
Analysis of the Impact of Place and Promotional Strategies of Marketing Mix towards Consumer Purchase Decision in Marutama Ramen

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Abstract

This study aims to analyze the impact of Place and Promotional Strategies of Marketing Mix on Consumer Purchase decisions in Marutama Ramen Medan. The sample used in this study is 100 respondents for processing and analyzing data, namely by using SPSS version 25.0 as software for data processing. This study has two hypotheses, and all of them have significant results.

Keywords: Place Strategy, Promotion Strategy, Customer Purchase Decision

Abstrak

Penelitian ini memiliki tujuan untuk menganalisa pengaruh dari strategi tempat dan promosi dari pemasaran terhadap keputusan pembelian pelanggan di Marutama Ramen Medan. Jumlah sampel yang digunakan dalam penelitian ini adalah 100 responden. Penelitian ini menggunakan *software* yang bernama SPSS versi 25.0 dalam mengelola data dan menganalisis data. Penelitian ini memiliki dua hipotesis dan kedua hipotesis memiliki hasil yang signifikan.

Kata Kunci: Strategi lokasi, Strategi promosi, Keputusan Pembelian Pelanggan

1. Pendahuluan

In a world where the business has been rapidly growing over time, the competition among businesses has been tremendously increasing day by day. Where competition has been fierce, companies will have to think about ways to maximize their sales and also how to develop the best and most effective strategies to market their products. Companies are to ensure that they implement and take on the best decision for their own (Kelly, et., al, 2019).

For companies to ensure that their sales are growing from time to time, the right form or strategy to market the products or services provided by the company must be implemented. With the growth of business all over the world and fierce competition, it is inevitable for companies to be able to distinguish which marketing mix or strategy might work the best for them and how to maximize the effectiveness and efficiency of the strategy to meet the desired outcome of the performance of the company (Business Queensland, 2017)

Marutama Ramen Medan, the brand under PT. Maju Ramen Utama is managed by BISA Group. BISA Group is one of the largest food and beverage companies in Medan, North Sumatra which started its journey in 2004 with Sushi Tei as the first brand or restaurant and is now well-known for managing several worldwide brands such as PepperLunch, Paradise

Dynasty, Fish n Co, Marutama Ramen, Bebek Harissa, Xing Fu Tang, OJJU, GB Bistro, Papparich, SongFa and many upcoming brands in the future. (Internal Source, 2020)

Marutama Ramen Medan envisions bringing Japanese experiences and delicacies to the town, serving the 1st Authentic Japanese Ramen in Indonesia. Marutama Ramen is a casual, Japanese family restaurant chain serving Japanese cuisines with ingredients and recipes originating from the sakura country itself. With the cozy, casual ambiance which is made to portray the modern-Japanese ramen shop, Marutama Ramen delights the customers with not only good meals but also remarkable services and ambiance which transports the customers into the authentic Japanese ramen-shop which is originated in Saitama upon the entrance. (Internal Source, 2020)

Entering 2020, in the beginning, the sales were still normal, however, due to the global pandemic that started back in November 2019 in China, continued with the news of the first Indonesian testing positive for the virus in February 2020 and the first positive case in Indonesia in March 2020 (source: Wikipedia), all industries are significantly affected with the pandemic, one of which is the food and beverages industry due to the implementation of big-scale social distancing policy that forced businesses to temporarily close the stores. The reflected sales from March 2020 – to June 2020 are significantly influenced by the pandemic situation thus, the writer decides to not refer to the data of those periods.

The sales of Marutama Ramen Medan – Center Point Mall are regularly coming back to normal starting in July 2020. In August, a significant increase can also be found as promotions are being given out such as Buy 1 Get 1 Ramen promotion. In September 2020, Marutama Ramen Medan – Center Point Mall branch was undergoing renovation to further increase the satisfaction of the customer's dine-in experiences and was reopening the store on September 24, 2020. In October 2020, there were some ongoing promotions such as reopening promotion and rebate promotion which were significantly reflected in the sales too. (Instagram Marutamamedan, 2020)

2. Literature Review

2.1 Place

According to Qausar, Zeplin, Rismawati, and Sanju (2020), a place is a location where a company or company activities are carried out. The place is defined as a location for a company to operate and carry out all company activities (Azzadina, 2017). The place is the company's activity to select, manage, and make a product to deliver products and services to the target market (Kotler & Armstrong, 2018). Companies must pay attention to how easy it is for customers to access these locations and are located in a very strategic places.

