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The Effect Of 7P Marketing Mix On Purchasing Decisions For Gudeg Kaleng Bu Tjitro 1925 Original Variant At CV. Buana Citra Sentosa Yogyakarta

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ABSTRACT

This research was conducted in response to the growing business landscape, which requires companies to carefully strategize their marketing approaches to enhance sales performance. CV. Buana Citra Sentosa, a company offering four variants of canned gudeg, positions its Gudeg Kaleng Bu Tjitro 1925 original variant as the flagship product. The objective of this study is to assess how the marketing mix at CV. Buana Citra Sentosa affects purchasing decisions and customer satisfaction. Ensuring the timely supply of raw materials and inventory management is critical for maintaining an efficient and rapid production process, thus meeting both consumer demand and the company's operational goals. The research surveyed 80 customers who had purchased the Gudeg Kaleng Bu Tjitro 1925 original variant. Utilizing multiple linear regression analysis via SPSS 24 for Windows, the findings revealed that all marketing mix variables—product, price, place, promotion, people, physical evidence, and process—collectively have a significant impact on purchasing decisions. Additionally, each variable independently influences purchase decisions for the Gudeg Kaleng Bu Tjitro 1925 product at CV. Buana Citra Sentosa in Yogyakarta.

Keywords — Product, Price, Place, Promotion, People, Physical Evidence and Decision

1. Introduction

In the era of globalization, companies continuously innovate and make efforts to attract consumers, including through marketing strategies, resulting in competition among similar businesses. Traditional food, as defined by the Traditional Food Study Center Revitalization Workshop in Yogyakarta in 2003, is agreed upon as food made from locally sourced ingredients and processed using methods or technologies mastered by the local community. The appearance, taste, and aroma of these products are well-known, loved, and even nostalgically longed for by the local people. One such traditional food with a distinctive flavor is "gudeg." When discussing gudeg, one is immediately reminded of the city of Yogyakarta.

With the progression of time, the packaging of gudeg has evolved. It is now available in various forms such as besek (woven bamboo boxes), banana leaves, cardboard, and kendil (earthenware pots). However, since gudeg is a wet dish that spoils quickly, the idea of canning gudeg emerged to extend its shelf life. One of the most famous canned gudeg brands in Yogyakarta is Gudeg Kaleng Bu Tjitro 1925, produced by CV. Buana Citra Sentosa. CV. Buana Citra Sentosa is a food processing company that uses modern technology in its production processes and is located at Jalan Kenanga No. 254A, Sambilegi Kidul, Depok District, Sleman Regency, Special Region of Yogyakarta. One of the technologies used is canning, which extends the shelf life of wet food up to one year. This technology, used by the company, became the first of its kind in

Indonesia, producing goods with a one-year shelf life.

The flagship product is gudeg, a traditional dish from Yogyakarta. The canned gudeg contains ingredients such as red beans, duck eggs, beef skin crackers (krecek), broiler chicken, and thick coconut milk (areh). There are four flavor variants of canned gudeg: Original, Spicy, Blondo (with coconut cream), and Rendang. Gudeg is packaged in cans weighing 210 grams and 2 kilograms.

In 2015, CV Buana Citra Sentosa implemented a marketing strategy by partnering with Carrefour Yogyakarta to promote their canned gudeg products. This strategy aimed to make it easier for customers, particularly those in the upper-middle class, to recognize and purchase the product. The canned gudeg is available for purchase both online and offline. Online marketing is carried out through social media platforms like WhatsApp, Instagram, Tiktok, Facebook, Blibli.com, Tokopedia, and Shopee, while offline marketing is done at restaurants, the production warehouse, and souvenir outlets that collaborate with CV Buana Citra Sentosa.

As time has passed, competition has intensified, with Gudeg Bu Tjitro 1925 now facing nine other canned gudeg businesses in Yogyakarta. These competitors include Gudeg Kaleng Wijilan Yu Djum, Gudeg Kaleng Dapoer Toegoe, Gudeg Kaleng Wijilan Bu Lies, Gudeg Kaleng Bu Narti, Gudeg Mbarek Kaleng Bu Hj Amad, Gudeg Kaleng Ibu Hj Rini Wijilan, Gudeg Manggar Kaleng, Gudeg Kaleng Yu Narni, and Gudeg Manggar Kaleng Bu Tinur. This growing number of competitors has led to increasingly fierce competition in the market.

