

**THE EFFECT OF MARKETING MIX FOR LOGISTICS SERVICES
ON USER DECISIONS IN MANADO
(CASE STUDY OF PT. POS INDONESIA LOGISTICS)**

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Abstract

Services are very important in this digital era. The decision to use logistics services is influenced by the 7 P's. The marketing mix is one of the important aspects of marketing related to consumer purchasing decisions and is divided into product, price, promotion, location, people/HR (people), physical evidence and process. This research specifically aims to: (1) Know the characteristics of Indonesian Postal Logistics consumers. (2) Knowing what factors influence consumer purchasing decisions for Indonesian Logistics Post products. (3) Knowing the implementation of the marketing mix strategy at the Indonesian Logistics Post. This goal can be achieved by applying a series of explanatory research procedures where data collection is carried out in the city of Manado and the unit of analysis is the customers/consumers of postal logistics services. After the data is obtained, the data is processed and analyzed using multiple regression analysis, t-test and F-test. From the results of the regression analysis and hypothesis testing, it is obtained that the Product, Place, Promotion, People, Physical evidence and Process variables have a positive effect on consumer purchasing decisions (Buying decisions) at the logistics company PT. Logistics Post. If these variables increase, the buying decision will also increase. vice versa. However, specifically for the Price variable, it shows a negative value, which means that the effect of the Price variable on the Buying decision is opposite, that is, if there is an increase in the price of PT. Post Logistics, there will be a decrease in purchasing decisions for these logistics products/services. Price is one of the determinants of consumers in determining a purchase decision for a product or service. Therefore consumers will definitely consider the price of an item or service with consumer income, the quality obtained and the benefits obtained. PT. Postal Logistics is assessed by the public as it still sells its services at a higher price than its competitors. Price is one of the determinants of consumers in determining a purchase decision for a product or service. Therefore consumers will definitely consider the price of an item or service with consumer income, the quality obtained and the benefits obtained. PT. Postal Logistics is assessed by the public as it still sells its services at a higher price than its competitors. Price is one of the determinants of consumers in determining a purchase decision for a product or service. Therefore consumers will definitely consider the price of an item or service with consumer income, the quality obtained and the benefits obtained. PT. Postal Logistics is assessed by the public as it still sells its services at a higher price than its competitors.

Responding to the conditions for logistics challenges in Indonesia, Post Logistik must be able to elaborate on the company's ability to provide solutions through a national approach that is synergized with global solutions for the use of the right technology, so that the logistics services offered do not only provide solutions for customers but also provide benefits to investors. in improving the Indonesian economy. Therefore a business model that can be built in order to produce competitive logistics service products is as follows: (1) Strategic cooperation with external parties to produce strategic partnerships in the field of transportation in order to realize excellent operations in the distribution function (moving goods) end to end. (2) Regular collaboration with external parties on the principle of a win-win solution to support supporting operations in the fields of Banking, Insurance, Information Technology and Trade. (3) Application of the 7P marketing mix principles (Product, Price, Place, Promotion, People, Physical evidence and Process). (4) Generate competitive postal logistics service offerings. (5) Based on everything on the applicable government regulations.

Keywords: PT. Pos Logistic Indonesia, Service Marketing Mix, Purchasing Decision.

Introduction

The world today is facing the phenomenon of disruption, a situation where the movement of the industrial world or work competition is no longer linear. The change is very fast, fundamentally by shuffling the old order pattern to create a new order. Disruption initiates the birth of new business models with more innovative and disruptive strategies. The scope of change is wide ranging from the world of business, banking, transportation, social society, to education. This era will require us to change or become extinct. It is clear that this disruption will encourage the digitization of the logistics system, in which innovations have emerged in the application of logistics and shipping services provided by application companies. Even though currently the logistics business still sees digital disruption as not yet a threat, but going forward,

Currently digital logistics businesses that use applications are still limited to serving B2C (business to customer). Meanwhile, entering the B2B (business to business) logistics business is quite difficult. This is because each company that orders logistics services has different criteria. Not to mention when there is a risk of damage and loss of goods being transported, this condition cannot be answered by the service application company. It is possible that at this time, application companies that provide logistics services continue to make repairs and improvements to perfect their services so that they can integrate logistics, warehousing and other services.