The place is a flurry of activity by the company to distribute its products to the potential customers to be available, decisions regarding the locations used to require careful thought to attention to consumer characteristics and environmental characteristics. According to Elliott, Rundle-Thiele, and Waller (2015), the location is the activity of the company to deliver products or services that are available to consumers at the right time and place. Through these places then a company can put the products/services to be reached by the target customers. The place itself is a distribution program planning and implementation of products or services through the place or the exact locations (Baruna, et., al, 2017).

Places relate to delivering the right product to the target marketplace, wherein this marketing mix is the location of the business, most parties believe that profit comes from a

good location. A good place will affect the cost and profit for that exact location factor which is also a way to compete in the business of attracting customers, the location needs to be selected because the success of the business is very dependent on the selection of the right business location (Baruna, et., al, 2017).

According to Suharno (2019: 21), the distribution/place is the efforts of marketers to ensure the availability of products for the target market in times of need. Important factors in the development of a business are the location of urban areas, and how the customers can easily access or reach the company. It also refers to the accessibility of customers to the store or business; whether it is easy to be reached to get the products or services offered by the company.

A location in the right marketing mix is a location that provides fast access and can attract large consumers and can change purchasing patterns to consumers (Azzadina, 2017). The right location can make it easier for prospective customers to meet their needs and also be beneficial for the company to urge a purchasing decision (Djatkiko, 2016). The success of a company is highly influenced by the location of the company.

Mown and Minor (2014) noted that store design has a positive effect on consumer purchase decisions hence an increase in sales. According to a study done by Wang (2019), findings revealed that in-store music, pleasant smell, functional layout, and suitable color have a positive effect on consumer perception of the product and environment.

According to Baruna, et., al (2017) in “The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta”, choosing a good location is an important decision; First, because the place is a long-term resource commitment that can diminish the future flexibility of the business, whether the location has been given or just leased. Second, the location will affect future growth. The chosen area must be able to grow economically so that it can maintain business viability. And finally, the local environment may change at any time, if the value of the location worsens, then the business location must be moved or closed.

Thus, we tested the following hypothesis:

H₁: Place has a significant effect on Customer Purchase Decision

2.2 Promotion

Promotion strategy is the use of advertising, sales promotion, personal selling, public relations, and direct marketing to promote organizational products (Czinkota and Ronkainen, 2014). According to Brassington and Pettitt (2018), promotion is a direct way in which companies communicate their products or services to their target customers. Kotler and Armstrong (2018) assert that promotion is all activities undertaken to communicate and promote products or services to the target market. According to Kotler (2016), the promotional mix includes advertising, sales promotions, personal selling, and publicity.

According to Baruna, et., al (2017), promotions can be defined as a form of marketing communication, marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, and/or alert the target market for the company and its products to be willing in accepting, purchasing, and being loyal to the products offered by the company.

Promotion is one of the variables in marketing that is highly crucial to be carried out by the company in marketing their products and services. Promotional activities do not function

as communication tools between businesses and consumers, but also as tools to influence consumer consumption in all activities according to their wants and needs. This has been softened by the means of promotion (Lupiyoadi and Hamdani, 2016).

According to Kotler (2018), companies use mass media to build positive and attractive perceptions from customers toward the company. Companies build them by paying close attention to public relations, corporate social responsibility, and maintaining strong customer relationship management. The promotional strategy also needs to be flexible and adaptive regarding the current trend and buzz in society as it will help the company in attracting customers. An attractive promotion is one that highly satisfies the wants and/or needs of the customer which through it, can urge the customer in their decision-making process.

The creativity of promotion plays an important role to maintain customers and attracting potential customers. Creativity refers to the visual-wise promotional acts or in the way of the creative copy-writing that may intrigue the interest of potential customers and persuade customers into trying and buying the products or services offered by the company.

