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## MARKETING MIX AND BRAND IMAGE ON PURCHASE DECISION AND POST PURCHASE BEHAVIOUR: CASE STUDY OF JOGJA BAY WATERPARK

**Abstract:** *This research aims to determine the effect of (1) marketing mix strategy (marketing mix) and brand image on purchasing decisions and post purchase behavior consumer in Jogja Bay Waterpark. (2) Consumer responses to the marketing mix strategy and applied brand image at Jogja Bay Waterpark. To find out the marketing mix variables (product, price, promotion and location) and which brand image is more dominant influence on purchasing decisions and post-purchase behavior. The study population was all regular visitors at Jogja Bay Waterpark in one month with 1,496 people. SEM requires a sample size of 5-10 times the number of observations for each estimated parameter or indicator used. In this study using a sample of 150 people determined by convenience sampling technique. Based on the results of the analysis of the influence of the marketing mix (product, price, promotion and location) and brand image on purchasing decisions and post-purchase behavior, product variables, prices, location, and overall marketing mix significantly influence purchasing decisions. While the promotion variables and brand image do not significantly influence purchasing decisions. And the purchase decision variable also does not significantly influence post-purchase behavior. Jogja Bay Waterpark must improve promotion and brand image so that it can increase purchasing decisions and post consumer purchase behavior.*

**Keywords:** *Marketing Mix, Brand Image, Purchasing Decision, Post-Purchase Behavior, Jogja Bay Waterpark.*

### 1. Introduction

The tourism industry in Yogyakarta has great potential to increase regional growth in terms of tourist destinations in Yogyakarta, even encouraging Yogyakarta to become a developed region. The level of visitor visits in Yogyakarta every year always increases, the higher the number of tourist choice

places in Yogyakarta, starting from natural tourism, historical tourism, artificial tourism, etc., have a lot of artificial tourism in Yogyakarta One of the most popular now is Jogja Bay. Jogja Bay is a service company engaged in tourism. Jogja Bay is one of the largest water (water park) adventure rides in Indonesia in Yogyakarta.

Since its establishment in 2015, Jogja Bay

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Waterpark already has 19 water rides. To increase value for consumers, Jogja Bay continues to add a number of rides so that now Jogja Bay already has 21 water rides that are free of charge for all visitors who have already purchased an entrance ticket. Jogja Bay Waterpark also engages in information technology innovation through the collaboration of ticket sales with several Online Travel Agents (OTA) and Wholesellers in Indonesia to assist in ticket sales and increase revenue. Sales through Online Travel Agent (OTA) and Wholesellers (Retail) can be reached by prospective consumers throughout Indonesia. There are several lists of cooperation that have been carried out by Jogja Bay Waterpark for the sale of Online Travel Agents (OTA) and Retail such as Traveloka, Tiket.com, Pedia Stores, Deal Java, Alfamart, Alfamidi, and Indomaret. Jogja Bay also cooperates, in this collaboration, Jogja Bay Waterpark will provide facilities for all Go-Jek, Grab and Bank Mandiri CC and Debit Card holders in Indonesia. With Go-Pay (Go-Jek), Grab Pay, and Mandiri Online it makes it easy for customers to make payment transactions.

However, even though from the asset side it continues to grow, Jogja Bay experiences one of the business obstacles, namely the tight competition. In the modern era like today, there are a lot of tourist attractions in Yogyakarta offered to all people in Jogja and outside Jogja such as Kids Fun, Gembira Loka, Sindu Kusuma Edupark, Galaxy Waterpark, Balong Waterpark, Prambanan Temple, Borobudur Temple, Ratu Temple Boko, Nature Tourism (Mangunan Fruit Farm, Pine Forest, Wonosari Beach, etc.). Each of these tourist attractions strives to make its place superior compared to other tourist attractions, so that good and appropriate marketing activities are important in supporting the improvement and development of a tourist place. Therefore, in this case tourist attractions must be able to win the hearts of visitors so that the services they provide are able to

provide satisfaction to their visitors.

Another obstacle experienced by Jogja Bay today is the decline in the number of visitors for approximately 3 years. Jogja bay stands. Unlike other competitors, the number of visitors each year has increased significantly compared to Jogja Bay.

3 other competitors who are equally engaged in tourism in Yogyakarta are able to increase their annual visitors to 7% - 8%. In the last 3 years the level of visitors or tourists coming to the city of Yogyakarta has increased considerably from 2016 to 2018.

On the other hand, even though the development of tourism in the city of Yogyakarta is getting better every year, the results achieved by Jogja Bay are currently far from what the company targets. Therefore, to increase growth, the Company must know the characteristics of consumers, one of them is by knowing what factors influence consumer purchasing decisions on Jogja Bay companies. Given the importance of purchasing decisions in maintaining the sustainability of the company and increasing the number of visitors, the company must be serious in managing and planning strategies to increase visitor awareness of purchasing decisions at Jogja Bay Waterpark. The level of competition in the world of high tourism requires companies to move quickly in terms of capturing all market segments and increasing visitor awareness of purchase decision tourist attractions in Yogyakarta, especially in Jogja Bay, so companies can face competition problems and increase the number of visitors each year such as competitors others. Consumer purchasing decisions are very important for the company has been proven in several studies. Carunia Mulya Firdausy and Rani Idawati (2017), Lili Suhaily and Syarief Darmoyo (2017) and Siska Yulianda and Tati Handayani (2015) stated that the purchase decision has a significant relationship to competition, number of visitors and performance of the company's success.

In addition to Purchase Decision, companies also need to analyze Post Purchase Behavior

from Jogja Bay Waterpark customers. Companies must know whether the characteristics of consumers who have made purchasing decisions will affect post consumer purchasing behavior at Jogja Bay Waterpark. Given the importance of post-purchase behavior also has a very big influence on the company going forward. Post consumer purchasing behavior is very important for the company has been proven in several studies. The results of the study by Baruna Hadi Brata, Shilvana Husani, Hapzi Ali (2015) related to Price's influence on purchase decision on Nitchi at PT. Jaya Swaraya Agung and research from Wina Puspitasari (2015) and Sunardi, Jabal Tarik Ibrahim. The study resulted in the purchase decision having a significant effect on post purchase behavior.