One of the logistics service providers in Indonesia is PT. Pos Logistik Indonesia which provides its main products are the National Transport Contract, Logistics Freight Forwarding and E-Commerce. The business of PT Pos Logistik Indonesia or Pos Logistics is able to grow above 20%. Even though during that period, macroeconomic conditions were sluggish. Post Logistics was able to grow well because during that period, the company shifted its business focus from logistics projects such as working on the heavy equipment sector to logistics contracts that served many sectors. *fast-moving consumer goods*(FMCG). Post Logistics enters into a logistics contract because it has a long term duration so it is more promising to generate revenue. Apart from starting to turn his attention to contract logistics. Pos Logistics has also started to develop retail cargo because it has proven to be able to boost the company's revenue in 2016. In addition, in 2016 the company also started building to serve international projects, both for import and export. Before Pos Logistics worked on logistics contracts, this company had 5 product portfolios, namely logistics projects, cargo, international forwarding, retail cargo, and e-commerce businesses. In the 2014-2015 period, the contribution of logistics projects was quite significant, namely 35% of total revenue. However, to get new customers, his party must also be aggressive in picking up the ball. Because, <https://swa.co.id/kumparan/garap-contract-logistics-boosting-performance-post-logistics>, October 22, 2019). In addition, in order to be competitive, Post Logistics also continues to increase its capacity, both in terms of physical capacity, namely vehicles and

warehouses, as well as non-physical capacity, namely technology and human resources.

In general, it can be identified that the logistics business is hampered by various obstacles, including transportation and technology. Various problems with the delivery of goods often arise either due to delays, limitations in providing transportation vehicles, or other problems ranging from technical problems, agreements, to payment systems (Berita Satu, Friday 4 May 2018; accessed from <https://www.beritasatu.com/economy/491138/potential-industry-logistik-very-big>; 08 Oct 2019). Besides that, the issue of marketing strategy in order to acquire new customers also requires special attention in order to maintain sales levels or also increase them.

Several studies of consumer behavior related to marketing implications (previous research by Ling-ye, 1997; Chan, 1999; Vlosky et al., 1999; Chan & Lau, 2000; Kalafatis et al., 1999; Follows & Jobber, 2000; Chan, 2001; Juan et al., 2001; Laroche et al., 2001; Fotopoulos & Krystallis, 2002). Studies on marketing mix strategies that influence buying decisions, purchase intentions, sales, consumer satisfaction, prices, green market segmentation, etc. (Muhammad Imtiaz Subhani, Syed Akif Hasan, Amber Osman, Saeeda Wazir Ali Rudhani, 2012, Haofu Fan & Lin Zeng, 2011, Ramin Rakhsha and M. Majidazar, 2011, Tara M. Mintz, BS 2011, , Eva M. Hyatt, Mary Wanjiru Kinoti, 2011, Doris Mbih Knutzen, 2011, Jan Barrish, 2011, Nai-Jen Chang and Cher-Min Fong, 2010, Riza Akbar Ramadhan, 2010, Rudi Haryadi, 2009, Daniel Szuster, 2008, MFS Junaedi, 2008, Ina Landua, 2008, Tracy Allen, 2007, Bo Enquist, Bo and Samuel Petros Sebhatu, 2007, Esty and Winston, 2006). These studies try to explore aspects of the marketing mix and buying behavior. The last research was conducted by the proposer himself (Stanss LHV Joyce Lapian, 2018) entitled "Analysis of Green Marketing Mix Factors on Hotel Industry (Study on Sintesa Peninsula Hotel Manado; Discovery Kartika Plaza Denpasar; Hyatt Regency Yogyakarta; Grand Melia Jakarta) (International Review of Management and Marketing Journal, Vol 8, Issue 6, 2018).

Some of the previous studies above obtained a gap that the service marketing mix strategy (7P) can induce the development of consumer behavior (purchasing decisions). Thus this study aims to determine what factors influence consumer purchasing decisions for Indonesian Logistics Post products and the implementation of the marketing mix strategy at Indonesian Logistics Post. The results of this study will later form a model of the relationship between marketing mix and purchasing decisions for Indonesian Logistics Post products. From this model it is hoped that the Indonesian Logistics Post will be able to further increase its sales so that it can increase. The outcome of this increase will have an impact on the readiness of Indonesia's Logistics Post to enter the IPO.

