The Influence of Marketing Mix on Rocket Chicken Purchase Decisions Among Yogyakarta Students

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Article Info

Abstract

Yogyakarta offers a wide variety of fast-food options, with numerous fast-food restaurants located throughout the city. This study focuses on the influence of the marketing mix on purchasing decisions at Rocket Chicken among University students in Yogyakarta. The research adopts a quantitative approach, utilizing questionnaires distributed to students from various universities in the region. The Sampling technique is Purposive Sampling, targeting 100 respondents determined using the Lemeshow formula. Data analysis methods include classical assumption tests, simple linear regression analysis methods include classical assumption tests, simple linear regression analysis, and hypothesis testing. The simple linear regression analysis resulted in the equation $Y = 5.567 + 0.768X$. The coefficient of determination indicates that 60.9% of purchasing decisions are explained by the variables studied, while the remaining percentage is influenced by factors outside the scope of this research. The T-test results demonstrate that the Marketing Mix (X) significantly impacts Purchasing Decisions (Y) $(0.000 < 0,050)$

Abstrak

Yogyakarta menawarkan berbagai macam pilihan makanan cepat saji, dengan banyak restoran cepat saji yang tersebar di seluruh kota. Penelitian ini berfokus pada pengaruh bauran pemasaran terhadap keputusan pembelian di Rocket Chicken di kalangan mahasiswa Universitas di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan menggunakan kuesioner yang disebarkan kepada mahasiswa dari berbagai universitas di wilayah tersebut. Teknik pengambilan sampel adalah purposive sampling, dengan target 100 responden yang ditentukan menggunakan rumus Lemeshow. Metode analisis data meliputi uji asumsi klasik, metode analisis regresi linier sederhana meliputi uji asumsi klasik, analisis regresi linier sederhana, dan pengujian hipotesis. Analisis regresi linier sederhana menghasilkan persamaan $Y = 5,567 + 0,768X$. Koefisien determinasi menunjukkan bahwa 60,9% keputusan pembelian dijelaskan oleh variabel yang diteliti, sedangkan persentase sisanya dipengaruhi oleh faktor-faktor di luar cakupan penelitian ini. Hasil uji-T menunjukkan bahwa Bauran Pemasaran (X) berdampak signifikan terhadap Keputusan Pembelian (Y) $(0,000 < 0,050)$.

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INTRODUCTION

Yogyakarta has various types of fast food, one of which is fried chicken or flour fried chicken. There are many fast food restaurants in Yogyakarta such as Rocket Chicken, Quick Chicken, and Olive Fried Chicken. One of the local brands that is quite popular among Yogyakarta students is Rocket Chicken. Rocket Chicken is a local brand of processed chicken that operates in the Special Region of Yogyakarta and is well known among students in Yogyakarta. Its presence is inseparable from the culinary evolution of fried chicken which has long been one of Yogyakarta's culinary icons. Starting with the emergence of Mbok Berek Fried Chicken, which was then followed by Mrs. Suharti Fried Chicken and Bu Tini Fried Chicken which are quite well known to people outside the Yogyakarta area, the culinary development of fried chicken in Yogyakarta continues to undergo a fairly rapid transformation.

Rocket Chicken is present as a form of transformation of local culinary processing that adopts the concept of fast food. However, Rocket Chicken still prioritizes quality by using 8 processed fresh chicken meat as its main raw material. This is one of the distinguishing factors that allows Rocket Chicken to compete with international brands such as Kentucky Fried Chicken (KFC) and McDonalds, both in terms of taste that has been adjusted to the tongue of the Indonesian people and the quality of the product.

As an economical culinary alternative, Rocket Chicken offers a variety of fried chicken menus. This product strategy is specifically designed to meet the nutritional preferences and needs of students in Yogyakarta, which is the company's main market segment. This varied menu offers not only different pieces of chicken, but also includes a wide selection of sauces, and other fast food preparations such as burgers, fries, nuggets, and spaghetti. Rocket Chicken implements a fairly strategic outlet placement strategy. The locations chosen are generally in areas with high student density, such as around campuses, crowded centers, or student residential areas. This approach increases consumer accessibility to the company's superior products. This ease of access not only provides convenience for consumers but also strengthens Rocket Chicken's position as the main choice in the fast food category among Yogyakarta students.

