

The Influence of Market Segmentation and Targeting on Purchase Decisions of Youth Angkringan Businesses in Wonodadi District, Blitar

Moch. Sulchan¹, Anis Rahmawati²

¹Institut Agama Islam Al-Fatimah Bojonegoro

²Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung

*¹Corresponding email: anisa.ryc1@gmail.com

ABSTRACT – This study aims to determine the impact of market segmentation and targeting strategies on the purchasing decisions of Youth Angkringan enterprises in Wonodadi District, Blitar. The study investigates how these factors influence purchase decisions using a quantitative, associative research approach. The sample comprises 100 respondents, selected through a saturated sampling technique from the entire population. Primary data was collected via questionnaires distributed to Youth Angkringan businesses in the district. SPSS 23 was used to perform path analysis, with a significance level set at 0.05. The findings reveal that market segmentation has a significant and positive effect on the purchasing decisions of Youth Angkringan enterprises in Wonodadi District. Additionally, the target audience also plays a crucial and beneficial role in shaping purchasing decisions for these businesses.

Keywords: Market Segmentation, Targeting Purchase Decisions, Business Purchase Decisions, Youth Angkringan Business

ABSTRAK – Penelitian ini bertujuan untuk mengetahui pengaruh segmentasi pasar dan strategi penargetan terhadap keputusan pembelian pada usaha Angkringan Pemuda di Kecamatan Wonodadi, Blitar. Penelitian ini mengkaji bagaimana faktor-faktor tersebut memengaruhi keputusan pembelian dengan menggunakan pendekatan penelitian kuantitatif asosiatif. Sampel penelitian terdiri dari 100 responden yang dipilih melalui teknik sampling jenuh dari seluruh populasi. Data primer dikumpulkan melalui kuesioner yang didistribusikan kepada para pelaku usaha Angkringan Pemuda di kecamatan tersebut. Analisis jalur dilakukan menggunakan SPSS 23 dengan tingkat signifikansi sebesar 0,05. Hasil penelitian menunjukkan bahwa segmentasi pasar memiliki pengaruh signifikan dan positif terhadap keputusan pembelian pada usaha Angkringan Pemuda di Kecamatan Wonodadi. Selain itu, penentuan target audiens juga berperan penting dan memberikan dampak positif terhadap pembentukan keputusan pembelian pada usaha ini

Kata Kunci: Segmentasi Pasar, Penargetan, Keputusan Pembelian, Keputusan Pembelian Bisnis, Usaha Angkringan Pemuda

INTRODUCTION

Each trader engages in trading activities according to a marketing plan aimed at reaching the target customer market. A strategic target market plan necessitates an evaluation and analysis of customer behavior during purchasing transactions. Each consumer's activities are distinct, necessitating a strategy that addresses both external and internal demands directly influencing the purchasing choice of a product. The Wonodadi Blitar District Office's presence may facilitate merchants by offering support for their company operations. The support for Micro, Small, and Medium Enterprises enables merchants to sustain sales and advance their businesses from previous levels.

A strategy must be implemented by traders, including target strategy, market segmentation, sales positioning, pricing, and purchase choices for the items being traded. Implementing a marketing strategy involves developing a marketing mix by assessing the current market share via the analysis of customer behavior.

Philip Kotler and Gary Armstrong (armstrong, 2008) define market segmentation as the process of dividing a market into smaller divisions to address specific market demands. Diverse market features need distinct goods via the use of tailored marketing mixes. The establishment of a goal devised by youth in the angkringan enterprise may undoubtedly facilitate the operation of the firm. The objective is to capture market share, influencing customers' purchasing decisions about a product offered for sale. (Khotler, 2012) defines targeting as the process of identifying a target market that encompasses many market segments for a corporation, to maximize the chosen market. Targeting is the process of determining the most suitable market segment for a company's goods and services. The implementation of a marketing strategy by traders, including target strategy, market segmentation, sales positioning, and pricing, may influence customers' purchasing decisions about the offered items.

(Hasan, 2008) asserts that marketers must understand an individual's position in the product purchase decision-making process, as it may often serve as a significant influencing element in these choices. The aforementioned description suggests that, from a marketing strategy perspective, market segmentation and targeting are crucial for traders as they can significantly impact consumer purchasing decisions. Consequently, researchers are motivated to investigate youth angkringan vendors across the Wonodadi Blitar sub-district, titled "The Influence of Market Segmentation and Targets on the

Purchasing Decisions of Youth Angkringan Businesses throughout Wonodadi Blitar Sub-district."

LITERATURE REVIEW

Marketing management is a comprehensive system of corporate operations aimed at planning, pricing, and distributing goods, services, and ideas that fulfill the needs of the target market to attain organizational objectives. (Tjiptono, 2012) Tjiptono clarified that targeting involves assessing and choosing one or more market groups deemed most appealing for a particular marketing initiative. The assessment factors include the magnitude and potential for segment alteration, the structural attributes of the segment, and the compatibility between the product and the market.

