How Effective is Marketing Mix in Influencing Retailers' Buying Decision

(A Lesson from MOTUL Lubricant Sales in Jabodetabek)

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ABSTRACT

Motul relies on retailers' in selling its lubricant product instead of marketing directly to the end customer is this strategy effective or not because the focus of this study. The purpose of this study is to analyse the affect of retailers' perceptions on marketing mix toward buying decisions as and to formulate strategies to increase sales of Motul products. This study uses primary data obtained from interviews using a questionnaire to retailers. The number of respondents was 125 respondents. The result is that the product, distribution and promotion have a significant positive effect on buying decision, with distribution as the most dominant variable. The retailers' perception of the marketing mix and buying decision of Motul products is good, but the sales strangely continue to decline. This may due to either the retailers' perception toward competitor products is even better than Motul products, or the end consumers of lubricant may not follow the recommendations of retailers.

Keywords: Marketing Mix, Buying Decision, SEM Analysis, Sales.

I. INTRODUCTION

Development of transportation means in this day and age is very high, one of them being the automotive field. The people of Indonesia have perceived that motor vehicles are no longer expensive modes of transportation and are also low-cost in maintenance as well as having economical fuel usage. The high demand of motor vehicle buying power is due to the affordable price and increasing ease to own a motor vehicle, therefore the volume of sales raises from year to year. With the increase of motor vehicle demand, the increase of lubricant in Indonesia is also affected.

The number of motor vehicles that drives through the streets of Jakarta rises each year. Total of the motor vehicles excluding the national army, police, and diplomatic corps from year to year continues to grow. Traffic in Jakarta in the year 214 was dominated by motorcycles (76.66%), passenger cars (18.64%), load-bearing cars (3.84%), buses (2.07%) and lastly emergency vehicles which are around 0.79%. (Statistik Transportasi DKI Jakarta 2015) [10].

Table 1 Total of Registered Motor Vehicles (excluding the national army, police, and diplomatic corps) According to the Type of Vehicles, 2010-2014

Vehicle Type	2010	2011	2012	2013	2014	Growth per year (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Motorcycle	8 764 130	9 861 451	10 825 973	11 949 280	13 084 372	10.54
Passanger Car	2 334 883	2 541 351	2 742 414	3 010 403	3 266 009	8.75
Load-bearing Car	565 727	581 290	561 918	619 027	673 661	4.46
Bus	332 779	363 710	358 895	360 223	362 006	2.13
Emergency vehicle	-	-	129 113	133 936	137 859	-
Total	11 997 519	13 947 802	14 618 313	16 072 869	17 523 967	9.93

Source: Ditlantas Polda Metro Jaya

The growth of motor vehicles in the period of five years reached 9.93% per year. When specified according to the type of vehicle, motorcycles have the highest growth which is 10.54% per year. Following that, passenger cars experienced growth of 8.75% per year, load-bearing cars 4.46% per year, and bus had smaller growth of 2.13% per year. Meanwhile for ransus, the growth cannot be observed because the data of the previous year are not available.

Since 2001 the lubricant market in Indonesia has opened as Republic of Indonesia Presidential Decree No. 21 Year 2001 was released [5]. Private business entities can open to market their lubricants in Indonesia. Lubricants importer are only subject to

import tax up to 10% of the import value according to Decree 31 Year 2015. With the amount of tax issued by the government, other brand holders, especially international lubricant brand holders, are given limits in competing in Indonesia's lubricant market.

Taken into account that Motul is a lubricant imported from Singapore, hence there should be a good marketing management in order to compete with other brands. Several general consumers compare variety of products based on the price without looking into whether the products have good quality or not. Building an integrated perception is needed that products that are marketed have various components that are high of value.

Retailers is an important link in the process of goods distribution and is the last link in a distribution process. Through retailers, a product can have a direct encounter with its users. The retailer industry here is defined as an industry that sells products and services that have given added value to fulfill the personal needs in a family, group or end user. In the last 3 years, Motul lubricant seller retailers in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) region experienced decline in sales as low as 57%, lower than in 2014 which was 64%. In 2013 Motul sales are relatively high compared to 2014-2015, reaching 80%.

