

## The Influence of Marketing Mix on Purchase Intention at Argomulyo Culinary Center

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### ABSTRACT

*The Argomulyo Culinary Center (ACC), a growing culinary hub in Yogyakarta, aims to attract local tourists but lacks a structured marketing approach to increase visitor purchase intention. To establish a foundation for designing a marketing approach, this study examines the influence of the 4P Marketing Mix (Product, Price, Place, and Promotion) on Purchase Intention at ACC. A quantitative approach was used, employing Multiple Linear Regression with Purposive Sampling of 160 Yogyakarta-based visitors. Data were collected through structured surveys and analyzed using SPSS software. The results indicate that Product has a significant effect on Purchase Intention ( $\beta = 0.226$ ,  $p = 0.013$ ), while Price ( $p = 0.983$ ), Place ( $p = 0.508$ ), and Promotion ( $p = 0.227$ ) do not have significant partial effects. However, all four variables simultaneously influence Purchase Intention ( $p < 0.001$ ). These findings suggest that ACC should prioritize product development, including expanding menu variety, enhancing quality of ingredients, and improving food presentation. Additionally, a training program for tenants is recommended, focusing on culinary innovation, digital marketing, and customer experience enhancement. These efforts are expected to strengthen ACC's competitive position and attract more visitors. This research offers valuable insights for culinary businesses, especially in developing economies, struggling to establish a strong market presence. It demonstrates the critical role of product quality and innovation in driving purchase intention, highlighting the need for a holistic marketing approach and targeted training programs to enhance competitiveness.*

**Keywords:** Culinary Center; Marketing Mix; Multiple Linear Regression; Purchase Intention; Yogyakarta.

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### 1. Introduction

Kalurahan Argomulyo (Argomulyo Village) is one of villages that is in the Kapanewon Cangkringan Area, Sleman Regency, Yogyakarta Special Region (Yogyakarta State), with an area of 847 hectares. Based on direct observation, Argomulyo Village is divided into 22 Padukuhan (Hamlets) and is currently transforming into a tourism zone in Yogyakarta. It features various natural geological attractions, such as active volcanic sites, volcanic remnants, and freshwater bodies, along with cultural assets such as traditional dances, medicinal herbs, traditional clothing, and local cuisines. This unique combination creates an intriguing dynamic that necessitates in-depth research to explore its potential for sustainable tourism development. Furthermore, Argomulyo's ongoing transition from an agrarian-based community to a tourism-focused area offers a valuable opportunity to analyze the multifaceted impacts of such a shift on the local economy, social structures, and environment. Examining this transformation, particularly in comparison with other regions undergoing similar transitions, as noted by Komariyah and Sunandar (2019), Pangandaran has undergone a similar transition, while Pramesti and Ismi (2024) analyzed a comparable shift in Bandung,

allows for the identification of best practices, challenges, and opportunities in rural tourism development.

According to the Argomulyo Village Development Plan (2021-2026), the tourism transformation is guided by the vision: "Realizing Argomulyo Village as a Tourism District Supported by Good, Accountable, Transparent and Responsible Government. The development process is currently progressing in stages, with varied levels of advancement across different sites. One of the developed spots in Argomulyo Village is Taman Kuliner Argomulyo (Argomulyo Culinary Park) which can be described as Pusat Kuliner Argomulyo (Argomulyo Culinary Center) written as ACC in this paper.

ACC has been in operation for approximately one year. It is shaped as a culinary center, which means it is a body consisting of several tenants, that are 33 tenants to be precise. The tenants have different cuisines to provide, starting from snacks, main courses, desserts, and drinks. They also have diverse culinary styles, such as Traditional Argomulyo style, Indonesian style, Asian style, and Western style.



**Figure 1.** Argomulyo Culinary Center

Since several months after its grand opening, ACC has been going on a steady income. However, the visitors' preferences and motivations have not yet been identified, as stated by ACC's top management, Mr. Agung and Mr. Andri, in an offline interview. Currently, they do not have significant worries, but they predict that the knowledge about visitors' preference and drives will be significantly required soon, as the initial stage of managing ACC, which is the tenant management, has been stabilized.

Currently, ACC has not made any specialized marketing efforts, due to the lack of a marketing expert or their knowledge of marketing practice. It depended on Argomulyo Village's marketing initiatives, which market the village rather than its specialized spots. This situation results in a limited knowledge of ACC's visitors, as well as limitations on designing their main marketing direction. The current reliance on general village marketing, without specific promotion of ACC, mirrors the challenges faced by other destinations like Pangandaran and Bandung. A study by Komariyah and Sunandar (2019, p. 38) found that Pangandaran's tourist numbers were relatively low compared to its potential, with fluctuating growth. Further analysis revealed that one of the causes was the ineffective management of the marketing mix by the managing parties, particularly in its implementation. Additionally, Permana (2022) emphasized in an article published in *Seputar Pangandaran* that understanding the target market is crucial for achieving tourism visit targets in the Pangandaran area. Another example is a study by Pramesti and Ismi (2024), which found that the lack of effective promotion and branding is one of the main challenges of realizing the potential of the culinary street food in the Dipati Ukur area, Bandung. It is translated into one of their suggestions from

the study for Dipati Ukur to allocate efforts in engaging the younger generation, highlighting the importance of marketing efforts in tourism and culinary locations.

