



THESIS

**Marketing Mix as a Determinant Buying
Decision of Refill Drinking Water (RDW) in
Padang**

Submitted by:

REY HARLAN SYAPUTRA

04 152 058

Proposed as a partial requirement to obtain Bachelor degree

MANAGEMENT STUDY PROGRAM

ECONOMIC FACULTY

ANDALAS UNIVERSITY

PADANG

2008

	No. Alumni Universitas	REY HARLAN SYAPUTRA	No. Alumni Fakultas
	a) Tempat / tgl lahir : Padang / 14 Desember 1985 b) Nama Orang Tua : Drs. Amri dan Dra. Zuniarti, M.Kom c) Fakultas : Ekonomi d) Jurusan : Manajemen e) No.BP : 04152058 f) Tanggal Lulus : 26 Nov 2008 g) Prediket Lulus : Sangat Memuaskan h) IPK : 3,00 i) Lama Studi : 4 Tahun k) Alamat Orang Tua : Jln. Raya Taruko I No. 63 Kuranji 25156		

Marketing Mix (4Ps) as a Determinant Buying Decision of Refill Drinking Water in Padang

Thesis by : Rey Harlan Syaputra


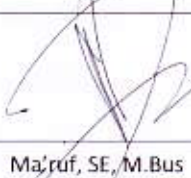

Thesis Supervisor : Ma'ruf, SE, M.Bus

ABSTRACT

This research aims at factor influencing customer decision in buying refill drinking water in Padang. The sample of the research is the consumer of six RDW shop in Padang which used 120 samples. The research uses primary data and secondary data. Primary data is collected by doing questionnaires distribution. Whereas secondary data is gathered from literature review. *Dependent variables* in this research are Price, Product, Place, and Promotion. Whereas buying decision as *independent variable*. Quantitative test by using doubled linear regression with assisted by SPSS program application is used to analyze the data. The analysis of proposed model has met all *goodness of fit* indicator requirement, so that can be accepted as research model. Specifically, the research found no significant influence between marketing mix (4Ps) with buying decision. Price is the most dominant factor in marketing mix that influence consumers buying decision even though marketing mix only influence 2%.

Skripsi ini telah dipertahankan didepan sidang penguji dan dinyatakan lulus pada tanggal: 26 November 2008


Abstrak telah disetujui oleh penguji :

Tanda Tangan			
Nama Terang	Dr. Harif Amali Rivai, SE, MSi	Ma'ruf, SE, M.Bus	Syafrizal, SE, ME

Mengetahui :

a.n Ketua Jurusan Manajemen Dr. Harif Amali Rivai, SE, Msi

NIP: 132 164 008


Tanda Tangan

Alumnus telah mendaftar ke Fakultas / Universitas Andalas dan mendapat nomor alumnus :

Petugas Fakultas / Universitas	
Nomor Alumni Fakultas	Nama Tanda Tangan
Nomor Alumni Universitas	Nama Tanda Tangan

CHAPTER I

INTRODUCTION

1.1 Problems Background

Advance technology in all aspect of human live make live become easier, faster, and complicated. In the same direction, human needs also unlimited make live become complicated, so scientist try to fulfill all of it by using technology. Human needs for clean water increased significantly because of population growth, in addition many industries make water became polluted and reduce the availability of clean water.

New technology developed by scientist to make ready to drink water without cook also can improve human health. The beginning of this technology only used in factory to produced bottled drinking water. In 1973, Aqua Golden Mississippi Corporation began their business to produce bottled drinking water. Aqua first bottled drinking water product in Indonesia also holding 50% of market share. They produced any kinds of bottle ranging from 330ml, 600ml, 1500ml to gallon. However, factory cannot reach all markets segment, this is because the price of bottled drinking water too high that can reach by middle to low economy income. This opens a business opportunity for refill drinking water (RDW).

