The Effect of Marketing Mix Strategy during the Covid-19 Pandemic Social Restrictions on People's Buying Intentions to Buy Pizza Hut in Denpasar City

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Abstract

During the Covid-19 pandemic, the restaurant industry had to adjust its marketing strategy to be able to market their products or services to consumers in order to survive. Many people reduce activities outside the home, including eating at restaurants, people prefer to order food in a takeaway or through delivery services. During this time of social distancing, many fast food restaurants are selling their products on the side of strategic streets and are widely passed by the general public.

The purpose of this study was to analyze the influence of marketing mix strategies during the social restriction period on people's purchasing intentions to buy Pizza Hut in Denpasar City.

The results of statistical tests show that all free variables have a significant effect on purchasing intention with a total determination value of 0.587.

This study concluded that: 1) the marketing mix strategy has a significant effect on purchasing intentions; 2) The average variable performance of the marketing mix is performing well.

This research suggests that Pizza Mut Management in Denpasar City maintains the policy of opening roadside sales counters during the social restriction.

Keywords: buying interest, Covid-19 pandemic, marketing mix strategy, Pizza Hut.

Introduction

Research Background

Since the existence of large-scale social restriction policies (PSBB and PPKM) in Indonesia, some restaurants have had to carry out operational restrictions in their restaurants. There are many restaurants and cafes that are implementing new marketing strategies to deal with this pandemic. In a fairly short time, marketing patterns have also changed in order to maintain the sustainability of companies that are threatened with bankruptcy. With the Covid-19 pandemic, companies must make new breakthroughs to be able to market their products or services to consumers, as a strategy to survive in the midst of the current Covid-19 pandemic. Business people must immediately respond quickly, responsively and appropriately to change sales strategies so that there is no significant decline in sales during the implementation of social restrictions. Because many people reduce outdoor activities, including eating in restaurants, people prefer to order food takeaway or online.

The restaurant also became quieter for visitors. Some fast food restaurants are trying to cope with the impact of the pandemic by opening sales counters on the side of the road. They peddled food on motorbikes or set up small temporary outlets. The price of the food offered is relatively cheaper. During this time of social distancing, fast food restaurants have sprung up selling their products on the side of strategic streets and are widely passed by the general public. The location chosen to open a sales outlet is a strategic road location there is no prohibition on motorists from stopping on the side of the road. Pizza Hut Pizza Hut is one of the big restaurants that now sell their pizzas on the side of the road. Some open small outlets on the side of the road or drive around on motorbikes. The menu offered is 4 pans of small size pizza at a price of IDR 100 k. In addition to Pizza Hut, PHD is also a pizzeria that goes down to sell to the street. They opened small outlets at several strategic points, including in front of minimarkets. The menu offered is similar to Pizza Hut, which is IDR 49,5 k for three small pizza pans. Next is Dominos Pizza, which has actually started selling in this way, even before the Covid-19 pandemic. During the pandemic, quite a lot of Dominos Pizza employees are selling small-size pizzas on motorcycles at several strategic points, including on the side of the road or residential complexes. KFC, Ta Wan Restaurant, Breadlife, and Ichiban Sushi also opened small outlets on the side of the road. PT Sarimelati Kencana Tbk, the owner of pizza hut di indonesia restaurant chain, asked workers to offer products directly (direct selling) on the side of the road. The action of picking up the ball was carried out during the Covid-19 pandemic. Director of Sarimelati Kencana, Mr. Jeo Sasanto said, this strategy has been carried out since the Large-Scale Social Restrictions (PSBB) policy was implemented in March 2020. This method is forced to be taken so that product sales do not decrease drastically and so that companies do not carry out many layoffs with their employees.

On the side of the consumer community who are expected to buy Pizza Hut products, there are also mixed reactions in response to the strategy of restaurants selling on the side of the road. People who experience drastic income reductions, or those who suddenly lose their jobs may choose to save their living expenses by buying products that cost much less, such as jenggo rice or choosing to cook at home. But for certain groups of people, they may think that the strategy of selling on the side of the road at the restaurant is very appropriate during the Covid-19 Pandemic. Pizza Hut management has tried to offer their products at outlets on the side of the road to attract all people by packing products with limited menu variants and at affordable prices in one package. But to find out whether consumers are satisfied and still want to be loyal customers of pizza offered at the counter on the side of the road, a study must be carried out to answer this problem.

