchase Success	0.212	0.206	0.076	2,795	0.005

Source: Appendix, processed 2022

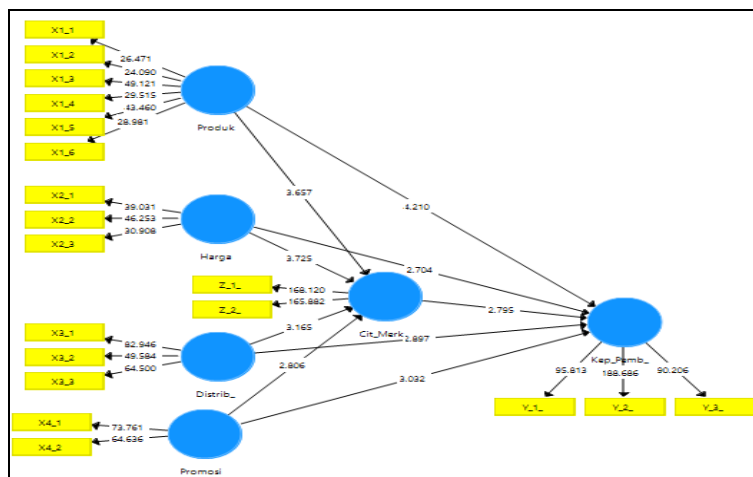


Figure 3. Calculation Results Significant Effect Between Variables

Based on the figures and tables of the results of the data analysis calculations shown in the table above, it can be described and explained the research findings as follows:

1. Product (X1) on Purchase Decision (Y)

Calculation of data analysis shows that the product (X1) has an effect of 0.288 on the Purchase Decision (Y). This effect is positive and is accompanied by a t-statistic of 4.210 (t 1.96) and a p value of 0.000 ($p < 0.05$), which means that the 1st hypothesis in this study is accepted. In other words. Product improvement (X1) will significantly affect the increase in Purchase Decision (Y) on SIPPOL products.

2. Product (X1) on Brand Image (Z)

Calculation of data analysis shows that the first marketing mix dimension, namely Product (X1) has an effect of 0.279 on Brand Image (Z). This effect is positive and is accompanied by a tstatistic of 3.657 (t 1.96) and a p value of 0.000 ($p < 0.05$), which means that the second hypothesis in this study is accepted. In other words. Product improvement (X1) will significantly affect the increase in Brand Image (Z) on SIPPOL products.

3. Price (X2) to Purchase Decision (Y)

Calculation of data analysis shows that the price (X2) has an effect of 0.191 on the Purchase Decision (Y). This effect is positive and is accompanied by a tstatistic of 2.704 (t 1.96) and a p value of 0.007 ($p < 0.05$), which means that the third hypothesis in this study is accepted. In other words, an increase in price (X2) has a significant effect on increasing Purchase Decisions (Y) on SIPPOL products.

4. Price (X2) against Brand Image (Z)

Calculation of data analysis shows that Price (X2) has an effect of 0.263 on Brand Image (Z). This effect is positive and is accompanied by a tstatistic of 3.725 (t 1.96) and a p value of 0.000 ($p < 0.05$), which means that the fourth hypothesis in this study is accepted. In other words, the increase in price (X2) has a significant effect on increasing the Brand Image (Z) of SIPPOL products.

5. Distribution Channel (X3) on Purchase Decision (Y)

Calculation of data analysis shows that the Distribution Channel (X2) has an effect of 0.217 on the Purchase Decision (Y). This effect is positive and is accompanied by a tstatistic of 2.806 (t 1.96) and a p value of 0.005 ($p < 0.05$), which means that the fifth hypothesis in this study is accepted. In other words, an increase in Distribution Channels (X2) has a significant effect on increasing Purchase Decisions (Y) on SIPPOL products.

6. Distribution Channel (X3) to Brand Image (Z)

Calculation of data analysis shows that the Distribution Channel (X3) has an effect of 0.241 on Brand Image (Z). This effect is positive and is accompanied by a tstatistic of 3.165 (t 1.96) and a p value of 0.002 ($p < 0.05$), which means that the 6th hypothesis in this study is accepted. In other words, the increase in Distribution Channels (X2) has a significant effect on increasing the Brand Image (Z) of SIPPOL products.

7. Promotion (X4) on Purchase Decision (Y)

Calculation of data analysis shows that Promotion (X4) has an effect of 0.213 on Purchase Decision (Y). This effect is positive and is accompanied by a t-statistic of 3.032 (t 1.96) and a p

value of 0.003 ($p < 0.05$), which means that the 7th hypothesis in this study is accepted. In other words, an increase in Promotion (X4) has a significant effect on increasing Purchase Decisions (Y) on SIPPOL products.

