

Effect of Marketing Mix on Decisions to Add Customer Electricity (Case Study in Pt Pln (Persero) Tolitoli Customer Service Implementation Unit)

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Abstract

The purpose of this study was to determine the effect of Product Marketing Mix (X1), Price (X2), Place (X3), and Promotion (X4) on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli. The test results conclude that the Product Factor has a positive effect on Purchase Decisions but is not significant. The probability of this variable is 0.373, which is greater than the 0.05 significance level, so the effect of Product Factor on Purchase Decision is not significant. The test results show that the Price Factor has a positive and significant effect on Purchase Decision. This is obtained from the p-value which is less than a significance level of 0.05, which is 0.001. Place has a positive and significant effect on purchasing decisions. This is because the probability value of 0.002 is smaller than the significance level of 0.05. Promotion has a positive and significant effect on purchasing decisions. This is because the probability value is less than the 0.05 significance level, which is 0.012. Consumers have a positive effect on purchasing decisions but not significant. The probability of this variable is 0.469 which is greater than the 0.05 significance level so that the influence of consumers on purchasing decisions is not significant. The process has a positive and significant effect on purchasing decisions. This is because the probability value is less than the 0.05 significance level, which is 0.025. The resulting R-Square value is 0.571. This means that the product factors, place factors, price factors, promotion factors, people factors and process factors contribute 57.1 percent in explaining their relationship to the purchasing decision variables. While the remaining 42.9 percent are influenced by other variables outside the model. The probability of this variable is 0.469 which is greater than the 0.05 significance level so that the influence of consumers on purchasing decisions is not significant. The process has a positive and significant effect on purchasing decisions. This is because the probability value is less than the 0.05 significance level, which is 0.025. The resulting R-Square value is 0.571. This means that the product factors, place factors, price factors, promotion factors, people factors and process factors contribute 57.1 percent in explaining their relationship to the purchasing decision variables. While the remaining 42.9 percent are influenced by other variables outside the model. The probability of this variable is 0.469 which is greater than the 0.05 significance level so that the influence of consumers on purchasing decisions is not significant. The process has a positive and significant effect on purchasing decisions. This is because the probability value is less than the 0.05

significance level, which is 0.025. The resulting R-Square value is 0.571. This means that the product factors, place factors, price factors, promotion factors, people factors and process factors contribute 57.1 percent in explaining their relationship to the purchasing decision variables. While the remaining 42.9 percent are influenced by other variables outside the model. The process has a positive and significant effect on purchasing decisions. This is because the probability value is less than the 0.05 significance level, which is 0.025. The resulting R-Square value is 0.571. This means that the product factors, place factors, price factors, promotion factors, people factors and process factors contribute 57.1 percent in explaining their relationship to the purchasing decision variables. While the remaining 42.9 percent are influenced by other variables outside the model. The process has a positive and significant effect on purchasing decisions. This is because the probability value is less than the 0.05 significance level, which is 0.025. The resulting R-Square value is 0.571. This means that the product factors, place factors, price factors, promotion factors, people factors and process factors contribute 57.1 percent in explaining their relationship to the purchasing decision variables. While the remaining 42.9 percent are influenced by other variables outside the model. People Factors and Process Factors contributed 57.1 percent in explaining their relationship to the Purchasing Decision variable. While the remaining 42.9 percent are influenced by other variables outside the model. People Factors and Process Factors contributed 57.1 percent in explaining their relationship to the Purchasing Decision variable. While the remaining 42.9 percent are influenced by other variables outside the model.

Keywords: *Marketing Mix, Decision, Customer Service.*

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Introduction

PT PLN (Persero) is a service company engaged in the sale of electricity. The purpose of PT PLN (Persero) is to provide and serve the needs and interests of the Indonesian people for electric power. This is in accordance with the mandate of Law (UU) Number 30 of 2009 concerning Electricity, that electric power has a very important and strategic role in realizing national development goals, the business of providing electricity is controlled by the State and its supply needs to be continuously improved in line with development developments so that available electricity in sufficient quantity, evenly, and of good quality. PLN Customer Service Implementation Unit (UP3) Tolitoli is one of the UP3 under PT PLN (Persero) Regional Parent Unit (UIW) North Sulawesi, Central Sulawesi, and Gorontalo (Suluttenggo) based on the Decree of the Board of Directors Number 0075.P/DIR/2021 dated May 31, 2021. PLN UP3 Tolitoli has work areas in 3 districts in Central Sulawesi, namely:

