The Influence Of Marketing Mix (7Ps) On Purchasing Decisions At Estusae Café Trawas - Mojokerto

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Abstract. Competition in the culinary industry presents numerous challenges that influence a competitor's standard. As these factors impact consumer decisions, a comprehensive marketing approach is required to maintain market share and overcome competition. The purpose of this study is to investigate the influence of 7P marketing strategy variables (product, price, promotion, place, people, process, physical evidence) on consumer purchasing decisions at Estusae Cafe. A quantitative methodology was employed in this study utilizing purposive sampling. The target population was comprised of all patrons who have consumed products at Estusae Cafe. Data was obtained via questionnaires distributed to respondents selected via purposive sampling. To assess the correlation between 7P marketing strategy variables and consumer purchasing decisions, quantitative data analysis methods were applied using linear regression techniques. The results obtained (F-value of 24.221) from Table 2.10 confirm acceptance of Ha, indicating that all seven independent variables (7P) jointly or simultaneously influence the dependent variable, Estusae Cafe Trawas Purchasing Decision. Additionally, the correlation coefficient (R Square) is 0.648, suggesting that collectively, the 7P variables influence 65% of Estusae Cafe Trawas' Purchasing Decision. The research has revealed that the 7P marketing strategy holds significant importance in influencing consumer purchasing behavior. Such findings carry broader academic implications.

Keywords: Marketing Strategy, 7P Marketing Mix, Purchase Decisions, Estusae Cafe

INTRODUCTION

In an industry as competitive as culinary, a restaurant's or cafe's success is not only reliant on the quality of their food and drinks, but equally determined by the effectiveness of their marketing strategy. Estusae Cafe, located in Trawas-Mojokerto, is no exception to this challenge. Despite offering quality products, a comfortable atmosphere, and satisfactory services, Estusae Cafe is confronted with fierce competition from neighboring establishments. The challenge entails several factors, such as the range of products offered by Estusae Cafe's competitors, the pricing strategy implemented by Estusae Cafe, and the promotional campaigns. Moreover, Estusae Cafe's services must also meet the standards set by its rivals. All of these aspects can impact consumers' purchasing choices. Therefore, Estusae Cafe requires a comprehensive and effective marketing strategy to maintain and increase its market share and to overcome its competitors. In addition to competing against rivals, Estusae Cafe must also address the challenge of managing and understanding the frequency of customer visits. In managing a culinary enterprise, comprehending the visiting pattern and frequency is

significant as it serves as an indicator of enterprise performance and assists in decision-making and planning.

However, the owner of Estusae Cafe does not keep any formal records or calculations regarding the number of visitors per month or period. This lack of record-keeping results in insufficient data regarding visitor visitation trends, factors that influence fluctuations, and missed opportunities to identify specific times requiring more intensive marketing strategies. While visitor visits may vary over time, tracking them on a regular basis can help identify patterns and trends that may be useful in optimizing marketing strategies. Financial data indicates that Estusae Cafe's income fluctuates depending on the day. On weekdays, earnings can range from $10-15 million per day, while on weekends, they can increase to around $25-35 million per day. This pattern may suggest varying visitation patterns on weekdays and weekends, necessitating further analysis to comprehend consumer preferences and establish marketing strategies aligned with these trends. Although there is no formal recording of visitor frequency, data regarding daily earnings does provide a general idea of visitation trends that can be correlated with marketing strategies. However, by regularly recording the number of visits, Estusae Cafe can gain deeper insights into consumer behavior. This can lead to directed marketing strategies to address fluctuations in visits and increase potential revenue.

The 7P marketing strategy (product, price, place, promotion, process, people, and physical evidence) is a recognized comprehensive framework for designing effective marketing plans. Through the implementation of this strategy, Estusae Cafe can take a comprehensive approach to overcome competition, build added value for consumers, and influence consumer purchasing decisions. By effectively managing each of the 7P elements, Estusae Cafe has the opportunity to differentiate itself from competitors and capture consumer attention. Therefore, conducting comprehensive research is essential to determine how implementing the 7P marketing strategy can impact consumer buying behavior at Estusae Cafe. By gaining a deeper understanding of the variables that affect purchasing decisions, Estusae Cafe can create more suitable and efficient strategies to address competition and thrive in a demanding culinary industry. Therefore, this research explains the marketing strategies that Cafe Trawas Mojokerto can adopt to impact visitor purchasing decisions.