On a more positive note, Argomulyo Village have manpower available to start managing marketing efforts specialized for ACC. However, they have not initialized it due to the lack of marketing direction they currently have. However, they have a target market in mind, which are visitors from Yogyakarta State.

So far, they are rather blindly setting up some efforts that fall into the marketing category, such as setting up some banners, inviting local musicians, utilizing the villagers' network to hold community events, et cetera. As it is conducted rather on whims rather than a carefully planned program, they are worried whether the efforts are efficient, or at least effective. Thus, they state that they would like to know what kind of efforts would be deemed effective to be the basis of their marketing plan that further be integrated into their whole marketing plan.

To fulfill the need for marketing insights, this paper aims to identify the preferences of Yogyakarta visitors regarding ACC. The theory of the Marketing Mix, as described by Kotler et al. (2022), consists of 4Ps (Product, Price, Place, and Promotion) and will serve as the basis for this research. A quantitative method specialized in multiple linear regression with purposive sampling will be conducted to answer the needs of ACC's top management.

To effectively address the identified need for marketing insights and leverage the established theoretical framework, this study investigates the influence of the 4P marketing mix (Product, Price, Place, and Promotion) on purchase intention among Yogyakarta visitors to the Argomulyo Culinary Center (ACC), aiming to provide actionable insights for ACC management. Specifically, the research explores both the individual and combined effects of these elements on visitor preferences, addressing the following questions: (1) How does each individual marketing element (Product, Price, Place, Promotion) partially affect purchase intention? (2) How do all four elements collectively influence purchase intention? This research offers novelty by focusing specifically on the ACC, a developing culinary hub within the emerging Argomulyo tourism zone and examining the interplay of the 4Ps within this unique context. Furthermore, it contributes to the limited research on culinary tourism marketing in developing economies by providing empirical evidence from a specific case study.

This research is hoped to directly support the Argomulyo Village vision of becoming a thriving tourism district by focusing on a key component of its tourism offerings. By analyzing the 4P marketing mix and emphasizing product development, the research provides practical strategies to boost visitor numbers and purchase intention at the ACC, thus contributing to the economic pillar of the village's vision.

## 2. Literature Review

### 2.1. Marketing Mix

Marketing mix is a set of marketing strategies utilized by a company to achieve its marketing goals in the targeted market (Yolanda & Nugraha, 2024). The marketing mix is also a tool that requires a thorough understanding of the company to effectively combine these elements and enhance the success of its marketing efforts (Utami & Firdaus, 2018). The marketing mix is composed of the 4Ps which are Product, Price, Place, and Promotion. The 4P marketing mix is crucial for the ACC's success as each element contributes to attracting and retaining visitors. Product and Price influence initial interest and perceived value, while Place

shapes the visitor experience. Effective Promotion generates awareness and builds brand identity, ensuring a compelling offering within the culinary tourism landscape (Kotler et al., 2022; Yolanda & Nugraha, 2024).

a. Product

Product is everything that can be offered to the market to gain attention, be purchased, used, or consumed, which can fulfill desires or needs (Kotler et al., 2022; Yolanda & Nugraha, 2024). A product can take the form of physical goods, services, experiences, events, information, locations, organizations, ideas, or even individuals. Product can be assessed based on variety, quality, and attractiveness (Sanjeevirajan et al., 2023).

b. Price

Price is a concept that represents the amount of money required to obtain a good or service, as it reflects the value of goods or services in the market and is influenced by various factors, including production costs, demand and supply levels, market competition, and government policies (Yolanda & Nugraha, 2024). Price can be assessed based on affordability, competitiveness, and value.

c. Place

The place indicates the location where the business is established and where the products or services are accessible to consumers (Yolanda & Nugraha, 2024). Products must be available to consumers at a place where they can conveniently make a purchase (Koojaroenprasit & Pumpinyo, 2024). This involves a chain of individuals and institutions like distributors, wholesalers and retailers who constitute the firm's distribution network (also called a channel of distribution). Place can be assessed based on location, distinctness, and accessibility.

d. Promotion

Promotion is a business activity to introduce products for consumers. Through these activities, consumers become more interested in making purchases (Yolanda & Nugraha, 2024). Promotion is carried out to increase awareness, interest and demand for a product or service. Promotion is an important component of the marketing mix because it involves informing, persuading, and motivating consumers to purchase a product (Koojaroenprasit & Pumpinyo, 2024). Promotion can be assessed based on activities, informativeness, and presence (Varadisa & Kusuma, 2024).

## 2.2. Digital Marketing Mix

As the internet has penetrated the general life of people in multiple countries, Indonesia's business and tourism industry has also been affected by it, especially by the social media (Google, Temasek, Bain & Company, 2024). As observed in this study, social media has evolved into an online medium that facilitates direct user interaction through the creation of forums, virtual worlds, information exchange, and commerce. Social media can have both positive and negative impacts, depending on how it is used (Anggreyorina et al., 2024). Digital platforms facilitate the implementation of multi-channel marketing strategies and advertising campaigns, thereby aiding in the targeting of profitable markets, brand recognition, customer reach, and profit expansion.