Meeting consumer needs and wants requires a marketing concept known as the marketing mix. According to Hurriyati (2005), the marketing mix generally consists of the 4Ps: product, price, place, and promotion. This has been expanded to include three additional elements: people, process, and physical evidence, forming the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence).

The best-selling product of Gudeg Kaleng Bu Tjitro 1925 is the original variant, which is highly popular due to its flavor, appealing to a wide audience. The price for a can of the original variant is Rp. 32,000. The high demand for this original variant has prompted the company to prioritize its production over other variants. However, CV. Buana Citra Sentosa has faced challenges in the production of this original variant, producing 90,351 cans in 2020, 79,487 cans in 2021, 89,250 cans in 2022, and 84,774 cans in 2023.

Additionally, issues with the delivery of raw materials and an inconsistent supply of cans, which have not been delivered on time, have affected the production timeline and other processes. These delays in raw material and can stock shipments have also hindered sales to customers. The goal of CV. Buana Citra Sentosa's marketing mix is to influence purchasing decisions and ensure customer satisfaction. To achieve this, raw material and can deliveries must be timely, as an efficient and quick production process ensures that both customer and company needs are met.

Based on this background, the research focuses on the original variant of Gudeg Kaleng Bu Tjitro 1925, chosen because it has the most demand, making it easier to find respondents for the study. The purpose of this research is to evaluate how effectively the factors of the marketing mix Product, Price, Promotion, Place, People, Physical Evidence, and Process—affect purchasing decisions at CV. Buana Citra Sentosa.

Based on the background and problem statement, the objectives of this research are as follows:

1. To explain the simultaneous influence of the variables—product, price, place, promotion, people, physical evidence, and process—on the purchasing decisions for Gudeg Kaleng Bu Tjitro 1925 at CV. Buana Citra Sentosa Yogyakarta.
2. To explain the partial influence of the variables—product, price, place, promotion, people, physical evidence, and process—on the purchasing decisions for Gudeg Kaleng Bu Tjitro 1925 at CV. Buana Citra Sentosa Yogyakarta.

2. Method

2.1 Data Collection Design, Instruments, and Research Population

This research is conducted at CV Buana Citra Sentosa, located at Jl. Kenanga 254A, Sambilegi Kidul, Depok District, Sleman Regency, Special Region of Yogyakarta. The location was deliberately chosen based on the consideration that the Gudeg Kaleng Bu Tjitro 1925 product is currently in high demand among both young and older generations, has attracted customer attention, and the company has been able to maintain its business continuity. The research will take approximately 6 months to complete.

Data collection for this research includes direct interviews, questionnaires using a Likert scale, and documentation. The prepared questionnaires will be distributed to customers who purchased the original variant of Gudeg Kaleng Bu Tjitro 1925. Each item in the research instrument, which uses a Likert scale, is graded from highly positive to highly negative with specific score weights. Below is the answer scale used in this study along with the respective scores:

a. Strongly Agree (SA) with a score of 5
b. Agree (A) with a score of 4
c. Neutral (N) with a score of 3
d. Disagree (D) with a score of 2
e. Strongly Disagree (SD) with a score of 1

2.2 Sample and Sampling Technique

The sample used in this study consists of 80 respondents, all of whom are customers who purchased Gudeg Kaleng Bu Tjitro 1925. The criteria for selecting respondents are based on gender (both male and female), age (ranging from 17 to 60 years old), and customers who have purchased Gudeg Kaleng more than once.