Personal selling is face-to-face communication between the seller and targeted customers to introduce the products or services to them and to make and comprehend customers towards the product so they will try and buy (Tjiptono, 2015).

Personal selling is a form of person-to-person communication in which the seller attempts to assist and/or persuade potential customers to purchase the products or services offered by the company. It is also through it that companies can build strong relationships and build a good reputation in the market which can affect their purchase decision.

According to Panjaitan, Edward, et., al (2019) in "The Effect of Marketing Mix on Consumer Purchase Decision on Bright Gas Product in Medan (Study in PT Pertamina (Persero) Marketing Operation Region I)", the promotion has a significant effect on consumer purchasing decisions, so the company is very important to carry out promotional programs intensively and regularly so that the market gets clear and complete information about Bright Gas products, especially regarding the superiority of the product.

H₂: Promotion has a significant effect on Customer Purchase Decision

2.3 Customer Purchase Decision

A decision is a choice among possible courses of action. According to Santoso (2015), decision-making is the integration that combines the knowledge gathered from numerous resources to evaluate two or more alternatives and choose one among the possible alternatives. The result of this integration is what is known as the customer's decision-making. According to Schiffman and Kanuk (2020), the decision is the selection of two or more options. In other words, the choices have to be available for someone to make the decision. When there are no options or choices available, then it cannot be deemed as decision making.

According to Qian (2019), consumer decision making is defined as the behavior patterns of consumers that proceed, determine and follow the decision-making process for the acquisition of need satisfying products, ideas, or services. Dubey defines consumer decision making as the processes undertaken by consumers in the regard to a potential market transaction before, during, and after the purchase of a product or service. According to Kerin and Rudelius (2018), it is the stages a buyer passes through in making choices, about which products and services to buy.

Schiffman and Kanuk (2020) stated that many consumers buying decisions are based on the combination of experience, marketing and non-commercial information gathered. It is a series of choices made by consumers before making a purchase after they are willing to buy. The consumer purchasing decision is the ability to define problems and select the best course of action (Kotler, 2018).

Research Issue and Methodology

3.1 Research Issue

The type of research that was used Causal Research. The research method used in this study is quantitative. The population that is used in this research are customers of Medan who have ever dined at least twice at the Marutama Ramen Medan – Center Point Mall in the last two years. Non-probability sampling will be the sampling method used in this research and the questionnaire as the method of data collection. The reason for the method's implementation is because the number of populations that will visit Marutama Ramen Medan – Center Point Mall is unknown, in other words, the sample is not a hundred percent exist on all respondents. The Snowball sampling technique will also be used in this research. Snowball sampling is a technique of determining samples that have a small amount at the beginning, furthermore, it will become bigger as the first sample will choose another person to be a part of the sample. The area of distribution will be limited to Medan city. The respondents' characteristics of this study are respondents who have ever dined at Marutama Ramen Medan – Center Point Mall with the age range of 18 to 60 years old. The total sample that needs to be collected are 100 respondents. This research also uses multiple regression. The research model can be seen below.

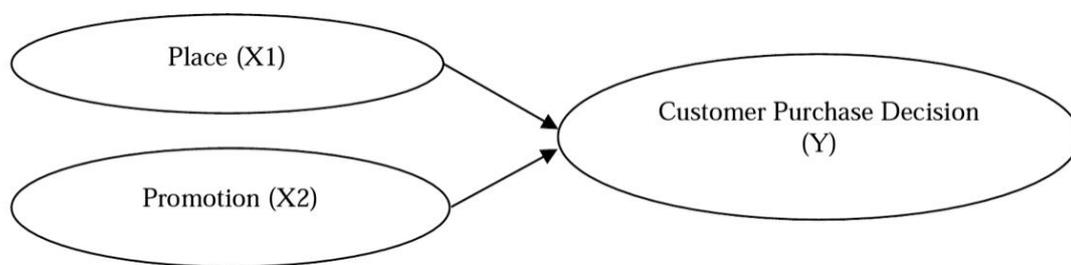


Figure 1. Research Model

Source: Analysis, 2021

4. Finding and Discussion

4.1. Findings

This study used Structural Equation Modelling in testing the variables. The statistical analysis tool used to answer the problem formulation of this research is SPSS 25.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic analysis.