Research Questions

The question of the problems in this study is as follows:

1. Does the marketing mix strategy affect people's buying intentions at the Pizza Hut counter on the side of the road in Denpasar City, Bali?

2. How did Pizza Hut's marketing mix strategy perform during the social distancing period?

Research Objectives

Based on the description on the background and the formulation of the problem, the objectives of this study can be determined as follows:

1. To analyze the effect of marketing mix strategies on people's buying intentions at the Pizza Hut counter on the side of the road in Denpasar City, Bali.
2. To analyze the performance of Pizza Hut's marketing mix strategy during the social distancing period.

Research Limitations

Considering the validity, accuracy of the data, and the ability of researchers, the population in this study is the community group aged 20 to 25 years in Denpasar, Bali during the socio-social restriction period in July, August, and September 2021.

Literature Review

Previous Research.

The Marketing Strategy applied by Pizza Hut Delivery in building and running its business is clearly seen in terms of excellent customer management, this strategy is a victory in itself which brings this business to continue to develop very well. The scope of The Point of Sales at Pizza Hut Delivery describes the very important interact cycle between the company and suppliers and the company with consumers, provides information to plan and monitor the company's sales activities and generates sales analysis reports that are used to analyze sales based on production line products, customers and customer types (Iqbal et al, 2015).

The marketing mix in the sale of services consists of seven dimensions, namely product, price, place, promotion, people, physical evidence, process. The most dominant marketing mix variables are the dimensions of place, then process, product, price, people, and promotion where respondents give good responses. However, the physical evidence dimension is still quite good and has the lowest score. Consumers' buying interest in the sale of room services at the Ratu Mayang Garden Hotel Pekanbaru in general is still quite interested. Of the six dimensions of consumers' buying interest, only two dimensions are expressed as interested, namely the awareness dimension and the payment dimension. As for the dimensions of knowledge, liking, preference (payment) and conviction (belief) are still quite interested. The marketing mix influences consumers' buying interest in the sale of room services at the Ratu Mayang Garden Hotel Pekanbaru. The relationship between the marketing mix and consumers' buying interest has a significant effect, meaning that there is a strong relationship between the marketing mix and consumers' buying interest (Sinaga, et al, 2016). Product variables and price variables do not have a significant effect on buying interest while promotion variables have a significant effect on buying interest which states that if the "Arvan Sejahtera Abadi" company improves promotion, buying interest will increase. Likewise, the location variable has a significant effect on buying interest which states that if the Arvan Sejahtera Abadi company expands the sales location, consumers' buying interest will increase (Widyaningrum, 2017: a case study on the crispy rice crackers program of the Arvan Sejahtera Abadi company).

Setiawardi et al. (in Widyaningrum, 2017) stated that the marketing mix is a form of meeting the needs and desires of consumers in the concept of marketing. The marketing mix is a combination of seven important variables in the marketing concept used by the company such variables include product, price, place and promotion. Kasali et al. (2010:152) state that a product is anything whether it is in the form of goods, services, or ideas offered to the market to be obtained, used, or consumed that can meet consumer needs. On the other hand, Ahyari (in Muanas & Suhermin, 2014: 3) states that quality is generally the sum of the

attributes or properties as described in the product in question so that it is thus included in this quality is 1.Durability of the product.2.User comfort.3.Usability.

Price according to Tjiptono & Chandra (2012: 315) in simple terms price can be interpreted as the amount of money (monetary unit) and / or other aspects (non-monetary) that contains certain uses needed to obtain a product. Furthermore, Ong & Sugiharto (2013: 6) formulated indicators of price, among others, are: prices that are affordable by consumers' purchasing power, prices have competitiveness with the prices of other products, and price conformity with product quality.

Promotion according to Tjiptono (in Muanas & Suhermin, 2014: 4) is a medium to introduce a new product and service or strengthen the brand image of a pre-existing product. On the other hand, Kotler & Armstrong (2012:62) states that promotion is an element used to inform and persuade the market about new products or services to the company through advertising, personal sales, sales promotions, and publications.

Location according to Assauri (2012; 118) is the placement or distribution and distribution mechanism used to convey products from the point of production to consumers. Related to that, Kotler & Armstrong (in Nugroho & Japarianto, 2013:3) states that location can be measured through: how far the strategy of the place is; facilities that can be obtained by potential consumers; and ease of access to the location.

