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# The Influence of Marketing Mix on Repurchase Decisions of Training and Certification Services in the Field of Information Technology (Case Study at PT. Inixindo Amiete Mandiri Bandung)

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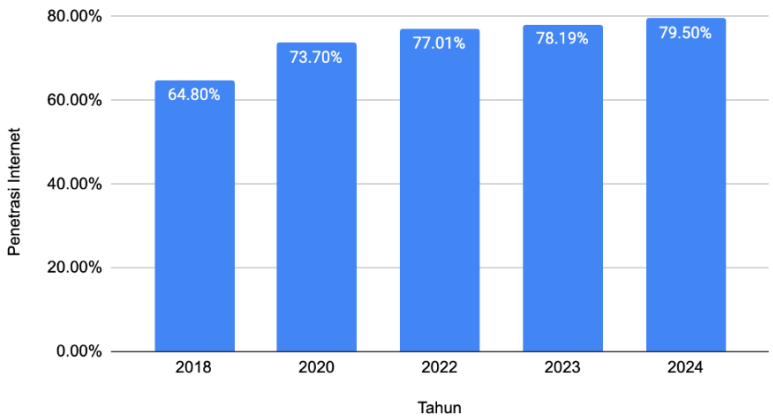
**Abstract:** This study aims to analyze the influence of the service marketing mix, consisting of product, price, place, promotion, people, physical evidence, and process, on repeat purchase decisions for training and certification services in the field of information technology at PT Inixindo Amiete Mandiri Bandung. The research method used is quantitative with a descriptive and verification approach. Data were collected through questionnaires distributed to 84 respondents who participated in the training and certification program. Data analysis was carried out using multiple linear regression analysis with the help of SPSS software. The results of the study indicate that the service marketing mix simultaneously has a significant influence on repeat purchase decisions. Partially, each component of the service marketing mix also shows a positive and significant influence on repeat purchase decisions. These findings indicate that the implementation of an effective service marketing mix can increase customer interest and loyalty in making repeat purchases. This study is expected to provide valuable insights for the management of PT Inixindo Amiete Mandiri Bandung in developing more effective marketing strategies to increase consumer repeat purchase decisions.

**Keywords:** Service Marketing Mix, Repeat Purchase Decision, Training and Certification, Information Technology.

## INTRODUCTION

The rapid development of information technology is driving individuals and institutions to continuously improve their competencies through training and certification programs. This need for capacity building has also influenced the growth of the information technology training and certification services industry.




Source: APJII

**Figure 1. Internet Penetration in Indonesia 2018 - 2024**

Figure 1 from the Indonesian Internet Service Providers Association (APJII) shows a significant upward trend from 2018 to 2024, reflecting the growing public interest in the internet as a primary means of obtaining information. This has also resulted in an increasing number of training institutions utilizing digital marketing strategies, thus triggering increasingly fierce competition, as shown in Table 1, which shows increased competition in the training and certification services sector in 2024.

**Table 1. Number of IT Certification Institutions in West Java**

| Tahun | Jenis LSP | | | Total |
|---|---|---|---|---|
| | LSP P1 | LSP P2 | LSP P3 | |
| 2023 | 262 | 22 | 95 | 379 |
| 2024 | 271 | 25 | 104 | 400 |

Source: Ministry of Manpower 2024

PT Inixindo Amiete Mandiri Bandung is an institution committed to providing information technology training and certification for professionals, both to improve competency in the current workplace. Increased competition among information technology training and certification providers can impact companies, including a decrease in the number of training consumers.

**Table 2. Data Of Training Consumers 2021 – 2024 PT Inixindo Amiete Mandiri**

| No | Program | Jumlah Peserta Pada Tahun Pembelajaran | | | |
|---|---|---|---|---|---|
| | | 2021 | 2022 | 2023 | 2024 |
| 1 | Pemerintahan | 830 | 254 | 252 | 245 |
| 2 | BUMN/BUMD | 161 | 115 | 97 | 90 |
| 3 | Banking | 102 | 95 | 90 | 87 |
| 4 | Universitas | 169 | 67 | 60 | 53 |
| 5 | Swasta | 65 | 64 | 59 | 56 |
| Jumlah Peserta | | 1327 | 595 | 558 | 531 |

Source: PT Inixindo Amiete Mandiri 2024

Based on the data presented in Table 2, the number of consumers participating in training programs at PT. Inixindo Amiete Mandiri Bandung showed a downward trend from 2021 to 2024. Therefore, PT. Inixindo Amiete Mandiri needs to re-evaluate and strengthen its marketing strategy to maintain business sustainability amidst increasingly competitive industry conditions. One way to do this is by implementing an optimal marketing mix strategy. The marketing mix consists of seven elements: product, price, place/distribution, promotion, people,

process, and physical evidence. This is expected to help influence consumers' repurchase decisions regarding the services offered.