In line with this, the authors poured the problem, namely purchasing decisions and post-purchase behavior that are not increasing every year in Jogja bay Waterpark into research that focuses on marketing mix and brand image of purchasing decisions and post-purchase behavior. With the Title "Analysis of the Effect of Marketing Mix and Brand Image on Purchase Decision and Post Purchase Behavior at Jogja Bay Waterpark.

## 2. Literature review

### 2.1 Marketing Mix

The definition of marketing mix according to Buchari Alma (2014: 143) states that the marketing mix is a strategy to interfere with marketing activities, so that the maximum combination is sought so that it produces satisfactory results. While the definition of marketing mix according to Kotler and Armstrong (2014: 76), namely the marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market, which means a set of integrated marketing tools to process the desired response target market.

Another definition of the marketing mix was put forward by Jerome Mc.Carthy in Kotler and Keller (2016: 47), namely various marketing activities into four broad kinds of marketing mixtools, which he called the four P of marketing: product, price, place, and promotion . The following are marketing mix elements or marketing mix according to Jerome Mc.Charty quoted by Kotler and Keller (2016: 48) there are four variables in marketing mix activities.

The marketing mix for goods is better known as four P (Product, Price, Place, Promotion), the components contained in the marketing mix support and influence each other and these components can determine demand in a business. by using the elements of the marketing mix, the company will have a competitive advantage from competitors because with the application of an effective and efficient marketing mix, a purchasing decision process will prefer to the company's products.

#### **Product**

Products are the most basic marketing mix tool, where consumers have hopes of fulfilling their needs and desires through a product. So that the fulfillment of needs and desires is closely related to product quality. Quality in the view of consumers has different characteristics between one consumer and another consumer.

Products are created with the aim of meeting the needs and desires of consumers. Fandy Tjiptono (2006: 95) defines the product is everything that is offered by producers to be considered, requested, purchased, and consumed by the market as fulfilling the needs or desires of the relevant market ". Product Variable Indicators are measured through variables explained by several indicators from Tjiptono (2006: 95) as follows:

1. Form
2. Durability
3. Performance Quality
4. Design

***H1 : Product Quality has positive and***

*significant influence on Purchase Decision.*

#### **Price**

According to Kotler and Armstrong, which was translated by Alexander Sindoro and Benyamin Molan (2012: 318), there are four measures that can characterize prices, namely affordability, price compatibility with product quality, price suitability with benefits and competitiveness.

Price is one of the competitive factors in marketing products. According to Kotler and Armstrong (2015: 312) the price is: "The amount of money charged for a product or service, the sum of the values of the customer exchange for the benefits of having or using the product or service". According to Fandy Tjiptono (2016: 218) states that prices are the only element of the marketing mix that brings income or income to the company. Variable Indicators Prices are measured through variables explained by several indicators from Kotler and Armstrong (2015: 312) as follows:

1. Discount
2. Price compatibility with product quality

**H2 : Price has positive and significant influence on Purchase Decision.**

#### **Promotion**

According to (Kotler PK, 2009) promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence / persuade, and remind target markets of business entities and their products to be willing to accept, buy, and loyal to those offered by business entities concerned.

Promotion means activities that communicate product superiority and persuade target customers to buy it (Armstrong & Kotler, 2003). This includes advertising, salespeople, public relations, and other signals that the company provides about itself and its products (Hawkins et al., 2001). Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve the quality of sales. Promotion Variable Indicators are measured through variables explained by several indicators from

Hawkins et al., (2001) as follows:

1. Advertising
2. Personal selling
3. Sales promotion
4. Publicity
5. Direct Marketing

**H3 : Promotion has positive and significant influence on Purchase Decision.**

#### **Location**

Huriyati (2005) Alternative choice of location in principle, entrepreneurs may decide to choose a place of business in the middle of the city or on the outskirts of the city, by owning or renting facilities provided by others. There are several important factors that need to be considered in choosing a location or place according to (Huriyati, 2005). Location is a very important factor in the retail mix, choosing the right and strategic location in a store or store will be more successful than other outlets located less strategic, (Ma'ruf, 2006) Service providers, ideally, choose a good location as their place of business, a place favored by both producers and consumers. Variable Indicators Location is measured through variables explained by several indicators from Ma'ruf, (2006) as follows:

1. Access
2. Visibility
3. Traffic
4. Parking space
5. Environment

**H4 : Location has positive and significant influence on Purchase Decision.**

#### **Marketing Mix**

Explanations regarding products, prices, promotions, and locations that have been described previously are instruments in the marketing mix. The marketing mix itself has an influence on consumer decision making. Of the four variables which constitute the marketing mix, several studies state that the Marketing Mix can influence purchasing decisions.

Research by Job Khan Dawood (2016) states that the marketing mix can have a significant effect on purchasing decisions. This was also supported by several research results from

Sabri Hasan, Musrin Wahid, and Muh. Syafi'i Basamalah (2016) and Chanchain Supartagorn (2017) which also states that the marketing mix has a significant effect on purchasing decisions.

***H5: Product, Price, Promotion, and Location has positive and significant influence on Purchase Decision***

#### ***Brand Image***

Brand image is a set of brand associations that are formed in the minds of consumers (Mowen, 1995). Brand image refers to the memory scheme of a brand, which contains consumer interpretations of attributes, advantages, uses, situations, users, and marketer characteristics and / or maker characteristics of the product / brand. Brand image is what consumers think and feel when they hear or see the name of a brand (Hawkins, Best & Coney, 1998).

The conclusion is that the brand image is a consumer's perception and belief in a particular brand that is a reflection of consumer memory of their association with that brand. According to Keller (2003), in the brand image there are 3 factors that compose a brand image. Variable indicators Brand image is measured through variables explained by several indicators from Keller (2003) as follows:

1. Brand Uniqueness
2. Brand Favorability
3. Brand Strength

***H6 : Brand Image has positive and significant influence on Purchase Decision. Purchase Decision***

According to Kotler (2009) buying decisions, namely: "several stages carried out by consumers before making a product purchase decision". Buying decision making is a problem recognition process, information search, evaluation (assessment)

and selection of product alternatives, distribution channel selection and implementation of decisions on products that will be used or purchased by consumers (Munandar, 2001).