Rocket Chicken's success in positioning itself as a local brand that can compete with international franchises reflects a shift in consumer interests and choices. This shows that consumers, especially students, are not only considering price and accessibility factors but are also starting to pay attention to the quality and authenticity aspects of local products. In line with the global trend where consumers increasingly appreciate products that have a strong identity and taste.

The presence of Rocket Chicken in Yogyakarta not only plays a role as a fast food provider but also becomes an integral part of the culinary ecosystem and the local economy. By utilizing local raw materials and employing local workers, Rocket Chicken contributes to driving the wheels of the regional economy. This creates a positive multiplier effect for the surrounding community, ranging from raw material suppliers to other supporting service providers.

However, competition in the fast food industry in Yogyakarta is intensifying. Various franchise brands, both foreign and local, continue to emerge and offer various advantages of their products. This condition requires Rocket Chicken to continue to innovate and implement an effective marketing strategy that is useful for maintaining and increasing market share, especially among students. Various marketing strategies can be implemented by Rocket Chicken, including marketing5mix and marketing mix. The commonly used marketing6mix concept consists of 4P, namely product, price, place, and promotion.

Citing research conducted (Andriyanto et al., 2019) Product is a key variable in the mix marketing mix. Product quality, menu diversity, and distinctive flavors Differentiators utilize Rocket Chicken to attract consumer interest. Continuous product innovation becomes imperative to meet changing consumer expectations, especially the student segment who wants a diverse and contemporary culinary experience.

TABLE 1
Rocket Chicken Menu List

ROCKET	CHESSY	SEHAT	ROMA	DRINK
1 ROCKET	CHESSY 1	SEHAT 1	1 ROMA	STRAWBERRY JUICE
2 ROCKET	CHESSY 2	SEHAT 2	2 ROMA	DURIAN JUICE

3 ROCKET	CHESS Y 3	SEHA T 3	3 ROMA	JUS JAMBU
4 ROCKET		SEHA T 4	4 ROMA	MANGGO MILKSHAKE FLOAT
5 ROCKET			5 ROMA	STRAWBERRY MILKSHAKE FLOAT
6 ROCKET				CAPPUCINO MILKSHAKE FLOAT
7 ROCKET				COKLAT MILKSHAKE FLOAT
8 ROCKET				
9 ROCKET				
10 ROCKET				

Source: Website Rocket Chicken

From the data **in Table 1**, it shows that Rocket Chicken always offers a variety of menus from its competitors. While other competitors offer package menus that focus on the standard fried chicken menu choices. Rocket Chicken has innovated in these menu options such as Chicken Steak Burger, Ayam Geprek, Spaghetti, Burger, and also Fried Rice. Rocket Chicken has also designed various menu variations, to make it easier for customers to make purchasing decisions on the menu they want.

In the context of fierce competition in the fast food industry, according to the opinion in the study (Ningsih et al., 2021) Price is a decisive aspect in the decision to purchase consumers, especially students. Therefore, Rocket Chicken is necessary to develop a competitive, yet still profitable pricing strategy. Savings package offers or student-specific promotions can be an effective marketing instrument to achieve these goals.

TABLE 2
Price Comparison of Rocket Chicken Products with Competitors

REMAINDER	PRICE
Rocket Chicken	IDR 8,625-19,000
Olive Fried Chicken	IDR 8,000-16,000
Salby Smash Chicken	IDR 8,000-18,000

Source: Average Menu Prices in Each Restaurant

From the data **in Table 2,** it is explained that the average menu price at Rocket Chicken is Rp8,625-19,000. Meanwhile, the average price of the Olive Fried Chicken menu is Rp8,000-16,000, and Salby Smash Chicken is Rp8,000-18,000. The price of Rocket Chicken can compete with other competitors by adjusting every student consumer behavior in Yogyakarta in determining purchasing decisions.

According to the research conducted (Andriyanto et al., 2019). Location or place has a significant role in the purchase decision. Choosing a strategic location that is easily accessible by students, such as around campus or boarding houses, can increase consumer accessibility and comfort.

TABLE 3
Google Maps Ratings in 2024

RESTAURANT	VALUE
Rocket Chicken	3,8
Olive Fried Chicken	4,4

Salby Smash Chicken	4,3

Source: Google Maps

Based on the data **of Table 3**, shows that the value of the Google Maps rating in 2024 gets a score of 3.8 against Rocket Chicken. This value is very far proportional to competitors such as Olive Fried Chicken which got a score of 4.4 and Salby Smash Chicken with a score of 4.3. The decrease in customer satisfaction level at Rocket Chicken located in Babarsari, Sleman, Yogyakarta City is the cause of the low value given.