Buying Interest According to Cronin et al. (in Pratama 2014) buying interest is customer behavior where customers respond positively to the quality of products or services from a company and intend to consume the company's products again. According to Ferdinand (in Adji & Semuel, 2014: 5) buying interest can be identified through indicators as Transactional Interest, Referential Interest, Preferential Interest and Exploratory Interest.

3. Research Concept Framework

The Concept Framework of this Study is depicted in figure 2.1 as follows:

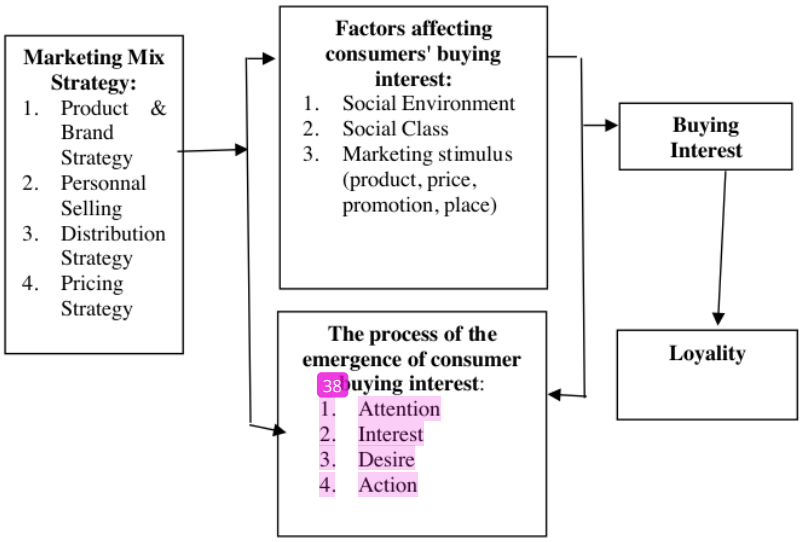

Figure 2.1 : The Effect of The Marketing Mix On Buying Interest and Consumer Loyalty
Source: Iqbal et al, (2015) Sinaga et al, (2016), Widyaningrum (2017), Kasali et al. (2010:152)

Research Methodology

The type of research used in this study is to use a quantitative approach. This study aims to determine the cause and effect relationship between free variables (product, price,

promotion and location) and bound variables (consumer buying interest) at Pizza Hut outlets on the side of the road in Denpasar City.

Population, sample, and Sampling Techniques.

The population used in this study was a group of people who had purchased or who had tasted Pizza Hut products sold at counters on the side of the road in the Denpasar City area. The number of respondents was 100 consumers. The samples used in this study used the probability sampling method, namely simple random sampling, where samples were taken randomly without paying attention to certain strata in a population.

Data Collection Methods and Techniques.

This study used primary data obtained through questionnaires given to consumers of Pizza Hut outlets sold on the side of the road in the Denpasar City area. In distributing the questionnaire, the author will disseminate it online and offline, online dissemination is carried out to facilitate consumers who are outside Denpasar City. Questionnaire measurements are supported by the Likert scale with a scale of 1 - 5 to determine whether or not respondents agree with the statements in the questionnaire. According to Sugiyono (2014:168) The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Research Variables

This research variable discusses the description of the variables and the operational definition of each research variable. The relationship between the research variables is indicated in the form of a chart diagram. The variables used in this study are sourced from several theories, namely Iqbal et al, (2015) Sinaga et al (2016), Widyaningrum (2017), Kasali et al. (2010: 152).

Product & Brand Strategy:

1. I really like the taste and aroma of Pizza Hut products sold at street outlets
2. Pizza Hut products sold at roadside outlets are of good quality
3. I prefer the Pizza Hut brand over other pizza brands
4. I really like Pizza Hut's four (4) flavored packaged products in 1 product package

Personnal Selling Strategy

1. The sales staff of Pizza Hut outlets on the side of the road are very professional in offering Pizza Hut products
2. I am interested in buying Pizza Hut products on the side of the road because of the appearance of the professional sales staff
3. I am interested in buying Pizza Hut products on the side of the road because I really appreciate their dedication to working hard during the covid-19 pandemic.
4. I am interested in buying Pizza Hut products on the side of the road because I really appreciate their dedication to working hard during the covid-19 pandemic

Distribution Strategy:

1. I am more interested in buying Pizaa Hut take away products at the outlets on the side of the road compared to the main restaurant.
2. The spot or location of Pizza Hut sales outlets on the side of the road is very strategic and easy to reach buyers.
3. Pizza Hut's proactive strategy of selling its products to outlets on the side of the road is very suitable to be applied during the Covid-19 pandemic.