The assessment of the strategic aspects of targeting, as outlined by Tjiptono and Chandra, comprises three primary factors: the size and development potential of the segment, segment characteristics, and the compatibility between the product and the market. Hasan (Hasan, 2008)) elucidated that marketers must comprehend the process of decision-making about product purchases, as it is a catalyst for purchasing decisions. Sutisna elucidated that a repeat buy refers to a customer who makes a purchase and has a favorable reaction to it.

METHODOLOGY

The research technique is fundamentally a systematic approach to acquiring data for specific objectives and applications. (Sugiyono, 2011) The research methodology employs a quantitative framework. Quantitative research is a research methodology that may be conducted using statistical processes or other forms of measurement. (Sugiyono, Metode Penelitian Bisnis, 2005) This study employs a quantitative research strategy, focusing on a specific population or sample, using data collecting and statistical analysis to evaluate the specified hypothesis. Research is superior to descriptive and comparative methods since it enables the formulation of a theory that can explain, forecast, and regulate a symptom. The research population included 100 young angkringan business dealers in the Wonodadi District.

Sample for research The researcher selected all young angkringan business merchants in Wonodadi District as respondents to complete the questionnaire. The research used saturation sampling, using the complete population of 100 business dealers as the sample. The study used saturation sampling as per the researcher's preference, using 100 adolescent angkringan business operators in Wonodadi District as the sample. The study used a main data source, namely

data collected from respondents using questionnaires, focus groups, panels, and interviews with researchers and informants. (Sujerweni, 2015) Primary data was acquired by directly distributing a questionnaire to all young angkringan entrepreneurs in the Wonodadi District of Blitar.

RESULT AND DISCUSSION

The validity test uses Pearson's Product Moment Correlation technique to assess the validity of a questionnaire. Data is considered legitimate when the computed r exceeds the r -table value. The research had 100 respondents. The r -table size is 0.196 ($df = n-2 = 100-2 = 98$) based on the number of respondents, with a 5% error rate. Data findings are considered valid when the computed r value in the Corrected Item-Total Correlation exceeds 0.196. The results of the validity assessment for each variable:

Table 1. Market Segmentation Validity Test Results (X1)

No. Item	<i>Corrected Item-Total Correlation</i>	r-tabel	Keterangan
P1	0.592	0.196	Valid
P2	0.695	0.196	Valid
P3	0.657	0.196	Valid
P4	0.706	0.196	Valid
P5	0.690	0.196	Valid
P6	0.725	0.196	Valid
P7	0.728	0.196	Valid
P8	0.731	0.196	Valid
P9	0.740	0.196	Valid
P10	0.649	0.196	Valid

Source: Analyzed primary data, 2024.

The validity findings table of the Market Segmentation instrument (X1) indicates that all instrument question items from question number 1 to question number 10 yield valid results. In conclusion, all Market Segmentation instruments are valid, as all indicators in the aforementioned table have a Pearson correlation value that exceeds the r table's value of 0.196.

Table 2. Target Validity Test Results (X2)

No. Item	<i>Corrected Item-Total Correlation</i>	r-tabel	Keterangan
P1	0.629	0.196	Valid
P2	0.671	0.196	Valid

No. Item	<i>Corrected Item-Total Correlation</i>	r-tabel	Keterangan
P3	0.714	0.196	Valid
P4	0.701	0.196	Valid
P5	0.638	0.196	Valid
P6	0.589	0.196	Valid
P7	0.649	0.196	Valid
P8	0.578	0.196	Valid
P9	0.715	0.196	Valid
P10	0.596	0.196	Valid

Source: Analyzed primary data, 2024.

All instrument question items from question number 11 to question number 20 yield legitimate results, as evidenced by the validity test table of the Target instrument (X2). It is inferred that all Target instruments are valid, as the Pearson correlation value of all indicators in the aforementioned table exceeds the r table value of 0.196.

Table 3. Results of Purchase Decision Validity Test (Y)

No. Item	<i>Corrected Item-Total Correlation</i>	r-tabel	Keterangan
P1	0.652	0.196	Valid
P2	0.617	0.196	Valid
P3	0.626	0.196	Valid
P4	0.622	0.196	Valid
P5	0.628	0.196	Valid
P6	0.612	0.196	Valid
P7	0.655	0.196	Valid
P8	0.619	0.196	Valid
P9	0.652	0.196	Valid
P10	0.619	0.196	Valid

Source: Analyzed primary data, 2024.