The process of purchasing decisions is part of consumer behavior. There are several stages that consumers make in the process of purchasing decisions. These stages will produce a decision to buy or not. After buying products, consumers will feel satisfied or dissatisfied with the products they buy. If consumers feel satisfied then they will make a repeat purchase, whereas if consumers feel dissatisfied, they will switch to another brand.

***H7: Purchase Decision has positive and significant influence on Post Purchase Behaviour.***

#### ***Post Purchase Behaviour***

Kotler and Keller (2009: 195) state that marketer's work does not end when the product has been purchased. After buying a product, consumers will feel satisfied or dissatisfied and involved in post-purchase behavior (post purchase behavior) that must be considered by marketers.

What determines buyer satisfaction or dissatisfaction with a purchase. The answer lies in the relationship between consumer expectations and the perceived performance of the product. If the product does not meet expectations, consumers are disappointed. If the product meets expectations, consumers are satisfied. If the product exceeds expectations, consumers are very satisfied. Kotler and Keller (2009: 195) state that the purchasing decision process consists of five stages, one of them is post purchase behavior. Schematically the relationship of variables in this study is explained in the model as follows:

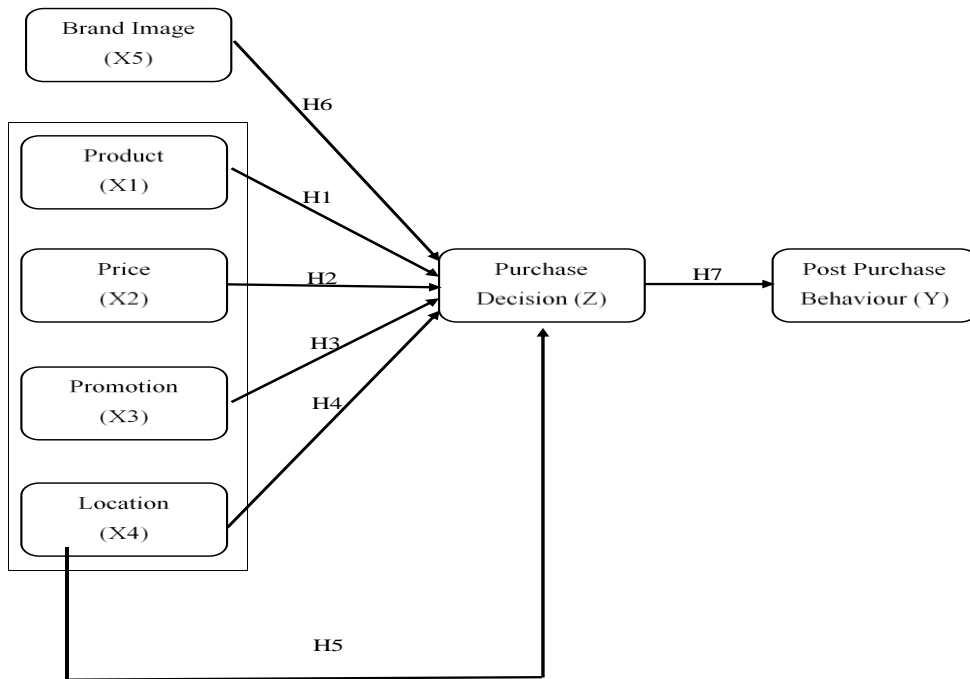


Figure 1: Framework Model

### 3. Research methodology

This research approach uses quantitative methods. In this quantitative research the researcher formulates a new problem by identifying through the hypothesis that is the temporary answer to the research problem formulation. In this study the population is all regular visitors to Jogja Bay Waterpark on Sundays in March 2019. The population uses data references from Jogja Bay in February 2019.

The study population was all regular visitors at Jogja Bay Waterpark in one month with 1,496 people. SEM requires a sample size of 5-10 times the number of observations for each estimated parameter or indicator used. In this study using a sample of 150 people determined by the method of sampling carried out by convenience sampling technique.

Research location at Jogja Bay Waterpark (JL. Utara Maguwoharjo Stadium, Depok,

Sleman - DI Yogyakarta). The method of data collection uses a questionnaire given to all regular visitors. The results of this study used a Likert scale of five categories that were processed using Smart PLS 2.0.

The operational definitions of each variable are as follows: Products are everything offered by producers to be considered, asked for, purchased, and consumed by the market as fulfilling the needs or desires of the relevant market. Supported by Form, Durability, Performance Quality and Design indicators. Price is the amount of money charged for a product or service, the amount of value that a customer exchanges for the benefit of owning or using a product or service, supported by indicators of price discount and conformity to product quality. Promotions include advertisements, salespeople, public relations, and other signals provided by the company about itself and its products supported by Advertising

indicators, Personal selling, Sales promotion, Publicity and Direct Marketing. Location is a very important factor in the retail mix, the selection of the right and strategic location in a store or store will be more successful than other outlets that are less strategically supported by indicators of Access, Visibility, Traffic, Parking lots and the Environment. Brand image presents the overall perception of the brand and is formed from past information and experience with the brand with the support of Brand Uniqueness, Brand Favorability and Brand Strength indicators. And the last one is the process of purchasing decisions is part of consumer behavior. There are several stages that consumers make in the process of purchasing decisions. These stages will result in a decision to buy or not with the Recognition of the Problem, Information Search, Alternative Evaluation, Purchasing Decision and Post Purchasing Behavior.

### 3.1 Validity and Reliability

The method used to test the validity is Pearson correlation test. Significance test is done by comparing the  $r$ -count value with  $r$ -table for the degree of freedom ( $df$ ) =  $n - 2$ , in this case  $n$  is the number of samples. If  $r$  count is greater than  $r$  table and positive  $r$  value, then the statement of evidence is said to be valid or the indicator is said to be valid if it has a total item correction value that is (corrected item total correlation) > 0.30 (Ghozali, 2013). The method used in this reliability is alpha technique. Cronbach's Alpha value > 0.6, then the instrument can be declared reliable (Ghozali, 2013). To obtain a valid and reliable, reliable research instruments are needed. Therefore, the research instrument or research questionnaire needs to be tested for reliability, this will be done using the respondents data that has been obtained when distributing questionnaires as many as 50 respondents. Based on the results of the validity test that has been done for all variables, the results of validity tests on all

variables using SPSS 15 against 50 respondents who have been taken using a questionnaire, from the data obtained can be concluded that all items on each variable are declared valid. Based on the results of the reliability tests that have been carried out for all variables, it can be seen that the value of Cronbach Alpha in each variable gets a value greater than 0.6, so all the questions in the research variable are reliable. By referring to the opinions stated above, the questions in the research variable are reliable. So that the questions in the research variable can be used for further research. validity and reliability test results can be seen in Appendix 1.