According to Kotler and Armstrong (2019:62), the marketing mix is a set of marketing tools used by a company to achieve its objectives in the target market. Research by Bastaman and Royyansyah (2017) shows that the marketing mix significantly influences repeat purchase decisions, both directly and indirectly through company reputation.

Research by Rahayu, N. S., & Muafiah, E. (2022) shows a positive relationship between the marketing mix and students' decisions to choose a school at SMAN 1 Pulung.

**H1: The influence of the marketing mix (Product) on repurchase decisions.**

Research by Ismanto, W., Munzir, T., Tanjung, R., Lestari, L., & Ashari, E. (2022) shows that price has a significant effect on purchasing decisions.

**H2: The influence of the marketing mix (Price) on repurchase decisions**.

Research by Manumpil, A., Mananeke, L., & Samadi, R. L. (2021) shows that simultaneous testing shows that product, price, location, and promotion collectively have a significant influence on repurchase intention of Geprek Bensu Manado. This study demonstrates a significant relationship between location and repurchase decisions.

**H3: The influence of the marketing mix (Location) on repurchase decisions.**

Research (Ardian et al., 2021) shows that the overall promotional mix is quite good and repurchase intention is considered quite high. Hypothesis testing results indicate an effect of the promotional mix on repurchase intention for Dulux paint at Depo Keramik Katapang.

**H4: The influence of the marketing mix (promotion) on repurchase decisions.**

Based on research by Abadi, R., Agustina, T., & Kusdyah, I. (2023), the results show that service quality, people, and customer relationship management simultaneously influence repurchase decisions.

**H5: The influence of the marketing mix (people) on repurchase decisions.**

Based on research by Shalamah, U. H., & Indrawati, F. (2021), the results showed that the marketing mix of product, price, promotion, place, process, and physical evidence influenced the intention to revisit health services at the Ambarawa Regional Health Center.

**H6: The influence of the marketing mix (Physical Evidence) on repurchase decisions.**

Based on Sahim, A. N., & Subhan, A. (2020), this study found that the marketing mix of services and promotions significantly influenced participants' decisions to participate in vocational training. The marketing mix of services and promotions influenced participants' decisions to participate in vocational training by 80.5%.

**H7: The influence of the marketing mix (Process) on repurchase decisions.**

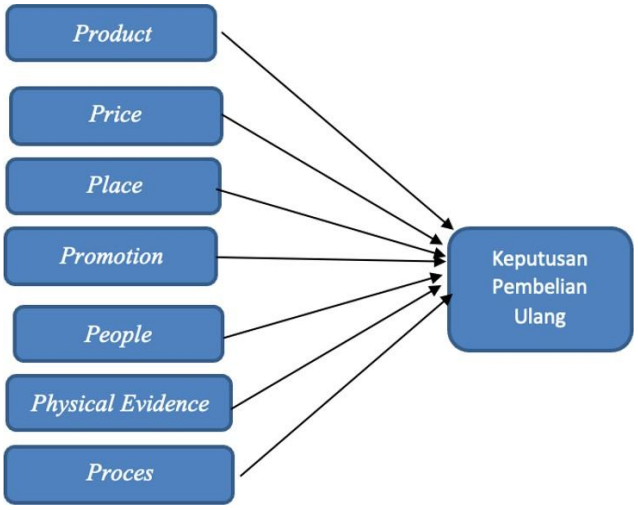



**Figure 2. Conceptual Framework**

## METHOD

This study employed quantitative research with a descriptive verification approach. The subjects were 84 respondents who had previously attended training at PT. Inixindo Amiete Mandiri. The technique used in this study was a non-probability sampling method. Data collection used a questionnaire with a Likert scale. Data analysis included validity, reliability, classical assumptions, and hypothesis testing using multiple linear regression.

## RESULTS AND DISCUSSION

This study involved 84 prospective training participants at PT. Inixindo Amiete Mandiri, with data collected through a questionnaire.