LITERATURE REVIEW

1. Logistics Business

Logistics pioneer organization in the United States, The Council of Logistics Management (CLM) put forward the definition of Logistics is a part of the supply chain that functions to plan, implement and control the efficiency and effectiveness of the flow and storage of goods and services and related information from point of view. from the point of origin to the point of consumption in order to meet the needs of customers. Meanwhile Martin (1998:11) defines logistics as a process that strategically manages the procurement of materials (procurement), movement and storage of materials, components and storage of finished goods (including related information) through the organization and its marketing network in such a way that profits are maximized in both the short and long term through cost-effective fulfillment of orders. Bowersox (1995:13) says that logistics is a strategic management process for the movement and storage of goods, spare parts and finished goods from suppliers, between company facilities and to customers. Henkoff (in Fortune Magazine) means that the term logistics, distribution, or supply chain management is basically the same, which is a process by which companies move materials, components and products to customers. Ross (1998:

From the above understanding, the logistics business can be interpreted as a business activity that seeks to provide added value to its consumers in relation to the procurement, movement, storage and distribution of goods and related information, from a point of origin to a point of consumption, with the

minimum cost or efficient. From the notion of services and the notion of logistics, basically, all activities or processes of logistics services focus on efforts to fulfill the needs and desires of the company's customers as well as the accuracy of delivery which is used to balance consumer expectations. From this process will produce a service quality (service quality) that can meet consumer expectations.

2. Service Marketing Mix (7P)

The marketing mix is one of the factors that can influence consumer purchasing decisions (Astuti et al, 2015). Through a combination of various marketing tools in the marketing mix, it can be used to achieve company goals (Kotler & Armstrong, 2010). Although it cannot be denied that conducting studies on consumer behavior is complex because consumer behavior in purchasing a product is influenced by many factors which can be interrelated and influence each other (Astuti et al, 2015). Theoretically, Kotler & Keller (2009) have developed a behavioral model that describes the factors that influence consumer behavior as a whole. In this model, it is described how the company's marketing mix consisting of product, price, distribution and place affect the purchase decision. Other factors that also influence purchasing decisions are personal characteristics, including trust and learning.

In marketing communications there are several integrated elements that are realized in the integrated marketing communications mix, namely the marketing mix, then the promotion mix which is actually part of the marketing mix, but is now more specific. And there are also certain marketing communication strategies, such as segmenting, targeting, pricing and positioning strategies. In the marketing mix of service companies in particular, there are elements or elements that become the basis for consideration of decision making in making marketing communication strategies, namely 4P plus another 3P: product, price, place, promotion, people, process, and physical evidence.

The seven elements mentioned above influence each other, so that all of them are important as a unified strategy, namely the reference/mix strategy. Meanwhile, this marketing mix strategy is part of the marketing strategy, and serves as a guide in using marketing elements or variables that can be controlled by company leaders to achieve company goals in the field of marketing.

3. Buying decision

Purchase decision is preceded by purchase intention, namely the process that exists between alternative evaluation and purchase decision. After consumers evaluate the existing alternatives, consumers have an interest in buying a product or service offered. According to Abzari, et al. (2014) the indicators that determine buying interest are transactional interest, referential interest, preferential interest, and explorative interest.

In the decision-making process, consumers have goals or behaviors they want to achieve or satisfy. Furthermore, consumers make decisions about which behavior to do to achieve these goals. Consumer buying decisions can be influenced by various factors, both individual (internal) and those from the external environment. Several factors originating from the environment such as culture, social class, group and family influences can influence a person's decision-making process. There are several things that can influence, namely consumer resources, motivation and involvement, knowledge, attitudes and personality as well as lifestyle and demographics (Engel et al, 1995). Purchase decision consists of 3 indicators and is the dependent variable in this study.