Pricing Strategy

1. The price of the 4-flavor package offered at the Pizza Hut outlet on the side of the road is very affordable.
2. I am more interested in buying a package of 4-flavor pizza products offered at street outlets than other Pizza Hut products.
3. Pizza Hut's strategy of selling a package of 4 pizza flavors at a price of Rp. 100 thousand is very suitable to be applied during the Covid-19 pandemic.
4. I feel like I'm getting benefits according to the money I spent on buying Pizza Hut's 4-flavored package.

Loyalty

1. I was satisfied to buy Pizza Hut products at a street outlet.
2. Saya akan membeli lagi produk paket 4 rasa Pizza Hut pada gerai di pinggir jalan
3. I would recommend friends to try pizza hut's 4-flavor package at a roadside outlet during this Covid-19 pandemic.

Data Analysis Techniques

After testing the reliability and validity of the data obtained from the research results which were then processed with multiple regression analysis tools. The series of statistical computer programs (software) used to process the data in question is SPSS 24.0 software.

Results and Discussions

Testing research instruments

a. Validity Test

An instrument is said to be valid if the correlation between the factor score and the total scores positive and the value is more than 0.30 ($r > 0.3$). The following are the results of the test of the validity of the research instrument.

Table 4.1
Variable Validity Test Results

Correlations

		Prod_Brand
PB1	Pearson Correlation	.783**
	Sig. (2-tailed)	.000
	N	30
PB2	Pearson Correlation	.620**
	Sig. (2-tailed)	.000
	N	30
PB3	Pearson Correlation	.750**
	Sig. (2-tailed)	.000
	N	30
PB4	Pearson Correlation	.623**
	Sig. (2-tailed)	.000
	N	30
Prod_Brand	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

```
CORRELATIONS
/VARIABLES=PS1 PS2 PS3 PS4 Personal_Selling
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

		Personal_Selling
PS1	Pearson Correlation	.742**
	Sig. (2-tailed)	.000

	N	30
PS2	Pearson Correlation	.853**
	Sig. (2-tailed)	.000
	N	30
PS3	Pearson Correlation	.781**
	Sig. (2-tailed)	.000
	N	30
PS4	Pearson Correlation	.799**
	Sig. (2-tailed)	.000
	N	30
Personal_Selling	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

CORRELATIONS
/VARIABLES=DS1 DS2 DS3 Distribution
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

		Distribution
DS1	Pearson Correlation	.782**
	Sig. (2-tailed)	.000
	N	30
DS2	Pearson Correlation	.824**
	Sig. (2-tailed)	.000
	N	30
DS3	Pearson Correlation	.714**
	Sig. (2-tailed)	.000
	N	30
Distribution	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

CORRELATIONS
/VARIABLES=PrS1 PrS2 PrS3 PrS4 Pricing
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Correlations

		Pricing
PrS1	Pearson Correlation	.816**
	Sig. (2-tailed)	.000
	N	30
PrS2	Pearson Correlation	.723**
	Sig. (2-tailed)	.000
	N	30
PrS3	Pearson Correlation	.567**
	Sig. (2-tailed)	.001
	N	30
PrS4	Pearson Correlation	.702**
	Sig. (2-tailed)	.000
	N	30
Pricing	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

CORRELATIONS
/VARIABLES=L1 L2 L3 Loyalty
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

		Loyalty
L1	Pearson Correlation	.711**

	Sig. (2-tailed)	.000
	N	30
L2	Pearson Correlation	.724**
	Sig. (2-tailed)	.000
	N	30
L3	Pearson Correlation	.909**
	Sig. (2-tailed)	.000
	N	30
Loyalty	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

The validity test results in the table 4.1 show that all variables have a correlation coefficient value with a total score of all statement items greater than 0.30. This shows that the remaining points of statement in the research instrument are valid.

b. Reliability Test

An instrument is said to be reliable, if the instrument has a Cronbach Alpha value of more than 0.60. The results of the reliability test can be shown in the following table:

Reliability
Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.637	4

RELIABILITY
/VARIABLES=PS1 PS2 PS3 PS4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability
Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.803	4

RELIABILITY
/VARIABLES=DS1 DS2 DS3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability
Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.607	3

RELIABILITY
/VARIABLES=PrS1 PrS2 PrS3 PrS4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.638	4

```
RELIABILITY
  /VARIABLES=L1 L2 L3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability Statistics

Cronbach's Alpha	N of Items
.678	3

The reliability test results presented in the Table show that all three research instruments have a coefficient of Cronbach's Alpha of more than 0.60. It can be said that all instruments are reliable so that they can be used to conduct research.

