THE INFLUENCE OF SEGMENTING, TARGETING AND POSITIONING STRATEGIES ON PURCHASE DECISIONS AT ZHALSA.ID STORES IN LHOKSUKON CITY

T. Edyansyah[1*]; Juni Ahyar[2]; Rico Nur Ilham[3]; Chalirafi[4]; Ikramuddin[5]
Faculty of Economics and Business, Universitas Malikussaleh[1*,2,3,4,5]
Email : tedyansyah@unimal.ac.id[1*]; juniahyar@unimal.ac.id[2];
riconurilham@unimal.ac.id[3]; chalirafi@unimal.ac.id[4]; ikramuddin@unimal.ac.id[5]

ABSTRACT

This study aims to see the effect of segmenting, targeting and positioning strategies on purchasing decisions at Zhalsa.Id Stores in Lhoksukon City. The sampling technique in this study is the accidental sampling technique. The sample taken in this study amounted to 130 consumers who bought at Zhalsa.Id Stores in Lhoksukon City. The results of this study indicate that partially segmenting and positioning variables have a positive and significant effect on purchasing decisions. While the targeting variable has no effect on purchasing decisions at the Zhalsa.Id Store in Lhoksukon City. Segment, targeting and positioning variables simultaneously have a positive and significant effect on purchasing decisions at Zhalsa.Id Stores in Lhoksukon City.

Keywords : Segmenting; Targeting; Positioning

INTRODUCTION

The development of the fashion world is growing rapidly, even during a pandemic. As the Minister of Industry Agus Gumiwang explained, the small and medium industry (IKM) of clothing or fashion experienced a growth of 19.5 percent in 2019 yesterday. One such growth is the Muslim fashion industry. Ready-to-wear clothing has a large role in the national GDP contribution of 5.4 percent and experienced a growth of 19.5 percent.

According to Agung Gumiwang, he said that Muslims in the world are one of the drivers of the growth of the Muslim fashion industry. The State of the global Islamic economy report in 2019-2020 reported that Muslim fashion consumption in the world reached USD 283 billion and continues to increase with a projected average growth rate of 6 percent.

While Indonesia's fashion consumption itself is still around USD 21 billion, of course this shows that there is still a huge market opportunity open in the global or domestic market that must be filled by the Muslim fashion industry in Indonesia. One thing that makes us all proud is Indonesia's achievements in the international world in the field of Muslim fashion development which was conveyed by the state of the global Islamic economy report for 2019-2020.

There is a small fashion shop (Zhalsa.id shop) located on Jl. Pang Nanggroe, in Lhoksukon City, Kec. Lhoksukon, Kab. North Aceh, which sells various models of women's clothing and follows current trends for certain segments, namely by specializing its services for women. In general, for a store, segmenting users only for certain groups will have a negative impact on the continuity of the store.

Very tight business competition as it is today makes business people always try to maintain their business and compete to achieve the expected goals. Thus, good marketing is needed because marketing is one of the functional areas whose role is very important in the life of a business.

According to Kotler and Armstrong (2012: 6) marketing is about creating value for customers. So, as a first step in the marketing process, companies must understand how consumers and markets operate. In this era, to be able to win the competition, producers must know the needs and desires of consumers to decide to buy a product.

According to Kotler and Keller (2016) purchasing decisions are a solution to problems in human activities in buying goods or services in order to meet their needs.

According to J Paul Peter and Jerry C. Olson in their book, the marketing concept is the most appropriate philosophy for doing business. In simple terms, the marketing concept suggests that an organization should satisfy the wants and needs of consumers, and stay close to them to provide products and services that consumers will buy and use appropriately.

Marketing developments are continuously developed in order to find the best technique that provides optimum value to increase the chances of success expected in determining purchasing decisions. There are several factors that can influence purchasing decisions, namely segmenting, targeting and positioning strategies. According to Tjiptono and Chandra (2012: 140) the main purpose of segmenting, targeting and positioning strategies is to position a brand in the minds of consumers in such a way that the brand has a sustainable competitive advantage. A product will have a competitive advantage if the product is considered important and unique by customers.

LITERATURE REVIEW

Buying decision

According to Schiffman and Kanuk (2006: 437), the purchase decision is a person's decision, where he chooses one of several alternatives. According to Sofjan

Assauri (2004: 141), the purchase decision is a decision-making process that includes determining which items to buy or not, and the decision is obtained from previous activities.

