ANALYSIS OF THE INFLUENCE OF MARKETING MIX 4P ON PURCHASE AND REPURCHASE DECISIONS USING SEM TOOLS (CASE STUDY ON NUGGET FIESTA CONSUMERS IN SURABAYA)

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Abstract

Competition in the instant food industry, especially processed products such as nuggets, is increasing along with the public's need for practical food. One of the nugget brands, Fiesta, experienced a decline in ranking in the Top Brand Index from 2022-2024, so an evaluation is needed through the 4P marketing mix approach, namely product, price, place, and promotion. The method used is quantitative with data collection through questionnaires from 130 respondents in Surabaya and analyzed using Structural Equation Modeling (SEM)-AMOS. The results show that the product, price and promotion has a significant effect on purchasing decisions, place do not have a significant effect on purchasing decisions, product and price has a significant effect on repeat purchases, place and promotion do not have a significant effect on repeat purchases, and purchasing decisions have a significant effect on repeat purchases.

Keywords: Buying Decision, Marketing Mix 4P, Nugget, Repurchase, SEM

INTRODUCTION

Nowadays, competition in the business sector is getting fiercer, entrepreneurs are required to continue to innovate and understand consumer preferences in order to maintain their loyalty. People now prefer practical solutions, especially in meeting daily food needs, which triggers competition in the food industry, especially instant food processing (Mukarom et al., 2024). The industry is increasingly popular in Indonesia due to its convenience, practicality, and improved product quality. Manufacturers are competing to develop innovations in taste, packaging, and other aspects. One of the products that has experienced rapid growth in this category is frozen chicken products, such as nuggets.

Fiesta is one of the nugget brands circulating in the market. The company that produces Fiesta nuggets is PT Charoen Pokphand Indonesia Tbk which has been established since 1997. Nuggets are a food that was first introduced in the United States as fast food in accordance with the dense activities of society. According to (Azzahra, 2024) nuggets are products made from ground meat mixed with spices, then molded and coated with breadcrumbs on the surface before being processed for serving. Despite the introduction of alternative options, chicken nuggets remain the most preferred and dominant product within the nugget industry.

Despite being widely known and having various product variants, data from the Top Brand Index shows that Fiesta's market share has decreased from 2022 to 2024. This phenomenon indicates the need for an evaluation of the marketing strategy implemented.

Table 1.

Top Brand Index Nugget

Number	Brand Name	Year				
		2020	2021	2022	2023	2024
1	Champ	36,4%	36,6%	36,2%	36,7%	34,2%
2	Fiesta	28,7%	30,5%	30,1%	27,5%	26,7%
3	So Good	18,8%	17,5%	16,8%	16%	21,2%
4	Belfoods	5,7%	7,5%	8,2%	7,7%	9,6%

Source: Top Brand Award (www.topbrand-award.com)

The results of the top brand index are the value of brand image and consumer trust in a brand, so that the more consumer needs are met, the more customer satisfaction and brand loyalty will increase. The problem that arises is that Fiesta has not been able to shift Champ in 1st place. This is a challenge for Fiesta to increase their sales again so that they are not shifted from 2nd place by their competitors. To meet consumer needs, they can use a marketing mix.

In the context of marketing, one of the widely used approaches is the 4P marketiing miix (Product, Price, Place, and Promotion). The marketiing mix is a tactical marketing strategy composed of various controllable elements that a company utilizes to generate the desired response from its target market. Purchasing decisions are the process consumers go through before they buy a product or service. Meanwhile, repeat purchases are consumer actions to repurchase the same product or service after making a previous purchase (Punju & Adindarena, 2022).

Therefore, thisa studya aims toa analyzea whether thea 4Pa marketing mix has an effect on purchasing and repurchasing decisions fora Fiesta Nugget in Surabaya. This

study uses the Structural Equation Modelling (SEM) approach which is able to map the complex relationships between variables in the research model. In addition, this study also involves many respondents so that SEM can provide more accurate results. Thus, Fiesta nugget can increase sales and maintain its position in the 2nd rank according to the Top Brand Index and is expected to provide a strategic contribution to the development of Fiesta marketing in the future.

REVIEW OF LITERATURE

A marketer should have an understanding of marketing concepts and principles so that marketing activities are effective and in accordance with the needs of target consumers (Rachmawati, 2011). Formally, marketing is understood as an integrated system that includes planning, pricing, promotion, and distribution of products or services, which aims to meet the needs and desires of current and prospective consumers in the future (Salah et al., 2023).