In the modern travel industry, social media has become an indispensable tool for shaping how people plan and experience their time (Lin & Rasoolimanesh, 2022). Similarly, in the food industry, it plays a crucial role in influencing consumer preferences and engagement (Muliawan & Oktavia, 2024). From discovering tourism spots to booking accommodations and

sharing their experience, travelers increasingly rely on online platforms to connect, research, and engage with destinations. This digital landscape presents both challenges and opportunities for tourism stakeholders (Cornell et al., 2024). Businesses that effectively leverage social media can enhance their visibility, build strong brand identities, and connect with a global audience of potential visitors. This is particularly relevant in the Indonesian context, where the tourism sector has become the important focus in the recent years (Prayitno et al., 2023). As destinations like the emerging Argomulyo Culinary Center strive to attract visitors, a robust social media presence will be crucial for its long-term sustainability.

Thus, ACC will need to evolve their efforts to the digital aspect. To begin the digital marketing efforts, ACC would need to have a solid grasp on its 4P, as 4P would be the base for an organization, including ACC, to design its Marketing Remix (Chaffey & Ellis-Chadwick, 2022), the Digital Marketing Mix. The marketing remix is an evolution of the traditional marketing mix that integrates digital marketing aspects into each component. For instance, Product aspect might be evolved to create a possible digital product of its classic version. Price aspect might consider the value of a product by considering the ease of consumers in comparing a brand with its competitors. The place aspect refers to the digital channels an organization have or might consider to have. Whereas Promotion aspect refers to the flexibility of format the digital platforms bring to the mix. This marketing remix design process would be more seamless should the classic marketing mix of the organization have been mapped.

### 2.3. Consumer Buying Behavior

Consumer buying behavior refers to choosing, purchasing, and using goods and services to fulfill their wants and needs (Ramya & Ali, 2016). Consumer buying involves five decision-making processes: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision (Cunningham et al., 2005; Kumar et al., 2022). Consumer behavior is also significantly influenced by Purchase Intention (Bansal & Kundu, 2024).

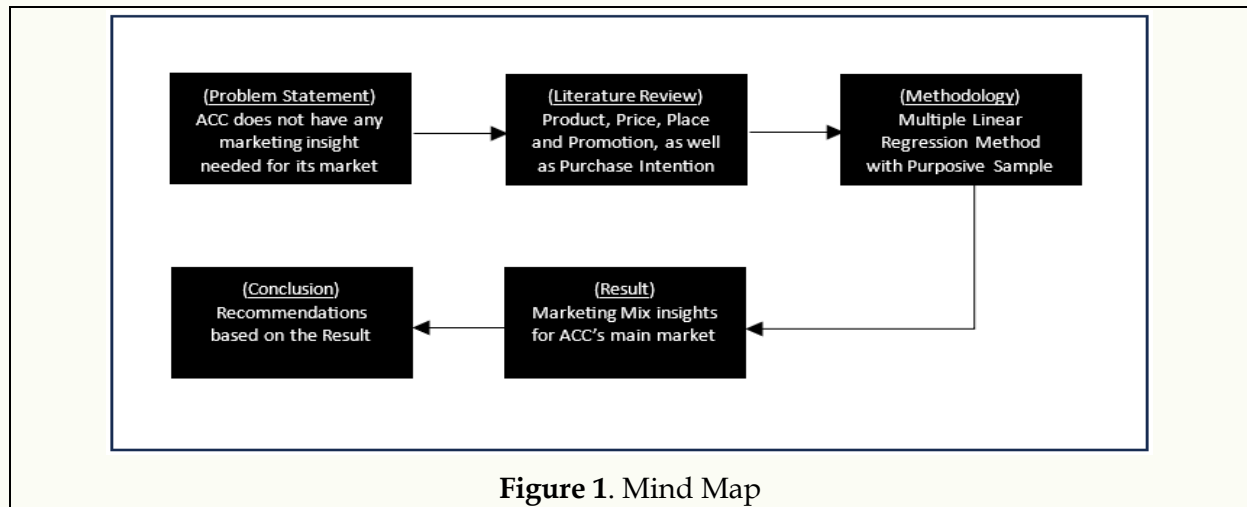
### 2.4. Purchase Intention

Purchase intention (PI) reflects the level of confidence consumers feel about buying a product or service (KPD Balakrishnan et al., 2014) (Moslehpour et al., 2020). Purchase Intention is considered a crucial indicator of actual behavior, offering a stronger chance to anticipate actual purchasing actions (Peña Garcia et al., 2020). Purchase intention has been further studied in the digital era by incorporating the AISAS model, which is an evolution of its predecessor, the AIDA model. In a more practical side, researchers and business practitioners separate the steps of buying behavior into engagement, intention, conversion, et cetera. In some cases, either in the business or research field, machine learning is used to identify and predict consumer behavior trends (Ullal et al., 2025). Purchase intention is crucial for the ACC's success as it directly predicts actual spending and revenue generation, driving economic growth for local vendors and the village. High purchase intention signifies positive visitor perceptions, leading to valuable word-of-mouth marketing and enhanced reputation. Therefore, understanding and influencing purchase intention enables ACC management to optimize offerings and ensure long-term sustainability within the Argomulyo tourism zone.

## 3. Method

For the purpose to simplify the explanation of the whole process of aided, a mind map is provided. It is written in a uniform format which includes phrases inside a bracket, and phrases outside of the bracket. Phrases inside the bracket act as an inset, which pinpoint the part of the paper where the content of the box is explained further, whereas the phrases outside

the brackets summarize the point of the steps. The mind map summarizes the whole assistance process, starting from the Problem Statement to the Conclusion of the paper. The mind map is shown below (Figure 1).