Rocket Chicken offers a wide variety of food at affordable prices, but this does not always guarantee customer satisfaction. Based on reviews on Google Maps, the ratings given by customers reflect their diverse experiences with the Rocket Chicken branch located in Babarsari, Sleman, Yogyakarta City, which looks lower than other competitors.

The rating model in Rocket Chicken is carried out through the Google Maps application, where customers can give stars from one to five. In addition, customers can also write reviews after making a purchase. In the review, several customers stated that the quality of Rocket Chicken products is good, delicious, and tasteful. However, some complain that the fried chicken is not tasty and hard. In addition, many customers are satisfied with the service and comfort at Rocket Chicken Babarsari.

From these assessments and reviews, it can be seen that factors such as the quality of the product, perception, and quality of service greatly affect customer satisfaction. Understanding the needs, wants, criticisms, and suggestions of customers is very important for companies to devise marketing strategies that can improve customer satisfaction.

According to the research conducted (Ningsih et al., 2021) Effective promotion is necessary to raise awareness and drive purchase decisions. Intensive use of social media, customer loyalty programs, and collaboration with various campus activities can be effective promotional strategies to reach the target market of students.

TABLE 4
Media Used for Promotion

Promotional Media	Name
Website	https://rocketchicken.co.id
Instagram	@rocketchickenofficial

Source: Media Rocket Chicken

Based on **Table 4 data**, it is explained that Rocket Chicken uses various promotional media such as websites and Instagram. The use of this promotional media shows Rocket Chicken's awareness of the significant impact that can be produced compared to other competitors. However, this promotional strategy can still be further developed, for example by establishing cooperation through campus events. This collaboration aims to improve purchasing decisions among students. Effective use of promotional media and strategic collaboration with educational institutions can be an important step in expanding market reach and increasing customer satisfaction.

A study conducted by (Vivian, 2015) Application Marketing Mix In running a business, it can affect the stages in the consumer decision-making process. For students, factors such as price, products, venues, and promotions are components Marketing Mix that can influence purchasing decisions to choose certain fast food products, such as Rocket Chicken.

Previous research has shown that Marketing Mix has a significant influence on consumer purchasing decisions. A study conducted by (Ningsih et al., 2021) shows that the variables of product, price, promotion, and location/distribution channel have a positive effect on the purchase decision. Similar results were also found, where variables such as product, price, location, and promotion had a positive and significant influence on consumer purchasing decisions.

Although previous research has provided a good understanding of the influence of the marketing mix, this study aims to dig deeper into the influence in a more specific context, namely on the student segment in Yogyakarta who consume Rocket Chicken. This research is expected to make a valuable empirical contribution to the development of marketing theory and business practice in the fast-food industry.

Yogyakarta, as a student city with unique demographic and socio-cultural characteristics, offers attractive market potential for the fast food industry. Therefore, further research is needed to deeply understand the factors

that influence students' purchasing decisions for fast food products such as Rocket Chicken, so that more effective marketing strategies can be developed.

Based on the background of the problems that have been described, the researcher is interested in researching "The Influence of Marketing Mix on Rocket Chicken Purchase Decisions among Yogyakarta Students".

Problem Formulation

Related to this background, the following problem formulation is obtained:
1. Does Marketing Mix affect the purchase decision of Rocket Chicken among Yogyakarta students?
2. How much influence does Marketing Mix have on the decision to buy Rocket Chicken among Yogyakarta students?

Research Objectives

The research carried out aims to find out the Product Buying Interest by looking at the variables that determine it:
1. Knowing the influence of Marketing Mix on the decision to buy Rocket Chicken among Yogyakarta students.
2. Knowing how much Marketing Mix influences the decision to buy Rocket Chicken among Yogyakarta students

Research Benefits

The research carried out is useful for:

Benefits of Practitioners
1. As an alternative material to increase motivation for students to do the Final Project of the Research Methods course.
2. As a basis for further research, both by the researcher himself and other researchers.

Theoretical Benefits
1. Students can deepen their understanding of marketing theory concepts such as Marketing Mix and Consumer Decision Making and how these theories are interrelated.
2. Students will learn how to conduct systematic research, starting from data collection, and analysis, to interpretation of results.