## 4. Result and discussion

### 4.1 Outer Model - Convergent Validity

The first model and the second model of the research variable indicators have a lot of outer loading > 0.7. However, there are still a number of indicators that have an outer loading value of <0.7. According to Chin, as quoted by Imam Ghozali, the outer loading value between 0.5 - 0.6 is considered sufficient to meet the convergent validity requirements. Based on the results of the PLS alogirtma run, it is known that 6 remain for the first model and 7 for the second model for invalid variables. Invalid indicators are indicators that are owned by variable promotion, location, purchase decision and post purchase decision. Therefore the invalid indicator removal policy is used in the model. With this the data above shows no more variable indicators whose outer loading value is below 0.5, so that all indicators are declared feasible or valid for research use and can be used for further analysis. The test results can be seen in Appendix 2 and schematically the results of path analysis are shown in Figure 2 below:

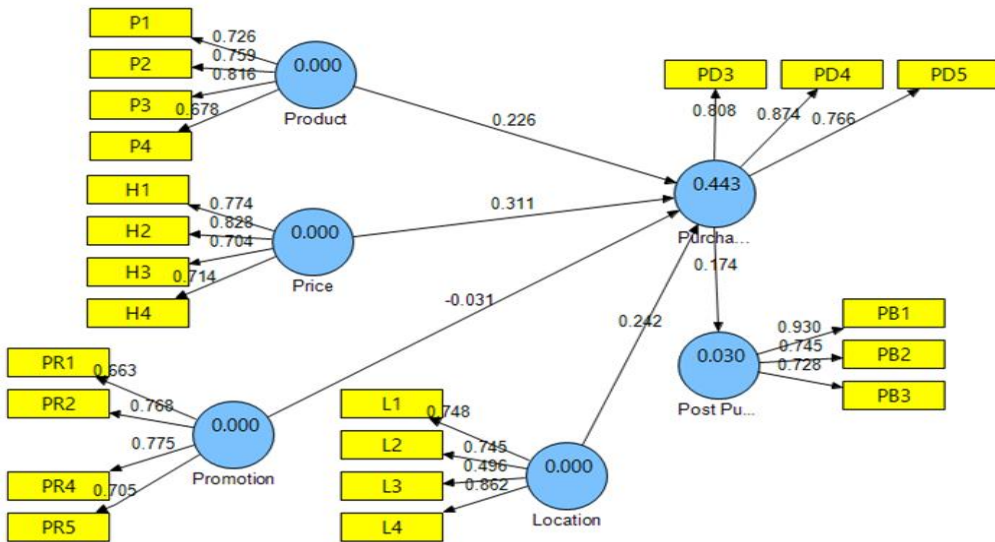


Figure 2 : Outer Model 1 - a

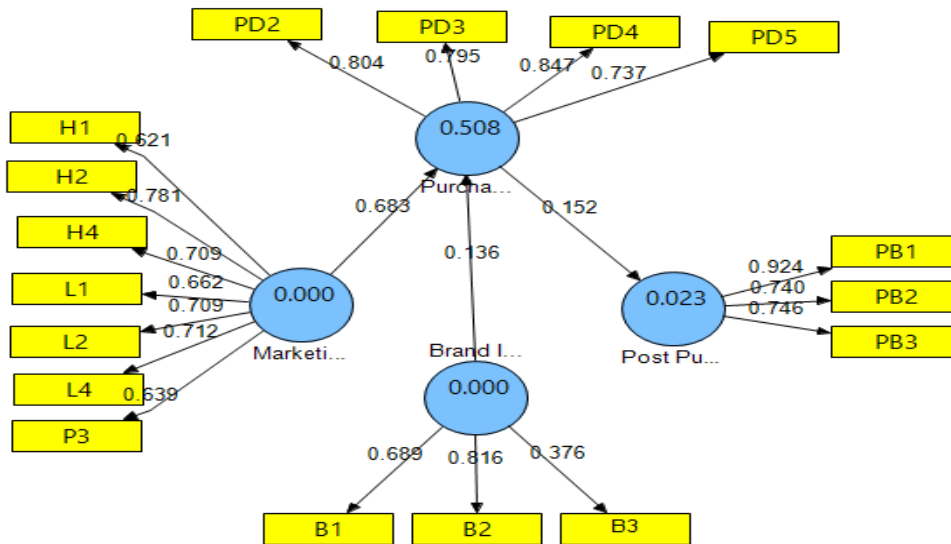


Figure 3 : Outer Model 1 - b

#### 4.2 Outer Model - Discriminant Validity

Discriminant validity can be seen in cross loading or using other methods through other

methods, namely by looking at the average variant extracted (AVE) value for each indicator, the value must be  $> 0.5$  for good models.



**Table 3** Average Variant Extracted (AVE)  
Model 1

Variable	AVE
<i>Product</i>	0,557
<i>Price</i>	0,573
<i>Promotion</i>	0,532
<i>Location</i>	0,526
<i>Purchase Decision</i>	0,668
<i>Post Purchase Behaviour</i>	0,655

Source: Results of data processing, 2019

Based on the data presented in table 3 above, it is known that the AVE value of the first product model variable, price, promotion, location, purchase decision, and post purchase behavior > 0.5. Thus it can be stated that each variable has good discriminant validity

Based on the data presented in above, it is known that the AVE value of the model variables both brand image, marketing mix, purchase decision, and post purchase behavior > 0.5. Thus it can be stated that each variable has good discriminant validity.

### 4.3 Outer Model - Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value of > 0.6. The following are the composite reliability values of each variable used in this study:

**Table 5** Composite Reliability Model 1

Variable	Composite Reliability
<i>Product</i>	0.834
<i>Price</i>	0.842
<i>Promotion</i>	0.819
<i>Location</i>	0.811
<i>Brand Image</i>	0.673
<i>Purchase Decision</i>	0.857
<i>Post Purchase Behaviour</i>	0.846

Source: Results of data processing, 2019

Based on the data presented in table 5 above, all the first model variables have a composite reliability value above 0.8. It can be seen that the composite reliability value of all

research variables > 0.6. These results indicate that each variable has complied with composite reliability so that it can be concluded that the entire variable has a fairly high level of reliability.