LITERATURE REVIEW

Definition of Strategy

Armstrong (2003:39) in the book collection The Art of HRD provides at least three definitions of strategy. Firstly, strategy is a statement of intent that outlines the ways to accomplish goals, and carefully considers the distribution of organizational resources that are significant for the future and align resources and capacities with the external environment.

Definition of Marketing

According to William J. Stanton (in Swastha, 2008: 05), marketing is a comprehensive system of business activities designed to plan, price, promote, and distribute goods and services that satisfy the needs of both buyers and potential buyers. Marketing is a social and managerial process through which individuals or organizations obtain what they need and want by exchanging value with others. In a business context, marketing entails creating valuable exchange relationships with profitable customers (Kotler & Armstrong, 2008: 6). Additionally, as per Danang (2012: 19), marketing is an activity that seeks to satisfy the needs and wants of consumers through exchanges between interested parties in the company. Not only does marketing aim to satisfy consumer desires, but it also endeavors to benefit employees involved in production activities, the local community, and the environment.

Marketing Strategy

According to Tjiptono in (Listyarso, 2005: 30), Marketing Strategy is a crucial tool to enhance company competitiveness in the globalization and liberalization era. A sustainable competitive advantage is developed through marketing strategies, which are fundamental in obtaining company goals. These strategies provide guidance to managers or company owners in executing tactics and other activities to meet the company objectives. The company's strategy is expected to be created through a process focused on quality, resulting in a high-quality strategy (Tanoko, 2013: 116).

7P Marketing Mix

This marketing mix is commonly referred to as the theory of marketing mix or marketing mix according to Kotler & Armstrong (1997: 48). The marketing mix is a tool used to carry out practical marketing that can be controlled over several factors, including product, distribution, price, and promotion, which are combined by a company or business to produce a desired response in the target market. Here the intention is to use the marketing mix strategy as a plan for implementing the correct approach, in order to subsequently influence current buyers and consumers. Assauri (2015) defines the marketing mix as a set of controllable variables or activities that form the foundation of a marketing system. These variables include

product, price, promotion, and distribution, which are expected to mutually influence one another in order to benefit a business and create a unified marketing strategy, referred to as the marketing mix strategy. This marketing mix is divided into four important variables, commonly known as the 4Ps. These variables include product, price, place, and promotion.

Consumer Purchasing Decisions

In business, customer satisfaction and product sales are crucial. Therefore, understanding consumer purchasing decisions is paramount to business success. Therefore, understanding consumer purchasing decisions is paramount to business success. Therefore, understanding consumer purchasing decisions is paramount to business success. Relevant strategies must be developed to target consumers effectively. Because the strategy is essentially a tool for accomplishing a goal, Rangkuti Freddy (1997) asserts that the strategy system is a company's long-term goal for utilizing and allocating vital resources to achieve its objectives. So, it is necessary to have effective strategy formulation systems when devising purchasing decision strategies to pique consumer interest in the products being offered, resulting in subsequent purchasing decisions. Kotler and Keller (2009) elaborated on the systematic progression of the consumer purchasing decision-making process. This entails five stages that consumers undergo during the decision-making process.

RESEARCH METHODS

This study employs a quantitative approach, utilizing aspects of measurement, calculation, formulas, and numerical data to develop the research proposal, process, hypothesis, data collection, analysis, and conclusions. Technical terms are clearly explained upon first use. The population examined consists of all visitors who have consumed Estusae Cafe products in the Trawas District of Mojokerto Regency. The study employed the purposive sampling method to ensure the sample criteria aligned with the research objectives. The study employed the purposive sampling method to ensure the sample criteria aligned with the research objectives. Additionally, incidental sampling techniques were utilized by distributing 100 questionnaires during the first three weeks of July. The data collected for this study consists of primary data obtained through interviews and questionnaires from Estusae Café consumers. Secondary data sources, including books, journals, and government publications, were also consulted to support the research. The study employs observation methods to analyze the marketing mix of Estusae Café, based on the experiences of the cafe's visitors. Technical terms are explained upon first use to facilitate comprehension. The second technique involves distributing research questionnaires directly to visitors, as well as administering online

questionnaires via Google form to respondents. Later, the collected data will be evaluated using an ordinal data measurement method based on a Likert scale score.