Theoretical Thought Framework

In this study, a framework can be prepared to analyze the influence of independent variables, namely Marketing Mix (X) on the dependent variable, namely Purchase Decision (Y).

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┌─────────────────────┐          ┌─────────────────────┐
│                     │          │  Purchase Decision  │
│  Marketing Mix (X)  │  ──────▶ │         (Y)         │
│                     │          │                     │
└─────────────────────┘          └─────────────────────┘
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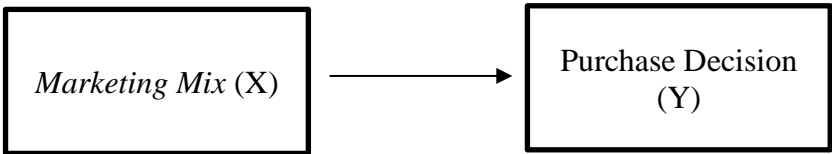
Research Hypothesis

The research hypothesis is based on the formulation of the problem above, the following hypothesis is formed:

Ha: Marketing mix has a significant effect on the decision to buy Rocket Chicken among Yogyakarta students.
H0: Marketing mix did not have a significant effect on the decision to buy Rocket Chicken among Yogyakarta students

LITERATURE REVIEW

Uses and Gratification Theory

Theory Uses and Transformation It was first proposed by three scientists, namely Elihu Katz, Jay G.

Blumler, and Michael Gurevitch. This theory arose because the three observed that the audience had desires, both psychological and social, (Karunia H et al., 2021) Audiences often don't pay attention to the choice of medium used to convey the message. However, The Uses and Gratification focuses on the reasons behind the choice of the medium by the audience. This is due to the large number of alternative mediums available for sending messages, so individual preferences arise based on individual needs. Therefore, the perspective taken in this theory emphasizes more on the reasons why the audience chooses a certain medium and the time of selection and use of that medium.

In this case, the TheorioUses and Gratification highlight that consumers actively choose and use mediators to meet their specific needs (Priya & Annapurni, 2022). Meanwhile, marketing mix The consists of product, price, place, and promotion It is a tactical marketing tool used by companies to generate the desired response from the target market. This concept can provide a more comprehensive understanding of consumer behavior in the process of purchase decisions.

Several previous studies have shown a relationship between marketing mix elements and purchase decisions. According to (Yunita Prihastuti & Endang Widayati, 2019) price and location/distribution variables have a positive influence significant to purchase decisions. Meanwhile, (Purbohastuti, 2021) shows that products and places have a positive effect on purchasing decisions.

In the context of uses and gratification theory, the elements of the marketing mix can be adjusted to meet the motivation and needs of consumers in using media or products. For example, a product strategy can be designed to meet the needs of consumers' information, entertainment, or personal identity. Develop a model that integrates uses and gratification with social media usage intentions and consumer attitudes. This theory shows that use and gratification have a positive influence on attitudes and intentions to use social media, which can ultimately influence purchase decisions.

Previous Research

The following are previous research on Marketing Mix variables and Purchase Decisions.

Table 5
Previous Research

No	Research	Research Title	Research Variables	Research Methods	Conclusion
1.	(Yunita Prihastuti & Endang Widayati, 2019)	Analysis of the Influence of Marketing Mix on Purchase Decisions (Case Study on PT. Tunas Indonesia Tours And Travel Yogyakarta Branch)	Independent Variable: X1 Product X2: Price X3: Location X4: Promotions Dependent Variable: Y: Purchase Decision	Multiple Linear Regression	1. The product has no significant influence on the purchase decision 2. Price has a significant influence on purchasing decisions 3. Promotions have a significant influence on purchase decisions 4. Promotions do not influence purchase decisions