**Table 6** Composite Reliability Model 2

Variable	Composite Reliability
<i>Brand Image</i>	0.673
<i>Marketing Mix</i>	0.865
<i>Post Purchase Behaviour</i>	0.848
<i>Purchase Decision</i>	0.874

Source: Results of data processing, 2019

Based on the data presented in table 6 above, all the second model variables have composite reliability values above 0.8 except the brand image variable which is 0.673. It can be seen that the composite reliability value of all research variables > 0.6. These results indicate that each variable has complied with composite reliability so that it can be concluded that the entire variable has a fairly high level of reliability.

### 4.4 Outer Model - Cronbach Alpha

The reliability test with composite reliability above can be strengthened by using the cronbach alpha value. A variable can be declared reliable or meets cronbach alpha if it has an alpha cronbach value > 0.7. The following is the cronbach alpha value of each variable:

**Table 7** Cronbach Alpha Model 1

Variable	Cronbach Alpha
<i>Product</i>	0.7384
<i>Price</i>	0.7529
<i>Promotion</i>	0.7076
<i>Location</i>	0.7253
<i>Purchase Decision</i>	0.7494
<i>Post Purchase Behaviour</i>	0,7644

Source: Results of data processing, 2019

Based on the data presented above in table 7, it can be seen that the cronbach alpha value

of each study model in the first model is > 0.7. Thus these results can show that each research variable has met the requirements of the Cronbach alpha value, so it can be concluded that the overall variable has a fairly high level of reliability.

**Table 8** Cronbach Alpha Model 2

Variable	Cronbach Alpha
<i>Brand Image</i>	0.7328
<i>Marketing Mix</i>	0.8174
<i>Post Purchase Behaviour</i>	0.7644
<i>Purchase Decision</i>	0.8072

Source: Results of data processing, 2019

Based on the presentation of the data above in table 8, it can be seen that the cronbach alpha value of each of the second model research variables is > 0.7. Thus these results can show that each research variable has met the requirements of the Cronbach alpha value, so it can be concluded that the overall variable has a fairly high level of reliability.

#### 4.5 Inner Model - Uji Path Coefficient

Evaluation of path coefficient is used to show how strong the effect or effect of the independent variable is on the dependent variable

**Table 9** Path Coefficient Model 1

Variable	Path Coefficient
<i>Product &gt; Purchase Decision</i>	2.6393
<i>Price &gt; Purchase Decision</i>	2.9914
<i>Promotion &gt; Purchase Decision</i>	0.3747
<i>Location &gt; Purchase Decision</i>	2.5002
<i>Purchase Decision &gt; Post Purchase Behaviour</i>	1.4488

Source: Results of data processing, 2019

Based on the inner model scheme shown in Table 9 above, it can be explained that the first largest path coefficient model is indicated by the price effect on the purchase decision with a value of 2.9914, then there is

the influence of the product on the purchase decision with 2.6393, and finally there is the effect of location towards the purchase decision with a value of 2,5002. And the smallest influence is shown by the influence of the purchase decision and post purchase behavior with a value of 1.4488, and the last least influence is also shown by the effect of promotion on the purchase decision of 0.3747.

**Table 10** Path Coefficient Model 2

Variable	Path Coefficient
<i>Brand Image &gt; Purchase Decision</i>	1.5693
<i>Marketing Mix &gt; Purchase Decision</i>	11.9322
<i>Purchase Decision &gt; Post Purchase Behaviour</i>	1.2035

Source: Results of data processing, 2019

Based on the inner model scheme that has been shown in table 4.17 above, it can be explained that the value of the first largest path coefficient model is indicated by the effect of the marketing mix on the purchase decision with a value of 11.9322. And the smallest influence is shown by the influence of brand image on the purchase decision with a value of 1.5693, then the smallest influence is also shown by the influence of the purchase decision and post purchase behavior with a value of 1.2035.

#### 4.6 Inner Model - Uji Goodness of Fit

In assessing the model with PLS starting by looking at the R-square for each dependent latent variable, determination coefficient (R-Square) is used to measure how many endogenous variables are affected by other variables. Chin said the R2 results of 0.67 and above for endogenous latent variables in the structural model indicate the influence of exogenous variables (which affect) on endogenous variables (which are affected) included in the good category. Whereas if the result is 0.33 - 0.67 then it is included in the medium category, and if the result is 0.19

- 0.33 then it is included in the weak category. Based on data processing that has been done using the smart PLS 3.0 program, the R-Square value is obtained as follows:

**Table 11** R-Square Model 1

Variable	Nilai R Square
<i>Purchase Decision</i>	0.4431
<i>Post Purchase Behaviour</i>	0.0303

Source: Results of data processing, 2019

Based on the data presented in table 11 above, it can be seen that the R-Square value for the first purchase decision variable is 0.4431. The acquisition of the value explains that the percentage of the purchase decision can be explained by product, price, promotion, and location of 44.31%. Then for the R-Square value obtained by the post purchase behavior variable of 0.0303. This value explains that post purchase behavior can be explained by the purchase decision and product, price, promotion, and location, by 3.03%. So the influence contained in the purchase decision variable falls into the medium category, while the influence contained in the variable post purchase behavior falls into the weak category.

**Table 12** R-Square Model 2

Variable	Nilai R Square
<i>Purchase Decision</i>	0.5079
<i>Post Purchase Behaviour</i>	0.0231

Source: Results of data processing, 2019

Based on the data presented in table 12 above, it can be seen that the R-Square value for the second model of the purchase decision variable is 0.5079. The acquisition of the value explains that the percentage of the purchase decision can be explained by product, price, promotion, location, and

brand image of 50.79%. Then for the R-Square value obtained by the post purchase behavior variable is 0.0231. This value explains that post purchase behavior can be explained by the purchase decision and product, price, promotion, location, and brand image of 2.31%. So the influence contained in the purchase decision variable falls into the medium category, while the influence contained in the variable post purchase behavior falls into the weak category.