RESULTS AND DISCUSSION

A. Results of the Research Instrument Test

1. Validity Test

Table 1. Product Variable Validity Test Results (X1)

Statement	Rcount	Rtable	Sig	Information
X1.1	0,782	0,196	0,00	Valid
X1.2	0,806	0,196	0,00	Valid
X1.3	0,844	0,196	0,00	Valid

Source: data processed SPSS 23, 2023

Based on the comparison between the Rcount and Rtable at the 5% level, the rcount values in table 1 above for X1.1 to X1.3 are greater than 0.196, indicating that the Product variable (X1) is valid.

Table 2. Price Variable Validity Test Results (X2)

Statement	Rcount	Rtable	Sig	Information
X2.1	0,818	0,196	0,00	Valid
X2.2	0,838	0,196	0,00	Valid
X2.3	0,764	0,196	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison between the rcount and the rtable 5%, the rcount values from X2.1 to X2.3 in table 4.13 above are greater than 0.196. Therefore, it can be concluded that the Price (X2) variable is valid.

Table 3. Promotion Variable Validity Test Results (X3)

Statement	Rcount	Rtable	Sig	Information
X3.1	0,842	0,196	0,00	Valid
X3.2	0,775	0,196	0,00	Valid
X3.3	0,833	0,196	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison of rcount and rtable 5%, the rcount values from X3.1 to X3.3 in table 3 above are greater than 0.196. Therefore, it can be concluded that the Promotion variable (X3) is valid.

Table 4. Place Variable Validity Test Results (X4)

Statement	Rcount	Rtable	Sig	Information
X4.1	0,734	0,196	0,00	Valid
X4.2	0,652	0,196	0,00	Valid
X4.3	0,687	0,196	0,00	Valid
X4.4	0,809	0,196	0,00	Valid
X4.5	0,694	0,196	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison between rcount and rtable at 5%, the rcount values ranging from X4.1 to X4.5 in table 4.15 above are greater than 0.196. Therefore, it can be concluded that the Place (X4) variable is valid.

Table 5. Results of the People Variable Validity Test (X5)

Statement	Rcount	Rtable	Sig	Information
X5.1	0,779	0,196	0,00	Valid
X5.2	0,721	0,196	0,00	Valid
X5.3	0,713	0,166	0,00	Valid
X5.4	0,734	0,166	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison between rcount and rtable at a 5% rate, the rcount values from X5.1 to X5.4 in table 4.16 demonstrate that they are greater than 0.196. Therefore, it can be concluded that the variable of People (X5) is valid.

Table 6. Process Variable Validity Test Results (X6)

Statement	Rcount	Rtable	Sig	Information
X6.1	0,815	0,196	0,00	Valid
X6.2	0,808	0,196	0,00	Valid
X6.3	0,740	0,196	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison of rcount and rtable 5%, the rcount values from X6.1 to X6.3 in Table 6 above are greater than 0.196. Therefore, it can be concluded that the Promotion variable (X6) is valid.

Table 7. Physical Evidence Variable Validity Test Results (X7)

Statement	Rcount	Rtable	Sig	Information
X7.1	0,759	0,196	0,00	Valid
X7.2	0,824	0,196	0,00	Valid
X7.3	0,740	0,196	0,00	Valid
X7.4	0,740	0,196	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison between rcount and rtable at 5%, the rcount values from X7.1 to X7.4 in table 4.18 above are greater than 0.196, indicating the validity of the Physical Evidence (X7) variable.

Table 8. Purchase Decision Variable Validity Test Results (Y)

Statement	Rcount	Rtable	Sig	Information
Y.1	0,430	0,196	0,00	Valid
Y.2	0,570	0,196	0,00	Valid
Y.3	0,576	0,196	0,00	Valid

Source : data processed SPSS 23, 2023

Based on the comparison between rcalculate and rtable at 5%, the calculated value from Y.1 to Y.3 in table 4.19 above is > 0.196, indicating the validity of the Purchase Decision variable (Y).

2. **Reliability Test**

Table 9. Reliability Test Results

Variable	Alpha coefficient	Significance level	Information
Product (X1)	0,740	0,6	*Reliabel*
Price (X2)	0,729	0,6	*Reliabel*
Promotion (X3)	0,750	0,6	*Reliabel*
Place (X4)	0,763	0,6	*Reliabel*
People (X5)	0,713	0,6	*Reliabel*
Process (X6)	0,688	0,6	*Reliabel*
Physical Evidence (X7)	0,761	0,6	*Reliabel*
Purchasing Decision (Y)	0,775	0,6	*Reliabel*

Source : data processed SPSS 23, 2023

Based on the data presented in Table 4.12, it can be inferred that all constructs satisfy the reliability criteria since each Cronbach's alpha value is above 0.60. As a result, all variables examined in this study can be considered reliable.