Purchase decision indicator

According to Kotler and Keller (2009:185), there are five stages of the consumer decision process, namely introduction, search, evaluation, purchase and post-purchase.

RESEARCH METHODS

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018:113).

Data

The data collection methods in this research are interviews and questionnaires by asking questions to anyone who coincidentally / incidentally meets the researcher can be used as a sample.

Population and Sample

The population in this study is the entire community of Lhoksukon City who buys clothes at the Zhalsa.id store. The number of samples in this study was determined based on the formula quoted by (Hair, 2010) by following the number of samples adjusted to the number of question indicators analyzed for their influence using a questionnaire, assuming nx 5 variables (indicators) up to nx 10 variables (indicators). (Hair, 2014) said the number of samples should be 100 or greater. In this study there are 26 question items, so the required sample size is at least 26 x 5 = 130 samples.

Analysis Method

This study uses multiple linear regression analysis with the following equation model:

$$\mathbf{Y = + 1X1 + 2X2 + 3X3 + e}$$

Where :

Y = Purchase Decision
a = Constant
b = Regression coefficient
X1 = *Segmenting*
X2 = *Target*
X3 = *Positioning*

RESULTS AND DISCUSSION

Research Instrument Test

To test the research instrument, the authors used 130 respondents to test the validity and reliability of the questionnaire. According to Ghozali (2011) the validity test is used to measure the validity or validity of a questionnaire. If r count > r table, then the question is said to be valid, but if r count < r table, then the question is said to be invalid. The results of this validity and reliability test can be seen in Table 1.

Based on the results of testing the validity and reliability shown in the table above, it can be concluded that all indicators of the independent and dependent variables are declared to be valid and reliable.

Classic assumption test

a. Normality test

The regression model used must meet the assumption of normality. Detection of normality is done by looking at the normal probability plot graph. Can be seen in Figure 1. The results of the P-Plot Normal Image indicate that the regression model meets the assumption of normality because the P-Plot normal graph shows points that are close to the line and spread around the diagonal line so that it shows very significant results.

b. Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. Based on Table 2, it can be seen that all variables have a VIF < 10 and a tolerance value of more than 0.1. This indicates that there is no multicollinearity and this test is well used in this research model.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Can be seen in Figure 2. The results of the heteroscedasticity image show that there are no symptoms of heteroscedasticity in this study. It is proven that the points in the image spread above and below the number 0 on the Y axis without forming a certain pattern. This means that the data does not suffer from heteroscedasticity problems

Multiple Linear Regression Analysis Results

Testing through multiple linear regression was conducted to analyze the effect of segmenting, targeting and positioning on purchasing decisions. And after doing

calculations using the SPSS program, get the results of the analysis which can be seen in the table 3. Based on the results of the regression output through the SPSS program as shown in the table above, it can be entered into multiple linear regression as follows:

$$\mathbf{Y = 5.111 + 0.461X1 - 0.100X2 + 0.171X3 + e}$$

From the regression equation, the constant value is 5.111, this shows that if segmenting (X1), targeting (X2), positioning (X3) are constant (0) then the purchase decision is 5.111.

The regression coefficient of the segmenting variable (X1) is 0.461, meaning that if segmenting (X1) is increased by 1 Likert scale unit, the purchasing decision (Y) will increase by 0.461, the regression coefficient for the targeting variable (X2) is (-0.100) which means that if targeting (X2) if it is increased by 1 Likert scale unit, the purchasing decision (Y) will increase by (-0.100), the regression coefficient of the positioning variable (X3) is 0.171, which means that if the positioning (X3) is increased by 1 Likert scale unit, the purchase decision (X3) is Y) will increase by 0.171.

Hypothesis test

a. Partial Test (t Test)

Based on Table 3 above, it can be concluded that the partial test results are as follows:

1. The results of the regression calculation show that segmenting has a significant effect on purchasing decisions. This is indicated by the t-count value is 7.807 and is greater than the t-table value (df=nk) at n=129 of 1.656 at the 5% level and a significant value of 0.000 less than = 0.05. So from these results indicate that the segmenting variable has a significant effect on purchasing decisions.
2. The results of the regression calculation show that targeting has no significant effect on purchasing decisions. This is indicated by the calculated t value is -0.759 and is smaller than the t table value (df = nk) at n = 129 of 1.656 at the 5% level and a significant value of 0.449 greater than = 0.05. So from these results indicate that the targeting variable has no significant effect on purchasing decisions.
3. The results of the regression calculation show that positioning has a significant effect on purchasing decisions. This is indicated by the t-count value is 2.899 and is greater than the t-table value (df=nk) at n=129 of 1.656 at the 5% level and a significant

value of 0.004 which is smaller than = 0.05. So from these results indicate that the positioning variable has a significant effect on purchasing decisions.

b. Simultaneous Test (F Test)

The F statistic test is a rate that shows whether all the independent variables included in the model have a joint effect on the dependent variable.