Table 2 Motul Lubricant Sales Volume (Liter/Year)

Month	2013	2014	2015
January	10 869	10 955	9 008
February	15 951	7 964	5 909
March	10 323	8 146	6 876
April	11 610	10 180	6 620
May	12 470	9 793	5 748
June	10 534	10 424	10 638
July	18 268	11 464	5 988
August	30 445	9 750	12 268
September	1 788	9 928	10 884
October	4 337	8 234	8 016
November	7 345	7 812	10 428
December	8 104	9 762	8 228
Total	**142 044**	**114 412**	**100 611**
% Target	**80**	**64.4**	**56.7**

The purpose of this research is (1) Analyzing retailers' perception of marketing mixture and buying decision. (2) Analyzing the influence of marketing mixture towards the decision in buying Motul products. (3) Formulating strategies to increase sales of Motul oil products.

II. RESEARCH METHOD

This research is limited by the analysis of the influence of marketing mix towards the buying of Motul products, with the population of 180 retailers, which were made into sample of 125 retailers. Method in obtaining sample in distributing questionnaires and in-depth interview through *non probability sampling* approach with *purposive sampling* method was used. The research was conducted in the Jabodetabek region, with retail consumer respondent that are still active in buying Motul products.

The research was using the Structural Equation Modeling (SEM) to analyse the data. The data was generated from the questionnaire and in-depth interview.

III. RESULT AND DISCUSSION

Validity and Reliability Testing

From the results of the distribution of questionnaires about the marketing mix and buying decisions, validity and reliability data were produced. On the validity and reliability testing, software SPSS 17 was used. According to Cooper & William (1999) [1], validity is used to examine whether the test that was measured had been suitable with the object being measured. From the above result, all of the statement is said to be valid if r count > r table. Df = N-2, in this data N=125 was used. Therefore df = 125-2 = 123, so that the r table for 123 is 0.1757. The outcome of the questionnaires distribution is that the entire statement is valid.

Reliability testing according Ghozali (2005) [3] is beneficial for establishing whether the instruments, which in this research are questionnaires, which can be used more than once, at least by the same respondents, will generate consistent data. Reliability testing in this research was applied by using Cronbach's Alpha method. On the result of the distribution of questionnaires, it was obtained that all of the variables on each statements are reliable. Research variables are said to be reliable when having the value of alpha > 0.60.

Retailer Perception towards Marketing Mix and Buying Decision

When seen on Table 3, all of the respondents voted on 'agree'. The product ability indicator (X_{14}) has the highest average value of 4.22, which means Motul has good product capability and is durable in lubricating vehicle machine. Furthermore, the product quality indicator (X_{11}) has an average value of 4.16, meaning that Motul has good product quality and is safe to use by various kinds of vehicles. The product variety indicator (X_{12}) has the average value of 3.96, which means the variety of Motul

products offered are sufficient enough corresponding to vehicle specifications. Product benefit (X_{13}) has an average value of 3.91, meaning that retail consumers feel quite satisfied selling Motul products, both on the quality and benefits that are felt by the consumers. Corresponding to the research from Victor (2014) [12], performance, distinction, reliability, durability and quality impression have good perception towards lubricant products.

Table 3 Retailer Perception of Motul Product

Indicator	Mode	Mean	Remarks
Product quality	S	4.16	Good
Product variety	S	3.96	Enough
Product benefit	S	3.91	Quite satisfied
Product ability	S	4.22	Good

In Table 4, it can be seen that the price variable has the mode result of ‘agree’. Standard price indicator (X_{21}) on the mode of ‘agree’ has the average value of 4.22, which is because a few retail consumers have an opinion that the price offered is suitable with the quality that the end consumers felt. The after sale indicator (X_{22}) has an average value of 4.14 on the ‘agree’ mode, meaning some retail consumers experienced gained from selling Motul products. As for the shipping-included price indicator (X_{23}), it has an average value of 4.08 with the mode result of ‘agree’, which means that the price offered to the retail consumers have included shipping fee however many Motul products are bought by the retail consumers.