3. **Classical Assumption Test**

- **Normality Test**
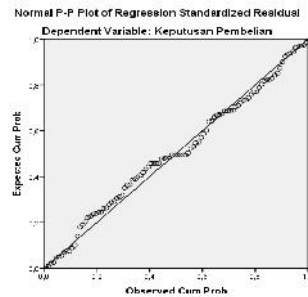
Picture 2. Grafik P-Plot

Source: data processed SPSS 23, 2023

Table 10. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,32783666
Most Extreme Differences	Absolute	,055
	Positive	,047
	Negative	-,055
Test Statistic		,055
Asymp. Sig. (2-tailed)		,200[c,d]

Source: data processed SPSS 23, 2023

Based on table 10, we obtained normality test results with Asymp values. The Sig. (2-tailed) value was 0.200, indicating that it is greater than 0.05. Therefore, we can conclude that the data in this study follow a normal distribution.

- **Multicollinearity Test**

The results of multicollinearity testing are shown in the following table:

Table 11. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Product (X1)	0,447	2,237	Multicollinearity does not occur
Price (X2)	0,465	2,149	Multicollinearity does not occur
Promotion (X3)	0,716	1,396	Multicollinearity does not occur
Place (X4)	0,336	2,979	Multicollinearity does not occur
People (X5)	0,287	3,481	Multicollinearity does not occur
Process (X6)	0,396	2,527	Multicollinearity does not occur
Physical Evidence (X7)	0,344	2,909	Multicollinearity does not occur

Source : data processed SPSS 23, 2023

According to table 11, the tolerance value for each variable exceeds 0.1 and the VIF is below 10. Thus, it can be inferred that there is no evidence of multicollinearity between independent variables in this study.

- **Heteroscedasticity Test**
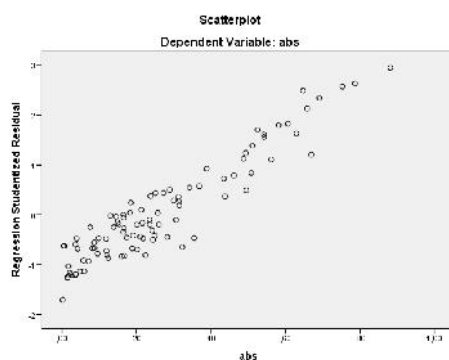
Picture 1. Glacier Test Results

Source : data processed SPSS 23, 2023

Table 12. Heteroscedasticity Test Results

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,697	,159		4,391	,000
Product	-,027	,050	-,082	-,548	,585
Price	-,026	,051	-,074	-,510	,612
Place	-,061	,040	-,194	-1,534	,128
Promotion	-,023	,071	-,056	-,324	,747
People	,031	,075	,077	,420	,675
Process	,015	,061	,040	,247	,806
Physical Evidence	-,004	,071	-,009	-,054	,957
Keputusan Pembelian	-,047	,063	-,123	-,743	,459

Source : data processed SPSS 23, 2023

Based on Table 12, it can be concluded that the significance values for all variables are greater than 0.05 (>0.05). Therefore, there is no indication of heteroscedasticity or homoscedasticity in the seven independent variables in this study.

- **Multiple Linear Regression Test**

Multiple linear regression analysis is used to determine the influence of Product, Price, Promotion, Place, People, Process, and Physical Evidence (X) on the Purchase Decision of Estusae Cafe Trawas (Y). The study's outcomes are presented in the following table:

Table 13. Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,054	,051		1,046	,298
Product	,251	,017	,345	14,978	,000
Price	,025	,012	,035	2,079	,040
Place	,231	,012	,299	18,560	,000
Promotion	,095	,025	,102	3,758	,000
People	,035	,012	,051	3,017	,003
Process	,191	,021	,225	9,247	,000
Physical Evidence	,239	,020	,263	11,778	,000

Source : data processed SPSS 23, 2023

B. Hypothesis Testing

1. Partial Test (T)

The t-test is employed to test the presence or absence of influence of each independent variable on the dependent variable. The t-test is executed by comparing the computed t-value with the tabulated t-value at a significance level ( ) of 0.05 or 5%. The hypothesis was tested using the t-test, specifically by comparing tcount to the ttable at a significance level of 0.05 with 2 degrees of freedom (df = n - k - 1), where n represents the amount of data and k is the number of independent variables. In this case, the table value from the statistical table is 1.987. The decision-making criteria were determined accordingly:

Ha diterima jika thitung< ttabel atau thitung> ttabel pada a= 5%

1) The Influence of Product on Estusae Cafe Trawas Purchasing Decision

It is evident from the calculated value of 14.978 > table, which is 1.987, and the sig value of 0.000 < 0.05 that H1 can be accepted. This leads to the conclusion that persial means that X1 (Product) has a positive and significant impact on Y (Purchase Decision).

2) The Influence of Price on the Purchase Decision of Estusae Cafe Trawas

It is evident that the calculated value of 2.079 exceeds the table value of 1.987, and the significance value is 0.040, which is less than 0.05. Therefore, it can be concluded that H2 is accepted, and persial analysis indicates that there is a positive and significant impact of X2 (Price) on (Y) (Purchase Decision).

3) The Influence of Promotion on the Purchase Decision of Estusae Cafe Trawas

It is established that the computed value of 18.560 > table value of 1.987, and the significance value is 0.000 < 0.05. Thus, it can be concluded that H3 is accepted, and it suggests that there is an affirmative and meaningful impact of X3 (Promotion) on Y (Purchase Decision).

4) Place's Influence on Estusae Cafe Trawas' Purchase Decision

It is evident that the calculated value of 3.758 is greater than the table value of 1.987, and the significance value, 0.000, is less than 0.05. Accordingly, it may be concluded that H4 is accepted and that there is a positive and significant influence of X4 (Place) on Y (Purchase Decision).

5) The Effect of People on Purchasing Decisions of Estusae Cafe Trawas

It is evident that the tcount value is 3.017, surpassing the t table of 1.987 and the sig value of 0.003 falls below 0.05. As a result, it can be inferred that H5 is accepted, indicating a positive and significant impact of X5 (People) on (Y) (Purchase Decision).

6) The Effect of Process on Purchasing Decisions of Estusae Cafe Trawas

It is established that the t-count value is 9.247, exceeding the t-table level of 1.987. Additionally, the sig value is 0.000 <0.05, allowing us to conclude that H6 is accepted, and specifically, there is a positive and significant impact of X6 (Process) on (Y) (Purchase Decision).

7) The Effect of Physical Evidance on Purchasing Decisions of Estusae Cafe Trawas

It is a commonly accepted fact that the t-count value is 11.778, exceeding both the t-table value of 1.987 and the significance value of 0.000 (<0.05). Therefore, it can be inferred that H7 is accepted, meaning that there is a positive and significant impact of X7 (Physical Evidence) on (Y) (Purchase Decision).

2. **Simultaneous Test (F)**

Table 14. Simultaneous Test Results (F)

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	19,373	7	2,768	23,930	,000[b]
Residual	10,640	92	,116		
Total	30,013	99			

Source : data processed SPSS 23, 2023

The Fcount test is utilized to determine whether the group of independent variables (X1, X2, X3, X4, X5, X6, X7) has a statistically significant positive effect on the dependent variable Y.

The decision-making criteria entail accepting Ha if Fcount > Ftable with an a-value of 0.05.

In this case, Ftabel is observable at a = 0.05 with a free degree denominator of n-k = 100-2 = 98 = 2.10.

Referring to Table 4.25, it is evident that Fcount is 23.930 which is greater than Ftable (2.10). Therefore, Ha can be accepted. So, it can be inferred that all of the independent variables (Product, Price, Promotion, Place, People, Process, Physical Evidence) collectively exert an influence on the dependent variable (Purchase Decision Estusae Cafe Trawas).

3. **Uji Koifisien Determinasi (R^2)**

The coefficient of determination quantifies the impact of independent variables on the dependent variable. The coefficient of determination quantifies the impact of independent variables on the dependent variable. R-squared may be computed to determine this coefficient.

Table 15. Coefficient Determination Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803ª	,645	,619	,340

Sumber : data diolah SPSS 23, 2023

Based on the data analysis in Table 15, the correlation coefficient (R-squared) is 0.645. These results indicate that collectively, Product, Price, Promotion, Place, People, Process, and Physical Evidence have a 65% influence on the Purchasing Decision of Estusae Cafe Trawas, while the remaining 35% is influenced by other factors not included in this study.