Based on Table 4, the calculation results obtained the Fcount value of 24,666 where the Ftable value of 2.67 was obtained from dfl = (kl), df2 = (nk), so dfl (4-1) = 3, while df2 (130-4) = 126. So the value of Fcount > Ftable means that simultaneously or simultaneously the independent variables consisting of segmenting (X1), targeting (X2), and positioning (X3), have a positive and significant effect on purchasing decisions (Y) at Zhalsa stores .id in the city of Lhoksukon, with a significant level of 0.000. So it can be concluded that the hypothesis is accepted, which means that the segemting, targeting and positioning variables affect purchasing decisions at the Zhalsa.id store in the city of Lhoksukon.

The Effect of Segmenting on Purchase Decisions

The results of testing the segmenting variable (X1) on purchasing decisions (Y) obtained the tcount value with a value of 7.807 which is greater than the ttable value of 1.656 and a significant value of 0.000 which is smaller than = 0.05. So it can be concluded that the hypothesis is accepted, which means that the segmenting variable has a positive and significant effect on purchasing decisions at the Zhalsa.id store in the city of Lhoksukon. So the attractiveness of the Zhalsa.id store from these results shows that the segmenting variable has a significant effect on purchasing decisions.

The selection of the best segmentation strategy allows companies to divide consumer groups according to differences in perceptions between segments. From this it can be explained that if the perception of market segmentation is getting better, then purchasing decisions will increase (Yukhanita, 2021).

The Effect of Targeting on Purchase Decisions

The results of testing the targeting variable (X2) on purchasing decisions (Y) obtained a tcount value with a value of -0.759 and smaller than the ttable value (df=nk) at n=129 of 1.656 and a significant value of 0.449 greater than = 0.05. So it can be concluded that the hypothesis is rejected, which means that the targeting variable has no significant and negative effect on purchasing decisions at the Zhalsa.id store in the city

of Lhoksukon. From these results indicate that the targeting variable has no significant effect on purchasing decisions.

In this study the targeting variable showed no significant effect on purchasing decisions, this indicates that the lack of appropriate targeting strategies in increasing consumer interest in making purchasing decisions. The targeting strategy includes the size and growth potential of the segment, the characteristics of the segment, and the fit between the product and the market. The company will determine who is the target or target who will improve purchasing decisions by consumers to make product purchases because the products offered are right.

The Effect of Positioning on Purchase Decisions

The results of testing the positioning variable (X3) on purchasing decisions (Y) obtained a tcount value of 2.899 and greater than the ttable value of 1.984 and smaller than the ttable value (df=nk) at n=129 of 1.656 and a significant value of 0.004 more smaller than = 0.05. So it can be concluded that the hypothesis is accepted, which means that the positioning variable has a positive and significant effect on purchasing decisions at the Zhalsa.id store in the city of Lhoksukon. from these results indicate that the positioning variable has a significant effect on purchasing decisions.

According to Al Ries and Jack Trout, positioning is a way to place a product so that it is embedded in the customer's mind. When a product is embedded in the minds of customers, it is possible that consumers will buy the product. A positioning strategy that is carried out by a company well can create a good product image in the minds of consumers. This is ultimately able to encourage consumers to decide to buy and use the product.

CONCLUSIONS

The conclusions that can be given in connection with the results of the research and the overall discussion can be described as follows:

1. The results of testing the segmenting variable (X1) on purchasing decisions (Y) obtained that the tcount value is 7.807 and is greater than the ttable value (df=nk) at n=129 of 1,656 at the 5% level and a significant value of 0.000 which is smaller than = 0.05. Thus it can be concluded that the hypothesis is accepted that the segmenting variable has a positive and significant effect on the dependent variable.