Table 4 Retailer Perception towards Product Price

Indicator	Mode	Mean	Remarks
Standard price	S	4.22	Suitable
After sale price	S	4.14	Beneficial
Shipping-included price	S	4.08	Cheap

As seen on Table 5, a lot of the whole respondents vote on ‘agree’. In the product shipping time (X_{31}), the average value is 4.08, meaning that the product shipping arrives to the consumers on time. On its distribution, Motul gives a maximum of 3 days from the time of order; this is to show fast and accurate service. Subsequently the salesperson indicator (X_{34}) has an average of 3.92, which means the retail consumers felt that the salespeople always give a quite responsive service, both when ordering products and asking about the specifications of every Motul products. Product ordering process indicator (X_{33}) has an average of 3.87. That is because the retail consumers felt that it is relatively easy to order Motul products since the Motul salespeople will come to the retail consumers every week to offer Motul products. Other than that, the retail consumers can easily order by contacting the salesperson. For the product availability indicator (X_{32}), the average value is 3.85, which means some of the retail consumers have an opinion that the availability of Motul products in retail gives ease to the end consumers that are looking for Motul products.

Table 5 Retailer Perception towards Product Distribution

Indicator	Mode	Mean	Remarks
Product shipping time	S	4.08	On time
Product availability	S	3.85	Quite easy
Product ordering process	S	3.87	Quite easy
Salesperson	S	3.92	Quite responsive

It can be seen in Table 6, that the indicator for opening stand in exhibitions (X_{41}) has an average data of 4.10 with the mode of 'agree', which means that the retail consumers felt helped in selling Motul products because the end consumers who are buying the Motul product already know the benefits, since Motul always introduces its products to the consumers both in the form of certain events and opening exhibition stand at certain retail workshops to help market Motul products to end consumers. On the indicator of providing product information (X_{42}), the average value is 3.96, meaning the retail consumers do not find it difficult to find out information about Motul products, because Motul has a website that can be accessed by anyone to find data sheet of every Motul product offered. On the indicator of product-purchasing promotion (X_{43}), the value has an average of 3.94, which means the retail consumers felt the promotion offered by Motul always varies so that the retail consumers can choose a preferred promotion that matches the number of Motul products purchased. The indicator of reward give away (X_{44}) has an average value of 3.65 with the vote of 'agree', meaning Motul gives rewards to retail consumers by looking at the amount of Motul products being sold. A few of the rewards that were offered are 1 unit of motorcycle, or a free ticket to see motoGP.

Table 6 Retailer Perception towards Product Promotion

Indicator	Mode	Mean	Remarks

Opening stand in exhibitions	S	4.10	Often
Providing product information	S	3.96	Easy
Product-purchasing promotion	S	3.94	Update
Reward give away	S	3.65	Quite interesting

In the buying decision variable on Table 7, many of the respondents voted 'agree'. The indicator of habit (Y_{12}) has an average value of 4.42, denoting that a few of the retail consumers said that the influence in deciding on the purchase of Motul products is because buying Motul products has become a habit; the consumer has already known Motul product for quite some time and also its quality. The product reliability indicator (Y_{11}) has an average value of 4.24, which signifies that retail consumers stated that the influence in deciding to purchase a product is caused by Motul's good product quality; hence retail consumers are not afraid of problems occurring by selling Motul products to end consumers. The need of product indicator (Y_{13}) has an average value of 4.17, which means the consumers said that one of the things that influenced the buying decision of Motul products is because there are lot of end consumers that look for Motul products thus retailers always provide Motul products in their workshop. Lastly, the repurchase indicator (Y_{14}) has an average value of 3.92, meaning that the retail consumers are satisfied with Motul products both with the service and quality, which makes retail consumers into repurchasing Motul products.