DISCUSSION

1. **The Effect of Product on Purchasing Decisions Estusae Café Trawas**

   The test results of the Product variable (X1) indicate a significant influence of the Product variable (Product) on purchasing decisions (Y). The significance value shown in the Product variable test results (X1) is 0.000 with a t count of 14.978 and t table of 1.986, indicating a statistical significance since 14.978> 1.986. The results of the data analysis confirm that the Product variable has a substantial impact on Purchasing Decisions. This demonstrates a link between the product and purchasing decisions of Estusae Cafe Trawas. Improved product quality and attractiveness directly correspond to increased purchasing decisions. Conversely, poorer product quality, such as subpar materials and appearance, leads to decreased purchasing decisions. Customers are drawn to Estusae Cafe Trawas due to the quality of its products. In addition to offering high-quality items, the cafe sells a diverse array of well-known foods from the Trawas tourist area, including snacks, filling meals, and intriguing beverages. This ensures that consumers can easily find the food and drink they desire. This study highlights consumers' concerns about the product's quality, quantity, and perceived value based on the purchased brand. A product's value encompasses usability, quality, availability, and price. These findings align with research conducted by Khotimah and Jalari (2021), which concludes that product quality has a significant and positive impact on purchasing decisions. In other words, an increase in product quality leads to a higher likelihood of consumer purchase.

2. **The Effect of Price on Purchasing Decisions of Estusae Café Trawas**

   The testing results for the Price (X2) variable on purchasing decisions (Y) suggest that Price has a significant positive impact on purchasing decisions at Estusae Café. This is indicated by a regression coefficient b of 0.025, and a significant value of 0.040, which is less than 0.05. Furthermore, the t value of 2.079 is greater than the t table value of 1.986. Consequently, it can be concluded that the first hypothesis is supported. Based on the data processing results, the Price variable significantly influences Purchasing Decisions. This indicates a correlation between Price and the Purchasing Decision at Estusae Cafe Trawas. Therefore, more affordable and lower-priced goods with good quality will increase purchasing decisions and improve product sales. Conversely, if the cost is unjustifiably higher than the quality, it will negatively impact purchasing decisions. Price refers to the value consumers exchange for the benefits of owning or using a product, which is determined through negotiation

between the buyer and seller or by the seller with a fixed price for all buyers. Pricing and price competition have been identified as the primary challenges faced by companies. Differences in price levels among sellers can have an impact on overall market conditions. If a seller raises the price of their product above or below the market price, a market distortion may occur, leading to inefficient economic conditions that hinder economic agents from maximizing their own welfare. If a seller raises the price of their product above or below the market price, a market distortion may occur, leading to inefficient economic conditions that hinder economic agents from maximizing their own welfare. It is important to maintain a fair and balanced market to ensure economic efficiency. The results of this study are consistent with previous research conducted by Andriyanto et al. (2020), which found that price has a positive and significant impact on consumer purchasing decisions. Essentially, a product with good quality and an affordable price will increase the likelihood of consumers making a purchase.

3. **The Effect of Promotion on Purchasing Decisions of Estusae Café Trawas**

    The data from testing the Promotion variable (X3) and its influence on purchasing decisions (Y) reveal that there is a substantial effect on purchasing decisions at Estusae Café. The regression coefficient value b has a value of 0.231, with a considerable value of 0.000. This value indicates that the significance value is below 0.05. Also, the t value of 18.5608 is greater than the t table value of 1.986, indicating the statistical significance of the result. Based on the results of the data analysis, it has been determined that the Promotion variable has a significant impact on Purchasing Decisions. The findings demonstrate a conclusive relationship between Promotion and the Purchasing Decision of Estusae Cafe Trawas. Therefore, the better and more attractive the marketing promotion, the greater the impact on consumer purchasing decisions. Conversely, the poorer the promotion executed by a business in its marketing implementation, the lower the likelihood of consumer purchasing decisions. Promotion involves a unidirectional flow of information or persuasion intended to encourage an individual or organization to participate in marketing exchanges. Promotional aspects can impact consumer behavior and attitudes towards making purchasing choices. With a promotion, individuals may change their minds from being indifferent to being interested in purchasing a product. Promotions play a crucial role in boosting a company's sales and encouraging repeat purchases. Customers are more likely to research and try a company's products with the help of

promotions, as they provide a level of assurance. Promotion refers to any type of communication intended to inform customers about products or services and motivate them to purchase these items, such as publicity, personal selling, and advertising. According to a study conducted by Barcelona et al. (2019), the results support the notion that promotion has a favorable and noteworthy impact on purchasing decisions. This demonstrates that the more appealing and effective a business's promotion, the greater the likelihood of an increase in consumer purchasing decisions.