No.	Author	Title	Variables	Method	Results
2.	(SUYUTI, 2019)	The Influence of Marketing Mix on the Decision to Buy a House in Istana Panti Housing	Independent Variable: X1 Product X2: Price X3: Location X4: Promotions Dependent Variable: Y: Purchase Decision	Multiple Linear Regression	Results of the test Upper multiple regression Product Influence, Price, location, Promotion Simultaneous and partial to the decision purchase.
3.	(Purbohastuti, 2021)	The Effectiveness of Marketing Mix in Indomaret Consumer Purchase Decisions	Independent Variable: X1 Product X2: Price X3: Location X4: Promotions Dependent Variable: Y: Purchase Decision	Multiple Linear Regression	1. Product variables have a positive effect on purchasing decisions 2. Variable Price does not have a positive effect on purchase decisions 3. The Place variable has a positive but insignificant effect 4. The promotion variable does not have a positive effect on the purchase decision
4.	(Priya & Annapurni, 2022)	Impact of use & gratification theory and user-generated content on purchase intention	Independent Variable: X1: use & gratification X2: user-generated content Variabel depend: And: purchase intention	Regression Analysis	The regression analysis shows that the same variable Dedication has a significant impact on purchase intention, which the analysis of the study is consistent.
5.	(Ningsih et al., 2021)	The Influence of Marketing Mix on Snack Purchase Decisions at UD Vira Jember	Independent Variable: X1 Product X2: Price X3: Location X4: Promotions Dependent Variable: Y: Purchase Decision	Multiple Linear Regression	The outcome of the Variable (4P) influences the purchase decision

METHOD

According to (H. Rifa'i, 2021) Research methodology is a process of investigation and exploration of certain problems by applying scientific methods carefully and in detail. The purpose of this process is to collect, process, and analyze data, and then draw conclusions systematically and objectively. Research methodology is used as a means to solve problems or test hypotheses,

Type of Research

Types of Quantitative Research According to (Sahir, 2022) The quantitative research method is an approach that relies on objective measurements and mathematical (statistical) analysis of sample data. This data is obtained through questionnaires, polls, tests, or other research instruments. The main goal is to prove or test the hypothesis proposed in the study. In this method, focusing on objective results is

essential. The data was collected using objective research instruments, and the analysis was statistically based so that quantitative research methods played an important role in testing hypotheses and making decisions based on concrete numerical data. Although the quantitative method emphasizes data in the form of numbers, it is also important to recognize that the qualitative method emphasizes the quality of data and information from participants has advantages, and can be combined with quantitative methods for more comprehensive research results.

Research Variables

Research variables according to (Sahir, 2022) an elements that have been determined by the researcher to be investigated to obtain a pre-arranged answer, usually in the form of a conclusion from the research, so that to determine it, a basic theoretical concept is needed which is explained through the research hypothesis. It can be said that a variable is a series of factors that want to be analyzed and measured in a study. So that research on the Influence of Marketing Mix on purchase decisions, variables of Marketing Mix will be further researched and will be connected through the hypothesis proposed. The clearer and more measurable these variables, the more valid and reliable the results obtained.

Independent Variables

According to (Sahir, 2022) The independent variable in this study is the Marketing Mix (X).

Dependent Variables

According to (Sahir, 2022) the Bound Variable or the Dependent Variable is a variable that is influenced by the independent variable. So it can be concluded that the bound variable is the result or result of changes in the independent variable, and the Dependent Variable in this study is the Purchase Decision (Y).

Population

Population (H. Rifa'i, 2021) is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions so that the population of this research is all students in Yogyakarta. Because the population used is all students in Yogyakarta who have testified in Rocket Chicken, the number is very large, it cannot be known for sure, and it is changing, so, sampling will be carried out in this study.

Sample

According to (H. Rifa'i, 2021) Sample is part of the research population or examples of the entire population to be studied and the sample selected is students in Yogyakarta. Sampling was carried out to generalize the results of the study by using the technique of Purposive Sampling, which is a method of determining samples based on certain characteristics of the population. So that the determination of the number of samples is calculated by using the formula Lemeshow as follows:

$$n = \frac{z^2 . P (1 - P)}{d^2}$$

n = Number of samples
z = Score z at 95% confidence = 1.96
p = Maximum Estimated recommended 0.5 for unknown populations
d = Error Rate of 10% is 0.10

$$n = \frac{1,96^2 . 0,5 (1 - 0,5)}{(0,10)^2}$$

$$n = \frac{3,8416 . 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

n = 96,04 then it is rounded to 100

Based on the results of the calculation using the Lemeshow formula, it can be known that the total number of research respondents is 96 people. In this study, to make the calculation easier, the sample was rounded to 100 people.