2.3 Research Variables

The dependent variable in this study is the purchase decision for the Gudeg Kaleng Bu Tjitro 1925 product, denoted as Y. Meanwhile, the independent variables in this study consist of seven factors, which are as follows:

1. X1: Product
2. X2: Price
3. X3: Distribution Channel
4. X4: Promotion
5. X5: People
6. X6: Process
7. X7: Physical Evidence

2.4 Validity Test

Asnawi & Masyuhri (2011) provide a formula to calculate validity as follows:

$$r = \frac{N\ (\Sigma\ \mathrm{XY}) - (\Sigma\ \mathrm{X})(\Sigma\ \mathrm{Y})}{\sqrt{[N\Sigma\ x^2 - (\Sigma\ x)^2][\mathrm{N}\Sigma\ y^2 - (\Sigma y)^2]}}$$

Explanation:
X: Item score
Y: Total score
XY: Statement score
N: Number of respondents tested
r: Product moment correlation

2.5 Reliability Test

To assess the reliability of a measurement tool, the Alpha formula is used:

$$r = \left[\frac{k}{k-1}\right]\left[1 - \frac{\Sigma\sigma^2 b}{\sigma_t^2}\right]$$

Explanation:
r_{11} = Instrument reliability
k = Number of questions
$\Sigma\sigma^2 b$ = Total variance of items
σ_t^2 = Total variance

2.6 Classical Assumption Test

2.6.1 Normality Test

A regression equation is considered good if the independent and dependent variables have a normal or nearly normal distribution. The Kolmogorov-Smirnov test is used for this. If the significance value from the test is greater than 0.05, the distribution is normal; otherwise, it is not.

2.6.2 Multicollinearity Test

A good regression model should not have correlations between independent variables. To detect multicollinearity, tolerance and VIF values are examined. According to Ghozali (2018), tolerance values ≤ 0.10 and VIF values ≥ 10 indicate multicollinearity.

2.6.3 Heteroscedasticity Test

Heteroscedasticity occurs when the scatterplot shows a regular pattern, such as narrowing, widening, or waviness. The Glejser test is used, and if the significance value is > 0.05, heteroscedasticity is not present.

2.7 Data Analysis Techniques

2.7.1 Multiple Linear Regression Analysis

This analysis is used once the tests for validity, reliability, and classical assumptions confirm the data is on an interval scale. Multiple linear regression involves two or more independent variables. The general equation is:

$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + b7X7 + e$

Where:

Y = Dependent variable (outcome)

a = Constant

b = Coefficient for change in X on Y

e = Error (margin of error)

$X1$ to $X7$ = Independent variables (Product, Price, Place, Promotion, People, Physical Evidence, and Process)

2.7.2 Adjusted R^2 (Coefficient of Determination)

The value of R^2 ranges between zero and one. A low R^2 means that independent variables explain very little of the dependent variable's variation, while a value closer to one means they explain almost all of it. Adjusted R^2 can be calculated using SPSS 24 software with the following formula:

Adjusted $R^2 = 1 - (1 - R^2)\,(n-1) / (n-k)$

Where:

R^2 = Coefficient of determination

n = Number of respondents

K = Number of independent variables

2.7.3 F-Test (Simultaneous Test)

According to Asnawi and Masyhuri (2011), the F-test is used to assess the simultaneous effect of independent variables on the dependent variable. The formula is:

$F = R^2 / K\ (1-R^2)(n-K-1)$

Where:

F = Fisher probability distribution

K = Number of independent variables

R = Multiple correlation coefficient

n = Sample size

Test criteria:

- If the significance value of F < 0.05, independent variables significantly affect the dependent variable.
- If the significance value of F > 0.05, independent variables do not significantly affect the dependent variable.

2.7.4 t-Test (Partial Test)

As described by Sugiyono (2016), the t-test is used to determine if individual independent variables significantly influence the dependent variable. The formula is:

$t = r\ \{ n-2 / \sqrt{(1-r^2)} \}$

Where:

r = Product moment correlation

n = Number of respondents

The significance level (α) used is 5%.

Test criteria:

- If the significance value of t > 0.05, the independent variable does not significantly affect the dependent variable.
- If the significance value of t < 0.05, the independent variable significantly affects the dependent variable.

3. Discussion

3.1 Characteristics Respondents

The majority of respondents who purchased the original variant of Gudeg Kaleng Bu Tjitro 1925 at CV. Buana Citra Sentosa in Yogyakarta were women, totaling 55, while male customers numbered 25. Most respondents work as entrepreneurs, with 28 out of the 80 surveyed falling into this category. Additionally, the majority of customers who bought Gudeg Kaleng Bu Tjitro 1925 from the outlet were between the ages of 21 and 28, with 44 out of 80 respondents in this age group.