Table 7 Retailer Perception towards Decision

Indicator	Mode	Mean	Remarks
Product reliability	S	4.24	Reliable
Habit	S	4.42	Habitual
Need of product	S	4.17	Need
Repurchase	S	3.92	Often enough

The questionnaires distribution that was conducted on retail workshops with using several variables that are already specified in advance according to theory - relevant theory, that is marketing mi (product, price, distribution and promotion) and buying decision. When seen on tables above, the majority of the consumers' perception are positive towards the marketing mix and buying decision through the result form the respondents where many voted 'agree' on the questions asked.

SEM Model Goodness of Fit

The conformity testing performed was compared between sample co-variant matrix and SEM model estimation co-variant matrix. According to Ramadiani (2010) [7], if the model does not conform with the data, then the cause should be looked for on the model, also the way to modify the model so that better data compatibility can be obtained [14]. It can be seen in Table 8 the result of SEM model conformity criteria based on the Goodness of Fit table.

From the result in Table 8, the result of the conformity testing of the whole SEM model can be observed. The results of the testing are respectively; the Chi-square value which is 152.71 in the good fit category - the significant requirement on the chi-square test is the smaller the result and its P-Value $\geq$ 0.05, the better. The GFI (Goodness of Fit Index) value is 0.85 in the category of marginal fit. The RMSEA is 0.025 in the category good fit - RMSEA describes the tendency of the chi-square rejecting models with large number of samples.

Table 8 Result of SEM Model Conformity Criteria

Model Accuracy Index	**Accepted Level of Compatiblity**	**Model Index**	**Remarks**
Absolute Fit Measures			
Chi Square	The smaller the better (P-values $\geq$ 0,05)	152.71 (P = 0.25)	good fit
Goodness of Fit Index (GFI)	GFI$\geq$0,90 = good fit, and 0,80$\leq$GFI$\leq$0,90 = marginal fit	0.89	marginal fit
Adjusted Goodness of Fit Index (AGFI)	AGFI$\geq$0,90 = good fit 0,80$\leq$AGFI<0,90 = marginal fit	0.85	marginal fit
Root Mean Square Residual (RMR)	RMR$\leq$0,05 = good fit	0.020	good fit
Standardized RMR (SRMR)	SRMR$\leq$0,05 = good fit 0,05<SRMR$\leq$0,1 = acceptable fit SRMS>0,1 = poor fit	0.067	acceptable fit

Root Mean Square Error of Approximation (RMSEA)	0,05<RMSEA≤0,08 = quite good and RMSEA≤0,05 = good fit	0.025	good fit
Expected Cross Validation Index (ECVI)	Small value and closer to saturated ECVI	M = 2.01 S = 3.06 I = 12.03	good fit
Incremental Fit Measures			
Normed fit Index (NFI)	NFI≥0,90	0.89	less fit
Non-normed Fit Index (NNFI)	NNFI≥0,90	0.99	good fit
Relative Fit Index (RFI)	RFI≥0,90	0.87	less fit
Incremental Fit Index (IFI)	IFI≥0,90	0,99	good fit
Comparative Fit Index (CFI)	CFI≥0,90	0,99	good fit

Based on Table 8, Goodness of Fit (GOF) showed that most indicators demonstrated that the SEM Model already fits.

The Effect of Marketing Mix towards Buying Decision

This research uses SEM because statistical method is deemed to able to answer the objectives of this research that are dimensional (Ferdinand, 2002) [2]. This research uses SEM analysis to find out the effect between constructs, which in this case are marketing mix and buying decision. With the aid of the analysis tool, the value of effect between indicators constructs of the marketing mix and buying decision can be identified. The following is the t count shown in Figure 1.