### 3.1 Population and Sample

Population refers to the entire set of objects or individuals that possess specific characteristics and serve as the focus of a research study, whereas samples only represent a portion of the population of interest (Berenson et al., 2019; Hossan et al., 2023).

There are several sampling techniques used to select study participants. This research uses the purposive sampling method, which selects a sample based on one or more pre-defined characteristics (Arikunto, 2010). The defining characteristic of the sample in this study is residential status within the Yogyakarta Region, which was chosen due to the lack of pre-existing data on ACC's target market, as revealed through preliminary interviews with ACC management. This criterion was selected due to a lack of pre-existing data or insights regarding ACC's target market, as revealed through preliminary interviews with ACC management. In aligning ACC's objectives with those of Argomulyo Village, a geographical segmentation approach was selected as the most appropriate method for this study. Furthermore, the absence of comprehensive data regarding other potential visitor characteristics (such as demographic, psychographic, or behavioral attributes) resulted in an unknown population size. Given this unknown population size, the Cochran formula (as cited in Sugiyono, 2019) was employed to determine an appropriate minimum sample size for the study, with a margin of error set to 5%, following the widely accepted confidence level in social studies (Vaghela, 2024).

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}$$

$$n = 38.41 = 39$$

Information:

n = sample

z = price in the normal curve for a deviation of 5%, with a value of 1.96

$p = 50\%$  chance of being correct = 0.5

$q = 50\%$  chance of being wrong = 0.5

$e =$  margin of error 5%

Based on calculations using the Cochran formula, it can be concluded that the minimum sample size is at least 39 respondents. This research, however, succeeded in gathering a sample size of 160 respondents. Thus, the sample size used will be 160 respondents.

### 3.2 Multiple Linear Regression

Multiple Linear Regression is a statistical technique used to analyze the relationship between one dependent variable and two or more independent variables (Berenson et al., 2019; Montgomery et al., 2020). Regression analysis involves multiple diagnostic tests, including validity, reliability, normality, heteroscedasticity, multicollinearity, partial, and simultaneous tests, to ensure the model's accuracy and reliability.

#### a. Validity

Validity refers to how accurately a measurement tool or instrument measures what it is supposed to measure (Fulcher & Davidson, 2021). Validity ensures that the results of a measurement or experiment truly represent the intended concept or phenomenon.

#### b. Reliability

Reliability refers to the extent to which a measurement tool or instrument can produce consistent and stable results when applied repeatedly under the same conditions (Fulcher & Davidson, 2021). Reliability indicates the dependability of the instrument, specifically its ability to yield similar results each time it is used to measure the same object.

#### c. Normality

Normality refers to the condition where the population data follows a normal or Gaussian distribution (Kwak & Park, 2019). It is crucial to verify and test whether the data meets the normality requirement, as many statistical methods assume normal distribution.

#### d. Heteroscedasticity

Heteroscedasticity is a significant issue in regression analysis, particularly in cross-sectional data, where the variance of the error terms is not constant (Alabi et al., 2020). Typically, heteroscedasticity is analyzed by observing the relationship between error terms and exogenous variables.

#### e. Multicollinearity

Multicollinearity is a situation where there is a strong relationship among independent variables in a multiple regression model (Perez-Melo & Kibria, 2020).

#### f. Partial Test

A partial test evaluates the significance of each independent variable in a regression model while controlling the effects of other independent variables (Lienggaard et al., 2021).

#### g. Simultaneous Test

Simultaneous Test is a type of statistical test used to evaluate the significance of multiple independent variables or experimental effects collectively within a regression model or multivariate data (Zwanenburg et al., 2011).

#### h. Regression Equation

A regression equation is a statistical model used to examine the linear relationship between a dependent variable and one or more independent variables (Skiera et al., 2021).

## 4. Result

### 4.1 Validity

#### a) Product Validity

The validity for every indicator in the Product variable is tested using Pearson Correlation to find the value of  $r$ . The  $r$  produced must exceed the  $r$ -table of  $N=160$  with  $\alpha=0.05$ , which is 0.1305. The indicator of Product01 produces  $r=0.819$ , the indicator of Product02 produces  $r=0.797$ , the indicator of Product03 produces  $r=0.726$ . All the indicators produce  $r$  greater the  $r$ -table of 0.1305. Thus, all the indicators are valid and pass the Validity test.

**Table 1.** Result of Validity Test for Product Variable

| Correlations  |                     |           |           |           |               |
|---------------|---------------------|-----------|-----------|-----------|---------------|
|               |                     | Product01 | Product02 | Product03 | Total Product |
| Product01     | Pearson Correlation | 1         | .525**    | .370**    | .819**        |
| Product02     | Pearson Correlation | .525**    | 1         | .348**    | .797**        |
| Product03     | Pearson Correlation | .370**    | .348**    | 1         | .726**        |
| Total Product | Pearson Correlation | .819**    | .797**    | .726**    | 1             |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Analysis

#### b) Price Validity

The validity for every indicator in the Price variable is tested using Pearson Correlation to find the value of  $r$ . The  $r$  produced must exceed the  $r$ -table of  $N=160$  with  $\alpha=0.05$ , which is 0.1305. The indicator of Price01 produces  $r=0.820$ , the indicator of Price02 produces  $r=0.799$ , the indicator of Price03 produces  $r=0.785$ . All the indicators produce  $r$  greater the  $r$ -table of 0.1305. Thus, all the indicators are valid and pass the Validity test.