8. Promotion (X4) of Brand Image (Z)

Calculation of data analysis shows that Promotion (X4) has an effect of 0.217 on Brand Image (Z). This effect is positive and is accompanied by a tstatistic of 3.032 (t 1.96) and a p value of 0.003 ($p < 0.05$), which means that the 8th hypothesis in this study is accepted. In other words, an increase in Promotion (X4) has a significant effect on increasing Brand Image (Z) on SIPPOL products.

9. Brand Image (Z) on Purchase Decision (Y)

Calculation of data analysis shows that Brand Image (Z) has an effect of 0.212 on Purchase Decision (Y). This effect is positive and is accompanied by a tstatistic of 2.795 (t 1.96) and a p value of 0.005 ($p < 0.05$), which means that the 9th hypothesis in this study is accepted. In other words, the increase in Brand Image (Z) has a significant effect on increasing Purchase Decisions (Y) on SIPPOL products.

4.5. Discussion

1. Influence of products on purchasing decisions

The results of testing the influence of the product on purchasing decisions on the Sippol brand hand sanitizer product indicate that the first marketing mix dimension, namely the product, has a significant positive effect on the purchase decision of the Sippol brand hand sanitizer product. Thus the product can improve purchasing decisions. This supports Sarsanto research (2021) which states that the marketing mix has an effect on purchasing decisions on Bratamed brand hand sanitizer products. This study also supports the research of Kurniata et al., (2014) which states that there is an influence of the product on purchasing decisions.

2. Effect of product on brand image

From the results of testing the effect of product marketing mix dimensions on brand image for Sippol brand hand sanitizer products, it shows that product marketing mix dimensions have a significant positive effect on Sippol brand hand sanitizer brand image. In other words, by increasing hand sanitizer product items such as variety, packaging, labels, quality and will improve the Sippol brand image itself. These results are in line with and support the research conducted by Syafulloh et al., (2021) which states that there is an effect of product quality on brand image. These results also support research conducted by Budianto & Budiatmo (2019) which proves the influence of product quality on brand image.

3. Effect of price on purchasing decisions

The results of data analysis conducted in this study indicate that there is a significant positive influence of the price marketing mix on buyer decisions. This shows that the increase in indicators related to price variables will increase purchasing decisions. These results also support the research conducted by Syafulloh et al., research (2021) which proves that price has a direct effect on purchasing decisions. However, the results of this study contradict the research conducted by Rosnita et al., (2021) which states that the price variable has no effect on the purchasing decision variable.

4. The effect of price on brand image

The results of data testing conducted in this study indicate that there is a significant positive influence of the price marketing mix on the brand image of Sippol's hand sanitizer products. In other words, if the indicators related to the price variable increase, the Sippol brand image will also increase. The results of this study contradict the research conducted by Syafulloh et al., (2021) which proves that the price variable does not have a direct influence on brand image. The results of this study also contradict the research of Rizki & Mudiantono (2016) which proves that price has no effect on brand image.

5. The influence of distribution channels on purchasing decisions

The results of data testing conducted in this study indicate that there is a significant positive effect of the distribution channel marketing mix on purchasing decisions. In other words, the increase in Distribution Channels has a significant effect on increasing purchasing decisions on SIPPOL brand hand sanitizer products. The results of this study are in line with and support the research conducted by Anggriawan & Ida (2016) which proves that there is a significant influence between place and purchasing decisions. The results of this study are in line with and support the research conducted by Pratomo (2014) which proves that the distribution channel marketing mix has a positive effect on purchasing decisions.

6. Effect of distribution channels on brand image

From the results of the data analysis calculation test in this study, it shows that the distribution channel marketing mix has a significant positive effect on brand image. In other words, an increase in distribution channels will have a significant effect on increasing the Sippol hand sanitizer brand image. The results of this study are in line with and support the results of research conducted by Sunariani research (2017) which proves that the distribution channel marketing mix has a direct positive and significant impact on brand image. Also in Laksono & Magnadi's research (2019) which proves that distribution channels have a positive and significant effect on brand image.

7. Effect of promotion on purchasing decisions

From the results of the data analysis calculation test in this study, it shows that the promotional marketing mix has a significant positive effect on purchasing decisions on Sippol brand hand sanitizer products. In other words, an increase in the promotional marketing mix will have a significant effect on increasing purchasing decisions on Sippol brand hand sanitizer products. The results of this study are in line with and support research conducted by Rosnita et al., research (2021) which proves that the promotion variable has a direct influence on purchasing decisions. The results of this study are also in line with and support the research conducted by Purnamasari & Murwatiningsih (2015) which proves that the promotional marketing mix has a significant effect on purchasing decisions.