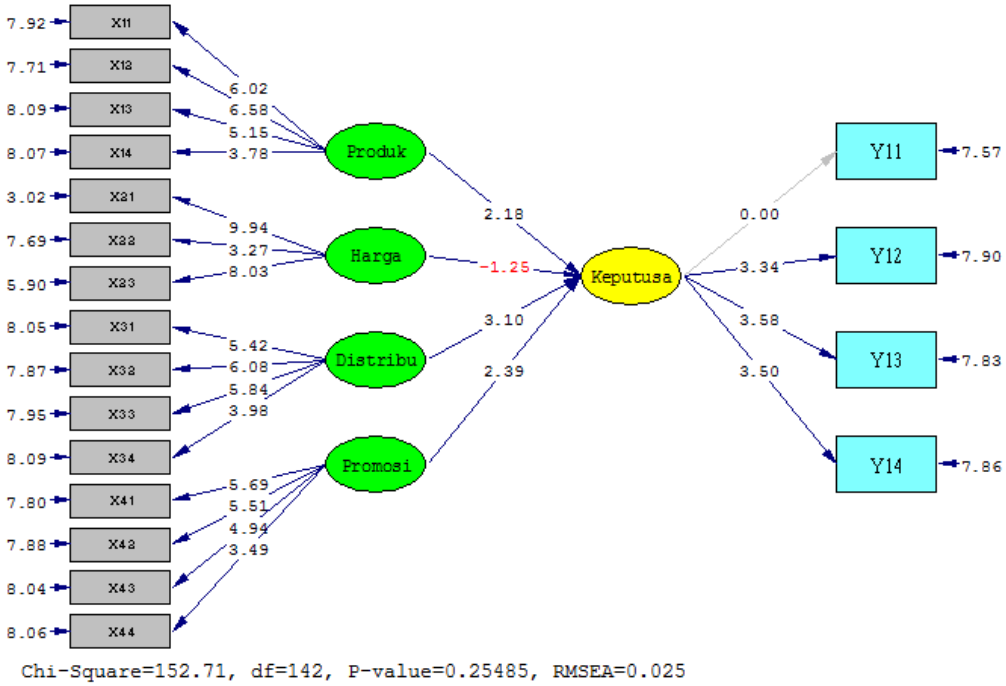

Figure 1 t-value

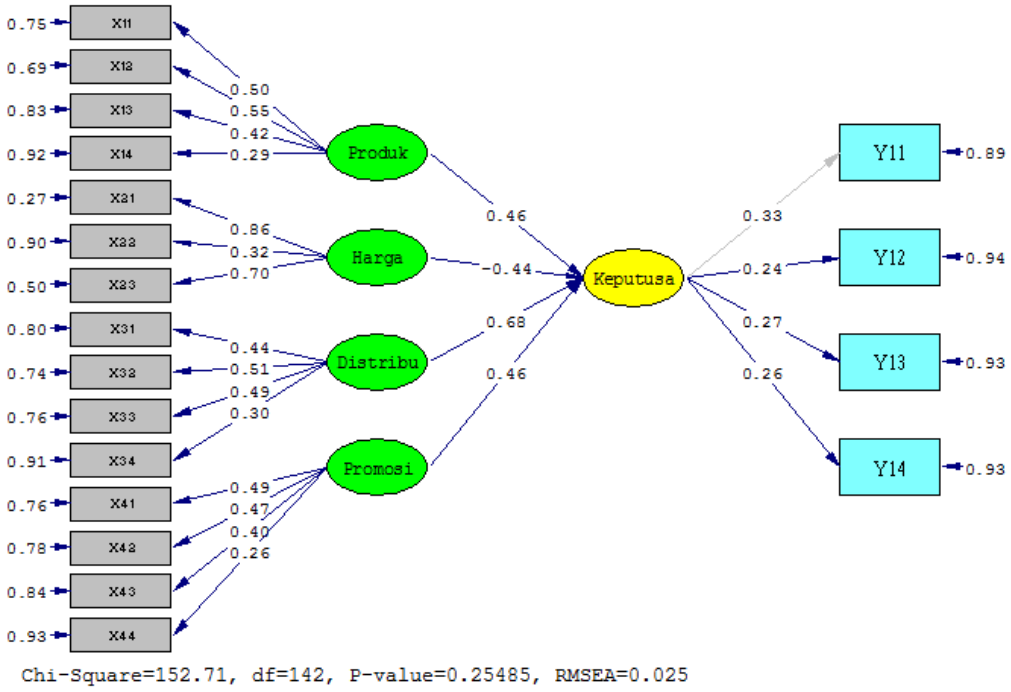

Figure 2 Standardized Loading Factor

Figure 1 shows that the value of t-value identifies the values of each construct. Product has t-value of 2.18 which denotes that it is significant and positive towards buying decision. For distribution effecting buying decision a value of 3.10 was acquired, indicating it is significant and positive. And the promotion obtained value of 2.39, meaning the effect is significant positive towards buying decision. The price has value of -1.25, stating that it does not affect buying decision. Indicators according to Tjiptono (2010) [11], is defined as the buying decision of consumer is affected by dimensions of rational and attraction. The rational dimension, such as price, quality, distribution and so forth, can drive consumers to buy a product with rational reasons. Meanwhile, the attraction dimensions are the scent of the product, color, shape, taste and so on. Y_{11} is the symbol of product reliability, Y_{12} is the habit indicator, Y_{13} is the need of product indicator and Y_{14} is the repurchase indicator.

After being processed in the Lisrel software, the contribution value of each construct towards the factor dimension is obtained. Variety indicator of latent product variable (X_{12}) has the highest score of 0.55, followed by quality indicator (X_{11}) with value of 0.50, benefit indicator (X_{13}) with value of 0.42 and lastly ability indicator (X_{14}) with the lowest score of 0.29. Variety indicator came out to be the most dominant dimension compared to other product indicators. Product variety consisting of form, price, appearance and materials influence buying decision (Nurrahman dan Dian, 2016) [6].

On the price latent variable, the standard price indicator (X_{21}) attained the highest value of 0.86, then followed by the shipping-included price indicator (X_{23}) with value of 0.70 and lastly the after sale price indicator (X_{22}) with the lowest score of 0.32.