By using various criteria that exist in the minds of consumers, one product or service brand will be chosen to be purchased. After purchasing a certain brand of product or service, the consumer will evaluate it to determine whether he is satisfied or not with his purchase decision. If the consumer is satisfied, it is likely that he will make a repeat purchase in the future. If on the contrary, then he will search again for the various product or service information he needs. This process will be repeated until the consumer is satisfied with his purchase decision.

Several empirical studies justify the relationship between the variables above. Suhari (2008) qualitatively found the influence of the marketing mix and consumer characteristics on purchasing

decisions. Furthermore, Saputra (2016) proved that consumer behavior (including trust and learning) influences purchasing decisions. More specifically, Rahmawati and Widiyanto (2013) and Widiyanti Prasilowati (2015) provide evidence about the effect of attitudes on purchasing decisions.

Based on the description above, it can be concluded that purchasing decisions (purchasing decisions) will occur if companies can implement a service marketing mix strategy (7P), namely Product; Price; place; promotions; People, Process and Physical Evidence in accordance with the wishes/needs of their customers and persuade their customers through a psychological approach.

Based on the description of the framework above, the research hypothesis can be built: Product, price, place, promotion, people, process and physical evidence strategies simultaneously influence the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

Method

1. Data Collection and Sampling Methods.

To obtain primary data, the methods of observation, interviews (using interview guides) and surveys (using questionnaires) were used. As for the secondary data used library research (library research).

The target population in this study were users of postal logistics services in Manado. Thus in terms of objectives, the population is homogeneous so that the research sampling technique used is random sampling.

The sample size can be determined using the Slovin formula, while the variable measurements in this study are measured using the Likert scale model.

2. Variable Operational Definitions

- a) X1 Product: Goods or services made or provided by companies to meet consumer needs and provide benefits and satisfaction after consumption. The indicators are product/service availability, timely warranty, product safety and product reputation
- b) X2 Price: Application of prices that take into account economic costs and environmental costs in the production and marketing process, while providing value to customers and reasonable profits for businesses. The indicators: Prices are comparable to quality Competitive prices, discount rates and additional fees
- c) X3 Place: The role of the distribution channel is as a marketing activity that seeks to facilitate the delivery of goods and services from companies to consumers. The indicators: Distributed service outlets
- d) X4 Promotion: A one-way flow of information or persuasion created to direct someone to an action that creates an exchange in marketing. The indicators are: Regular advertisements in the media, special consumer programs and promotional months.
- e) X5 Process: Service delivery procedures that support operational performance and service quality through efficient use of resources. The indicators are: Ease of processing orders, Ease of receiving and Picking up shipments
- f) X6 Physical Evidence: Service quality can be demonstrated through physical evidence and presentation. So an airline business will develop an observable appearance and style in handling its customers, so as to deliver the expected value for consumers, be it cleanliness, speed or other benefits. The indicators are: Adequate transportation equipment, comfortable service waiting rooms and a comfortable office
- g) X7 People: Services are mostly served or provided by people. Employees can therefore make a big difference in customer satisfaction through attitudes and behaviors that are empathetic, competent, responsive, initiative, problem-solving skills and goodwill. The indicators: Professional employees, friendly employees and consumer involvement

Meanwhile, the consumer's buying decision (Y) variable is the process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes and environmental factors with which humans make exchanges in all aspects of their life.

- 1) Selection of certain brands
- 2) Number/volume of product purchases
- 3) Product purchase frequency

3. Analysis Method

Validity and Reliability Test, Multiple Regression Analysis, Classical Assumption Test (Normality Test and Multicollinearity Test), Hypothesis Test (t-test and F-test)

Discussion

Pos Indonesia Logistics Profile

It has been operating since 2012 and is 99.71% owned by PT Pos Indonesia (Persero). Starting from a logistics business project in 2004, and developing into a Strategic Business Unit in 2007, then based on a Notary Deed ratified by the Minister of Law and Human Rights in Decree No: AHU-08351.AH.0101 on February 17, 2012, Post Logistics Indonesia was officially born as a subsidiary of PT Pos Indonesia (Persero). With a position as a subsidiary, and supported by workers and a professional team in formulating business strategy and positioning, PT Pos Logistik Indonesia is expected to be able to operate independently to be able to maximize logistics business opportunities in Indonesia as well as take advantage of the network from Pos Indonesia that has been built throughout Indonesia. , with 4,367 branch offices and 33.