#### 4.7 Inner Model - Uji Hipotesis

After evaluating the outer model and inner model, the next step is testing the hypothesis. Testing this hypothesis is based on processing research data using SmartPLS. With the resampling bootstrap method, a t-statistic value is obtained which will then be compared with the t-table value. If the t-statistic value is greater than the t-table value, the proposed hypothesis is accepted and vice versa.

Hypothesis testing in this study was conducted by looking at the value of T-Statistics compared to the value of T-Table. The following are the results of hypothesis testing obtained in this study through the inner model:

The confidence level used is 95%, so the limit of inaccuracy is  $(\alpha) = 5\% = 0.05$  with a t-table value of 1.98. So that:

- s) If the t-statistic value is smaller than the t-table value [t-statistic < 1.98], then Ho is accepted and Ha is rejected.
- b) If the t-statistic value is greater or equal to the t-table [t-statistic  $\geq$  1.98], then Ho is rejected and Ha is accepted. Testing the hypothesis for the outer model is done by looking at t-statistics.

**Table 13** T-Statistic Model 1 dan 2

H	Influence	T-Statistics	T-Table	Results
H1	Product => Purchase Decision	2,6393	1,98	Accepted
H2	Price => Purchase Decision	2,9914	1,98	Accepted
H3	Promotion => Purchase Decision	0,3747	1,98	Rejected
H4	Location => Purchase Decision	2,5002	1,98	Accepted
H5	Marketing Mix => Purchase Decision	11,9332	1,98	Accepted
H6	Brand Image => Purchase Decision	1,5693	1,98	Rejected
H7	Purchase Decision => Post Purchase Behaviour	1,4488 dan 1.2035	1,98	Rejected

Source: Results of data processing, 2019

Based on the data presented in table 4.20 above, it can be seen about the seven hypotheses proposed in this study, there are four acceptable hypotheses each related which have a t-statistical value of  $\geq 1.98$ , and there are three hypotheses that cannot be accepted because each change shown has a t-statistic value  $< 1.98$ . The independent variable depends on the dependent variable has a significant influence and the independent variable to the dependent variable has a non-significant effect.

## 5. Analysis of Hypothesis Test Results

Based on the results of data processing that has been done to answer the proposed hypothesis, it is known that the seven hypotheses are accepted and some are rejected. This shows that there are significant and non-significant effects between dependent and independent variables. The following is an analysis related to the influence of the variables according to the proposed hypothesis:

### 5.1 Effect of Product on Purchase - Decision at Jogja Bay Waterpark.

As for the results of the hypothesis test, it is known that the results in the table above show that the product variable has a positive

influence on the purchase decision with the first parameter value coefficient of 0.2265 with the first t-statistic value of 2.6393 > t-table 1.98 . Because the value of t-statistics > t-table value, it can be said that the first hypothesis, that is the product variable, has a positive influence on the Purchase Decision of consumers in Jogja Bay Waterpark.

### 5.2 Effect of Price on Purchase Decision at Jogja Bay Waterpark.

As for the results of the hypothesis test, it is known that the results in the table above show that the price variable has a positive influence on the purchase decision with the first parameter value coefficient of 0.3111 with the first t-statistic value of 2.9914 > t-table 1.98 . Because the value of t-statistics > t-table value, it can be said that the second hypothesis, namely variable price, has a positive influence on the Purchase Decision of consumers in Jogja Bay Waterpark.

### 5.3 Effect of Promotion on Purchase Decision at Jogja Bay Waterpark.

As for the results of the hypothesis test, it is known that the results in the table above show that the promotion variable does not have a positive influence on the purchase

decision with the second model parameter coefficient value of -0.0306 with the second t-statistic value of 0.3747 <t-table 1 , 98. Because the t-statistic value <t-table value, it can be said that the third hypothesis, namely the promotion variable is not proven to have a positive influence on the consumer's Purchase Decision at Jogja Bay Waterpark.

#### **5.4 Effect of Location on Purchase - Decision at Jogja Bay Waterpark.**

As for the results of the hypothesis test, it is known that the results in the table above show that the location variable has a positive influence on the purchase decision with the first model parameter coefficient value of 0.2423 with the first t-statistic value of 2,5002> t-table 1.98 . Because the value of t-statistic> t-table value, it can be said that the fourth hypothesis, namely the location variable, has a positive influence on the Purchase Decision of consumers in Jogja Bay Waterpark.

#### **5.5 Effect of Marketing Mix on Purchase Decision at Jogja Bay Waterpark.**

As for the results of the hypothesis test, it is known that the results in the table above show that the Marketing Mix variable has a positive influence on the purchase decision with the second parameter coefficient value of 0.6835 with the second t-statistic value 11.9322> t-table 1, 98. Because the value of t-statistic> t-table value, it can be said that the fifth hypothesis, namely the Marketing Mix variable, has a positive influence on the Purchase Decision of consumers in Jogja Bay Waterpark.

#### **5.6 Effect of Brand Image on Purchase Decision at Jogja Bay Waterpark.**

As for the results of the hypothesis test, it is known that the results in the table above show that the brand image variable does not have a positive influence on the purchase decision with the parameter value of the

second model of 0.1365 with the second t-statistic value of 1.5693 <t-table 1 , 98. Because the t-statistic value <t-table value, it can be said that the sixth hypothesis that is the brand image variable is not proven to have a positive influence on the Purchase Decision of consumers at Jogja Bay Waterpark.

#### **5.7 Effect of Purchase Decision on Post Purchase Behaviour at Jogja Bay Waterpark.**

As for the results of the hypothesis test, it is known that the results in the table above show that the purchase decision variable does not have a positive influence on the post purchase behavior with the first model parameter coefficient of 0.1742 and the second parameter coefficient value of 0.1519 with the t-statistical value the first model is 1.4488 and the second t-statistic model is 1.2035 <t-table 1.98. Because the t-statistic value <t-table value, it can be said that the seventh hypothesis, namely the purchase decision variable does not prove to have a positive influence on consumer post purchase behavior at Jogja Bay Waterpark.

## **6. Discussion**

### **6.1 Effect of Product on Purchase Decision**

Based on the results of descriptive statistical analysis, the product variable has a positive influence on the purchase decision with the parameter value of the first model of 0.2265 with the first t-statistic value of 2.6393> t-table 1.98. Because the value of t-statistics> t-table value, it can be said that the first hypothesis proved that the Product has a positive influence on Purchase Decision at Jogja Bay Waterpark. The results of the analysis show that the Product has a positive influence on Purchase Decision at Jogja Bay Waterpark. In other words, the higher the quality and suitability of the product as

desired or needed by consumers, the Purchase Decision in Jogja Bay Waterpark will increase.