**Table 2.** Result of Validity Test for Price Variable

| Correlations |                     |         |         |         |             |
|--------------|---------------------|---------|---------|---------|-------------|
|              |                     | Price01 | Price02 | Price03 | Total Price |
| Price01      | Pearson Correlation | 1       | .487**  | .481**  | .820**      |
| Price02      | Pearson Correlation | .487**  | 1       | .421**  | .799**      |
| Price03      | Pearson Correlation | .481**  | .421**  | 1       | .785**      |
| Total Price  | Pearson Correlation | .820**  | .799**  | .785**  | 1           |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Analysis

#### c) Place Validity

The validity for every indicator in the Place variable is tested using Pearson Correlation to find the value of  $r$ . The  $r$  produced must exceed the  $r$ -table of  $N=160$  with  $\alpha=0.05$ , which is 0.1305. The indicator of Place01 produces  $r=0.813$ , the indicator of Place02 produces  $r=0.808$ , the indicator of Place03 produces  $r=0.659$ . All the indicators produce  $r$  greater the  $r$ -table of 0.1305. Thus, all the indicators are valid and pass the Validity test.

**Table 3.** Result of Validity Test for Place Variable

| Correlations |                     |         |         |         |             |
|--------------|---------------------|---------|---------|---------|-------------|
|              |                     | Price01 | Price02 | Price03 | Total Price |
| Price01      | Pearson Correlation | 1       | .487**  | .481**  | .820**      |
| Price02      | Pearson Correlation | .487**  | 1       | .421**  | .799**      |
| Price03      | Pearson Correlation | .481**  | .421**  | 1       | .785**      |
| Total Price  | Pearson Correlation | .820**  | .799**  | .785**  | 1           |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Analysis

#### d) Promotion Validity

The validity for every indicator in the Promotion variable is tested using Pearson Correlation to find the value of r. The r produced must exceed the r-table of N=160 with alpha=0.05, which is 0.1305. The indicator of Promotion01 produces r=0.716, the indicator of Promotion02 produces r=0.722, the indicator of Promotion03 produces r=0.740. All the indicators produce r greater the r-table of 0.1305. Thus, all the indicators are valid and pass the Validity test.

**Table 4.** Result of Validity Test for Promotion Variable

| Correlations    |                     |             |             |             |                 |
|-----------------|---------------------|-------------|-------------|-------------|-----------------|
|                 |                     | Promotion01 | Promotion02 | Promotion03 | Total Promotion |
| Promotion01     | Pearson Correlation | 1           | .221**      | .292**      | .716**          |
| Promotion02     | Pearson Correlation | .221**      | 1           | .362**      | .722**          |
| Promotion03     | Pearson Correlation | .292**      | .362**      | 1           | .740**          |
| Total Promotion | Pearson Correlation | .716**      | .722**      | .740**      | 1               |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Analysis

#### e) Purchase Intention Validity

The validity for every indicator in the Purchase Intention (abbreviated as "PInt") variable is tested using Pearson Correlation to find the value of r. The r produced must exceed the r-table of N=160 with alpha=0.05, which is 0.1305. The indicator of PInt01 produces r=0.777, the indicator of PInt02 produces r=0.751, the indicator of PInt03 produces r=0.663. All the indicators produce r greater the r-table of 0.1305. Thus, all the indicators are valid and pass the Validity test.

**Table 5.** Result of Validity Test for Purchase Intention Variable

| Correlations |                     |        |        |        |            |
|--------------|---------------------|--------|--------|--------|------------|
|              |                     | PInt01 | PInt02 | PInt03 | Total PInt |
| PInt01       | Pearson Correlation | 1      | .410** | .243** | .777**     |
| PInt02       | Pearson Correlation | .410** | 1      | .251** | .751**     |
| PInt03       | Pearson Correlation | .243** | .251** | 1      | .663**     |
| Total PInt   | Pearson Correlation | .777** | .751** | .663** | 1          |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Analysis

#### 4.2 Reliability

The Reliability Test for all the variables is conducted using Cronbach's Alpha. The criteria for a variable to be deemed reliable is for the Cronbach's Alpha value produced exceed 0.6. The Product variable produces Cronbach's Alpha of 0.681, the Price variable produces Cronbach's Alpha of 0.721, the Place variable produces Cronbach's Alpha of 0.641, the Promotion variable produces Cronbach's Alpha of 0.608, and the Purchase Intention variable produces Cronbach's Alpha of 0.615. All the variables produce Cronbach's Alpha greater than 0.6. Thus, all variables are reliable and pass the Reliability test.

**Table 6. Result of Reliability Test**

| Variable           | Cronbach's Alpha |
|--------------------|------------------|
| Product            | 0.681            |
| Price              | 0.721            |
| Place              | 0.641            |
| Promotion          | 0.608            |
| Purchase Intention | 0.615            |

Source: Data Analysis

#### 4.3 Normality

To test the normal distribution of the data for this paper, the Monte Carlo method is used. The criteria for the data to pass the Normality test using Monte Carlo is if the significant value of Monte Carlo exceeds 0.05. The value of the data generated from the test is 0.137. It is greater than 0.05, thus the data are normally distributed and pass the Normality test.