3.2 Validity Test and Realibility Test Result

3.2.1 ValidityTest Result

Based on Table 1, it is clear that all 25 questionnaire items have a significance value of 0.000, which is smaller than the set significance level of 0.050. This indicates that all items in the questionnaire, distributed to 80 respondents who are customers of the original variant of Gudeg Kaleng Bu Tjitro 1925 in Yogyakarta, are valid and suitable for data collection.

Table 1. Validity Test Result

Variables	Question Items	Significance Level	Significance Value	Description
Product (X1)	X1.1	0,050	0,000	Valid
	X1.2	0,050	0,000	Valid
	X1.3	0,050	0,000	Valid
Price (X2)	X2.1	0,050	0,000	Valid
	X2.2	0,050	0,000	Valid
	X2.3	0,050	0,000	Valid
Place (X3)	X3.1	0,050	0,000	Valid
	X3.2	0,050	0,000	Valid
	X3.3	0,050	0,000	Valid
Promotion (X4)	X4.1	0,050	0,000	Valid
	X4.2	0,050	0,000	Valid
	X4.3	0,050	0,000	Valid
People (X5)	X5.1	0,050	0,000	Valid
	X5.2	0,050	0,000	Valid
	X5.3	0,050	0,000	Valid
Physical evidence (X6)	X6.1	0,050	0,000	Valid
	X6.2	0,050	0,000	Valid
	X6.3	0,050	0,000	Valid
Process (X7)	X7.1	0,050	0,000	Valid
	X7.2	0,050	0,000	Valid
	X7.3	0,050	0,000	Valid
Purchasing Decisions (Y)	Y1	0,050	0,000	Valid
	Y2	0,050	0,000	Valid
	Y3	0,050	0,000	Valid
	Y4	0,050	0,000	Valid

Source: Processed data from validity test results, 2023.

3.2.2 Reliability Test Result

According to Table 2, the reliability test results show a Cronbach's alpha of 0.942, which is greater than 0.60. This indicates that all 26 questionnaire items are reliable.

Table 2 Reliability Test Result

Cronbach's Alpha	Recipient Limit	Item	Description
0,942	0,60	26	Reliabel

Source: Processed data from realibility test results, 2023.

3.3. Classical Assumption Test

3.3.1 Normality Test

Based on the Kolmogorov-Smirnov normality test table, the data in this study is normally distributed because the Asymp. Sig (2-tailed) value is greater than 0.05 (0.348 > 0.05). Therefore, it can be concluded that the data is normally distributed, making the regression model used appropriate as it meets the normality assumption.

Table 3. Kolmogorov-Smirnov test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		81
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.41138388
Most Extreme Differences	Absolute	.104
	Positive	.104
	Negative	-.104
Kolmogorov-Smirnov Z		.933
Asymp. Sig. (2-tailed)		.348

a. Test distribution is Normal.
b. Calculated from data.

Source: Primary Data, 2023

3.3.2 Multicollinearity Test

Based on the analysis, it shows that the VIF values of all independent variables are between

1-10 and more greater than 0,1, which indicates that there is no multicollinearity in this study. It can be concluded that there is no multicollinearity issue among the independent variables. Therefore, all variables can be considered valid and suitable for use in the study.

Table 3. Multicollinearity Test Result

Variabel	Collinearity Statistics	
	Tolerance	VIF
Produk	0,618	5.172
Harga	0,498	2.813
Tempat	0,586	2.458
Promosi	0,381	4.623
Orang	0,847	1.847
Bukti Fisik	0,751	1.574
Proses	0,330	1.849

Source: Primary Data, 2023

3.3.3 Heteroscedasticity Test Result

This study used the Glejser-test, with the criteria that if the significance value from the test is greater than 0.05, the residuals are consistent, and there is no heteroscedasticity. As shown in Table 4, the significance of the correlation results is greater than 0.05, indicating that no heteroscedasticity is present in the regression model used.