On the distribution latent variable, availability indicator (X_{32}) has the highest result which is 0.51, product ordering process indicator (X_{33}) is 0.49, product shipping time indicator (X_{31}) is 0.44 and last the salesperson indicator (X_{34}) is 0.30. The availability indicator is the most dominant dimension in the distribution variable. Product availability will determine when and where the consumers will decide to buy a product (Saragih, 2013) [8].

Promotion latent variable, on the exhibition stand opening (X_{41}) obtained the highest score of 0.49, followed by product information indicator (X_{42}) with value of 0.47, product purchase promotion (X_{43}) with value of 0.40 and reward give away indicator (X_{44}) with score of 0.26. Exhibition promotion is an attractive media to market a product, either through printed media, brochure, event or exhibition to give information that corresponds to the facts (Widyasari dan Fifilia, 2009) [13].

On the buying decision latent variable, the product reliability indicator (Y_{11}) has the highest value which is 0.33, subsequently the need of product indicator (Y_{13}) has the coefficient number of 0.27, repurchase (Y_{14}) has value of 0.26 and the habit indicator (Y_{12}) 0.24. The reliability indicator is the most dominant in the buying decision variable.

Table 9 Analysis on the Effect of Marketing Mix towards Buying Decision

Hypothesis	Coeff.	t-value	Remarks
Product → Buying Decision	0.46	2.18	Significant
Price → Buying Decision	-0.44	-1.25	Not Significant
Distribution → Buying Decision	0.68	3.10	Significant
Promotion → Buying Decision	0.46	2.39	Significant

From the research result of retailers' perception and coefficient on the product variables, it is shown that the indicators with the most dominant dimension and having a good retailer perception are the product variation (X_{12}) and product quality (X_{11}).

