


## The Influence of Marketing Strategies on Purchase Decisions of Chicken Porridge for Breakfast Among Chicken Porridge Vendors in the Pasar Minggu Area

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Article Info	ABSTRACT
<b>Keywords:</b> Marketing Strategy, Purchase Decision, Chicken Porridge, Breakfast, Pasar Minggu.	This study aims to analyze the influence of marketing strategies on the purchase decisions of chicken porridge as a breakfast choice in the Pasar Minggu area. The research examines the elements of the marketing mix (product, price, place, promotion) and how each factor affects consumer decisions. Data were obtained through a survey of 100 chicken porridge buyers in the Pasar Minggu area. The results indicate that price and promotion factors play a significant role in influencing purchase decisions. The conclusion of this study suggests that chicken porridge vendors should enhance their pricing and promotion strategies to boost sales.
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### INTRODUCTION

Chicken porridge is one of the most popular breakfast menus in Indonesia, especially in the Pasar Minggu area. The numerous chicken porridge vendors competing in this area demand effective marketing strategies to attract consumer interest. Marketing strategies, which include product, price, place, and promotion, greatly influence consumer decision-making. This study aims to determine the influence of these elements on consumer purchasing decisions in the Pasar Minggu area. Chicken porridge is a favorite breakfast food among Indonesians, particularly in urban areas like Jakarta. In the Pasar Minggu area, many chicken porridge vendors offer various price and quality options, creating intense competition among sellers. Therefore, implementing the marketing mix strategy is essential in influencing consumer purchasing decisions.

The marketing mix, which consists of product, price, place, and promotion, is a fundamental framework used by business actors in designing marketing strategies. Consumer purchase decisions for chicken porridge as a breakfast choice can be influenced by how vendors organize their marketing mix strategies. This study aims to analyze the impact of the marketing mix strategy on consumer purchase decisions for chicken porridge in the Pasar Minggu area.

Marketing mix theory, introduced by McCarthy (1960), consists of four elements: product, price, place, and promotion. According to Kotler and Keller (2020), an effective marketing strategy should be able to adjust these four elements to align with consumer preferences and behavior..

## METHOD

This study uses a quantitative approach with a survey method. Data were collected from 100 respondents who had purchased chicken porridge in Pasar Minggu through a closed-ended questionnaire. The sampling technique employed was purposive sampling. Data analysis was conducted using multiple linear regression to determine the influence of marketing mix variables on purchasing decisions.

The population of this study consists of all chicken porridge buyers in Pasar Minggu. A sample of 100 respondents was selected based on the criterion that they had purchased chicken porridge at least twice a month in the Pasar Minggu area. Data collection involved semi-structured interviews with the 100 respondents who were consumers of chicken porridge. Additionally, observations were made to directly observe the interactions between sellers and buyers.

The collected data were analyzed using thematic analysis, where the data were grouped into relevant themes related to the marketing mix and purchasing decisions.

## RESULTS AND DISCUSSION

### Product Influence on Purchase Decisions:

1. Product quality is an important factor in purchasing decisions. Chicken porridge with distinctive flavors, fresh ingredients, and attractive presentation is more likely to be chosen by consumers.
2. Product variety, such as different toppings (egg, chicken liver, satay), also serves as an attraction that can increase consumer preference for specific chicken porridge.
3. Consistency in quality over time also plays a role in building customer loyalty.

### Effect of Price on Purchase Decisions:

1. Competitive pricing can attract consumers to choose chicken porridge from specific vendors, especially in traditional market environments where price sensitivity is high.
2. Consumers tend to prefer affordable chicken porridge that matches the quality offered. If the price is perceived as too high for the given quality, they may switch to another vendor.

3. Discounts or value packages can also enhance purchasing decisions, particularly for value-oriented customers.

#### **How Places Affect Purchase Decisions:**

1. A strategic and easily accessible location, especially in the busy Pasar Minggu area, provides a competitive advantage. Chicken porridge sold near crowded centers or market entrances is easier to find and attracts more customers.
2. The convenience of the trading location is also a determining factor, as consumers prefer to buy from vendors who offer clean, tidy, and well-organized spaces.

#### **The Effect of Promotions on Purchase Decisions:**

1. Word-of-mouth promotion remains one of the strongest strategies in influencing the purchasing decisions of chicken porridge. Recommendations from friends or family who have tasted the porridge are highly impactful.
2. Local social media or food delivery apps can also enhance the visibility of chicken porridge vendors. Promotions on digital platforms make it easier for customers to find and order products.
3. Promotional packages, such as buy one get one free or offering extra toppings, can stimulate an increase in purchasing decisions, especially during specific times like the morning or holidays.

### **CONCLUSION**

This research demonstrates that effective marketing strategies, encompassing the elements of product, price, place, and promotion, significantly influence the purchasing decisions of chicken porridge in the Pasar Minggu area. The quality and variety of the product emerge as key factors attracting consumer interest. Innovative and high-quality offerings can enhance customer satisfaction and encourage purchasing decisions.

Competitive pricing is crucial, with well-determined prices and special offers enhancing appeal and driving customers to choose the product. The selection of a strategic location also plays a vital role in increasing accessibility and attracting more customers. A clean and comfortable environment can further enhance the customer experience.

Effective promotional activities, whether through social media or direct offers, can raise brand awareness and capture consumer attention. Positive reviews from customers significantly influence purchasing decisions, underscoring the importance of maintaining a good reputation.

To further improve sales and customer satisfaction, vendors should focus on enhancing product quality by sourcing high-quality ingredients and maintaining cleanliness standards. Offering a variety of menu options that cater to diverse tastes, including different toppings or vegetarian versions, can attract a wider audience. Conducting market surveys to set competitive prices and considering bundling offers or discounts for bulk purchases can draw in more customers.

Additionally, selecting strategic locations in high-traffic areas, such as near schools or offices, can increase visibility. Vendors should ensure their establishments are clean and comfortable, providing adequate seating for customers. Utilizing social media for product promotion, showcasing appealing images and customer testimonials, and organizing special promotions can significantly boost sales.

Building brand awareness through digital marketing, including paid advertisements on social media and partnerships with local influencers, is essential. Creating a strong brand identity with an attractive logo and packaging design will also enhance recognition. Actively seeking customer feedback to understand preferences and areas for improvement is vital. Prompt and professional responses to both positive and negative reviews on online platforms can help build trust and loyalty.

Finally, continuous innovation in products and services in line with market trends and evolving consumer needs will be crucial. Seasonal offerings or limited editions can attract new customers while keeping existing ones engaged. By implementing these strategies, chicken porridge vendors can effectively enhance their market presence and drive sales.

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