The results of the path coefficient test in the evaluation of the inner model scheme, it is known that the effect of the product on the purchase decision has the third strongest significance level of the seven influences between the other variables indicated by the T-Statistics value of 2.639. This is because the product is the main thing that is taken into consideration by consumers when going to make a Purchase Decision, and the Products offered by Jogja Bay Waterpark have the quality as expected and can meet consumer needs.

### 6.2 Price Effect on Purchase Decision

Based on the results of descriptive statistical analysis, the price variable has a positive influence on the purchase decision with the value of the first parameter coefficient of 0.3111 with the first t-statistic value of the model  $2.9914 > t\text{-table } 1.98$ . Because the value of  $t\text{-statistics} > t\text{-table value}$ , it can be said that the second hypothesis is proven that Price has a positive influence on Purchase Decision at Jogja Bay Waterpark. The results of the analysis show that Price has a positive influence on Purchase Decision at Jogja Bay Waterpark. This shows that the prices provided by Jogja Bay Waterpark are in accordance with what is obtained by consumers. The price provided is also very affordable when compared with the quality of the products that are obtained.

The results of the path coefficient test in the evaluation of the inner model scheme, it is known that the effect of price on the purchase decision has the second strongest level of significance of the seven influences between the other variables indicated by the T-Statistics value of 2.991. This is because the prices offered by Jogja Bay Waterpark are in line with product quality, price compatibility with benefits and competitiveness. Therefore, price has a more positive effect on the purchase decision than

product.

### 6.3 Price Effect on Purchase Decision

Based on the results of descriptive statistical analysis, the promotion variable does not have a positive influence on the purchase decision with the second parameter coefficient value of  $-0.0306$  with the second t-statistic value of  $0.3747 < t\text{-table } 1.98$ . Because the t-statistic value  $< t\text{-table value}$ , it can be said that the third hypothesis proved that Promotion has a non-positive influence on Purchase Decision at Jogja Bay Waterpark. The results of the analysis show that Promotion does not have a positive effect on Purchase Decision at Jogja Bay Waterpark. This shows that the promotion carried out by Jogja Bay Waterpark has not been right and reached consumers. Currently consumers usually get information about Jogja Bay Waterpark through Social Media and WOM from other consumers who have been to Jogja Bay Waterpark.

The path coefficient test results in the evaluation of the inner model scheme, it is known that the effect of promotion to purchase decision has the seventh weakest level of significance of the seven influences between other variables as indicated by the T-Statistics value of 0.375. This is because the promotion that has been carried out by Jogja Bay Waterpark is currently not good and right on target to consumers. If the promotion done is good and right, meals will increase the purchase decision at Jogja Bay Waterpark because the product and price offered are of good quality and with prices that match the quality of the product.

### 6.4 Effect of Location on Purchase Decision

Based on the results of the descriptive statistical analysis, the variable location has a positive influence on the purchase decision with the parameter value of the first model of 0.2423 with the t-statistic value of the first model  $2.5002 > t\text{-table } 1.98$ . Because the

value of t-statistics > t-table value, it can be said that the fourth hypothesis is proven that Promotion has a positive influence on Purchase Decision at Jogja Bay Waterpark. The results of the analysis show that Promotion has a positive influence on Purchase Decision at Jogja Bay Waterpark. This shows that the location provided by Jogja Bay Waterpark is very good and right. The location specified is very suitable with the wishes of consumers who want a strategic location and easy to reach.

The path coefficient test results in the evaluation of the inner model scheme, it is known that the effect of location on the purchase decision has the third strongest significance level of seven influences between the other variables indicated by the T-Statistics value of 2,500. This is because the location offered by Jogja Bay Waterpark is very good and strategic. The location is also easy to reach by consumers who have or have never been to Jogja Bay Waterpark. Therefore, price has a more positive effect on the purchase decision than product.

### **6.5 Effect of Marketing Mix on Purchase Decision**

Based on the results of descriptive statistical analysis, the marketing mix variable has a positive influence on the purchase decision with the parameter value of the second model of 0.6835 with the second t-statistic value of 11.9322 > t-table 1.98. Because the t-statistic value > t-table value, it can be said that the fifth hypothesis is proven that Marketing Mix has a positive influence on Purchase Decision at Jogja Bay Waterpark. The results of the analysis show that all the variables in Marketing Mix are very good because with good product quality, prices that are in line with quality and strategic location can support and help consumers to make purchase decisions at Jogja Bay Waterpark.

The path coefficient test results in the evaluation of the inner model scheme, it is

known that the effect of location on the purchase decision has the first strongest significance level of seven influences between the other variables indicated by the T-Statistics value of 11,932. This is because the marketing mix offered by Jogja Bay Waterpark is supported by variable variables with good product quality, prices that match the quality, and strategic location. This is very supportive and helps consumers to make a purchase decision at Jogja Bay Waterpark. Therefore the marketing mix is very influential on the purchase decision.

### **6.6 Effect of Brand Image on Purchase Decision**

Based on the results of descriptive statistical analysis, the brand image variable does not have a positive influence on the purchase decision with the parameter value of the second model of 0.1365 with the second t-statistic value of 1.5693 < t-table 1.98. Because the t-statistic value < t-table value, it can be said that the sixth hypothesis is proven that Brand Image has no positive effect on Purchase Decision at Jogja Bay Waterpark. The results of the analysis show that Brand Image does not have a positive effect on Purchase Decision at Jogja Bay Waterpark. This shows that consumers have not put Jogja Bay Waterpark as the first choice for making purchasing decisions in the world of tourism. Although Jogja Bay Waterpark is the only thematic waterpark in Jogja, but consumers have not been too concerned about it when making decision.