Research Results

a. Characteristics of Respondents

In this study, the characteristics of respondents were the profiles of 100 respondents who participated in filling out the questionnaire for this study. Respondents' profiles describe, age, last level of education and gender. The following describes the characteristics of the respondents:

Table 4.2
Characteristics of Respondents Based on Domicile

Valid	Badung	42	42.0
	Bangli	2	2.0
	Buleleng	5	5.0
	Denpasar	32	32.0
	Gianyar	9	9.0
	Karangasem	2	2.0
	Klungkung	2	2.0
	Lombok	1	1.0
	Tabanan	5	5.0
	Total	100	100.0

Sex

		Frequency	Percent
Valid	Male	70	70.0
	Female	30	30.0
	Total	100	100.0

Age

		Frequency	Percent
Valid	15 – 20	18	18.0
	21 – 25	81	81.0
	26 – 30	1	1.0
	Total	100	100.0

Education

		Frequency	Percent
Valid	Diploma	34	34.0
	S1	11	11.0
	SMA	29	29.0
	SMK	26	26.0
	Total	100	100.0

The table shows that most of the respondents are domiciled in Badung and Denpasar with a percentage of 42% and 32%, respectively, with most of them being male at 70%. The

age range with the most respondents is 21-25 years old with a percentage of 81%, and the most completed education is Diploma with a percentage of 34%.

b. Description of the Research Questionnaire

In the description of the data, respondents' perceptions of the variables of marketing mix and purchase intention obtained through the dissemination of questionnaires will be described. The result of the description of each item of the statement is as follows:

Table 4.3
Description of Research Questionnaire
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PB1	100	1.00	5.00	3.5400	.70238
PB2	100	2.00	5.00	3.7800	.66027
PB3	100	2.00	5.00	4.0400	.81551
PB4	100	2.00	5.00	3.8700	.78695
Prod_Brand	100	2.50	5.00	3.8075	.49855
PS1	100	2.00	5.00	3.8900	.68009
PS2	100	1.00	5.00	3.5800	.87824
PS3	100	2.00	5.00	4.1300	.74745
PS4	100	2.00	5.00	4.0000	.69631
Personal_Selling	100	2.50	5.00	3.9000	.53300
DS1	100	1.00	5.00	3.2000	1.01504
DS2	100	1.00	5.00	3.8300	.77921
DS3	100	2.00	5.00	3.9400	.80177
Distribution	100	2.33	5.00	3.6567	.61309
PrS1	100	1.00	5.00	3.8200	.90319
PrS2	100	1.00	5.00	3.7500	.72995
PrS3	100	1.00	5.00	3.8300	.85345
PrS4	100	2.00	5.00	3.6800	.76383
Pricing	100	2.25	5.00	3.7700	.54086
L1	100	2.00	5.00	3.8600	.65165
L2	100	1.00	5.00	3.5100	.67412
L3	100	2.00	5.00	3.8500	.77035
Loyalty	100	2.00	5.00	3.7400	.53723
Valid N (listwise)	100				

Based on the table, in the variable of the highest average brand product obtained a PB3 statement item of 4.04, in the highest average personal selling variable a PS3 statement item of 4.13 was obtained, in the highest average distribution variable a statement item of 3.94 was obtained, in the highest average pricing variable a statement item of 3.83 was obtained, and in the highest average loyalty variable obtained an L1 statement item of 3.86. Overall, the variable that obtained the highest average was personal selling with an average of 3.90.

c. Testing of Classical Assumptions

The classical assumption test is carried out with the aim of ensuring that the results obtained meet the basic assumptions in the regression analysis. The results of the classical assumption test carried out in this study are the normality test, the multicollineiearity test and the heteroskedasticity test. The results of the classic assumption test processed with the help of SPSS 24.0 software are presented as follows:

Normality Test

This test aims to find out whether the residual of the regression model created is normally distributed or not. To test whether the data used is normal or not can be done using the Kolmogorov Sminarnov test. When the Coefficient of Asymp. Sig. (2-tailed) greater than 0.05 that means the data is said to be normally distributed.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.37136033
Most Extreme Differences	Absolute	.045
	Positive	.045
	Negative	-.040
Test Statistic		.045
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.