In Table 1, it shows that respondents who fill out questionnaires are mostly done by man, this can be seen from 65 respondents which are 65.0% of respondents who have ever dined in at least twice at Marutama Ramen Medan – Center Point Mall in the last two years are female while 35 respondents (35.0%) are male.

Table 1. Respondents' Characteristics by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <u>Female</u>	<u>65</u>	<u>65.0</u>	<u>65.0</u>	<u>65.0</u>
<u>Male</u>	<u>35</u>	<u>35.0</u>	<u>35.0</u>	<u>100.0</u>
<u>Total</u>	<u>100</u>	<u>100.0</u>	<u>100.0</u>	

Source: own calculation (2021)

From the results in Table 2, the characteristics of respondents based on age are dominated by the age group 18-30 which is 83 respondents (83.0%), followed by 31-40 age group which is 9 respondents (9.0%), respondents from 41-50 age group is 4 respondents (4.0%) and last age group to become the respondents is age group 51-60 which is 4 respondents (4.0%).

Table 2. Respondents' Characteristics by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <u>18 – 30</u>	<u>83</u>	<u>83.0</u>	<u>83.0</u>	<u>83.0</u>
<u>31 – 40</u>	<u>9</u>	<u>9.0</u>	<u>9.0</u>	<u>92.0</u>
<u>41 – 50</u>	<u>4</u>	<u>4.0</u>	<u>4.0</u>	<u>96.0</u>
<u>51 – 60</u>	<u>4</u>	<u>4.0</u>	<u>4.0</u>	<u>100.0</u>
<u>Total</u>	<u>100</u>	<u>100.0</u>	<u>100.0</u>	

Source: own calculation (2021)

Based on the results from data processing in table 3 below, shows that all average score of the mean for the overall indicator is above 3.49. Also, the standard deviation is under 2.0 means that the answers given by respondents are homogeneous. The highest mean average is L3 (Strategic Location) for the Place variable at 4.43, P5 (Personal-Selling) for the Promotion variable at 4.26, and the PD1 (Problem Recognition) for the Purchase Decision at 4.29. PD8 (Purchase Decision) has the highest score for standard deviation which is 1.03. This may indicate that the respondents' answers for the Purchase Decision is the least homogeneous compared with other variables.

4.1.1 Validity Test Result

Table 3. Validity Test

Variable	Indicator	Mean	Validity Value	Critical Value	Description
<u>Place</u>	<u>L1</u>	<u>4.29</u>	<u>0.694</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>L2</u>	<u>3.49</u>	<u>0.430</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>L3</u>	<u>4.43</u>	<u>0.649</u>	<u>≥ 0,50</u>	<u>Valid</u>

<i>Promotion</i>	<u>L4</u>	<u>4.26</u>	<u>0.687</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>L5</u>	<u>4.10</u>	<u>0.561</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>L6</u>	<u>4.23</u>	<u>0.720</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>P1</u>	<u>3.63</u>	<u>0.753</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>P2</u>	<u>3.68</u>	<u>0.721</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>P3</u>	<u>3.65</u>	<u>0.546</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>P4</u>	<u>3.67</u>	<u>0.666</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>P5</u>	<u>4.26</u>	<u>0.510</u>	<u>≥ 0,50</u>	<u>Valid</u>
<i>Purchase Decision</i>	<u>P6</u>	<u>4.05</u>	<u>0.710</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD1</u>	<u>4.29</u>	<u>0.573</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD2</u>	<u>4.00</u>	<u>0.638</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD3</u>	<u>4.19</u>	<u>0.572</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD4</u>	<u>3.97</u>	<u>0.546</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD5</u>	<u>3.73</u>	<u>0.655</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD6</u>	<u>3.97</u>	<u>0.722</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD7</u>	<u>3.69</u>	<u>0.517</u>	<u>≥ 0,50</u>	<u>Valid</u>
	<u>PD8</u>	<u>3.61</u>	<u>0.564</u>	<u>≥ 0,50</u>	<u>Valid</u>

Source: own calculation (2021)

Based on the validity test result above, we can see that all indicators are valid, because the value of validity is greater than 0.5.