4. **The Effect of Place on Purchasing Decisions of Estusae Café Trawas**

The findings of the study indicate that the Place variable (X4) has a substantial impact on purchasing decisions (Y) at Estusae Café. The regression coefficient value for Place is 0.95, with a significant value of 0.000 - indicating that the effect is statistically significant with a t value of 3.758, which surpasses the t table value of 1.986. Thus, the first hypothesis is confirmed. Based on the results of the conducted data processing, it was discovered that the Place variable has a notable impact on Purchasing Decisions. This demonstrates that a correlation exists between Place and Estusae Cafe Trawas' Purchasing Decision. As a result, providing a better and more strategic location enhances consumer purchasing decisions, while inadequate marketing implementation decreases purchasing decisions. A strategic location that is easily accessible to consumers, near the city or center of activity, is ideal for a business, including a restaurant. This is why selecting the right location is crucial in influencing consumer purchasing decisions. Some buyers prefer a location close to home or easily reachable. The second factor that influences purchasing decisions is the location itself. Location refers to the place where a business is headquartered and conducts its operations or activities, and is a crucial factor influencing business development, including that of Estusae Cafe Trawas. A well-chosen location can attract numerous consumers, thereby boosting sales and the business's overall turnover. The study results align with Hidayat's (2020) research, which shows that location positively and significantly affects purchasing decisions. In essence, a strategic location increases consumer buying choices.

5. **The Effect of People on Purchasing Decisions of Estusae Café Trawas**

The testing results of the X5 variable (People) on purchasing decisions (Y) indicate that People have a notable impact on purchasing decisions at Estusae Café, with a regression coefficient value of b = 0.035 and a significance level of 0.003. This implies that the significance value is less than 0.05, and the t-value of 3.017 exceeds

the t-table value of 1.986, thereby confirming the first hypothesis. Based on the results of the data analysis, it is evident that the People factor has a significant impact on Purchasing Decisions. This indicates a link between human resources and the purchasing decisions of Estusae Cafe Trawas. Improving the quality of marketing personnel will result in a higher number of purchasing decisions by consumers. Conversely, inadequate human resources in marketing applications can lead to a decline in consumer purchasing decisions. People are key players in the service delivery process and can influence consumer perceptions of purchasing and using social products. Employee competence in service delivery can significantly affect consumer perceptions. This indicates that the greater and more vigorous people's efforts are, the more they can enhance consumers' decisions to utilize Estusae Cafe Trawas. It also indicates that people's activities can captivate consumer attention, making it optimal for food purchasing. Additionally, these efforts can elicit a strong buyer response, highlight food offerings, and ultimately boost food sales in the short term. Therefore, people can positively influence consumer decisions. The results of this study are consistent with the research conducted by Meilani and Kartini (2020), which indicates that individuals hold a favorable and substantial impact on purchasing decisions. Accordingly, effective communication between individuals or human resources and consumers can substantially influence purchasing decisions.

6. **The Effect of Process on Purchasing Decisions Esttusae Café Trawas**

The data from the test of the Process variable (Process) (X6) on purchasing decisions (Y) indicates that Process has a noteworthy impact on purchasing decisions at Estusae Café with a regression coefficient b of 0.191 and a p-value of 0.000, indicating that the p-value is less than 0.05 and the t-value of 9.247 exceeds the t-table value of 1.986. Accordingly, it can be concluded that the first hypothesis is supported. Based on the results of the data analysis, it has been found that the Process variable exerts a significant influence on Purchasing Decisions. This indicates a correlation between Process and the Purchasing Decision of Estusae Cafe Trawas. Therefore, a higher quality of process in product marketing will lead to increased consumer purchasing decisions, whereas a poor process in product marketing will result in decreased consumer purchasing decisions. Process refers to the procedures, mechanisms, and activity flows involved in providing services to customers, from their initial decision to choose, order, and purchase services to the final delivery of said services. According to other experts, the process encompasses all activities,

including procedures, work schedules, routines, and other matters related to producing and delivering services to consumers. The significance of this factor, particularly in the service sector, lies in the provision of un storable services. Process activities have the potential to capture consumer attention, thereby increasing the likelihood of purchasing products. They are also conducive to eliciting a strong buyer response, dramatizing service offerings and boosting short-term service sales. Therefore, service processes can effectively influence consumer decisions. The results of this study are consistent with the research conducted by Handayani (2018), which states that the process has a favorable and significant impact on purchase decisions. Therefore, increasing the process implemented by a business can boost consumer purchasing decisions.