Based on the Table it can be seen that the value of Kolmogorov Sminarnov (K-S) is 0.045, while the value of Asymp. Sig. (2-tailed) by 0.200. The results indicate that the regression equation model is normally distributed due to the Asymp value. Sig. (2-tailed) 0.200 is greater than the alpha value of 0.05.

Multicolleniaritas Test

This test aims to test whether in the regression model there is a correlation between free variables. The existence of multicholinearity can be seen from the value of tolerance or variance inflation factor (VIF). If the tolerance value is more than 10% or the VIF is less than 10, then it says there is no multicholinearity.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.192	.353		.544	.587		
	Prod_Brand	.334	.103	.310	3.244	.002	.551	1.815
	Personal_Selling	.192	.090	.191	2.141	.035	.634	1.578
	Distribution	.192	.078	.219	2.473	.015	.639	1.566
	Pricing	.218	.091	.220	2.398	.018	.598	1.672

a. Dependent Variable: Loyalty

Based on the Table, it can be seen that the tolerance and VIF values of each variable. The value indicates that the tolerance value for each variable is greater than 10% and the VIF value is smaller than 10 which means the regression equation model is free of multicholinearity.

Heteroskedasticity Test

This test aims to find out whether in the regression model there is a variance inequality from the residual of one observation to another observation carried out with the Glejser test. If there is not a single free variable that has a significant effect on the absolute residual value or its significance value is above 0.05 then it does not contain symptoms of heteroskedasticity.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.978	.198		4.937	.000
	Prod_Brand	-.032	.058	-.072	-.560	.577
	Personal_Selling	.017	.050	.041	.346	.730
	Distribution	-.072	.044	-.198	-1.661	.100
	Pricing	-.096	.051	-.233	-1.885	.062

a. Dependent Variable: abs_res

Sumber: Appendix 7

In the Table it can be seen that the Sig. value of all free variables is greater than 0.05 which means that there is no influence between the free variables and the residual absolute. Thus, the created model does not contain symptoms of heteroskedasticity.

Statistical Test Results of Multiple Regression Analysis

The data testing in this study used multiple linear regression analysis techniques. The stages of performing multiple linear regression analysis techniques are:

a) Designing a multiple linear regression analysis model theoretically shown in the following equation:

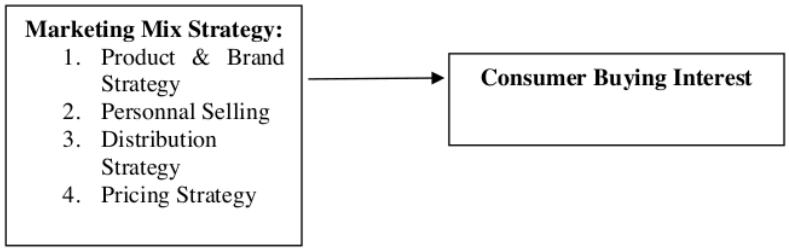

Figure 4.1 : Multiple Linear Regression Analysis Model

b) Calculation of multiple linear regression coefficients

The calculation of multiple linear regression coefficients is carried out by regression analysis through SPSS 24.0 software for Windows, the results shown in the following table are obtained

Based on the results of multiple linear regression analysis as presented in the table above, the structural equations are as follows:

$Y = 0{,}192 + 0{,}334\ X1 + 0{,}192\ X2 + 0{,}192\ X3 + 0{,}218\ X4 + e$

Based on the model that has been analyzed, testing is carried out together with the F test (F-test), with a calculated F value of 25.955, significance (p-value) of 0.000. Based on the tolerance value given, namely $\alpha = 5$ percent with a significance value of $0.000 < \alpha\ (0.05)$ then Ho was rejected and Hi was accepted.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.920	4	3.730	25.955	.000[b]
	Residual	13.653	95	.144		
	Total	28.573	99			

a. Dependent Variable: niat beli
b. Predictors: (Constant), Pricing, Distribution, Personal_Selling, Prod_Brand

This means that all free variables have a significant effect on purchase intentions. The total determination value of 0.587 means that 58.7% of the variation in purchase intentions is influenced by free variables, while the remaining 41.3% is determined by other variables that are not included in the model.