**Table 3. Validity Test**

| No | Variable | Validity Coefecient | Critical Point | Conclusion |
|---|---|---|---|---|
| 1 | Marketing Mix | 0,393 | 0,300 | Valid |
| 2 | | 0,393 | 0,300 | Valid |
| 3 | | 0,408 | 0,300 | Valid |
| 4 | | 0,416 | 0,300 | Valid |
| 5 | | 0,432 | 0,300 | Valid |
| 6 | | 0,534 | 0,300 | Valid |
| 7 | | 0,558 | 0,300 | Valid |
| 8 | | 0,394 | 0,300 | Valid |
| 9 | | 0,351 | 0,300 | Valid |
| 10 | | 0,352 | 0,300 | Valid |
| 11 | | 0,342 | 0,300 | Valid |
| 12 | | 0,411 | 0,300 | Valid |
| 13 | | 0,618 | 0,300 | Valid |
| 14 | | 0,350 | 0,300 | Valid |
| 15 | | 0,359 | 0,300 | Valid |
| 16 | | 0,447 | 0,300 | Valid |
| 17 | | 0,587 | 0,300 | Valid |
| 18 | | 0,374 | 0,300 | Valid |
| 19 | | 0,409 | 0,300 | Valid |
| 20 | | 0,459 | 0,300 | Valid |
| 21 | | 0,303 | 0,300 | Valid |
| 22 | | 0,344 | 0,300 | Valid |
| 23 | | 0,470 | 0,300 | Valid |
| 24 | | 0,450 | 0,300 | Valid |
| 25 | | 0,556 | 0,300 | Valid |
| 26 | | 0,437 | 0,300 | Valid |
| 27 | | 0,495 | 0,300 | Valid |
| 28 | Repurchase Decisions | 0,521 | 0,300 | Valid |
| 29 | | 0,440 | 0,300 | Valid |
| 30 | | 0,485 | 0,300 | Valid |

| | | | |
|---|---|---|---|
| 31 | 0,366 | 0,300 | Valid |

**Table 4. Reliability Test**

| No | Variabel | *Alpha Cronbach's* | Critical Point | Kesimpulan |
|---|---|---|---|---|
| 1 | Marketing Mix | 0.820 | 0,7 | Reliabel |
| 2 | Repurchase Decisions | 0.898 | | Reliabel |

Based on the table above, the research instrument is valid and reliable. The research continued on the data analysis test.

**Table 5. Multikoinearitas Test Tolerance**

**Coefficients[a]**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | Product | .503 | 1.988 |
| | Price | .635 | 1.574 |
| | Place | .573 | 1.744 |
| | Promotion | .598 | 1.673 |
| | People | .785 | 1.274 |
| | Tangible | .569 | 1.758 |
| | Process | .547 | 1.828 |

a. Dependent Variable: Keputusan Pembelian Ulang

Based on the VIF values obtained as seen in the table above, the tolerance value for all independent variables is greater than 0.1 and the VIF value for all independent variables is less than 10. Thus, it can be concluded that there is no multicollinearity in the data.

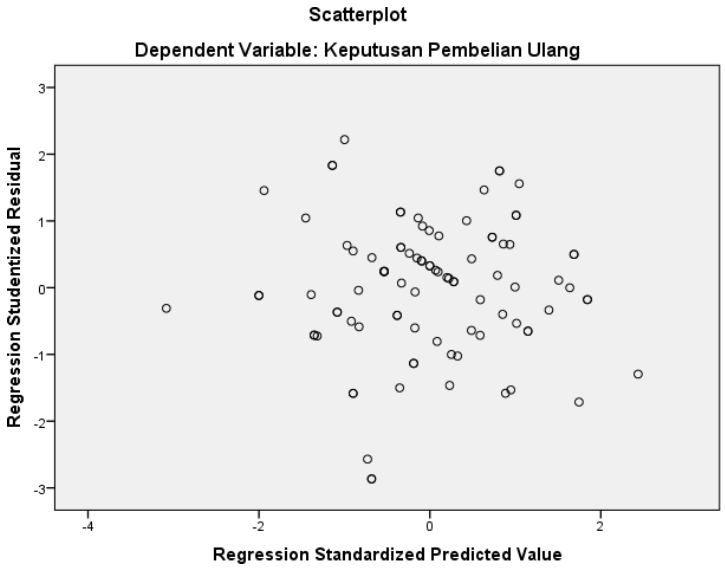



**Figure 3. Scatterplot**

Based on the image above, it is known that the points obtained do not form a specific pattern or form a random pattern, indicating that the tested data does not have heteroscedasticity issues.