1. Tolitoli Kabupaten District
2. Buol County
3. Parigi Moutong District

The total customers of PLN UP3 Tolitoli in these 3 regencies are 134,345 (data as of December 2021). With the 35,000 MW program, the electricity supply, especially at PLN UIW Suluttenggo, is certain to be stronger. The PLN UP3 Tolitoli electricity system has a total of 6 isolated electrical systems consisting of:

1. Tolitoli System (17.3 MW Capability; 13.55 MW Peak Load)
2. Kotaraya Moutong System (12.20 MW Capability; 9.53 MW Peak Load)
3. Leok System (8.3 MW Capability; 7 MW Peak Load)
4. Paleleh System (1.34 MW Capability; 0.71 MW Peak Load)
5. Power Down System (2 MW Capability; 1.5 MW Peak Load)
6. Simatang System (0.08 MW Capability; 0.05 MW Peak Load)

The PLN UP3 Tolitoli Electricity System currently has a total generating capacity of 41.22 Mega Watt (MW) while the peak load is recorded at 32.34 MW, so that the system is in a condition of surplus power or has an electricity reserve of 8.89 MW. The electricity reserve is certainly an opportunity for the community to be able to take advantage of it in order to improve the quality of life in today's modern era which requires a lot of electricity. One of the Key Performance Indicators (KPI) of PLN UP3 Tolitoli's performance is Electricity Sales. In 2021, the sales performance of UP3 Tolitoli's electricity only reached 96.53% or sales of 174.76 GWh of the target of 181.04 GWh. With such conditions, of course, efforts must be made to increase sales of electricity in order to achieve the target. One of the efforts made to increase sales of electricity is the intensification program, namely increasing the use of electricity by existing PLN customers. daily. To support this electrifying lifestyle, PLN also provides a promo program for adding electricity, namely by providing additional power services at a more affordable cost. Power-added services are required by the Customer in order to have a subscription with a higher power so that they can make more use of electrical equipment. PLN UP3 Tolitoli has implemented a Marketing Mix strategy in marketing electricity products and services. One way to win the market is through tactical planning. According to Shinta (2011: 24) this tactical planning uses the

concept of the Marketing Mix which is a set of tactical marketing tools that can be controlled and combined by the company to produce the response desired by the target market. The Marketing Mix must be dynamic and adaptable to the external and internal environment. External factors are factors beyond the reach of a company consisting of technology, competitors, government regulations, economic conditions, and socio-cultural environment. For internal factors are the variables contained in the Marketing Mix, namely Product, Price, Promotion, Place, People, Process and Physical Evidence. In terms of products, PLN offers a variety of additional power services according to customer needs. Customers can choose new power to start from 900 VA to 11,000 VA (for single phase service) or even higher power according to their individual needs. The price of this power-added service is very affordable, starting from Rp.421.650 to Rp.10.222.950 (for 1-phase service), depending on which power service you choose. PLN also often provides power-added promos at certain periods, such as the Green Lifestyle promo which provides a special price-added power of Rp.202,100 for household customers with power options up to 11,000 VA (1 phase service). In addition, there are many other power-adding promos provided by PLN such as Super Merdeka, Super Powerful, and Convenient Induction Stoves during the promo period from July 2021 to December 2021. In terms of service areas, PLN UP3 Tolitoli has a service office in the village of Panasakan, Tolitoli. . In addition, to reach customers spread across 3 districts, PLN UP3 Toli-toli has 4 Service Unit Offices and 10 Guard Offices, all of which can serve customers' electricity service requests. PLN UP3 Tolitoli has also carried out aggressive marketing activities to deliver service programs, especially additional power to customers. PLN has social media accounts for promotions such as on Instagram, Twitter, Facebook and Whatapp Group which always actively provides information about PLN's electricity service program. In addition, PLN Tolitoli also conducts mobile marketing which is carried out routinely by employees and outsourcing staff. PLN UP3 Tolitoli also conducts marketing at certain local events. In providing services to customers, PLN UP3 Tolitoli is supported by marketing personnel who are competent in their fields. Besides that, The process of adding power services is also made easier and faster. Customers only need to make an application through the PLN Mobile superapp, PLN 123 contact center, or through service offices spread across the PLN UP3 Tolitoli area. After making an application and payment, customers only need to wait 3 working days for PLN officers to add power at home. Even if the distance allows customers to enjoy one day service. Based on the marketing mix variables, companies are required to consider consumers as one of the most important factors in the market, because by paying attention to consumer needs and desires, companies can win market competition. If these factors have been considered by the company, it can provide benefits for the company, one of which consumers will make product purchase decisions. One of these factors is usually more dominant in influencing purchasing decisions. Purchasing decision is a process in which consumers conduct research on various alternative options and choose one or more alternatives that are needed based on certain considerations in purchasing.