The marketing mix focuses on meeting customer needs, considering variables such as product, price, place, and promotion. Therefore, the marketing mix is a very important tool for companies to design and implement strategies that can support the achievement of marketing goals (Meilda et al., 2022). When companies can manage and implement the marketing mix effectively, they will be able to achieve optimal and satisfactory results in their marketing efforts (Wariyanti et al., 2022).

Purchasing decision is the process of making choices related to buying, which involves determining whether to make a purchase, what product or service to buy, and from which brand or supplier (Panji Ragatirta & Tiningrum, 2020). During this stage, consumers will go through a series of considerations to evaluate the various options available, such as product quality, price, and benefits (Fakhrudin et al., 2022).

Consumers make repeat purchases because of the urge and behavior that drives them to buy products repeatedly, which can build loyalty to the experiences they have felt (Peter & Olson, 2020). Customer loyalty reflects a strong commitment to repurchase intention. Thus, loyal customers tend to replace the same product or service (Firmansyah, 2020).

Structural Equation Modeling (SEM) is a statistical technique used to test hypotheses by analyzing theoretical structures in the form of causal relationships between variables (indicators). This method helps researchers examine and confirm the relationships within a conceptual model to provide explanations for observed phenomena (Junaidi, 2021). AMOS is one of the software used to estimate models in Structural Equation Modeling (SEM). This program utilizes a general approach to data analysis in structural equation models by focusing on the analysis of covariance structures or causal modeling. It aims to estimate and evaluate the relationships among variables based on theoretical frameworks, enabling researchers to assess the overall fit of the model and the strength of the proposed causal paths (Asiken & Subkhan, 2024). AMOS allows users to create models that describe the relationship between variables, both measured (observed) and unmeasured (latent). This program can estimate model parameters, including path coefficients and error variances (Akbar et al., 2024).

RESEARCH METHOD

This study was conducted on respondents domiciled in Surabaya by distributing questionnaires online via social media Instagram and WhatsApp. The Likert scale 1–5 was used to measure respondents' assessments, strongly agree (5) to strongly disagree (1). The study began in February 2025 to March 2025. The independent variables in this study include product, price, place, and promotion, while the dependent variables are purchasing and repurchasing decisions. The sampling technique used was non-probability sampling with a purposive sampling approach. This technique was chosen to target respondents who had specific characteristics relevant to the research objectives, namely consumers domiciled in Surabaya who had purchased Nugget Fiesta at least twice. In accordance with the assumptions of the Maximum Likelihood (ML) technique, the minimum number of samples required for SEM is 100. Data were analyzed using the Structural Equation Modeling (SEM) method with the help of AMOS software to test the relationship between variables simultaneously. Analysis includes validity, significance, reliability, and goodness of fit.

RESULTS AND DISCUSSION

From the distribution of questionnaires, 130 respondents were obtained from Nugget Fiesta consumers who live in Surabaya. The path diagram illustrates three stages of analysis: the measurement model, the structural model, and the final modified model.

Measurement Model

To provide a clearer picture of the structure of the model used, the figure below displays a measurement model that describes the relationship between latent variables and their indicators. This model shows the elements tested in the study and how each indicator reflects the measured variable.

Figure 1.
Measurement Model
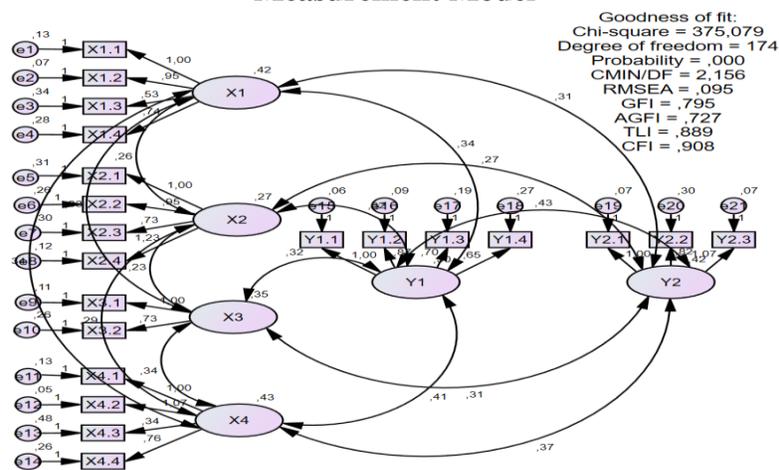
At the measurement model stage, the evaluation of model suitability is carried out by examining the Goodness of Fit criteria and the cut-off value. The results of the analysis indicate that the model has not fully described the latent variables well, so further assessment is needed. A summary of the test results is presented in the table below.