4.1.2 Reliability Test

Table 4. Reliability Test Result

<u>No</u>	<u>Variable</u>	<u>Cronbach's Alpha Based on Standardized Items</u>	<u>Critical Number</u>	<u>N of Items</u>	<u>Description</u>
<u>1.</u>	<u>Place</u>	<u>.835</u>	<u>0.6</u>	<u>6</u>	<u>Reliable</u>
<u>2.</u>	<u>Promotion</u>	<u>.849</u>	<u>0.6</u>	<u>6</u>	<u>Reliable</u>
<u>3.</u>	<u>Purchase Decision</u>	<u>.837</u>	<u>0.6</u>	<u>8</u>	<u>Reliable</u>

Source: Prepared by Writer, 2021

From the table above for N=30, it can be seen that the Cronbach Alpha Based on the Standardized Value for Place variable (L) is 0.835 which means the variable tested is reliable as the value of Cronbach Alpha Based on Standardized Value is > 0.6.

For the second independent variable, Promotion strategy (P), the result of the reliability test in table 4 shows that the Cronbach Alpha Based on Standardized Value for promotion variable is 0.849 which exceeds 0.6, meaning done that the variable is reliable.

Further, the reliability test is also tested on the dependent variable which is the customer's purchase decision in which the result can be seen in Table 4.14, it can be concluded that the Purchase Decision variable (PD) is reliable as the Cronbach Alpha Based on Standardized Value for it is 0.837 in which fulfill the criteria of a variable to be deemed reliable which is Cronbach Alpha Based on Standardized Value > 0.6.

4.1.3 Normality Test

Following is the normality test that is based on Kolmogorov Smirnov (K-S) non-parametric statistical test. The output of Kolmogorov Smirnov (K-S) non-parametric statistical test can be seen in column Kolmogorov Smirnov Z and when the significant value of each variable is bigger than 0.05, then it can be concluded that the responses data from variable Place, Promotion and Purchase Decision are normally distributed.

Table 5. Kolmogorov Smirnov Test

<u>Equation</u>	<u>Asymp. Sig. (2-tailed)</u>	<u>Critical Number</u>	<u>Description</u>
<u>L, P * PD</u>	<u>.105^c</u>	<u>>0.05</u>	<u>Normally Distributed</u>

Source: Prepared by Writer, 2021

Above is the output data of the normality test tested on the variable of this research, it shows that the Asym-2sig value of the variable is 0.105 which is > 0.05, meaning that the data is normally distributed.

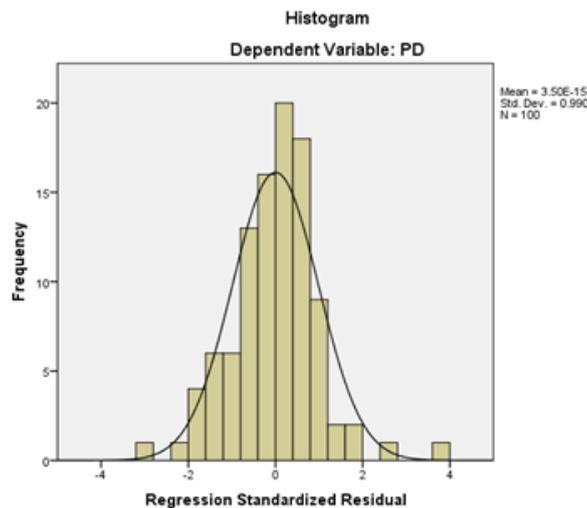


Figure 2 Histogram Normality Test of Purchase Decision

Source: Prepared by Writer, 2021

Based on the figure above, it can be concluded that the lines form bell shapes and do not deviate either to left or right which shows that the data is normally distributed.