Literature Review

2.1. Marketing

According to Kotler and Armstrong (2016), Marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. Based on this definition, it can be concluded that marketing is a process of interaction between individuals or groups to obtain what they need by creating, offering, and exchanging products and services of value with others. In marketing communication, an easy and flexible

approach is needed in the Marketing Mix or called the Marketing Mix. The Marketing Mix is a product, promotion and pricing strategy that is unique and designed to generate mutually beneficial exchanges with the target market. But now it is growing not only in terms of Products, Promotions and Prices. But also about Places, People, Processes and Physical Facilities. Marketing also means adjusting the company's capabilities to the needs of customers in order to achieve the company's goals of sustainable profit. Based on the definitions above, it can be concluded that business activities are consumer-oriented. Consumer desires must be satisfied effectively, the company must maximize its marketing activities in generating profits for the company and to increase sales. Marketing also means adjusting the company's capabilities to the needs of customers in order to achieve the company's goals of sustainable profit. Based on the definitions above, it can be concluded that business activities are consumer-oriented. Consumer desires must be satisfied effectively, the company must maximize its marketing activities in generating profits for the company and to increase sales. Marketing also means adjusting the company's capabilities to the needs of customers in order to achieve the company's goals of sustainable profit. Based on the definitions above, it can be concluded that business activities are consumer-oriented. Consumer desires must be satisfied effectively, the company must maximize its marketing activities in generating profits for the company and to increase sales.

2.1.1. Marketing Concept

Marketing is one of the efforts of how we convey our ideas or products or services to the people who are the target or target (market). Marketing consists of several important components, these components form an interdependent entity, namely the Company, Employees and Consumers. Each marketing component is mutually influenced and affects the other components. If the components support each other, there will be success in the business because of the dependence between the company, employees and consumers. The marketing relationship that can be described from the collaboration between the 3 components is as follows:

1. *Marketing*Internal. Is a marketing activity carried out between the company and all elements of employees from the top management to the lowest level. Companies must be able to sell business ideas and products to employees under management.
2. *Marketing*External. Is a marketing activity carried out by the company to the target audience or consumers. The more consumers who consume or use the goods/products or services of the related company, the greater the profit that will be obtained.
3. *Marketing*Interactive. Is a marketing activity or direct sales to all consumers known by employees. This type of marketing is carried out by all employees from top management to employees at all levels. A breakthrough and an aggressive attitude are needed in marketing to reach target consumers and especially sales. Aggressive marketing is marketing that prioritizes marketing strategies, marketing mixes and carries out with an aggressive attitude supported by complete and valid data and conducts guerrilla or in large numbers and comprehensively effectively and provides significant results in a fast time. Marketing requires 3 main steps, namely:
 1. Market Segmentation (Segmenting). The act of dividing a market into distinct groups of buyers and focusing on the intended target consumers
 2. Determination of the Target Market (Targeting). The act of evaluating the attractiveness of a market segment and targeting a particular market segment for marketing

3. Product Placement (Positioning). Actions to position the right competitive product and marketing mix in each targeted market segment.