8. Effect of promotion on brand image

From the results of the calculation of the data analysis in this study, it shows that the promotional marketing mix has a significant positive effect on the brand image of the Sippol hand sanitizer product. In other words, increased promotions have a significant effect on improving brand image on Sippol's hand sanitizer products. The results of this study are in line with and support research conducted by Budianto & Budiatmo (2019) which proves that the promotional

marketing mix has a positive and significant influence on brand image. And the results of this study also support research conducted by Rosnita et al., (2021) who prove that the promotional marketing mix has a direct influence on brand image. Similarly, this research is also in line with and supports research conducted by Pasarayu & Widayanto (2016) which proves that there is a significant direct effect of promotion on brand image.

9. The influence of brand image on purchasing decisions

From the results of the data analysis calculation test in this study, it shows that brand image has a positive and significant influence on purchasing decisions on Sippol brand hand sanitizer products. In other words, improving the Sippol brand image will have a significant influence on purchasing decisions for Sippol brand hand sanitizer products. The results of this study are in line with and support the research conducted by Kristiawati et al., (2019) which proves that there is a positive and significant influence of brand image on purchasing decisions. The results of this study are in line with and support the research conducted by Sarsanto (2021) which proves that brand image has a positive effect on purchasing decisions.

5. Conclusion

Based on the results of research and discussion, the following conclusions are obtained:

1. The product marketing mix has a significant positive effect on purchasing decisions for Sippol brand hand sanitizer products where an increase in product variables will significantly affect purchasing decisions. Therefore, the company (SIPPOLMART) must pay attention to the quality of the SIPPOL brand hand sanitizer products that are made so that product purchasing decisions for customers can continue to be established.
2. The product marketing mix has a significant positive effect on the brand image of the Sippol hand sanitizer product where an increase in product variables will significantly affect the brand image improvement. Therefore, the company (SIPPOLMART) must pay attention to the quality and clarity of items on the SIPPOL brand hand sanitizer product that is made so that the brand image of the product can be maintained or even increased.
3. The price marketing mix has a significant positive effect on purchasing decisions for Sippol brand hand sanitizer products where an increase in the price variable will significantly affect the increase in purchasing decisions. Therefore, the company (SIPPOLMART) must pay attention to the price of the SIPPOL brand hand sanitizer product that is made so that customers can continue to buy the SIPPOL product.
4. The price marketing mix has a significant positive effect on the brand image of the Sippol brand of hand sanitizer products where an increase in the price variable will significantly affect the increase in brand image where an increase in the price variable will significantly affect the increase in brand image. Therefore, the company (SIPPOLMART) must pay attention to the price of the SIPPOL brand hand sanitizer product which is made so that the SIPPOL brand image can be maintained in the eyes of customers.
5. The Distribution channel marketing mix has a significant positive effect on purchasing decisions for Sippol brand hand sanitizer products where an increase in distribution channel variables will significantly affect purchasing decisions. Therefore, the company (SIPPOLMART) must pay attention to the distribution channel of the SIPPOL brand hand sanitizer product so that

the hand sanitizer product can always be ready to be purchased by customers.

6. The Distribution hannel marketing mix has a significant positive effect on the brand image of the Sippol hand sanitizer product where an increase in the distribution channel variable will significantly affect the brand image improvement. Therefore, the company (SIPPOLMART) must pay attention to the distribution channel of SIPPOL brand hand sanitizer products so that the brand image of SIPPOL hand sanitizer products can get a good impression from customers from the availability of products that are always available.

7. Promotional marketing mix has a significant positive effect on purchasing decisions for Sippol brand hand sanitizer products where an increase in promotional variables will significantly affect purchasing decisions. Therefore, the company (SIPPOLMART) must pay attention to the promotion of SIPPOL brand hand sanitizer products so that customers can understand the existence of SIPPOL brand hand sanitizer products and the advantages of these products so that customers can make decisions to buy SIPPOL brand hand sanitizer products.

8. The promotion marketing mix has a significant positive effect on the brand image of the Sippol hand sanitizer product where an increase in the promotion variable will significantly affect the brand image improvement. Therefore, the company (SIPPOLMART) must pay attention to the promotion of SIPPOL brand hand sanitizer products so that the brand image of SIPPOL hand sanitizer products can be widely known by customers.

9. Brand image has a significant positive effect on purchasing decisions for Sippol brand hand sanitizer products where an increase in the brand image variable will significantly affect the increase in purchasing decisions. where an increase in the price variable will significantly affect the increase in brand image. Therefore, the company (SIPPOLMART) must pay attention to the brand image of the SIPPOL brand hand sanitizer product so that customers can continue to believe in the usefulness and superiority of the product as promised so that customers will continue to buy the SIPPOL brand hand sanitizer product.

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