Analysis of the Influence of Marketing Mix Strategy on Purchase Intention

Partially each free variable (X) was tested using a t-test to determine the effect of each of those variables on the bound variable (Y). This test is carried out in order to determine whether or not the influence of each free variable is significant on the bound variable.

To prove the influence of each of these variables the value of the ttabel compared to the calculation, or by looking at the magnitude of the value of the beta coefficient in each of the free variables, then partially the influence of each of these free variables on the purchase

intention can be known.

a) Analysis of the Influence of Product & Brand Strategy on purchase intentions

Based on the product brand coefficient (b1) of 0.334 with a significance value of 0.002 less than α (0.002<0.05). These results show that the brand's product partially has a significant effect on purchase intentions. The value of the coefficient indicates a positive relationship direction, thus it can be explained that the better the brand product, the more purchasing intentions will increase, and vice versa.

b) Personal Selling Strategy Analysis on buying intentions

From the regression equation on the personal selling coefficient (b2) of 0.192 with a significance level of 0.035 with (α) = 5 percent (0.035 < 0.05), then Ho was rejected and H2 was accepted. . This means that personal selling partially has a significant effect on buying intentions. The value of the coefficient indicates a positive relationship direction, thus it can be explained that the higher the personal selling, the more buying intention will also increase.

c) Analysis of the Effect of Distribution Strategy on purchase intentions

Based on the distribution coefficient (b3) of 0.192 with a significance value of 0.015 smaller than α (0.015<0.05). These results show that distribution partially has a significant effect on purchase intentions. The value of the coefficient indicates a positive direction of the relationship, thus it can be explained that the better the distribution, the more the purchase intention will increase, and vice versa.

d) Analysis of the Effect of Pricing Strategy on purchase intentions

Based on the pricing coefficient (b4) of 0.218 with a significance value of 0.018 less than α (0.018<0.05). These results show that pricing partially has a significant effect on consumers' purchasing intentions. The value of the coefficient indicates a positive relationship direction, thus it can be explained that the better the pricing, the consumer's purchasing intention will increase, and vice versa. Of the four components of the marketing mix, the one that most affects buying intentions is personal selling, which is with a significance level of 0.035. This can be understood because pizza hut staff who guard the sales outlets on the side of the road always look neat, attract attention, use masks and face shields, always implement health protocols while on duty and always carry Pizza Hut offer posters while on duty. Furthermore, the one that has the least effect on buying interest is the Product & Brand component with a significance value of 0.02.

Model Feasibility Test (F Test)

The model reliability test or model feasibility test or more popularly referred to as the F test (some also refer to it as the model simultaneous test) is the initial stage of identifying a regression model that is estimated to be feasible or not. Feasible (reliable) here means that the estimated model is feasible to use to explain the influence of free variables on bound variables. The name of this test is referred to as the F test, because it follows the distribution of F whose test criteria are like One Way Anova.

Sig. The ANOVA table shows the magnitude of the probability number or significance in the ANOVA calculation. The indicated value is used for the Service test of the Analysis Model (where a number of variables x affects the variable y) provided that a good probability number for use as a regression model must be < 0.05. This value can be seen in the column Sig. If the Sig. < 0.05, then the Analysis Model is considered feasible. If the Sig. > 0.05, then the Analysis Model is considered ineligible.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.920	4	3.730	25.955	.000[b]
	Residual	13.653	95	.144		
	Total	28.573	99			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Pricing, Distribution, Personal_Selling, Prod_Brand

The table of anova test results above, obtained sig values. 0.000 < 0.05. Then H0 is rejected at a real level of 0.05 (H1 is accepted). In conclusion, that the model is stated to have been worthy of interpretation.

Variable Performance of Marketing Mix to Purchase Intention.
Based on the criteria for the analysis results on the Likert scale, the performance category of each class interval is as follows:
Intervals of 1.00 ≤ 1.80 strongly disagree, 1.81 – 2.60 disagree, 2.61 – 3.40 neutral, 3.41 – 4.20 agree, 4.21 ≤ 5.00 strongly agree

Product & Brand Strategy
- The quality of Pizza Hut products sold at roadside outlets obtained an average value of 3.54 (agreed)
- Strongly liked the taste and aroma of Pizza Hut products sold at roadside outlets obtaining an average value of 3.80 (agreed)
- Preferring the Pizza Hut brand over other pizza brands obtained an average value of 3.07 (neutral)
- Strongly liked pizza hut's four (4) flavored packaged products in 1 product package obtained an average value of 3.91 (good)

Overall, the average performance of the Product & Brand variable is 3.58 (good).