Main Products: National Transport Contract, Logistics Freight Forwarding and E-Commerce:

Domestic Land Trucking, Domestic Air, Domestic Ocean, Domestic Rail, Cargo, Warehouse, Freight Forwarding, E-Commerce.

Logistics postal revenues in 2018 amounted to Rp. 3,004.86 billion or grew 14% from 2017 of Rp. 2,635.84 billion. This business revenue achievement reached 96.20% of the RKAP target set at Rp. 3,123.40 billion. Currently, logistics posts still provide the largest contribution to the company's revenue, namely 54.01%.

Characteristics of Pos Indonesia Logistics Consumers

In general, the description of respondents based on shopping purposes is that consumers whose shopping goals are sending business goods are as much as 52.50% and to save time/effort as much as 37.25%. As for the purpose of spending in order to control spending as much as 14%. This can be confirmed in the profession/type of consumer work which is dominated by entrepreneurs/entrepreneurs at 49.17% where they are quite strict in terms of efficiency (in terms of practicality and time). While the majority of consumers with income levels above Rp. 15,000,000 per month is also the most dominant, there are as many as 35,700%, which can also indicate that most consumers who shop at Postal Logistics are entrepreneurs or entrepreneurs. Meanwhile, in terms of reasons for consumers to shop at Postal Logistics,

Validity and Reliability Test Results

Validity and Reliability tests were carried out on the questions used to measure the influence of the marketing mix on buying decisions, with results there are 2 items of questionnaire questions that are invalid (because r count < from r table), namely questions number 10 and 13. Thus there are only 21 question items that are valid/valid to be used to measure the effect of e-marketing mix on e- buying decision (because the value of r count is greater than r table).

While the reliability coefficient is measured based on Cronbach's α value where the magnitude of the calculated reliability coefficient (SPSS output) for the e-marketing mix and e-buying decision variables

is 0.7214 (greater than 0.6) so it can be said that the measuring question items is reliable/reliable. Referring to the results of this validity and reliability test, the question items that have been prepared to measure the Marketig Mix and Buying Decision variables are appropriate for use in this study.

Multiple Regression Test Results

The form of the equation is calculated using multiple regression analysis, while the summary of research data calculated using SPSS is presented in the following table:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.989	1.109		1.793	.026
ProdUCT	.764	.176	.298	2.064	.021
Price	-.496	.152	.529	1.294	.048
Place	.461	.128	.643	1.473	.037
Promotion	.720	.171	.626	1.287	.021
Process	.568	.145	.543	2.468	.041
Physical Evid	.631	.119	.556	2.775	.016
People	.778	.127	.656	2.616	.039

While the results of the calculation of the correlation coefficient (R) were obtained at 0.832 which means that the variables Product, Price, Place, Promotion, Process, Physical evidence and People simultaneously have an impact or have a positive influence on consumer purchasing decisions. For the Determinant coefficient (R²) a value of 0.692 is obtained indicating that the variance in consumer purchasing decisions can be explained by Product, Price, Place, Promotion, Process, Physical evidence and People by 69.2% through research, while 21.1% comes from variables others not selected in this study. Based on the above, the fit regression model generated based on this research data is:

$$Y = 1.989 + 0.764X_1 - 0.496X_2 + 0.461X_3 + 0.720X_4 + 0.568X_5 + 0.631X_6 + 0.778X_7$$

The regression model will be good if there is no correlation between the independent variables. So with that it is necessary to check whether there is multicollinearity or correlation among independent variables. Based on the SPSS output results for Collinearity Statistics through the Tolerance value, all variables have a tolerance value above 0.001. Besides that, multicollinearity can also be explained through the VIF (Variance Inflation Factor) number, VIF has a 1/tolerance formula where in general if VIF <5, then the variable does not have multicollinearity problems with other independent variables. Thus it can be concluded that there is no multicollinearity in the regression model above.

Based on some of the classic assumption tests above, the regression model proposed based on the calculation results of the research data above is feasible to be used to predict the dependent variables Product, Price, Place, Promotion, Process, Physical evidence and People.