RESULTS AND DISCUSSION

Respondent Characteristics by Gender

The results of this study reveal the purchase decision of Rocket Chicken consumers. Before entering into data analysis, it is first examined about aspects related to the influence of purchase decisions. The first aspect to be examined is the characteristics of the respondents, which demographically will reveal the profile of the research respondents. The respondent criteria are active students from the Special Region of Yogyakarta who have consumed or visited Rocket Chicken. The second aspect is to have an account name along with clear personal data. The third aspect is to know about Rocket Chicken products. After eliminating some data, data was obtained with a total of 100 respondents.

The classification of respondent characteristics by gender is shown in the following table.

It	Gender	Number (people)	Presentation (%)
	Man	48	48%
	Woman	52	52%
Sum		100	100%

Based on the table above regarding gender information, 48 respondents (48%) were male and 52 respondents were female (52). The data shows that female respondents are more dominant than the number of male respondents. This can be interpreted as the majority of consumers of the product Rocket Chicken is a woman.

Respondent Characteristics by Age

The classification of respondent characteristics by age is shown in the following table:

It	Age (years)	Number (people)	Presented (%)
	<19 years old	3	4,4%
	19-22 years old	94	95,5%
	23-25 years old	3	4,4%
	>25 years	0	0%
Sum		100	100%

Based on the information in the table above regarding age, there were no respondents over the age of 25 years, there were 3 respondents (4.4%) under the age of 19 years, 3 respondents (4.4%) with an age range between 23-25 years old, and 94 respondents (95.5%) with an age range between 19-22 years. The data shows that the number of respondents with an age range of 19-22 years, the majority of whom are students, are more likely to buy products from Rocket Chicken.

Questionnaire Validity Testing

The Validity Test is a test used to measure the validity or validity of a questionnaire. A questionnaire can be said to be valid if the questionnaire statement can explain the data that will be measured by the questionnaire. The Validity Test can be carried out by comparing the value of r calculation with the value of r of the table, if r calculation > r table, then the instrument or question items are declared valid. The following are the results of the Validation Test with a study of 100 respondents based on SPSS calculations. The results of the Variable Validity Test Marketing Mix which is shown in Table 7 as follows:

TABLE 7
Results of the Validity Test of 100 Respondents

Marketing Mix Variable (X)

Question	R Calculate	R table	Information
P1	0.7680	0.1966	Valid
P2	0.6200	0.1966	Valid
P3	0.6360	0.1966	Valid
P4	0.6040	0.1966	Valid
P5	0.7830	0.1966	Valid
P6	0.7420	0.1966	Valid
P7	0.7520	0.1966	Valid
P8	0.8070	0.1966	Valid

Source: SPSS 2024

The results of the Validity Test of Purchase Decision Variables are displayed in Table 8 as follows:

TABLE 8
Results of the Validity Test of 100 Respondents
Purchase Decision Variable (Y)

Question	R Calculate	R table	Information
P1	0.7250	0.1966	Valid
P2	0.7520	0.1966	Valid
P3	0.6870	0.1966	Valid
P4	0.7220	0.1966	Valid
P5	0.7360	0.1966	Valid
P6	0.6590	0.1966	Valid
P7	0.5080	0.1966	Valid
P8	0.5150	0.1966	Valid

Source: SPSS 2024

Based on Tables 7 and 8 above, it can be concluded that the questionnaire used in the research on the Influence of Marketing Mix on Rocket Chicken Purchase Decisions among Yogyakarta Students was declared valid. This proves that all variable indicators have r calculation > r-table (0.1966) so the data can be used for further testing.

Questionnaire Reliability Testing

Discussion of Reliability refers to the extent to which a questionnaire measurement instrument is consistent in measuring certain variables or constructs. Reliability can measure the extent to which the respondent's answers to statements in the questionnaire remain stable in the period, so the reliability test function is used to measure the consistency of the measurement results of the questionnaire in repeated use. If the respondents' answers to the questions are answered consistently, then the questionnaire is considered reliable or tested.

On the other hand, if the answers are random or inconsistent, the reliability of the questionnaire becomes questionable. So an instrument can be declared reliable if the reliability coefficient is at least 0.6. If the instrument has a Cronbach Alpha value of < 0.6, then the instrument is not reliable or untested. The following are the results of the Feasibility Test of the study with a coverage of 100 respondents based on SPSS calculations.