Table 2.
Goodness of Fit Measurement Model Results

Criteria	Model Test Results	Critical Value	Description
X^2 Chi square	375, 079	Small, X^2 with df = 174 with $\alpha = 0,05$	Not Good
Probability	0,00	$\geq 0,05$	Not Good
CMIN/DF	2,156	$\leq 2,00$	Not Good
RMSEA	0,950	$\leq 0,08$	Not Good
GFI	0,795	$\geq 0,90$	Not Good
AGFI	0,727	$\geq 0,90$	Not Good
TLI	0,889	$\geq 0,95$	Not Good
CFI	0,908	$\geq 0,96$	Not Good

Source: Processed primary data, 2025

Afterwards, validity, significance, and reliability tests were conducted, which showed that all indicators were valid and significant, and each construct was proven to be reliable. Furthermore, a correlation test was conducted to determine the relationship between two variiables.

Table 3.
Correlation Test

			Estimate
X1	<->	X2	0,760
X1	<->	X3	0,849
X1	<->	X4	0,789
X1	<->	Y1	0,739
X1	<->	Y2	0,735
X2	<->	X3	0,738
X2	<->	X4	0,858
X2	<->	Y1	0,869
X2	<->	Y2	0,796
X3	<->	X4	0,874
X3	<->	Y1	0,779
X3	<->	Y2	0,806
X4	<->	Y1	0,888
X4	<->	Y2	0,866
Y1	<->	Y2	0,955

Source: Processed primary data, 2025

The results of the correlation test between exogenous variables in this model show no indication of multicollinearity, because the correlation value is ≤ 0.80. However, to further ensure the presence or absence of multicollinearity in the model, an analysis was carried out using the Variance Inflation Factor (VIF). In this study, multicollinearity was analyzed through the VIF value, where if the VIF value is less than 10 (VIF < 10) then it does not indicate multicollinearity.

Table 4.
Multicollinearity Test Results

|			r	r²	Tolerance = 1 – r²	VIF = 1/tolerance
X1	<->	X2	0,760	0,577	0,423	2,364
X1	<->	X3	0,849	0,720	0,28	3,571
X1	<->	X4	0,789	0,622	0,378	2,645
X2	<->	X3	0,738	0,544	0,295	3,389
X2	<->	X4	0,858	0,736	0,264	3,787
X3	<->	X4	0,874	0,763	0,237	4,219

Source: Processed primary data, 2025

Based on the results of the multicollinearity analysis in Table 4.7 above, it shows that all variables have a VIF value <10 and a tolerance value >0.1. Thus, it can be concluded that there is no multicollinearity between variables in this model, which means that the relationship between variables is not strongly correlated with each other.

Structural Model

The figure below displays a structural model that describes the causal relationships between latent variables, shows the influence of independent variables on dependent variiables, as well as the interactions between variables that are tested to determine the strength and direction of their influence.

Figure 2.
Structural Model
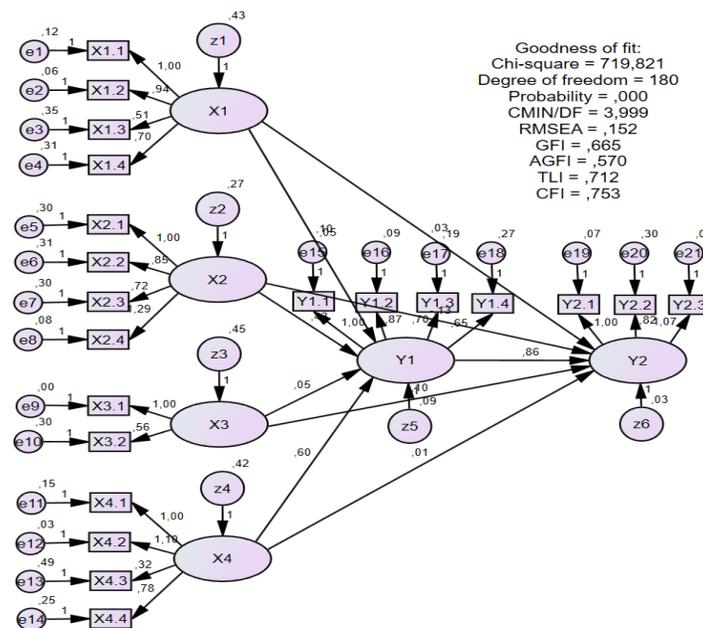
At the structural model stage, the evaluation of model suitability is carried out by examining the Goodness of Fit criteria and the cut-off value. The results of the analysis indicate that the model does not fully describe the latent variables well, so further assessment is needed. A summary of the test results is presented in the following table.