From the regression equation above it can be seen that the variables Product, Place, Promotion, People, Physical evidence and Process have a positive effect on consumer purchasing decisions (Buying decision) at the logistics company PT. Post Logistics. If these variables increase, the buying decision will also increase. Vice versa. However, especially for the Price variable, it shows a negative value, which means that the effect of the Price variable on the Buying decision is opposite, that is, if there is an increase in the price of PT. Post Logistics, there will be a decrease in the decision to purchase the logistics product/service.

It is known that the R value of 0.832 is included in the very strong category (0.8–1.000) meaning that the relationship between the marketing mix (Product, Price, Place, Promotion, People, Physical evidence and Process) simultaneously on buying decisions is very strong. This can be interpreted that changes in marketing mix variables will be followed by changes in buying decision variables, if the marketing mix increases then buying decisions will also increase, but if the marketing mix decreases then buying decisions will also decrease. Except for the Price variable, the opposite applies. The magnitude of the contribution of the marketing mix variable to buying decisions simultaneously can be seen from the R

Square of 0.692, which means that 69.2% of the consumer's decision (buying decision) can be explained by the marketing mix variable. The remaining 30,

Hypothesis Test Results

Hypothesis testing was carried out using the t-test and F-test methods, where the t-test was carried out to see whether there was a significant influence between each marketing mix variable (7P) on the buying decision variable by calculating the significance level of the regression coefficient of each variable. While the F test was conducted to see the overall significance level of the marketing mix variable (7P) on the buying decision variable simultaneously. The results of this test can also explain whether the estimated model put forward is fit or not, so the F test is also known as the Model Accuracy Test.

This parameter test can be carried out based on a comparison between the t-count value and the t-table value (t-test) and a comparison between the F-count value and the F-table value (F-test). In addition, for these two tests, probability parameters can be used. In this study it is used based on the probability parameter, where the testing criteria are:

If probability > 0.05 then H_0 is accepted and H_a is rejected.

If probability < 0.05 then H_0 is rejected and H_a is accepted.

T-test results:

- a) *Product*– X1. The SPSS calculation results show that the t-test significance level for the product variable is 0.021, which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of product variables on buying decisions.
- b) *Price*– X2. The SPSS calculation results show that the t-test significance level for the price variable is 0.048, which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant effect of the price variable on buying decisions.
- c) *place* –X3. The SPSS calculation results show that the t-test significance level for the place variable is 0.037, which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of place on buying decisions.
- d) *Promotions* –X4. The SPSS calculation results show that the t-test significance level for the promotion variable is 0.021, which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of the promotion variable on buying decisions.
- e) *Process* –X5. The SPSS calculation results show that the t-test significance level for the process variable is 0.041, which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of process variables on buying decisions.
- f) *Physical evidence* –X6. The SPSS calculation results show that the t-test significance level for the physical evidence variable is 0.016 which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of physical evidence variables on buying decisions.
- g) *People* –X7. The SPSS calculation results show that the t-test significance level for the people variable is 0.039 which means < 0.05 , so the decision is that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of the people variable on buying decisions.

Test Results – F.

Likewise, the results of SPSS calculations for the F-test showed that the ANOVA test obtained that the F count for the model used was 1.986 with a significance level of 0.003. Because the probability ($\alpha = 0.003$) is much smaller than 0.05, the decision is that H_0 is rejected and H_a is accepted or the regression model can be used to predict the Buying Decision of Pos Logistics customers. Or it can be said that the Marketing Mix variables jointly influence the Buying Decision of Pos Logistics customers.

Especially for the variable Price has a significant negative effect on *Buying Decision* Post Logistics customers. It has a negative effect, which means that the direction of the relationship is inversely proportional to price and shopping decisions. Or any increase in price, it will lower the purchase decision (*Buying Decision*) consumer. This is in line with the research of Iful Anwar et al, (2015), which shows that price has a significant and negative effect on purchasing decisions.

Price is one of the determinants of consumers in determining a purchase decision for a product or service. In business competition, price is the most effective tool to win the competition. Prices offered by competitors can be lower with the same quality or even with better quality. So that in determining the price of products or services sold, both large and small companies must pay attention to consumers and their competitors. Therefore consumers will definitely consider the price of an item or service with consumer income, the quality obtained and the benefits obtained. PT. Postal Logistics is judged by the public or the perception of prices in the minds of consumers who still sell their services at higher prices than their competitors.