**Table 7. Result of Normality Test**

| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 160                     |
| Normal Parameters <sup>a</sup>     | Mean           | .0000000                |
|                                    | Std. Deviation | 1.99612031              |
| Test Statistic                     |                | .090                    |
| Monte Carlo Sig. (2-tailed)        | Sig.           | .137 <sup>c</sup>       |
| a. Test distribution is Normal.    |                |                         |

Source: Data Analysis

#### 4.3 Heteroscedasticity

To test whether the data are homogenous in this paper, the Glejser method is used. The decision to conclude whether the data are homogenous is determined by looking at the Sig. value for each independent variable produced from regressing them to the Absolute Residual (AbsRes) value of the previous regression. They are homogenous if the Sig. value produced exceeds 0.05. The Sig. value of Product variable is 0.646, the Sig. value of Price variable is 0.189, the Sig. value of Place variable is 0.765, and the Sig. value of Promotion variable is 0.883. All the Sig. values from every independent variable are greater than 0.05. Thus, the data are homogenous and pass the Heteroscedasticity test.

**Table 8.** Result of Heteroscedasticity Test

| <b>Coefficients<sup>a</sup></b> |                 |                             |            |                           |        |      |
|---------------------------------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| Model                           |                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                                 |                 | B                           | Std. Error | Beta                      |        |      |
| 1                               | (Constant)      | 2.395                       | .748       |                           | 3.203  | .002 |
|                                 | Total Product   | -.027                       | .059       | -.047                     | -.461  | .646 |
|                                 | Total Price     | -.078                       | .059       | -.137                     | -1.320 | .189 |
|                                 | Total Place     | .019                        | .062       | .032                      | .300   | .765 |
|                                 | Total Promotion | .010                        | .068       | .015                      | .148   | .883 |

a. Dependent Variable: AbsRes

Source: Data Analysis

#### 4.4 Multicollinearity

To test whether the independent variables are truly independent from each other, the Multicollinearity test are conducted. The decision to decide whether they are independent from each other is determined by looking at the value of Tolerance and Variance Inflation Factor (VIF). Specifically, the Tolerance value must exceed 0.1, and the VIF value must be lower than 10. The Tolerance value for Product variable is 0.612, the Tolerance value of Price variable is 0.587, the Tolerance value of Place variable is 0.567, and the Tolerance value of Promotion variable is 0.627. Also, the VIF value of Product variable is 1.634, the VIF value of Price variable is 1.705, the VIF value of Place variable is 1.765, and the VIF value of Promotion variable is 1.594. All the variables have Tolerance value greater than 0.1 and VIF value lower than 10. Thus, all variables are independent from each other and pass the Multicollinearity test.

**Table 9.** Result of Multicollinearity Test

| Table 9. Result of Multicollinearity Test     |                 |                             |            |                           |       |      |                         |       |
|-----------------------------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Coefficients <sup>a</sup>                     |                 |                             |            |                           |       |      |                         |       |
| Model                                         |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                                               |                 | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                                             | (Constant)      | 6.994                       | 1.149      |                           | 6.088 | .000 |                         |       |
|                                               | Total Product   | .226                        | .090       | .240                      | 2.501 | .013 | .612                    | 1.634 |
|                                               | Total Price     | .002                        | .091       | .002                      | .022  | .983 | .587                    | 1.705 |
|                                               | Total Place     | .064                        | .096       | .066                      | .664  | .508 | .567                    | 1.765 |
|                                               | Total Promotion | .127                        | .104       | .115                      | 1.214 | .227 | .627                    | 1.594 |
| a. Dependent Variable: TotalPurchaseIntention |                 |                             |            |                           |       |      |                         |       |

Source: Data Analysis

#### 4.5 Partial Test

The partial test is conducted to determine whether an independent variable affects the dependent variable on its own. It is determined by looking at the Sig. value produced from regressing the independent variables to the dependent variable. The partial effect is found if the Sig. value is lower than 0.05. The Sig. value of Product variable is 0.013, the Sig. value of Price variable is 0.983, the Sig. value of Place variable is 0.508, and the Sig. value of Place variable is 0.227. Of all the variables, Product variable is the only variable whose Sig. value is lower than 0.05. Thus, Product variable has significant partial effect on Purchase Intention,

while the Price, Place, and Promotion variable does not have significant partial effect on Purchase Intention.

**Table 10.** Result of Partial Test

| Coefficients <sup>a</sup>                     |                 |                             |            |                           |       |      |
|-----------------------------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model                                         |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                               |                 | B                           | Std. Error | Beta                      |       |      |
| 1                                             | (Constant)      | 6.994                       | 1.149      |                           | 6.088 | .000 |
|                                               | Total Product   | .226                        | .090       | .240                      | 2.501 | .013 |
|                                               | Total Price     | .002                        | .091       | .002                      | .022  | .983 |
|                                               | Total Place     | .064                        | .096       | .066                      | .664  | .508 |
|                                               | Total Promotion | .127                        | .104       | .115                      | 1.214 | .227 |
| a. Dependent Variable: TotalPurchaseIntention |                 |                             |            |                           |       |      |

Source: Data Analysis

#### 4.6 Simultaneous Test

A simultaneous test is conducted to test whether the independent variables have a simultaneous effect on the dependent variable. It is determined by looking at the Sig. value produced in the ANOVA table. The Sig. value of the ANOVA table resides in 0.000. Thus, all independent variables, which are Product, Price, Place and Promotion have a simultaneous effect on Purchase intention, and the Model as well as the formula produced are valid and pass the test.