Personal Selling Strategy
- The sales staff of Pizza Hut outlets on the side of the road are very professional in offering Pizza Hut products, obtaining an average value of 3.94 (agreed)
- Interest in buying Pizza Hut products on the side of the road due to the appearance of professional sales staff obtained an average value of 3.64 (agreed)
- Interest in buying Pizza Hut products on the side of the road because they really appreciate their dedication to work hard during the covid-19 pandemic obtained an average score of 4.20 (agreed)
- Interest in buying Pizza Hut products on the side of the road because they have implemented health protocols obtained an average value of 4.08 (agreed).

Overall, the average performance of the Personal Selling variable is 3.96 (good).

Distribution Strategy
- Interest in buying Pizaa Hut take away products at roadside outlets compared to the main restaurant obtained an average value of 3.29 (agreed)
- The spot or location of Pizza Hut sales outlets on the side of the road is very strategic and easy to reach buyers to get an average value of 3.93 (agreed)
- Pizza Hut's strategy of proactively selling its products at roadside outlets is very suitable to be applied during the Covid-19 pandemic, obtaining an average value of 4.05 (agreed). Overall, the average performance of the Distribution Strategy variable is 3.76 (good).

Pricing Strategy
- The price of the 4-flavor package offered at Pizza Hut outlets on the side of the road is very affordable to get an average value of 3.88 (agreed)
- Interest in buying packages of 4-flavor pizza products offered at street outlets compared to other Pizza Hut products obtained an average value of 3.54 (agreed).
- Pizza Hut's strategy of selling a package of 4 pizza flavors at a price of Rp. 100 thousand is very suitable to be applied during the Covid-19 pandemic, obtaining an average value of 3.97 (agreed)
- The benefits obtained according to the money I spent to buy pizza hut's 4 flavor package

obtained an average value of 3.83 (agreed)

Overall, the average performance of the Pricing Strategy variable is 3.80 (good).

Purchase Intention

- Satisfaction with buying Pizza Hut products at roadside outlets obtained an average value of 4.02 (agreed)
- The intention to buy another Pizza Hut 4-flavored package product at a roadside outlet obtained an average value of 3.68 (good)
- Willing to recommend friends to try pizza hut 4 flavor packages at street outlets during the Covid-19 pandemic, it obtained an average value of 4.03 (agreed)

Overall, the average performance of the Purchase Intention variable was 3.91 (good).

Conclusions

Conclusion

Based on the discussion in the previous chapter, this study resulted in the following conclusions:

During the implementation of PSBB and PPKM level 3 and 4 in 2020 and 2021, Pizza Hut's management has implemented a marketing mix strategy, especially the personal selling strategy by offering their products at outlets on the side of the road to attract buying interest from all circles of society by packing products with limited menu variants and at affordable prices in one package. This marketing mix strategy by opening distribution channels and personal selling on the side of the road has a significant effect on consumers' purchasing intentions. 58.7% of purchase intent variations were influenced by the performance of this marketing mix variable, while the remaining 41.3% was influenced by other variables that were not included in this research model.

Overall, the average variable performance of the marketing mix at Pizza Hut sales outlets on the side of the road is performing well, where the performance of Product & Brand Strategy is 3.58; Personal Selling performance was 3.96 ; Distribution Strategy performance was 3.76; Pricing Strategy performance was 3.80, Purchase Intent performance was 3.91.

Recommendation

Pizza Hut management in Denpasar City is advised to maintain the policy of opening roadside sales counters during the period of social distancing, this is necessary because the strategy is significantly affecting consumers' purchasing intentions.

During the period of restrictions on foreign tourists to Bali, automatically the majority of tourists who visit Bali are domestic tourists Generally domestic tourists who come from outside Bali do not really know the location of the Pizza Hut restaurant in the city of Denpasar, so this strategy of selling on the side of the road has the potential to be noticed by domestic tourists who happen to pass on the road around Denpasar City.

Research Limitations

This research has limited, including the number of respondents who are less than 200 respondents to design a more valid statistical test model, the theoretical basis used is the classic marketing mix model of four (4) P, and the limited ability of researchers. For this reason, it is hoped that there will be further studies to improve the results of this study.

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