The SPSS output result to show the normality of Place and Promotion towards Purchase Decision can be seen in the graphic below:

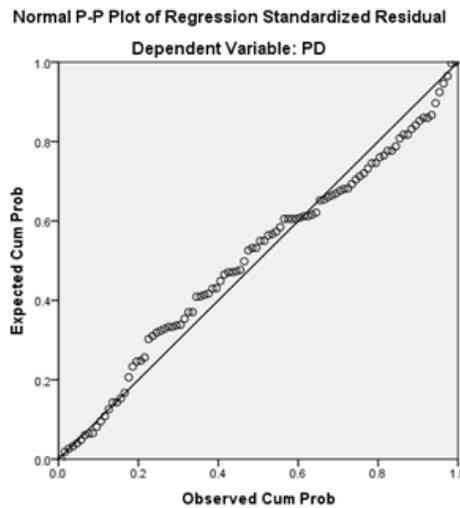


Figure 3 P-plot Normality Test of Purchase Decision

Source: Prepared by Writer, 2021

Based on Image 2 it can be concluded that the variable is normally distributed, this is shown as the direction of the points or data follow are well-spread around the diagonal line

4.1.4 Research Result

Based on the results of testing the quality of the data, it is stated that the processed data can pass the evaluation of Normality, Heteroscedasticity, evaluation of Multicollinearity and Linearity, and validity test for each indicator through the Classical Assumption test. Then the data is processed for the hypothesis testing, with the following results:

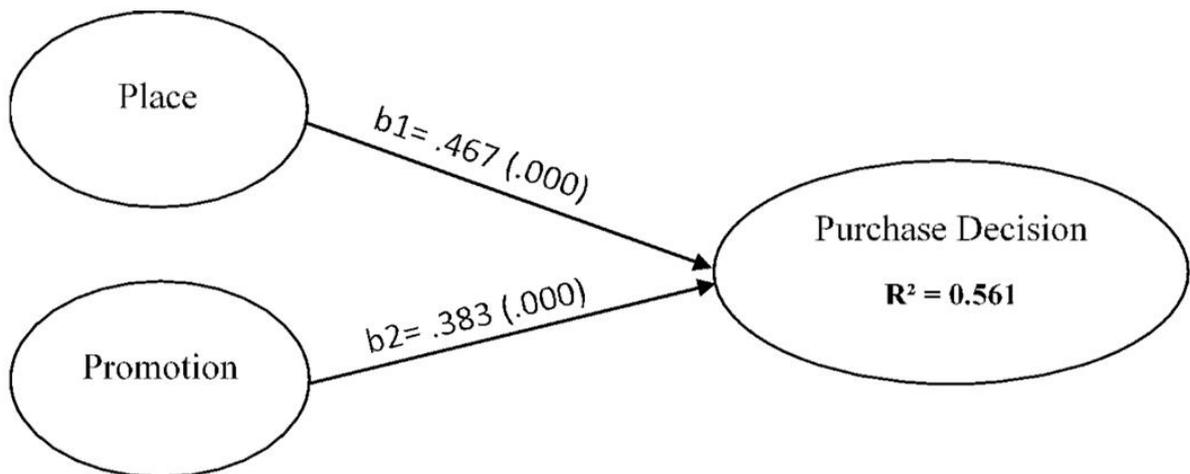


Figure 4. Research Results

4.1.5 Hypotheses Testing

Based on the model, we will test the two hypotheses proposed in this study

Table 6. Hypotheses Testing Result

				<u>Sig.</u>	<u>Standard</u>	<u>Result</u>
<u>H1</u>	<u>Place</u>	<u>→</u>	<u>Purchase Decision</u>	<u>.000</u>	<u>0.05</u>	<u>Accepted</u>
<u>H2</u>	<u>Promotion</u>	<u>→</u>	<u>Purchase Decision</u>	<u>.000</u>	<u>0.05</u>	<u>Accepted</u>

The table above describes the two hypotheses proposed in the conceptual framework model. All of them have a significant influence. This can be seen based on the value of Sig < 0.05 which explains that each independent variable has a significant effect on the dependent variable.