**Table 11.** Result of Simultaneous Test

| ANOVA <sup>a</sup>                                                                  |            |                |     |             |       |                   |
|-------------------------------------------------------------------------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model                                                                               |            | Sum of Squares | df  | Mean Square | F     | Sig.              |
| 1                                                                                   | Regression | 90.240         | 4   | 22.560      | 5.520 | .000 <sup>b</sup> |
|                                                                                     | Residual   | 633.535        | 155 | 4.087       |       |                   |
|                                                                                     | Total      | 723.775        | 159 |             |       |                   |
| a. Dependent Variable: Total Purchase Intention                                     |            |                |     |             |       |                   |
| b. Predictors: (Constant), Total Product, Total Price, Total Place, Total Promotion |            |                |     |             |       |                   |

Source: Data Analysis

#### 4.7 Regression Equation

After passing all the test on Multiple Linear Regression, an equation can be produced. The equation of the Multiple Linear Regression produced is as follows.

$$PI = 6.994 + 0.226 \text{ Product} + 0.002 \text{ Price} + 0.064 \text{ Place} + 0.127 \text{ Promotion}$$

Equation 1: Equation Produced by Multiple Linear Regression

The equation describes the direction of the effect as well as the magnitude it brings from each of the independent variables. It shows that all independent variables have a positive effect on Purchase Intention (PI), as Product variable has the largest effect of 0.226, followed by Promotion variable with the effect of 0.127, then by Place variable with the effect of 0.064, and lastly the Price variable with the effect of 0.002.

## 5. Discussion

### 5.1 Product on Purchase Intention

Based on the result of the partial test, Product variable has a significant effect on Purchase Intention. It shows that people who reside in Yogyakarta region consider the variety, quality, and attractiveness of the products that are provided by ACC. On the preliminary interview, ACC's management has concern about the attractiveness of the products. The concern is aligned with the result, even though the score based on the descriptive statistics still resides in the second highest category, which is Agree (3.4 - <4.2) with the exact score of 4.05 on the scale of 1 to 5. This finding however indicates that there are still rooms for improvement in the attractiveness of the Product.

The lowest score in the product variable corresponds to variety, with an exact score of 3.92. Based on this finding, ACC might be able to expand its product selection. It is likely that the variation in question resides in the timeliness of its product variety, due to the products that are currently provided leans more on the classics if they are compared to similar products in the city area. Aside from that, it might be an indication that ACC should try to present the products and its variations more attractively in the digital media platforms such as Instagram via visual content creation, as some MSMEs have been directed towards that endeavor (Sholahuddin et al., 2024).

These findings support the relevance of the product variable in the tourism industry, aligning with studies previously conducted in Pakistan and Uzbekistan (Karim et al., 2021; Lolakhon, 2024). Following this finding, ACC can allocate its efforts to its product variety, further indicated to be the product variety timeliness. These efforts can be conducted by conducting market research on culinary products that are popular in city areas. Conducting market research requires some comprehensive plan, thus it is wise for ACC to outsource the process or allow the management to be trained on the subject. However, it is still open for discussion, due to the grand plan that ACC has which might be aligned with Argomulyo's plan. Thus, this recommendation will be further discussed with ACC's management soon.

### 5.2 Price on Purchase Intention

Based on the result of the partial test, Price variable does not have a significant effect on Purchase Intention. It indicates that in terms of recreational culinary, people who reside in Yogyakarta are rather insensitive with the price ACC provides. The highest score of the descriptive statistic falls in its value with the exact score of 3.96 on the scale of 1 to 5. Whereas the lowest score falls on its affordability with the exact score of 3.85. This result, however, gives room for ACC to conduct some testing on its price decisions, for example in adjusting the price using a market-based approach rather than cost-based approach.

This finding is aligned with research that found the insignificant effect of Price in tourism industry which was done in Pakistan (Karim et al., 2021). However, it might be wise to note the lowest score of its descriptive statistics which falls on affordability with the score of 3.85 on the scale of 1 to 5. This finding needs to be discussed further with ACC's management, as to whether the affordability needs to be improved, or whether the said score is deemed high enough for ACC to adopt other strategies.

### 5.3 Place on Purchase Intention

Based on the result of the partial test, Place variable does not have a significant effect on Purchase Intention. It indicates that in terms of recreational culinary, people who reside in Yogyakarta are rather flexible in the place of ACC. The highest score in the descriptive statistics falls on the accessibility with the exact score of 4.02 on the scale of 1 to 5. Whereas the

lowest score falls on the distinctiveness with the exact score of 3.93. On the positive note, this finding gives room for ACC regarding their future strategic development, such as the possibility of moving the center if it is required in the future.