TABLE 9
Reality Test Results of 100 Respondents

Variable	Alpha Value	Cronbach Alpha	Information
Marketing Mix	0.60	0.856	Reliable

Purchase Decision	0.60	0.805	Reliable

Source: SPSS 2024

Based on Table 9 above, it can be concluded that the questionnaire used in the research on the Influence of Marketing Mix on the Decision to Purchase Rocket Chicken among Yogyakarta Students was declared Reliable and Tested. This proves that all Variables have Cronbach Alpha > 0.60, the data can be used for further testing.

Classical Assumption Test

The Classical Assumption Test is a statistical assumption test that must be performed on a simple linear regression analysis so that the data can be further analyzed without producing biased data.

1. **Normality Test**

The normality test is a method used to assess whether the data that has been collected is normally distributed or not. In regression analysis, it is important to ensure that the data used meet the assumptions of normal distributions by using the Kolmogorov-Smirnov One-Sample Test. If the significance value > 0.05 indicates normally distributed data, if the significance value < 0.05, the data is not normally distributed.

**TABLE 10**
Kolmogorov-Smirnov Test Results

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.44855890
Most Extreme Differences	Absolute	.063
	Positive	.051
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS 2024

As can be seen in the Kolmogorov-Smirnov table, the Significance value of 0.200 is more than 0.05. This shows that the regression model has consistent results, namely having a normal distribution using the Kolmogorov-Smirnov test.

2. **Heteroskedasticity Test**

The heteroskedasticity test is used to evaluate whether there is an equivalence or inequality of variance of the residual between one observation and another. Testing can be carried out in several ways, to detect heteroskedasticity, use a scatterplot with the provision that if the dots are randomly spread both above and below zero on both vertical and horizontal axes (not collected), then it can be concluded that heteroskedasticity does not occur.

Scatterplot

Dependent Variable: TOTALY
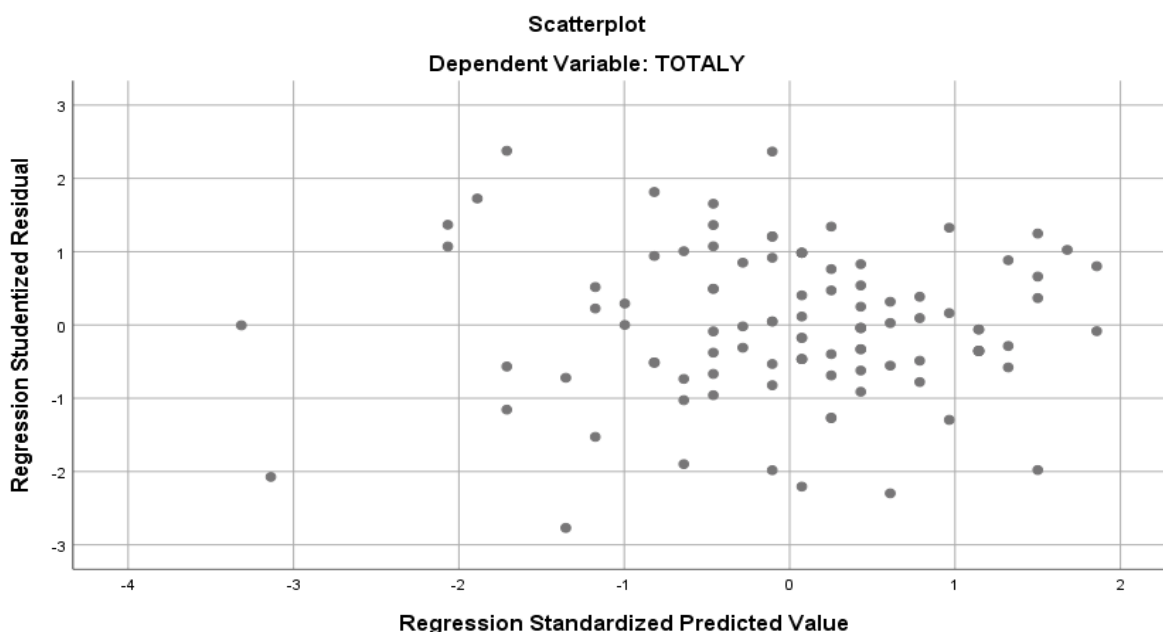
Source: SPSS 2024

Based on the image in the form of a scatterplot graph, the results can be seen that there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, the regression model does not have heteroskedasticity.

3.   Linearity Test

The linearity test can be used to determine whether the variable bound to the free variable has a linear relationship or not. The two variables can be said to have a linear relationship if the significance of the Deviation from Linearity > 0.05 and it is said to be nonlinear if the significance of the Deviation from Linearity <0.05.