The path coefficient test results in the evaluation of the inner model scheme, it is known that the effect of brand image on the purchase decision has the fifth weakest significance level of seven influences between the other variables indicated by the T-Statistics value of 1.569. This is because Jogja Bay Waterpark is not the main choice for consumers to make purchasing decisions. And in the city of Jogja there are so many tourist places that can be visited by consumers, therefore Jogja Bay Waterpark is

not a favorite brand to visit and visitors no longer say "one of the best and first to come to mind". This is very influential on purchasing decisions at Jogja Bay Waterpark. Therefore the Brand Image that is owned has not significantly affected the Purchase Decision.

### 6.7 Effect of Purchase Decision on Post Purchase Behavior

Based on the results of descriptive statistical analysis, the purchase decision variable does not have a positive influence on the post purchase behavior with the first model parameter coefficient value of 0.1742 and the second parameter coefficient value of the model is 0.1519 with the first t-statistic value of 1.4488 and t-value second model statistic 1.2035 <t-table 1.98. Because the t-statistic value <t-table value, it can be said that the seventh hypothesis is proven that the Purchase Decision has a positive effect on Post Purchase Behavior at Jogja Bay Waterpark. The results of the analysis indicated that the Purchase Decision had no positive effect on Post Purchase Behavior at Jogja Bay Waterpark. This shows that when consumers make purchasing decisions, consumers feel the product offered is very much in accordance with what is needed by the consumer. But after consumers make a purchasing decision, consumers are not satisfied with the purchase decision made at Jogja Bay Waterpark. And the possibility that consumers will not repurchase products offered by Jogja Bay Waterpark and consumers will not provide recommendations to others regarding Jogja Bay Waterpark. The path coefficient test results in the evaluation of the inner model scheme, it is known that the influence of the purchase decision on post purchase behavior has the sixth weakest significance level of the seven influences between the other variables indicated by the T-Statistics value of 1,449. This is because consumers are not satisfied with the purchasing decision made at Jogja Bay Waterpark. From the results of

this study, it is likely that consumers will not repurchase the products offered and will not recommend Jogja Bay Waterpark to others. This is very influential on post consumer purchasing behavior at Jogja Bay Waterpark. Therefore the Purchase Decision that has been done by consumers has not significantly affected Post Purchase Behavior.

## 7. Conclusion

Based on the results of the discussion in this study, from the hypothesis formulated several hypotheses showed significant results while the three hypotheses showed negative results. Based on data analysis and discussion conducted, conclusions can be obtained as follows:

1. The results of hypothesis testing show that there is a parameter value of the first model of 0.2265 with the t-statistic value of the first model 2.6393 > t-table 1.98. This value can prove Ha1 is accepted, which means that "Product has a positive and significant effect on Purchase Decision in Jogja Bay Waterpark".
2. The results of hypothesis testing show that there is the first parameter coefficient value of 0.3111 with the first t-statistic value of 2.9914 > t-table 1.98. This value can prove Ha1 is accepted, which means that "Price has a positive and significant effect on Purchase Decision in Jogja Bay Waterpark".
3. The results of hypothesis testing show that there is a second parameter coefficient value of -0.0306 with a second t-statistic value of 0.3747 <t-table 1.98. This value can prove Ha1 is accepted, which means that "Promotion does not have a positive and significant effect on Purchase Decision at Jogja Bay Waterpark".
4. The results of hypothesis testing show that there is a parameter coefficient value of the first model of 0.2423 with the t-statistic value of the first model 2,5002 > t-table 1.98. This value can prove Ha1 is



accepted, which means that "Location has a positive and significant effect on Purchase Decision in Jogja Bay Waterpark".

5. The results of hypothesis testing show that there is a second parameter coefficient value of 0.6835 with the second model t-statistic value  $11.9322 > t\text{-table } 1.98$ . This value can prove  $H_0$  is accepted, which means that "Marketing Mix has a positive and significant effect on Purchase Decision in Jogja Bay Waterpark".
6. The results of hypothesis testing show that there is a second parameter coefficient value of 0.1365 with a second t-statistic value of  $1.5693 < t\text{-table } 1.98$ . This value can prove  $H_0$  is accepted, which means that "Brand Image does not have a positive and significant effect on Purchase Decision in Jogja Bay Waterpark".
7. The results of hypothesis testing indicate that there is the first parameter coefficient value of 0.1742 and the second parameter value of the model is 0.1519 with the t-statistic value of the first model 1.4488 and the second t-statistic value of 1.2035  $< t\text{-table } 1, 98$ . This value can prove  $H_0$  is accepted, which means that "Purchase Decision does not have a positive and significant effect on Post Purchase Behavior in Jogja Bay Waterpark".

## 8. Recommendations

Based on the results of data analysis and the discussions conducted and conclusions, the suggestions that can be given in this study are as follows: First, based on the results of the analysis that has been carried out, regarding several positive influential variables, the researcher suggests that Jogja Bay Waterpark should maintain and further improve the quality of product, price, promotion, location and brand image to improve purchase decisions and influence post purchase behavior. Researchers also suggest Jogja Bay Waterpark to make this

research a reference in future policy making in an effort to improve purchase decisions and influence post purchase behavior. Second, based on the results of the analysis that has been carried out, with respect to several variables that have no positive effect, one of them is the variable promotion to purchase decision. So the researchers suggested that Jogja Bay Waterpark should also improve and intensify promotion because when the company already has good product quality, prices that are in line with quality, and locations that are already very strategic, the researchers suggest increasing promotion so that all the advantages possessed by Jogja Bay Waterpark can arrive and be known by consumers in the city of Yogyakarta and those outside the city. In connection with the rapid development of technology, researchers suggest Jogja Bay Waterpark conducts vigorous promotions through social media marketing and WOM. Because the indicators (Firdausy & Idawati, 2017) are very influential in the technology era, which enables consumers to know information about Jogja Bay Waterpark. With good and proper promotion, it can foster purchase decisions and consumer post purchase behavior at Jogja Bay Waterpark. Third, based on the results of the analysis that has been done, in relation to several variables that have no positive effect on one of them is the brand image variable on the purchase decision. So the researchers suggest that from the brand image side JBW must also be able to grow minds to consumers by maintaining the character of the products they already have and adding the uniqueness of the product. When Jogja Bay Waterpark has a product character and uniqueness to the product, JBW can promote the brand consistently and continuously. This can make it easier to remind, improve and explain the character to consumers who already know what they expect by using the Jogja Bay Waterpark brand and so that they can become consumers' choice "one of the best and first to come to mind" while on vacation in Jogja City.

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