4.2 Discussion

The results of data processing using SPSS 25.0 software make the results show the 2 hypotheses shown and proposed in this study. This can be seen from the results of the first hypothesis that the Place variable has a significant effect on Purchase decisions with the value of Sig. from the T-test to be .000 and the regression coefficient of 0.467.

Then the second hypothesis, the Promotion variable has a significant effect on the Purchase Decision variable with the Sig. value of .000 and a regression coefficient of 0.383.

The linear relationship between independent variables and the dependent variable is quite strong. Based on the result of R analysis between Place and Promotion as the independent variables and Purchase Decision as the dependent variable shows a value of 0.755 which indicates a powerful correlation between those variables.

The output of Correlation Determination resulted in the value of R2 at 0.561 or 56.1%. This indicates that the contribution percentage of Place (L) and Promotion (P) towards Purchase Decision (PD) is 56.1%. Meaning that the independent variables in this research model can explain 56.1% output of the dependent variable, while the remaining 43.9% is influenced by other variables not explained in the research model.

From the Sig. value, it can explain whether the hypothesis is significant or not, and it is concluded that all the hypotheses of this study are very well accepted because of the Sig. value is below 0.05.

5. Conclusion

This research paper is written in an attempt to examine the effects of the Place variable and Promotion variable in shaping Purchase Decisions on customers at Marutama Ramen Medan – Center Point Mall. In the first chapter of this research paper, had been raised some research problems order to be examined in this research. In addition, there are still many factors that affect Purchase decisions that can be further explored and explained variables that underlie Purchase Decision variables such as the product, price, brand image, brand awareness, and more.

Through the research survey that has been conducted on 65 females and 35 males within the age group of 18 to 60 years old of Marutama Ramen Medan – Center Point Mall customers and based on the literature review, there are two proposed hypotheses, where both hypotheses are accepted. The first hypothesis that shows significant support is Place has an impact on Customer Purchase Decisions with a regression coefficient value of 0.467 and the second

hypothesis is Promotion has an impact on Customer Purchase Decisions with a regression coefficient value of 0.383.

The descriptive analysis of the mean value also shows the current condition of the Place, Promotion, and Purchase Decision variable which answers the problem formulations stated in the early chapter. The mean value has shown that the current Place, Promotion, and Purchase Decision of the Marutama Ramen Medan – Center Point Mall are still on the rate of “agree” according to the data obtained from the respondents thus, recommendations are given through this research to further improve them to reach the “strongly agree” state.

This research provides evidence that the Place variable significantly impacts Purchase decisions and that the Promotion variable also significantly impacts Purchase decisions. From this study, is derived a conclusion that nowadays customer purchase decision is due to the rise of problem recognition which leads to more information researched and alternatives evaluated before reaching the purchase decision which is stimulated by the place and promotion of the research object. All the stimuli certainly need to be maintained and improved through continuous improvement and implementation of new strategies that are fitting. Therefore the rapport of these variables is the answer to this research problem which asks how was the impact of the Place variable and Promotion variable on Customer Purchase Decisions.

Based on the research results, the Place variable has a significant influence on purchase decisions and so does the Promotion variable which also has a significant influence on the Purchase Decision in Marutama Ramen Medan – Center Point Mall, so managerial implications should be focused more on the independent variables. The managerial implications of these findings can be made based on the theory that has been developed as follows:

First, Place is one of the crucial factors that influence the customer Purchase Decision. A place is considered good when it is located in a strategic location and with good accessibility and an attractive physical appearance. Marutama Ramen Medan – Center Point Mall is located in the heart of the shopping center and has just recently renovated its outlet to offer more exclusivity and a comfortable dining experience for its customers. It is essential for Marutama Ramen Medan – Center Point Mall to always enhance their strategic location advantages by ensuring that excessive stand boards or decorations that might block the pathway for customers to visit the restaurant and should also consider offering special deals for their loyal customers to get a VIP parking service in every visit. Marutama Ramen Medan – Center Point Mall should also consider partnering up with stores in the mall for instance H&M where for every minimum spending on H&M, customers can redeem the gyoza menu in Marutama Ramen Medan – Center Point Mall for half price, and incorporate unique messages that urge potential customers to lead them to dine-in at Marutama Ramen Medan – Center Point Mall such as "Had an eventful day? Head to L1 and treat yourself to some Japanese delicacies and more surprises!" The exclusivity that Marutama Ramen Medan – Center Point Mall outlet gives off can be further enhanced by ensuring that the outlet is not overly-decorated with an off-theme decoration and considering the pandemic of Covid-19 situation, Marutama Ramen Medan – Center Point Mall should also consider implementing the built-in tabs in every table that allow the customers to do self-service to minimize interactions and improve exclusivity and more sophisticated ambiance of the outlet.