This finding does not align with previous studies on tourism sites in China and Uzbekistan. Research on a museum in China (He & Timothy, 2023) and a study on place importance in Uzbekistan (Lolakhon, 2024) suggest that place is a crucial determinant of purchase intention. The lowest score of its descriptive statistics falls on distinctiveness with the score of 3.93 on the scale of 1 to 5. This finding needs to be discussed further with ACC's management, specifically whether it is efficient for ACC to improve the distinction of the place or not.

#### 5.4 Promotion on Purchase Intention

Based on the result of the partial test, Promotion variable does not have a significant effect on Purchase Intention. It indicates that people who reside in Yogyakarta region are rather insensitive to the marketing efforts. It might be caused by the saturated marketing efforts they receive in the current media environment. The highest score in the descriptive statistics falls on the presence with the exact score of 4.1 on the scale of 1 to 5. Whereas the lowest score falls on the activity with the exact score of 3.95. This finding might give time and budget flexibility for ACC regarding their allocation of their efforts. It is driven by the preliminary interview that ACC's management has concerns regarding delaying their focus on their promotion efforts.

This finding gives some supports for research that was previously done on a tourism spot in Pakistan regarding the indication of decrease of importance for Promotion variable (Karim et al., 2021). The lowest score of its descriptive statistics falls on activity with the score of 3.95 on the scale of 1 to 5. This finding needs to be discussed further with ACC's management, due to ACC already has plan to initiate its Promotion efforts. Specifically, this finding can give room for ACC to adjust the allocation of its budget for other marketing efforts.

#### 5.5 Combined Effect of Product, Price, Place, and Promotion

Based on the result of the simultaneous test, Product, Price, Place and Promotion variable simultaneously have a significant effect on Purchase Intention. Thus, even though only the product variable has a significant impact, the other variables still contribute if all efforts are conducted simultaneously. However, the formula gives a ballpark figure on the priorities ACC can strategize.

Specifically, the highest effect is driven from Product variable with a value of 0.226, followed by Promotion variable with a value of 0.127, then by Place variable with a value of 0.064, and concluded with Price variable with a value of 0.002. Thus, ACC can focus its efforts on Product initiatives and allocate some portion of their financial and or non-financial resources on Promotion efforts especially on starting their digital marketing foundation, before starting on Place and Price efforts. This finding might be able to give guidance for ACC in designing their marketing efforts to be more effective and efficient.

### 5. Conclusion

This paper was created to assist ACC in addressing its need for guidance on marketing efforts, using quantitative research with multiple linear regression and purposive sampling adjusted to its target market. The findings of this research can be concluded based on the research questions, which are the partial and simultaneous effect of the variables.

Regarding the partial effects of the marketing mix elements on purchase intention at the ACC, the analysis revealed a significant positive relationship between the Product variable and purchase intention. However, while Product had a significant impact, its lowest-scoring attribute was variety, with a mean score of only 3.92 out of 5, suggesting potential areas for improvement. Conversely, Price, Place, and Promotion were not found to have significant individual effects on purchase intention.

As for the simultaneous effect, Product, Price, Place and Promotion variable simultaneously have a significant effect on Purchase Intention of ACC. Specifically, Product variable has a value of 0.226, Promotion variable has a value of 0.127, Place variable has a value of 0.064, and Price variable has a value of 0.002. This finding indicates prioritization options for ACC. Mainly, even though Promotion does not have a significant effect on its own, it still has a considerable value on the simultaneous context.

Based on these findings, ACC can consider the most optimal allocation of its marketing budget with the consideration of the effects Product variable brings. To further improving the efficiency of its effort, a thorough discussion and the possibility of training to conduct optimal Product efforts might be required. However, for the long-term strategy, ACC should also prepare to begin its endeavor in creating a solid digital marketing channel foundation. This finding serves as guidance and will be included as one of the main agenda items for ACC's upcoming meeting. These findings also offer several key policy implications for stakeholders of ACC, particularly for Argomulyo Village's management and local government agencies in the tourism sector. Baiocco et al. (2023) suggest that local businesses may struggle to sustain themselves if they operate in isolation, highlighting the importance of integrated efforts for ACC's development

For Argomulyo Village's management, the research underscores the importance of prioritizing product development and innovation as a core strategy for attracting and retaining visitors. This includes not only menu diversification and quality enhancement but also attention to presentation and the overall dining experience. The study also suggests a need for training programs focused on culinary innovation, digital marketing, and customer service for culinary entrepreneurs within ACC. This can empower businesses to adapt to evolving consumer preferences and effectively market their offerings.

For local government agencies in the tourism sector, the research highlights the need for strategic investment in infrastructure and resources that support culinary businesses (Dziubaniuk et al., 2021). This could include funding for training programs, assistance with digital marketing initiatives, and the development of platforms that connect culinary businesses with potential customers. In the long term, this kind of support might help strengthen ACC's social sustainability as part of the local communities in the region (Dziubaniuk et al., 2021). Social sustainability, as defined by Dziubaniuk et al. (2021), encompasses factors such as economic resilience, community engagement, and long-term business viability.

As for the limitations, this research has constraints on several aspects, especially regarding the characteristics of ACC's main market target. Future research might try to analyze the deeper section of its different market segmentation after ACC has decided on its main market segment. Also, due to the lack of digital platforms ACC has in the moment, this research is unable to map other variables of the other aspects in the marketing mix. Future research might be able to incorporate the complete variables of the marketing mix after ACC has a decent base of digital marketing platforms, its whole interaction process and its administrators.

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