Table 5.
Goodness of Fit Structural Model Result

Criteria	Model Test Results	Critical Value	Description
X^2 Chi square	719,821	Small, X^2 with df = 180 with α = 0,05	Not Good
Probability	0,000	$\geq 0,05$	Not Good
CMIN/DF	3,999	$\leq 2,00$	Not Good
RMSEA	0,152	$\leq 0,08$	Not Good
GFI	0,665	$\geq 0,90$	Not Good
AGFI	0,570	$\geq 0,90$	Not Good
TLI	0,712	$\geq 0,95$	Not Good
CFI	0,753	$\geq 0,96$	Not Good

Source: Processed primary data, 2025

Afterwards, validity, significance, and reliability tests were conducted, which showed that all indicators were valid and significant, and each construct was proven to be reliable. Because there are still several indicators that are less than optimal, it is necessary to modify the structural model.

Model Modification

Model modification is done by adding or reducing the relationship paths between variables, or adjusting the relationship structure to achieve better goodness of fit. This process is based on the modification indices on the SEM output, starting from the highest MI value.

Table 6.
Modification Indices Covariances

			M.I.
z3	<->	z4	73,110
z2	<->	z4	71,145
z2	<->	z3	42,979
z1	<->	z4	67,418
z1	<->	z3	61,717
z1	<->	z2	52,114
e18	<->	z1	4,476
e16	<->	z3	6,824
e14	<->	e16	13,498
e13	<->	z6	4,041
e12	<->	z3	12,879
e12	<->	z1	8,027
e12	<->	e20	14,436
e11	<->	z2	8,674
e11	<->	e21	6,151
e11	<->	e20	10,818
e10	<->	z1	6,63
e10	<->	e19	4,042
e9	<->	z4	38,158
e9	<->	z2	21,917
e9	<->	z1	23,861
e9	<->	e12	4,11

e8	<->	z4	10,181
e8	<->	z3	4,014
e8	<->	e16	6,392
e8	<->	e11	9,304
e8	<->	e9	4,821
e7	<->	e17	6,52
e7	<->	e15	5,365
e7	<->	e14	4,502
e6	<->	z4	9,108
e6	<->	z3	10,892
e6	<->	z1	11,818
e6	<->	e16	5,334
e6	<->	e10	10,285
e5	<->	e18	4,562
e5	<->	e7	5,977
e4	<->	z4	5,443
e4	<->	z2	13,155
e4	<->	z5	5,437
e4	<->	e19	7,545
e4	<->	e8	12,847
e3	<->	e21	6,118
e3	<->	e14	8,646
e2	<->	z4	4,913
e2	<->	z3	8,153
e2	<->	e16	7,163
e2	<->	e9	5,978
e1	<->	e5	4,717
e1	<->	e3	5,437

Source: Processed primary data, 2025

The limits in the model modification process are set until the goodness of fit value on the probability indicator is ≥ 0.05.

Figure 3.
Modification Model
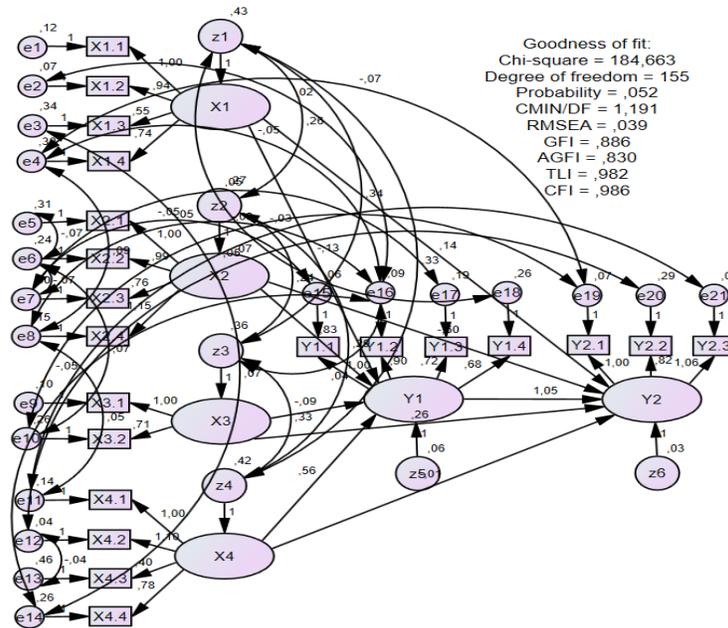
Model modification is done in response to initial findings that indicate a relationship between variables that is not fully in accordance with empirical data. At this stage, adjustments are made to the relationship between variables. The purpose of this modification is to improve the model's suitability to the data, so that the resulting model becomes more representative. After the modification is made, the model is re-evaluated to ensure that the changes implemented contribute to improving the overall quality and feasibility of the model.