Second, Promotion is another essential factor that has a significant impact on customer Purchase Decisions. To further improve this aspect, Marutama Ramen Medan – Center Point mall has to be aware that the attractiveness, creativity and personally selling of the promotions

are the main factors that indicate the Promotion variable. Marutama Ramen Medan – Center Point Mall customers are dominated by young adults, either workers or students thus, it is crucial for Marutama Ramen Medan – Center Point Mall to take into consideration the demographic profile of their customers and implement the right promotion to attract their markets, such as offering special promotions for student card or company ID cardholders. Marutama Ramen Medan – Center Point Mall can also provide private dining sessions or home service deals for their customers to further complement the aspect. The creativity of the promotion is also essential as it attracts the attention of the potential customers and further urges the customer purchase decision such as collaborating with e-wallet providers such as OVO and DANA to get special deals and also by doing a review events on the social media to get the chance to win special vouchers to be redeemed in Marutama Ramen Medan – Center Point Mall. The waiters and all operational staffs working are also important as personal-selling plays a major role in urging customer purchase decision as they can guide and recommend the customers to try out the new menu based on their preferences and inform them regarding the ongoing promotions to further prompt the purchase decision. They should also be trained to be responsive and communicative towards the customers to get feedbacks which can be further used to improve Marutama Ramen Medan – Center Point Mall.

Third, Purchase Decision has several important indicators that can initiate the final purchase decision. It starts with the recognition of the problem which is followed by research of information and alternatives available before reaching the final purchase decision. Marutama Ramen Medan – Center Point Mall has to be aware that due to the travel restriction caused by the pandemic of Covid-19, they can help bringing Japanese dining experience and ambiance to their customers by offering some limited edition seasonal menu and using the concept of Hanami season to further enhance the dining experience for their customers. Marutama Ramen Medan – Center Point Mall could also further improve this by providing a street snack corner that serves various Japanese signature street snacks that might urge the customer purchase decision. Active in updating the social media to showcase their menu and interacting with customers can further boost the purchase decision such as giving daily recommendations and offering special vouchers for every Instagram follower of @marutamamedan that can be redeemed in a given period. Marutama Ramen Medan – Center Point Mall can further urge the customer purchase decision by offering varieties of promotions such as on their dessert selections and also introducing the self-service option for customers who wish to have the least interaction. By investing in the tablet or built-in screen on every table for customers to place and track their orders, Marutama Ramen Medan – Center Point Mall will have a higher position in the market as none of the competitors have yet implemented such a facility. Offering special vouchers redeemable in the next purchase for every customer who filled in feedback is also essential for Marutama Ramen Medan – Center Point Mall to be able to analyze their current positioning in the market and for them to improve more based on the feedback accumulated from their customers.

6. Research limitation

The findings of this study should be understood considering its limitations. First, the respondents of this study are limited to Marutama Ramen customers at the Center Point Mall – Medan outlet only. It is expected that subsequent research using the same or modified

research model can be applied to different objects to gain more information about the overall result on the variables that influence a purchase decision. Second, although theoretical and empirical support has been found for the research models, there is potential to consider connecting variables that influence customer purchasing decisions based on gender, age, and educational level. Future research could broaden the scope of respondents or focus on a different topic. Future research is expected to provide a broader picture and a better understanding of customer purchasing decisions. Lastly, there is also the potential to exploit the use of the research model further by supplementing the variables already present in this study to improve understanding of the variables that influence customer purchase decisions. For instance, future research can add variables like price, brand image, social media exposure, etc.

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