Table 4. Heteroscedasticity Test Result

Variabel	Signifikansi
Produk	0.442
Harga	0.314
Tempat	0.255
Promosi	0.432
Orang	0.861
Bukti Fisik	0.351
Proses	0.541

Source: Primary Data, 2023

3.4 Data Analysis

3.4.1 Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine whether two or more independent variables (X) have an effect on the dependent variable (Y). The data processed using SPSS is shown in Table 5.

Table 5. Multiple Linear Regression Analysis Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.362	1.186		1.991	.050
	Produk	1.136	.191	.794	5.949	.000
	Harga	.352	.112	.310	3.154	.002
	Tempat	-.261	.104	-.231	-2.508	.014
	Promosi	-.391	.176	-.280	-2.216	.030
	Orang	.295	.098	.240	3.009	.004
	Bukti Fisik	-.191	.089	-.157	-2.139	.036
	Proses	.202	.084	.191	2.391	.019

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data, 2023

Based on the multiple linear regression results from IBM SPSS 24 for Windows, the following regression equation was obtained:

Y = 2.362 + 1.136 (X1) + 0,352 (X2) - 0,261 (X3) – 0,391 (X4) + 0,295 (X5) – 0,191 (X6) + 0,202 (X7) + e

The following is an explanation based on the multiple linear regression equation above:

(1) **Constant (a)**: The positive constant value of 2.362 suggests that if the product (X1), price (X2), place (X3), promotion (X4), people (X5), physical evidence (X6), and process (X7) variables are zero, the purchase decision (Y) will be 2.362.

(2) **Product Coefficient (X1)**: The product coefficient is positive at 1.136, meaning that for every one-unit increase in the product, the purchase decision for Bu Tjitro 1925 canned gudeg (original variant) increases by 1.136.

(3) **Price Coefficient (X2)**: The price coefficient is positive at 0.352, indicating that for every one-unit increase in price, the purchase decision for the product increases by 0.352.

(4) **Place Coefficient (X3)**: The place coefficient is negative at 0.261, meaning that for every one-unit increase in the place variable, the purchase decision decreases by 0.261.

(5) **Promotion Coefficient (X4)**: The promotion coefficient is negative at 0.391, suggesting that for every one-unit increase in promotion, the purchase decision decreases by 0.391.

(6) **People Coefficient (X5)**: The people coefficient is positive at 0.295, meaning that for every one-unit increase in people, the purchase decision increases by 0.295.

(7) **Physical Evidence Coefficient (X6)**: The physical evidence coefficient is negative at 0.191, meaning that for every one-unit increase in physical evidence, the purchase decision decreases by 0.191.

(8) **Process Coefficient (X7)**: The process coefficient is positive at 0.202, indicating that for every one-unit increase in the

process variable, the purchase decision increases by 0.202.

3.4.2 Adjusted R^2 (Coefficient of Determination) Analysis

The purpose of the coefficient of determination analysis is to measure how well the model explains the variation in the dependent variable. The results of the adjusted R^2 calculation are shown in the table below.

Table 6. Adjusted R^2 (Coefficient of Determination) Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865[a]	.749	.725	1.478

a. Predictors: (Constant), Proses, Orang, Bukti Fisik, Tempat, Promosi, Harga, Produk
b. Dependent Variable: Keputusan Pembelian

Source: Primary Data, 2023

Based on the adjusted R^2 analysis, the value is 0.725, or 72.5%. This indicates that the dependent variable, Purchase Decision (Y), is influenced by the independent variables—Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Physical Evidence (X6), and Process (X7)—by 72.5%. The remaining 27.5% (100% - 72.5%) is influenced by variables outside this study.

The calculation of the correlation coefficient (R) measures the strength of the relationship between the independent variables and the dependent variable, Purchase Decision (Y), for Bu Tjitro 1925 canned gudeg (original variant). The interpretation guide for the correlation coefficient can be seen in the following table 7

Table 7. Coefficient Interpretation guidelines

Coefficient Interval	Relationship Rate
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Middle
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono (2019)

According to Table 4.7, the correlation coefficient (R) is 0.865. Referring to Table 4.8, this value falls within the range of 0.80 - 1.000, indicating a very strong relationship between the independent variables and the dependent variable.