Refill Drinking Water Shop (RDW) began in 2000's in Indonesia where Jakarta is the first province in Indonesia that use ready to drink water from RDW shop. This is can happen because of human and industries population highest than other provinces. Along

with the time, other regions also do the same thing. RDW only serve refill water for gallon. Its make RDW really segmented.

Padang as metropolitan that has almost one million citizens also did. RDW business is growing fast in couple of years. It is exist in almost in all of city corners. Recent data (August 2008) from Padang Health Department shown, there are more 200 RDW shop in Padang. In general, RDW fill middle to low market segment because of the price a gallon of refill drinking water only 4000 to 6000 Rupiah / gallon. That price much lower than factory, where price ranging from 9000 to 18000 Rupiah / gallon.

In 2005, Number of Padang populations reach number 801,344 people. It increases to 819,740 in 2006, with detail 410,580 male and 409,160 female. Padang population is growth 2.25 percent/ year. Further information show at Table 1:

Table 1.1
Number Of Padang Population

		Male	Female	Total
Amount	2006	410,580	409,160	819,740
	2005	395,711	405,633	801,344
	2004	385,460	399,280	784,740
	2003	380,040	385,410	765,450
	2002	357,487	376,934	734,421

Source : BPS Statistics of Padang

Base on population density or demography the following locations: Bungus Teluk Kabung, Lubuk kilangan, lubuk begalung, Kuranji, Pauh, and Koto tengah are Padang

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Research conducted to consumer buying Refill Drinking Water (RDW) existing in Padang city, with research locations in six location of RDW. Those are AIQRO, MAXWELL, AIKES, RINDU ALAM, NANATECH, and DAFI'S boundary Padang city. This location choice pursuant to market drinking water refill is middle under economic class. Method intake of samples that used is accidental sample as many 120 responders.

1. Price is the most dominant factor in marketing mix that influence consumers buying decision even though marketing mix only influence 2%.
2. Regression square or $R^2 = 0.019$ or 1.9%, it means that the respondent variable influence the dependent variable as much as 1.9% and the remaining 98.1% is influenced by other variable outside the regression equation.
3. Variable product and place (distribution) have negative sign. It means respondent not influence by product and the way of distribution. Product and the way of distribution of RDW same between ones and other, therefore respondents have no intention to loyal to one RDW shop. Price and promotion which influence the respondent even so small. Between one marketing mix variable are interrelated, so can be justified per item.

REFERENCES

- Assael, Hendry, 2001, *Consumer Behavior and Marketing Action*, 6th ed,
Thomson Learning, USA
- Engel, J. F. Roger D. Blackwell dan Paul W. Minard, 2006, *Consumer Behavior*,
tenth edition, Thomson South Western Corporation, Canada.
- Kertajaya, Hermawan. 2004, *Hermawan Kertajaya on Marketing*, 4th, Gramedia
Pustaka Utama, Jakarta
- Kotler, P. 2003, *Marketing Management, Eleventh Edition*, Prentice Hall
International, Inc.
- Kotler, P dan Gary Armstrong, 2004, *Principles of Marketing 10th ed*, Pearson
Prentice Hall, Inc, New Jersey.
- Kumar, R. (2005), *Research Methodology: A Step-by-Step Guide for Beginners*, 2nd
ed., Sage Publications, Newbury Park, CA.
- [Http://www.netmba.com/marketing/mix/](http://www.netmba.com/marketing/mix/)
- [Http://www.netmba.com/marketing/concept/](http://www.netmba.com/marketing/concept/)
- [Http://www.larsperner.com/](http://www.larsperner.com/)
- <http://www.consumerpsychologist.com/>
- http://marketingteacher.com/lessons/lessons_what_is_marketing.htm
- <http://referenceforbusiness.com/management/Mar-No/marketing-Concept-and-philosophy.html>
- <http://www.researchdigest.com/>
- Lal, Rajiv, Jhon A Quelch and V Kasturi Rangan, 2005, *Marketing
Management Text and Cases*, McGrawHill companies, Inc, New York
- Lucas, H.C. Jr (1991), "Methodological issues in information systems survey