2.1.2. Marketing Mix

The marketing mix according to Kotler and Armstrong (2018) is a collection of controlled tactical marketing tools (product, price, promotion, and location) that the company combines to produce the response it wants in the target market. According to Kotler and Armstrong (2018), an effective marketing program combines elements of the marketing mix into an integrated marketing program designed to achieve the company's marketing objectives by involving consumers and convey value to them. In the marketing mix there is a set of marketing tools known as the 4Ps, namely product (product), price (price), place (place or distribution channel), and promotion (promotion). while in service marketing, it has several additional marketing tools such as people (people), physical evidence (physical facilities), and process (process), so it is known as the 7Ps. it can be concluded that the service marketing mix is product, price, place, promotion, people, physical evidence, and process. Service marketing according to Kotler and Fox in (Lupiyoadi, 2013) offers services with a marketing mix consisting of 7 marketing tools known as 7p, namely product, price, place, promotion, process, physical evident, and people. These seven service marketing mixes are used by researchers as the basis for researching the influence of the marketing mix (7p) on students' decision making to choose entrepreneur-based schools. and process (process), so it is known as 7P. it can be concluded that the service marketing mix is product, price, place, promotion, people, physical evidence, and process. Service marketing according to Kotler and Fox in (Lupiyoadi, 2013) offers services with a marketing mix consisting of 7 marketing tools known as 7p, namely product, price, place, promotion, process, physical evident, and people. These seven service marketing mixes are used by researchers as the basis for researching the influence of the marketing mix (7p) on students' decision making to choose entrepreneur-based schools. and process (process), so it is known as 7P. it can be concluded that the service marketing mix is product, price, place, promotion, people, physical evidence, and process. Service marketing according to Kotler and Fox in (Lupiyoadi, 2013) offers services with a marketing mix consisting of 7 marketing tools known as 7p, namely product, price, place, promotion, process, physical evident, and people. These seven service marketing mixes are used by researchers as the basis for researching the influence of the marketing mix (7p) on students' decision making to choose entrepreneur-based schools. 2013) offers services with a marketing mix consisting of 7 marketing tools known as 7p, namely product, price, place, promotion, process, physical evident, and people. These seven service marketing mixes are used by researchers as the basis for researching the influence of the marketing mix (7p) on students' decision making to choose entrepreneur-based schools.

Product (Product)

Kotler and Armstrong (2018: 79) reveal that the product means a combination of goods and services offered by the company to the target market. Products marketed include physical goods, services, places, organizations and ideas.

Kotler and Keller (2015: 389) say that a product is anything that can be offered to a market to

satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. Products marketed include physical goods, services, experiences, events, people, places, properties, organizations and ideas. The product is the first and most important element in the marketing mix.

Meanwhile, according to Tjiptono (2015: 231), a product is a producer's subjective understanding of 'something' that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with organizational competence and capacity as well as market purchasing power.

Price (Price)

Kotler and Armstrong (2018:308) state that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using an item or service. Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value.

From a marketing point of view, price is a monetary unit or other measure (including goods and services) that is exchanged in order to obtain the right to ownership or use of an item or service. According to Tjiptono (2015: 151) price is the only element of the Marketing Mix that provides income or income for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). Besides, price is an element of the mix that is flexible, meaning that it can be changed quickly.

Pricing objectives can help position a product or service. Consumer reactions to alternative prices, product costs, competitor prices, and other legal and ethical factors increase management flexibility in pricing. Kotler and Armstrong (2018:79) reveal that the price attribute consists of a list price, discount, allowance, payment period, and credit terms.

Place (The place)

Kotler and Armstrong (2018: 51) state that place/location are various company activities to make the products produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers and where the place/location is. strategic ones. Meanwhile, Alma (2016: 103) states that location is a place where companies carry out activities to produce goods and services that are concerned with the economic aspect. According to Tjiptono (2015: 345), location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services. from producers to consumers.

Promotion (Promotion)

Kotler and Armstrong (2014: 76) define the notion of promotion refers to the activities of communicating two Merit products and persuading target customers for buyers. Promotion is a business activity that aims to make consumers more familiar with and interested in your business products. In this activity, you must be able to change consumer perceptions to be positive about our business. To do this, there are many promotional techniques, both manually through face to face promotion to online promotions which are now growing rapidly.

Advertising, sales promotion, personal selling, and public relations strategies are all used to help organizations communicate with their customers, establish collaboration between organizations, communities, and other goals. Promotional strategy plays an important role in positioning the product in the eyes of buyers. The main purpose of promotion is to inform, influence and

persuade and remind customers about the company and its marketing mix.

People (Person)

According to Kotler and Keller (2016:37), people reflect, in part, internal marketing and the fact that employees are critical to marketing success. Marketing will only be as good as the people in the organization. Many things can influence consumer decisions related to the problems of people in the service industry, such as the behavior of employees both in how to talk, wear clothes and how to serve consumers. What should be a concern for service companies is that the pattern of recruiting human resources from the beginning must be directed to consumers. Because they will have a direct relationship with consumers.

Therefore, it is important that all service employee behavior must be customer oriented. That means service organizations must recruit and retain employees who have the skills, attitudes, commitment and ability to build good relationships with consumers.