Table 7.
Goodness of Fit Modification Model Test Results

Criteria	Model Test Results	Critical Value	Description
X^2 Chi square	184,663	Small, X^2 with df = 155 with $\alpha = 0,05$	Good
Probability	0,052	$\geq 0,05$	Good
CMIN/DF	1,191	$\leq 2,00$	Good
RMSEA	0,039	$\leq 0,08$	Good
GFI	0,886	$\geq 0,90$	Marginal
AGFI	0,830	$\geq 0,90$	Marginal
TLI	0,982	$\geq 0,95$	Good
CFI	0,986	$\geq 0,96$	Good

Source: Processed primary data, 2025

Table 9 shows that after modification, six criteria are in the good category, while two criteria are classified as marginal because their values are close to the cut-off value. The model is still accepted because most of the indicators meet the fit standards, so it is considered fit and able to represent the relationship between variables well. Validity, significance, and reliability tests show that all indicators are valid, significant, and each construct is reliable.

Table 8.
Standardized Regression Weight

			Estimate	S.E.	C.R.	2.SE	Valid Statement (C.R. > 2.SE)	P	Significant Information	Estimate Standarized Regresion Weight
Y1	<---	X1	0,131	0,129	1,816	0,258	Valid	0,031	Significant	0,423
Y1	<---	X2	0,832	0,205	4,064	0,41	Valid	***	Significant	0,418
Y1	<---	X3	0,391	0,178	1,058	0,356	Valid	0,61	Not Significant	0,078
Y1	<---	X4	0,565	0,164	3,442	0,328	Valid	***	Significant	0,526
Y2	<---	X1	0,135	0,134	3,008	0,268	Valid	0,013	Significant	0,413
Y2	<---	X2	0,602	0,333	3,507	0,666	Valid	0,002	Significant	0,338
Y2	<---	X3	0,260	0,168	0,546	0,336	Valid	0,122	Not Significant	0,138
Y2	<---	X4	0,013	0,177	0,073	0,354	Valid	0,942	Not Significant	0,013
Y2	<---	Y1	1,045	0,25	4,183	0,5	Valid	***	Significant	1,117
X1.1	<---	X1	1			0			Significant	0,881
X1.2	<---	X1	0,938	0,062	15,085	0,124	Valid	***	Significant	0,917
X1.3	<---	X1	0,547	0,086	6,354	0,172	Valid	***	Significant	0,666
X1.4	<---	X1	0,745	0,085	8,801	0,17	Valid	***	Significant	0,523
X2.1	<---	X2	1			0	Valid		Significant	0,682
X2.2	<---	X2	0,988	0,146	6,752	0,292	Valid	***	Significant	0,725
X2.3	<---	X2	0,762	0,122	6,254	0,244	Valid	***	Significant	0,588
X2.4	<---	X2	1,15	0,135	8,537	0,27	Valid	***	Significant	0,841
X3.1	<---	X3	1			0	Valid		Significant	0,887
X3.2	<---	X3	0,709	0,089	7,946	0,178	Valid	***	Significant	0,541
X4.1	<---	X4	1			0	Valid		Significant	0,866
X4.2	<---	X4	1,096	0,066	16,481	0,132	Valid	***	Significant	0,965
X4.3	<---	X4	0,402	0,1	4,035	0,2	Valid	***	Significant	0,358
X4.4	<---	X4	0,781	0,08	9,786	0,16	Valid	***	Significant	0,708
Y1.1	<---	Y1	1			0	Valid		Significant	0,944
Y1.2	<---	Y1	0,901	0,049	18,231	0,098	Valid	***	Significant	0,905
Y1.3	<---	Y1	0,724	0,06	12,077	0,12	Valid	***	Significant	0,76
Y1.4	<---	Y1	0,683	0,07	9,714	0,14	Valid	***	Significant	0,692
Y2.1	<---	Y2	1			0	Valid		Significant	0,929
Y2.2	<---	Y2	0,825	0,08	10,262	0,16	Valid	***	Significant	0,704
Y2.3	<---	Y2	1,055	0,055	19,344	0,11	Valid	***	Significant	0,929