TABLE 11
Linearity Test Results

Variable		Mr.
Marketing Mix	Deviation from Linearity	0.371

Source: SPSS 2024

From Table 11 above, the results of the processed Linearity Test obtained a significance value of the Marketing Mix variable of 0.371 more than 0.05 (0.371 > 0.05) so it can be concluded that the relationship between variables is linear.

Data Analysis Techniques

In this study, to analyze the influence of Marketing Mix on Purchase Decisions, data analysis techniques are used, namely the independent variable (Independent) Marketing Mix (X)) on the Dependent Variable (Dependent Purchase Decision) (Y) is the answer following the Respondent's Perception, then the data of this study is qualitative data to be analyzed by the Linear Regression Technique. The qualitative data is quantified or converted into qualitative (interval) by following an interval scale with a scale range of 1-5 so that the regression coefficient used is a Standardized Coefficient.

TABLE 12
Simple Liner Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	M r.
		B	St d. Error	Beta		
1	(Cons tant)	5. 567	1. 871		2.9 76	. 004
	Marke ting Mix (X)	.7 68	.0 62	.781	12. 360	. 000
a.Variable Dependent: Purchase Decision						

Source: SPSS 2024

Based on Table 12 above, a simple linear regression can and is obtained with a constant value (a) of 5.567, while the Marketing Mix value (b/ regression coefficient) is .768. From these results, it can be formulated in the regression equation as follows.

$$Y = a + bX + e$$
$$Y = 5.567 + 0.768$$

The result of the above equation can be translated as a constant of 5.567 which means that the consistency value of the Purchase Decision variable is 5.738 and the regression coefficient X is 0.768 which states that the addition of 1% of the Marketing Mix value will increase the Purchase Decision by 0.768. The regression coefficient has a positive value, so it can be said that the direction of the influence of the Marketing Mix (variable X) on Purchase Decisions (variable Y) is positive. Based on the significance value obtained from the table above of $0.000 < 0.05$, it can be concluded that the Marketing Mix variable (X) affects the Purchase Decision (Y).

Partial Test (T-Test)

This study uses the T-test whose function is to determine the partial influence between the independent variable (X) and the bound variable (Y). The test was carried out by comparing the calculated T value with the table T value at the degree of error of 5% in the sense of ($\alpha = 0.05$). Based on the results of the calculation of the T-Test

TABLE 13
T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	M r.
		B	St d. Error	Beta		
1	(Cons tant)	5. 567	1. 871		2.9 76	. 004
	Marke ting Mix (X)	.7 68	.0 62	.781	12. 360	. 000
a.Variable Dependent: Purchase Decision						

Source: SPSS 2024

Based on Table 13 above, a hypothesis test was carried out with the results of the T-test value between the Marketing Mix variable and the Purchase Decision variable showing a significance value of $0.000 < 0.050$ which means that Ho was rejected and Ha was accepted. This shows that the Marketing Mix variable has a significant effect on the Purchase Decision partially.

Coefficient of Determination Test

The Determination Coefficient is a measure to determine the compatibility between the free variable X and the related variable Y in a regression equation by looking at the determination coefficient that can be determined

by how much the Marketing Mix variable influences the Purchase Decision. The following are the results of the determination coefficient test shown.

TABLE 14
Determination Coefficient Analysis

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	781[a]	.609	.605	3.466
a.Predictors: (Constant), Marketing Mix.				
b. Variable Dependent: Purchase Decision				

Source: SPSS 2024

Based on the results of Table 14 above, the value of the determination coefficient is found in the R Square column with a value of 0.609 or 60.9%. This figure means that the Marketing Mix (X) variable together affects the Purchase Decision (Y) of Rocket Chicken Products with a contribution of 60.9%, while the remaining 39.1% is influenced by other variables outside the research that has been conducted.

CONCLUSIONS AND SUGGESTION

Based on the results of the research, analysis, and discussion that has been described on the previous page regarding the influence of marketing mix on the decision to purchase Rocket Chicken products among Yogyakarta students, Therefore, it can be concluded that the relationship between the influence of marketing mix on product purchase decisions Rocket Chicken among Yogyakarta students, which is 0.609 (60.9%), which shows a fairly strong influence. The remaining 39.1% were influenced by many other factors outside the independent variables.

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