All instrument question items from question number 41 to question number 50 yield valid results, as evidenced by the validity test table of the purchasing decision instrument (Y). It is inferred that all purchasing decision instruments are valid, as the Pearson correlation value of all indicators in the aforementioned table exceeds the r table value of 0.196. Path analysis is employed by researchers to ascertain the direct or indirect relationship between

purchasing decisions and Market Segmentation and Target variables. Path analysis is explained as follows:

Path Analysis Model I. Path analysis is only used to determine the relationship pattern between two or more variables, the following shows the first path analysis model:

Table 4. Results of Path Analysis

Model		Coefficients			
		Unstandardized Coefficients B	Standardized Coefficients Beta	T	Sig.
1	(Constant)	6.744		4.058	.000
	SEGMENTASI_PASAR	.179	.228	4.206	.000
	TARGET	.492	.587	9.434	.000
a. Dependent Variable: Keputusan_Pembelian					

Source: Analyzed primary data, 2024.

The output results of Table 4.30 with the Standardised Coefficients Beta value of market segmentation in equation 2 of 0.228 and a significance of 0.000 less than 0.05. The results indicate that purchasing decisions are influenced by market segmentation. The path value (p4) is 0.228. The SPSS output indicates that the target's Standardised Coefficients Beta value in equation 2 is 0.587, with a significance level of 0.000, which is less than the threshold of 0.05. The findings indicate that the objective has an impact on the purchasing decision. The path value (p5) is 0.587. The sales position in equation 2 has a Standardised Coefficients Beta value of 0.217 and a significant value of 0.001, which is less than 0.05, as indicated by the SPSS output. The findings indicate that the sales position has an impact on the purchasing decisions.

The path value (p6) is 0.217. The Standardised Coefficients Beta value of the sales position in equation 2 is 0.028, and the SPSS output results are significant at 0.000, which is less than 0.05. The findings indicate that the pricing strategy influences purchasing decisions. The path value (p7) is 0.028. The regression equation 2 is as follows, as evidenced by the path analysis results in Table 4.30:

$$Y = 6,744 + 0,228 X_1 + 0,587 X_2 + 0,217 X_3 + 0,028 X_4 + e_2$$

DISCUSSION

The Impact of Market Segmentation on the Purchase Decisions of Angkringan Businesses in Wonodadi District, Blitar.

The study's findings demonstrate that market segmentation has a substantial and beneficial impact on the purchasing decisions of angkringan enterprises in Wonodadi District, Blitar. The market segmentation variable has a positive and significant effect on purchase decisions, as the results are significant. Consequently, H0 is rejected and H1 is accepted.

The questionnaire describing the gender of respondents at the Youth Angkringan Business in Wonodadi District, Blitar, has revealed that the majority of traders are male. The findings indicate that men are the dominant gender because the selling hours are at night, necessitating that male merchants provide more vigilant security.

The Impact of Targets on the Purchase Decisions of Angkringan Businesses in Wonodadi District, Blitar.

The hypothesis analysis results indicate that the presence of sales targets in Wonodadi District, Blitar, has a positive and significant impact on the purchase decisions of angkringan businesses. This is because traders can sell food at angkringan under the initial target and can observe consumer interest. The results of the target variable have a substantial and positive impact on purchasing decisions. The findings of the last education description in the angkringan business in Wonodadi District, Blitar, indicate that the majority of the merchants in the angkringan have a last education of literature 1 (S1). The findings indicate that literature 1 (S1) education is the predominant factor among angkringan merchants. This is because a greater number of bachelor's graduates possess a wealth of experience in marketing management and are capable of operating their businesses under the target business plan.

CONCLUSIONS

The preliminary results indicate that market segmentation has a positive and significant impact on the buying decisions of youth-run businesses in the Wonodadi Blitar District. This is because market segmentation aims to make it easier for customers to find what they need at a price that matches the quality of the product. The results show that the target has a positive and significant effect on the buying decisions of youth angkringan businesses in the Wonodadi

Blitar District. This is because having a product sales target can help sellers of angkringan businesses make more money.

REFERENCES

- Anoraaga., P. (1995). *Manajemen Koperasi Teori dan Praktek*. Jakarta.: PT. Dunia Pustaka Jaya. cet. Ke-1. Hal. 92.
- Armstrong, P. K. (2008). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga. Edisi 12, Jilid 1 Hal. 225.
- Hasan, A. (2008). *Marketing*. Yogyakarta: Media Utama Hal 138.
- Khotler, P. (2012). *Manajemen Pemasaran*. Jakarta: Indeks, Edisi Kesebelas. Hal. 292. .
- Putu Lanang Eka Sudiarta, K. K. (2014). Analisis Faktor-Faktor Yang Mempengaruhi Kinerja Usaha Mikro Kecil Dan Menengah (Umk) Di Kabupaten Bangli. *Journal Bisma Universitas Pendidikan Ganesha Jurusan Manajemen*. Volume 2, 12.
- Sugiyono. (2005). *Metode Penelitian Bisnis*. Jakarta : Alfabeta.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. Bandung: Alfabeta.
- Sujerweni, W. (2015). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Tjiptono, F. D. (2012). *Pemasaran Strategik*. Yogyakarta: Andi Offset. Edisi 2. Hal.2.
- Whitaker, W. H. (1997). *Social walfare in Today's world*. Journal. New York: Mc Graw-Hill Companies, 20-33