Source: Processed primary data, 2025

A variable is considered significant if the C.R value is greater than the t-table (t-count > t-table). At a significance level of 0.05 and degrees of freedom (df) of 21 (the total number of indicators) the t-table value is 1.720743. In table 4.11 it can be seen that all have a C.R. value> 2.SE where if the C.R. value> 2.SE then the relationship between the variables is declared valid, while variable X3 against Y1, variable X3 against Y2, variable X4 against Y2 have a C.R. value < t-table (1.720743) then the variable is declared insignificant. A construct is considered reliable if the construct reliability value for each variable is ≥ 0.50 (Wijayanti et al., 2021).

Hypothesis Test
Product (X1) on Purchasing Decision (Y1)
Product (X1) has a significant effect on Purchasing Decision (Y1) with a CR value of 1.816 and a t-table of 1.720743 (t-count>t-table) and a regression coefficient of 0.723.
Price (X2) on Purchasing Decision (Y1)
Price (X2) has a significant effect on Purchasing Decision (Y1) with a CR value of 4.064 and a t-table of 1.720743 (t-count>t-table) with a regression coefficient of 0.618.
Place (X3) on Purchasing Decision (Y1)
Place (X3) does not have a significant effect on Purchasing Decision (Y1) with a CR value of 1.058 and a t-table of 1.720743 (t-count<t-table) with a regression coefficient of 0.078.
Promotion (X4) on Purchase Decision (Y1)
Promotion (X4) has a significant effect on Purchasing Decision (Y1) with a CR value of 3.442 and a t-table of 1.720743 (t-count>t-table) and a regression coefficient of 0.526.
Product (X1) on Repeat Purchase (Y2)
Product (X1) has a significant effect on Repeat Purchase (Y2) with a CR value of 3.008 and a t-table of 1.720743 (t-count <t-table) with a regression coefficient of 0,413.
Price (X2) on Repeat Purchase (Y2)
Price (X2) has a significant effect on Repeat Purchase (Y2) with a CR value of 3.507 and a t-table of 1.720743 (t-count>t-table) with a regression coefficient of 0.478.
Place (X3) on Repeat Purchase (Y2)
Place (X3) does not have a significant effect on Repeat Purchase (Y2) with a CR value of 0.546 and a t-table of 1.720743 (t-count>t-table) with a regression coefficient of 0.138.
Promotion (X4) on Repeat Purchase (Y2)
Promotion (X4) does not have a significant effect on Repeat Purchase (Y2) with a CR value of 0.073 and a t-table of 1.720743 (t-count>t-table) with a regression coefficient of 0.013.
Purchase Decision on Repeat Purchase (Y2)
Purchase decision (Y1) has a significant effect on repeat purchase (Y2) with a CR value of 4.183 and a t-table of 1.720743 (t-count>t-table) and a regression coefficient of 1.117.

CONCLUSION

Based on the research results, the overall 4P marketing mix has an influence on the purchasing decision of Nugget Fiesta. Product (X1), Price (X2), and Promotion (X4) has a significant and positive effect on the purchasing decision (Y1). Place (X3) does not have a significant and positive effect on the purchasing decision (Y1). Not all aspects of the 4P marketing mix have a significant effect on repeat purchases. Product (X1), Price (X2) has a significant and positive effect on repeat purchases (Y2). Place (X3) and Promotion (X4) does not have a significant and positive effect on repeat purchases (Y2). The resulting structural equation model shows the relationship between factors in the 4P marketing mix with purchasing and repeat purchase decisions. The simultaneous equation in this study obtained Y1 = 0.423 X1 + 0.418 X2 + 0,078 X3 + 0,526 X4 + Z4, then the

product, price, promotion has a direct effect on purchasing decisions, and place do not have a direct effect on purchasing decisions. Equation $Y2 = 0.885\,X1 + 0.805\,X2 + 0.225\,X3 + 0.6\,X4 + Z5$, then the purchasing decision has a significant effect on repeat purchases

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