2. The results of testing the targeting variable (X2) on purchasing decisions (Y). The obtained tcount value is -0.759 and is smaller than the ttable value (df=nk) at n=129 of 1.656 at the 5% level and a significant value of 0.449 greater than = 0.05. Thus it can be concluded that the hypothesis is rejected, meaning that the targeting variable has a negative and insignificant effect on the dependent variable.
3. The results of testing the positioning variable (X3) on purchasing decisions (Y) obtained that the tcount value was 2.899 and was greater than the ttable value (df=nk) at n=129 of 1.656 at the 5% level and a significant value of 0.004 smaller than = 0.05. Thus, it can be concluded that the hypothesis is accepted that the positioning variable has a positive and significant effect on the dependent variable.
4. Simultaneously or simultaneously the independent variables consisting of segmenting (X1), targeting (X2), and positioning (X3), have a positive and significant effect on purchasing decisions (Y) at the zhalsa.id store in the city of Lhoksukon.

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TABLE AND FIGURE

Table 1. Simple Linear Regression Results

No	Indicator	Validity/ Pearson Correlation	Reliability/*Cronbach Alpha*
1	*Segmenting*(X1)		
	1	0.699	
	2	0.759	
	3	0.779	
	4	0.758	0.872
	5	0.699	
	6	0.759	
	7	0.699	
	8	0.677	
2	*Target*(X2)		
	1	0.605	
	2	0.644	
	3	0.705	0.682
	4	0.709	
	5	0.652	
3	*Positioning*(X3)		
	1	0.820	
	2	0.759	
	3	0.814	0.897
	4	0.780	
	5	0.756	
	6	0.826	
	7	0.786	
4	Purchase Decision (Y)		
	1	0.750	
	2	0.762	
	3	0.796	0.854
	4	0.764	
	5	0.770	
	6	0.727	

Source : Processed data (2022)

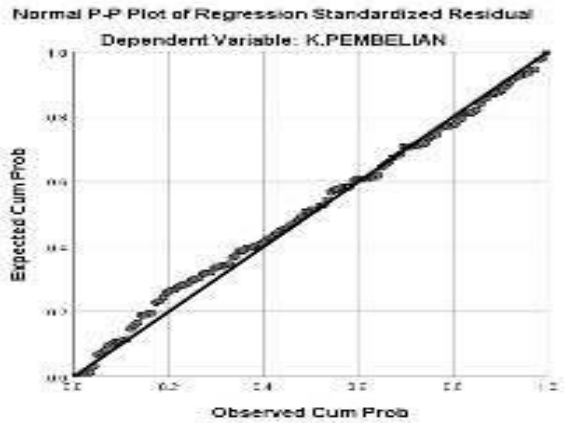

Figure 1. Normal P-Plot

Table 2. Multicollinearity Test

MODEL		Collinearity Statistics	
		Tolerance	VIF
1 (Constant)			
	Segmenting	0.996	1.005
Target		0.988	1.013
	Positioning	0.983	1.017

Source : Processed data (2022)

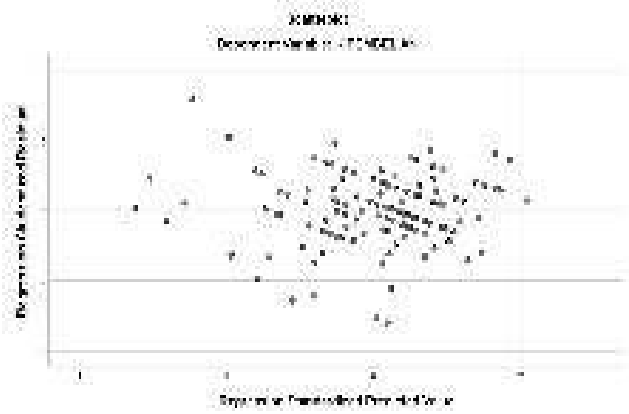

Figure 2. Heteroscedasticity Test

Table 3. Regression Results

Model	Unstandardizad Coefficients		standardrdized Coeffic ients	t	Sig.
	B	Std.Error	Beta		
(Constant)	5,111	3,581		1,427	0.156
Segmenting(X1)	0.461	0.059	.553	7,807	0.000
Target(X2)	-0.100	0.132	-,054	-,759	0.449
Positioning(X3)	0.171	0.059	,207	2,899	0.004

Source : Processed data (2022)

Table 4. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	696,207	3	232.069	24,666	0.000
Residual	1185.486	126	9,409		
Total	1881,692	129			

Source : Processed data (2022)