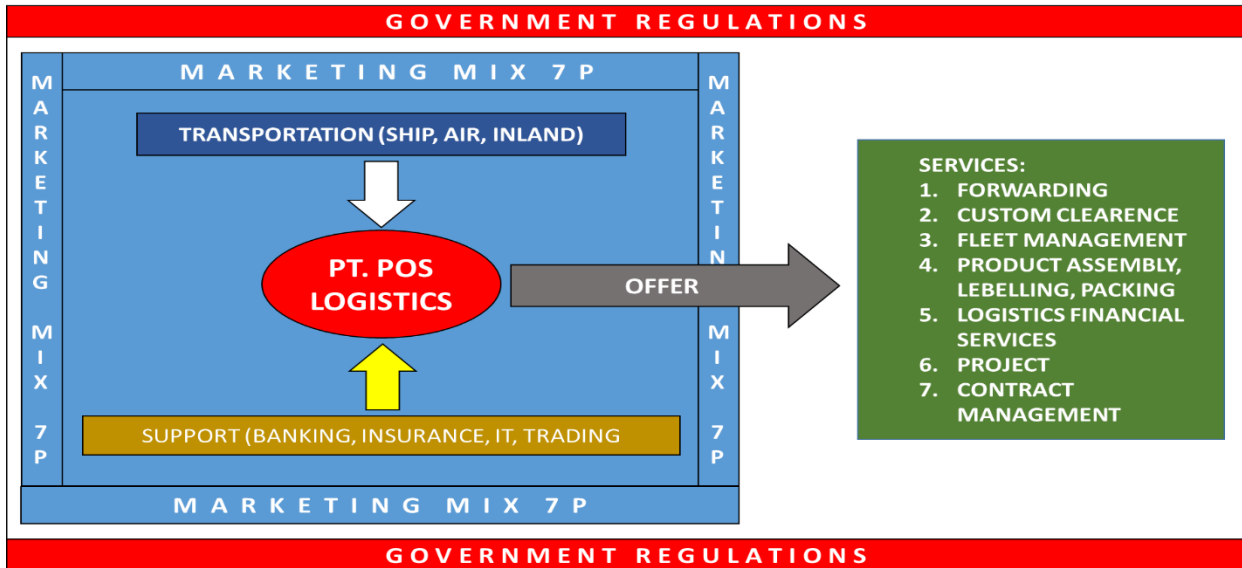
It must be admitted that logistics costs in Indonesia are quite expensive and cannot compete with other countries. The World Bank recently released the 2018 Logistics Performance Index (LPI). One aspect of the assessment that is included in the calculation of the LPI value is the ease of arranging shipments at competitive prices. This means that if within a country, the price of logistics delivery can be relatively cheap, the value obtained will be even greater. Unfortunately, Indonesia's logistics costs are still quite expensive. This can be reflected in the value of Indonesia's ease of producing shipments which is still ranked 42 out of 160 countries in 2018. In fact, Indonesia is also still behind compared to neighboring countries such as Malaysia, Singapore, Thailand and the Philippines.

The Indonesian Chamber of Commerce and Industry (KADIN) considers that logistics costs in Indonesia, which reach 24% of total GDP or IDR 1,820 trillion per year, are the highest logistics costs in the world. Logistics costs in Indonesia are much higher compared to Malaysia, which is only 15%, and the US and Japan each at 10%. In addition to very high costs, the quality of logistics services in Indonesia is also poor. For example, the lag time for imported goods reaches 5.5 days and the transportation costs are also expensive. This condition is compounded by conventional logistics infrastructure, such as roads, ports, and intermodal links. Then, connectivity between one location and another has not been established, and shipping containers to regions is far more expensive when compared to sending containers abroad. Apart from the high cost of loading and unloading at the port, the access road to and from Tanjung Priok Port, North Jakarta is always congested and has never been resolved. As a result, it is very difficult for freight companies to optimize their vehicle turnover.