Meanwhile, the indicator with the highest retailer perception but having the lowest loading factor coefficient is product ability (X_{14}). This is because the retailers think that the product ability is the superiority from Motul but also its weakness in terms of selling. The product's quite long durability will slow down the pace of product sales. Next the retailers' perception and coefficient on the distribution variable shows the indicator with the most dominant dimension and has a good retailer perception is the ordering process (X_{33}) and shipping time (X_{31}) indicators. Meanwhile the indicator that has a low retailer perception but has the highest loading factor coefficient is the product availability indicator (X_{32}). Retailers' perception of Motul's product availability is affected by the shipping of Motul products. The retailers' perception is when the shipping is not optimal, it will affect the availability of Motul products in the market. Lastly, the result of retailers' perception and the coefficient value on the promotion variable shows that the indicators with the most dominant dimension and having a good retailer perception are the exhibition stand opening (X_{41}), product information (X_{42}) and purchase promotion (X_{43}) indicators. The exhibition stand opening is the most effective in promoting Motul products. With the exhibition, the distributors can provide a more detailed information about the Motul products that they are going to be selling. On the purchase promotion, Motul distributors always give attractive promotions to increase product sales.

Strategy to Increase Sales

From the result of the respondent analysis, the marketing mix perception that was given by the Motul distributors is already quite good. However, the product sales still declines, as seen in 2013-2015 sales data. Therefore the causes of the decline in sales can be concluded as: (a) Retailer's perception of competing products is higher than Motul products, or (b) End consumers do not really follow the retailer's recommendation. Several strategy formulations can be conducted in increasing Motul product sales, such as:

1. On the distribution variable, indicators that play a role in affecting buying decision are the ordering process (X_{33}) and the shipping time (X_{31}). Ease in access when ordering Motul lubricants is a part to help increase sales. With an easy ordering process, retailers do not need to put a lot of effort to look for Motul products. Hence the role of Motul distributors is needed to ensure the ease of access to Motul products. Not only that, the speed of Motul product delivery also needs to be improved, to maintain the availability of Motul product in the market.
2. On the variable of promotion, indicators that play a role in the promotion variable towards buying decision are the opening stand in exhibitions (X_{41}), product information (X_{42}) and product-purchasing promotion (X_{43}). Opening stand in exhibition is the most efficient promotion; the consumers can easily get information about Motul products and get price that are lower than the market. Moreover, consumers are also entertained by games that Motul distributors organized and merchandises that are given out as well. Other than that, more attractive promotions are needed in order to improve sales. And because of that, it is Motul distributors' main duty to give attractive promotions to the retailers by always giving updates on the newest promotion to avoid falling behind other competing products. Distributors also need to come up with appealing promotions so that the consumers are drawn into buying Motul products.
3. The result form the analysis shows that indicators on the variable of products that play a role in influencing buying decisions are product quality (X_{11}) and product variety (X_{12}). The right strategies are needed to increase Motul sales, therefore Motul distributors need to maintain the product quality in the market and increase the product variety corresponding to vehicle specifications in Indonesia. The ability of the product is a part of the Motul product itself, but changing the perception of the consumers about the lubricant's long durability is needed. It can be done by adjusting the lubricant change to be done with the predetermined periodical service.

IV. CONCLUSION AND RECOMMENDATION

Conclusion

1. Result of the research is the retailers have good perception towards Motul products' marketing mix and buying decision. The perception is seen from: good perception on the product, price, distribution, promotion and Motul products buying decision.
2. Marketing mixes that affects the buying decision are the product mix variable with the major indicator being product quality and product variety. Secondly, distribution variable with the major indicator being the ordering process and shipping time. Finally the promotion variables with the major indicator being opening stand in exhibition, product information and product purchase promotion. Price is proved to be not significantly effective sales.
3. Recommended strategy to increase sales are based on several factors:
   a. Distribution: Speeding up Motul product shipping time to retailers and easing the access to order Motul products.
   b. Promotion: Opening stands in exhibitions, providing easy access to Motul's product information, always updating the promotions and giving promotions / merchandises to consumers.
   c. Product: Maintaining Motul products' quality and increasing the variety of Motul products corresponding to vehicle specifications.

Recommendation

1. Comparative analysis of retailers' perceptions of Motul products and competitor product is required, also what indicators that needs to be analyzed to increase the retailers' perception.
2. Required analysis of consumer behavior regarding buying decision Motul product in Jabodetabek to know consumer decision in buying oil whether influenced by retailer or not.

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