7. **The Effect of Physical Evidance on Purchasing Decisions Estusae Café Trawas**

The testing of the Physical Evidence variable (X7) on purchasing decisions (Y) reveals that Physical Evidence significantly impacts Estusae Café's purchasing decisions with a regression coefficient b of 0.239 and a significant value of 0.000, indicating that the significance value is less than 0.05, and the t value of 11.778 surpasses the t table value of 1.986. Thus, the first hypothesis is proven to be correct. Based on the results of the data analysis, it is evident that the Physical Evidence variable significantly impacts Purchasing Decisions. Therefore, there is a correlation between Physical Evidence and the Purchasing Decision of Estusae Cafe Trawas. Hence, superior physical evidence provided by a business to consumers will increase consumer purchasing decisions. Conversely, weaker physical evidence provided by a business can lead to a decline in consumer purchasing decisions. Physical evidence is tangible evidence offered by service providers as an added value to consumers. Supporting facilities play a crucial role in service marketing. They are a tangible manifestation offered to customers or potential customers. Because services often require supporting facilities in their delivery, physical evidence has a significant impact on purchasing decisions, as found by Paujiah et al. (2020). This emphasizes the importance of physical evidence in marketing products, as increasing the quality of physical evidence leads to greater consumer purchasing decisions.

8. The Impact of Products, Prices, Promotions, Places, People, Processes, and Physical Evidence on Consumer Behavior at Estusae Café Trawas Mojokerto

Based on the F-test analysis of the impact of Product, Price, Promotion, Place, People, Process, and Physical Evidence on purchasing decisions at Estusae Café Trawas-Mojokerto, it can be concluded that all these factors have a simultaneous effect. The calculated F-value of 23.930 is higher than the F-table (23.930 > 2.11) with a significant value of 0.000, indicating that the resulting significance value is less than 0.05. The researcher's findings suggest that enhancing the quality of Estusae Café Trawas-Mojokerto's 7P strategy in line with consumer preferences and market dynamics will yield a considerable and favorable impact from the Product, Price, Promotion, Place, People, Process, and Physical Evidence variables.

CONCLUSION

Based on the results of data processing that researchers have done, efforts to develop a marketing strategy for visitor purchasing decisions at Estusae Café Trawas are as follows:

1. The product variable has a positive and significant influence on purchasing decisions at Estusae Cafe. Where the quality of products that are increasingly superior and attractive will increase product purchasing decisions. Conversely, if the product quality is low, it will reduce the level of product purchasing decisions.

2. Variable price (price) on Purchasing Decisions at Estusae Café has a significant and positive effect. If the price offered is low with good quality, the purchasing decision will increase. Meanwhile, if the price offered is high, the purchasing decision will decrease.

3. Promotion variables on Purchasing Decisions at Estusae Café have a positive and significant influence. If the more attractive the promotion used in marketing, the more consumer purchasing decisions will increase. Meanwhile, if the promotion displayed is not / less attractive, consumer purchasing decisions will also decrease.

4. Variable place (place) on Purchasing Decisions at estusae Café has a significant and positive influence. The more attractive and strategic the place provided, the more consumer interest and purchasing decisions will increase. Conversely, the worse the place provided, the consumer purchasing decisions will also decrease.

5. Variable people (people) on Purchasing Decisions at Estusae Café have a significant and positive influence. If the human resources employed are of high quality, then consumer purchasing decisions will increase. Meanwhile, if the human resources employed are poor, then consumer purchasing decisions will also decrease.

6. The process variable on Purchasing Decisions at Estusae Café has a significant and positive influence. If the better the quality of the process in product marketing efforts, the more consumer purchasing decisions will increase. Meanwhile, if the more poor the product marketing process, the more consumer purchasing decisions will decrease.

7. Variable physical evidence on Purchasing Decisions at Estusae Café has a significant and positive influence. If the more quality physical evidence is made, the consumer purchasing decisions will also increase. Meanwhile, the worse the physical evidence issued, the more consumer purchasing decisions will decrease.

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