However, according to logistics transportation service businesses, there are several factors that make logistics costs expensive. First, the high cost of credit for vehicle procurement. According to Deputy Chairman of the Indonesian Logistics Association (ALI) Mahendra Rianto, vehicle loans in Indonesia are relatively expensive because they only have a term of five years. This will make the company's fixed costs high because they have to pay relatively large principal repayments. Moreover, according to the Director General of Land Transportation of the Ministry of Transportation Budi Setiyadi, logistics delivery in Indonesia is still dominated by land transportation (90%). That way, the high cost of procuring trucks will have a significant impact on logistics transportation costs in Indonesia. Second, is the problem of integration of the transportation network in Indonesia which is still poor. According to the Representative of the Indonesian Truck Entrepreneurs Association (Aprindo) Nofrisel, the currently available modes of goods transportation cannot be properly connected, for example the Train (KA) has not been connected to the airport. Only Kualanamu Airport has a connection between the train and the airport. Third, is the toll road fare which is relatively expensive. Toll fees in Indonesia are relatively expensive compared to neighboring countries. How could it not be, to take the Jakarta-Surabaya route, the average toll fee for one kilometer is Rp. 868. In Singapore, the longest toll fare, namely Tual (42.8 km), only costs Rp. 777.94/km. Meanwhile, in Malaysia it is IDR 492.5/km and in Thailand it is IDR 440/km. Again, the high price of the toll road will affect logistics costs because 90% of goods transportation in Indonesia is still by land.

Marketing Mix Strategy on Logistics Post

Responding to the conditions for logistics challenges in Indonesia, Post Logistik must be able to elaborate on the company's ability to provide solutions through a national approach that is synergized with global solutions for the use of the right technology, so that the logistics services offered do not only provide solutions for customers but also provide benefits to investors. in improving the Indonesian economy. Therefore, business models that can be built in order to produce competitive logistics service products are as follows:



1. Strategic cooperation with external parties in order to produce a strategic partnership in the field of transportation in order to realize excellent operations in the distribution function (moving goods) end to end.
2. Regular cooperation with external parties with the principle of a win-win solution to support supporting operations in the fields of Banking, Insurance, Information Technology and Trade
3. Application of the 7P marketing mix principles (Product, Price, Place, Promotion, People, Physical evidence and Process)
4. Producing competitive Postal Logistics service offerings
5. Based on all applicable government regulations

Closing

Based on the purpose of shopping, the characteristics of Post Logistics consumers, the majority percentage are consumers whose shopping purpose is to send business goods, namely as much as 52.50% and to save time/effort as much as 37.25%. As for the purpose of spending in order to control spending as much as 14%. This can be confirmed in the profession/type of consumer work which is dominated by entrepreneurs/entrepreneurs at 49.17% where they are quite strict in terms of efficiency (in terms of practicality and time). While the majority of consumers with income levels above Rp. 15,000,000 per month is also the most dominant, there are as many as 35.7%, which can also indicate that most consumers who shop at Postal Logistics are entrepreneurs or entrepreneurs. Meanwhile, in terms of reasons for consumers to shop at Postal Logistics,

The factors that influence consumer purchasing decisions for Indonesian Logistics Post products are the marketing mix factors, where the F-Test results are 1.986 with a significance level of 0.003. Because the probability ($\alpha = 0.003$) is much smaller than 0.05, or it can be said that the Marketing Mix variables together influence the Buying Decision of Pos Logistics customers.

Marketing mix strategy for Logistics Post: (a) Conducting strategic cooperation with external parties to produce strategic partnerships in the transportation sector to realize excellent operations in the end-to-

end distribution (moving of goods) function. (b) Establishing regular cooperation with external parties on the principle of a win-win solution to support supporting operations in the fields of Banking, Insurance, Information Technology and Trade. (c) Producing competitive Postal Logistics service products. (d) Government Regulations.

Pricing policies need to be made for each segment by offering varied prices or discounts for regular customers, or also payment options for monthly transactions for certain customer segments.

It is necessary to implement the 7 marketing mix factors/variables into all operational aspects of Post Logistics in order to produce competitive logistics service products

Building a logistics business model by considering the capacity and capabilities that PT. Pos Logistik Indonesia by collaborating with external parties, either in the form of strategic partnerships or joint operations.

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