**Table 6. Test Results of the Coeffecient of Determination ($R^2$)**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .806[a] | .650 | .613 | 1.976353 |

a. Predictors: (Constant), Process, Tangible, Price, People, Promotion, Place, Product

b. Dependent Variable: Keputusan Pembelian Ulang

Based on the table above, the R-squared value is 0.650, or 65.0%. This value indicates that the marketing mix contributes 65.0% to or influences repurchase decisions. The remaining 35.0% is due to the influence of other variables not examined.

**Table 7. Simultaneous Significance Test Result (F Statistical Test)**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 479.071 | 7 | 68.439 | 17.522 | .000[b] |
| | Residual | 257.794 | 66 | 3.906 | | |
| | Total | 736.865 | 73 | | | |

a. Dependent Variable: Keputusan Pembelian Ulang

b. Predictors: (Constant), Process, Tangible, Price, People, Promotion, Place, Product

Based on Table 8, the results of the simultaneous significance test with a significance of 0.000 which means sig <0.05, it can be concluded that product, place, price, promotion, people, physical evidence and process have a significant influence on the decision to repurchase training and certification services in the information technology sector of PT. Inixindo Amiete Mandiri Bandung.

**Table 8. Multiple Linear Regression Test (T Test)**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -4.293 | 2.906 | | -1.477 | .144 |
| | Product | .620 | .160 | .399 | 3.876 | .000 |
| | Price | .191 | .236 | .073 | 3.021 | .001 |
| | Place | .186 | .124 | .148 | 1.501 | .138 |
| | Promotion | .281 | .123 | .212 | 2.281 | .026 |
| | People | -.141 | .141 | -.085 | -1.005 | .319 |
| | Tangible | .353 | .203 | .169 | 1.737 | .087 |
| | Process | .676 | .290 | .241 | 2.334 | .023 |

a. Dependent Variable: Keputusan Pembelian Ulang

1. Based on the coefficient table, the results of the t-test statistical test indicate that the coefficient value of product (X1), which has a direct influence on repurchase decisions (Y), is 3.876, greater than the t-table value of 1.988, indicating a significant influence between product (X1) and repurchase decisions (Y).
2. Based on the coefficient table, the results of the t-test statistical test indicate that the coefficient value of price (X2), which has a direct influence on repurchase decisions

(Y), is 3.021, greater than the t-table value of 1.988, indicating a significant influence between price (X2) and repurchase decisions (Y).

3. Based on the coefficient table, the results of the t-test statistical test indicate that the coefficient value of place (X3), which has a direct influence on repurchase decisions (Y), is 1.501, less than the t-table value of 1.988, indicating no significant influence between place (X3) and repurchase decisions (Y).
4. Based on the coefficient table, the t-test results show that the promotion (X4) coefficient, which has a direct effect on repurchase decisions (Y), is 2.281, greater than the t-table value of 1.988, indicating a significant influence between promotion (X4) and repurchase decisions (Y).
5. Based on the coefficient table, the t-test results show that the person (X5) coefficient, which has a direct effect on repurchase decisions (Y), is -1.005, less than the t-table value of 1.988, indicating no significant influence between person (X5) and repurchase decisions (Y).
6. Based on the coefficient table, the t-test results show that the physical evidence (X6) coefficient, which has a direct effect on repurchase decisions (Y), is 1.737, less than the t-table value of 1.988, indicating no significant influence between physical evidence (X6) and repurchase decisions (Y).
7. Based on the coefficient table, the results of the t-statistic test show that the coefficient value of the process (X7) on the repurchase decision (Y) directly is 2.334, which is greater than the t-table value of 1.988, which indicates a significant influence between the process (X7) and the repurchase decision (Y).

## CONCLUSION

Based on the data analysis and discussion, it can be concluded that the marketing mix (place, people, and physical evidence) does not significantly influence the decision to repurchase training services. This indicates that place, people, and physical evidence are not strong enough to influence consumers' decisions to repurchase training services.

The marketing mix (Product, Price, Place, Promotion, People, Physical Evidence, and Process) plays a significant and crucial role in influencing consumers' decisions to repurchase training and certification services in the Information Technology sector (Case Study of PT Inixindo Amiete Mandiri). Specifically, the marketing mix (product), (price), (promotion), and (process) were shown to have a positive and significant correlation with consumers' decisions to repurchase training services. If the product offered is of good quality, the price is relatively affordable, and the marketing communication/promotion strategy is effective, it will be able to attract attention and build trust among participants, leading to repeat purchases by consumers. Similarly, if the marketing mix (process) or service procedures are implemented in a structured and efficient manner, it will encourage consumers' decisions to repurchase training services in the future.

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