3.4.3 F-Test (Simultaneous Test)

The F-test is used to determine the simultaneous effect of the independent variables—Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Physical Evidence (X6), and Process (X7)—on the dependent variable, Purchase Decision (Y), for Bu Tjitro 1925 canned gudeg (original variant) in Yogyakarta. The decision criterion for the F-test is a significance level of 0.05 or 5%. If the F significance value is less than 0.05, it means that the independent variables have a simultaneous effect on the dependent variable.

Table 8. F Test Result

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	474.640	7	67.806	31.061	.000[b]
	Residual	159.360	73	2.183		
	Total	634.000	80			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Proses, Orang, Bukti Fisik, Tempat, Promosi, Harga, Produk

Source: Primary Data, 2023

Based on Table 8, the significance value is 0.000, which is smaller than the 0.05 threshold. This means that the independent variables—Product, Price, Place, Promotion, People, Physical Evidence, and Process—simultaneously influence the dependent variable, which is Purchase Decision (Y), for Bu Tjitro 1925 canned gudeg (original variant) in Yogyakarta.

3.4.4 t-Test (Partial Test)

The t-test is used to determine whether the independent variables—Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Physical Evidence (X6), and Process (X7)—have a significant partial effect on the dependent variable, Purchase Decision (Y). The decision rule is that if the significance value is less than 0.05, the independent variable has a significant partial effect on the dependent variable. The results of the t-test can be seen in Table 9.

Table 9. t-Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.362	1.186		1.991	.050
	Produk	1.136	.191	.794	5.949	.000
	Harga	.352	.112	.310	3.154	.002
	Tempat	-.261	.104	-.231	-2.508	.014
	Promosi	-.391	.176	-.280	-2.216	.030
	Orang	.295	.098	.240	3.009	.004
	Bukti Fisik	-.191	.089	-.157	-2.139	.036
	Proses	.202	.084	.191	2.391	.019

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data, 2023

Based on the t-test results in Table 9, the following conclusions can be made:

1. The Product variable (X1) has a significance value of 0.000, which is less than the threshold of 0.05 (0.000 < 0.050). This means that Product (X1) has a significant partial effect on the Purchase Decision (Y) for Bu Tjitro 1925 canned gudeg (original variant) in Yogyakarta.
2. The Price variable (X2) has a significance value of 0.002, which is less than the threshold of 0.05 (0.002 < 0.050). This means that Price (X2) has a significant partial effect on the Purchase Decision (Y).
3. The Place variable (X3) has a significance value of 0.014, which is less than the threshold of 0.05 (0.014 < 0.050). This means that Place (X3) has a significant partial effect on the Purchase Decision (Y).
4. The Promotion variable (X4) has a significance value of 0.030, which is less than 0.05 (0.030 < 0.050). This means that Promotion (X4) has a significant partial effect on the Purchase Decision (Y).
5. The People variable (X5) has a significance value of 0.004, which is less than 0.05 (0.004 < 0.050). This means that People (X5) has a significant partial effect on the Purchase Decision (Y).
6. The Physical Evidence variable (X6) has a significance value of 0.036, which is less than 0.05 (0.036 < 0.050). This means that Physical Evidence (X6) has a significant partial effect on the Purchase Decision (Y).
7. The Process variable (X7) has a significance value of 0.019, which is less than 0.05 (0.019 < 0.050). This means that Process (X7) has a significant partial effect on the Purchase Decision (Y).

4. Conclusion

Based on the research conducted and the analysis of data from the study titled "The Influence of the 7P Marketing Mix on Purchase Decisions for Bu Tjitro 1925 Canned Gudeg (Original Variant) at CV Buana Citra Sentosa Yogyakarta," the following conclusions can be drawn:

(1) The F-test results show that the independent variables—Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Physical Evidence (X6), and Process (X7)—have a significant simultaneous effect on the dependent variable, Purchase Decision (Y), at CV Buana Citra Sentosa Yogyakarta.

(2) The t-test results indicate that each of the independent variables—Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Physical Evidence (X6), and Process (X7)—has a significant partial effect on Purchase Decision (Y).

5. References

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