Process (Process)

According to Kotler and Keller (2016: 37), the process is all creativity, discipline, and structure that is brought to marketing management. Marketers must ensure that cutting-edge marketing ideas and concepts play the right role in everything they do, including creating mutually beneficial long-term relationships and imaginatively generating insights and breakthroughs in products, services, and marketing activities. Complexity, this relates to the steps and stages in the process. Divergence, relates to a change in the steps or stages of the process. In connection with the two events, there are four options that can be chosen by marketers, namely reduced divergence, in this case means a reduction in costs, increased productivity and ease of distribution. increase divergence, means more customization and flexibility in production which can lead to higher prices. Reduced complexity, meaning it tends to be more specialized. Increased complexity, means more likely to penetrate the market by increasing the services provided.

2.1.3. Consumer behavior

In marketing products, companies should understand consumer behavior. This is because marketing efforts are always directed at satisfying the needs and desires of consumers. According to Loundon and Bitta in Shinta (2011:41) consumer behavior is a decision-making process and physical individual activity involved in the process of evaluating, obtaining, using or being able to use goods and services.

2.1.4. Buying decision

According to Kotler and Keller (2016: 194), consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. Purchasing decisions are inseparable from how the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases, Kotler and Keller (2016: 194) suggest that purchasing decisions have the following dimensions:

1. Product selection

Consumers can make decisions to buy a product or use their money for other purposes. In this case the company should focus its attention on the people who are interested in buying a product and the alternatives they are considering.

2. Brand choice

Consumers have to make decisions about which brand name to buy, each brand has its own differences. In this case the company must know how consumers choose a brand.

3. Dealer choice

The consumer must make a decision about which dealer to visit. Each consumer is different in terms of choosing a supplier, which can be due to factors such as close location, low prices, complete inventory, convenience in shopping, low prices, complete inventory, convenience in shopping, and the size of the place.

4. Purchase time

Consumer decisions in choosing the time of purchase can vary, for example, there are those who buy every day, once a week, once every two weeks and so on.

5. Purchase amount

Consumers can make decisions about how many products to spend at a time, purchases made may be more than one. In this case the company must prepare a number of products according to different wishes.

6. Payment method

Consumers can make decisions about the payment method that will be used in making decisions to use products or services. Purchase decisions are influenced by not only environmental and family aspects, purchasing decisions are also influenced by the technology used in the purchase transaction.

Methods

3.1. Research methods

The research method used in this research is a quantitative method. Quantitative research according to Sugiyono (2015:13) is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

There are two variables used in this study, namely the independent variable (independent variable) and the dependent variable (dependent variable). According to Sugiyono (2013:39) independent variables are variables that affect or are the cause of changes or the emergence of the dependent variable. The independent variable in this study is the marketing mix consisting of Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), and Process (X6). According to Sugiyono (2013:39) the dependent variable is the variable that is influenced or that becomes the result, because of the independent variable. The dependent variable in this study is the decision to add electricity (Y).

3.2. Type of Research

The type of research used in this research is associative research. According to Sugiyono (2014: 55) associative research is research that aims to determine the relationship between two or more variables. In this study, a theory will be built that can function to explain, predict and control a symptom. In this study, the associative method is used to explain the influence of the marketing mix on purchasing decisions.

3.3. Research Location and Object

This research takes a limited case study in the working area of PLN UP3 Tolitoli. The reason for choosing this research location is based on the consideration that the location is easily accessible and the environmental conditions are adequate. In addition, the data needed is relatively easy and fast to obtain so that it really supports the smooth running of this research. The object of this research is all household tariff customers who add power in the period from July 2021 to December 2021 (Semester II 2021).

3.4. Method of collecting data

The method of data collection in this study is a questionnaire, which is a data collection technique by giving a set of questions or written questions to respondents to answer. This research was conducted by distributing questionnaires to customers who added electricity and the results of respondents' answers would be measured using a Likert scale. This study uses descriptive analysis techniques and multiple linear regression analysis.

3.5. Population

Sugiyono (2014: 80) states that population is an area of generalization, objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is PLN UP3 Tolitoli household tariff customers who add electricity in the period from July 2021 to December 2021 (Semester II 2021). The total population in this study was 575 customers.

3.6. Sample

According to Siyoto and Sodik (2015), the sample is part of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population. Sampling was carried out to facilitate research with a large number of population studied. The study could not examine the entire population for several reasons, such as limited funds, time and manpower. To determine the number of samples, this study uses the Slovin formula. The Slovin formula is a formula or formula to calculate the minimum number of samples if the behavior of a population is not known with certainty. This formula was first introduced by Slovin in 1960. This Slovin formula is commonly used in survey research where the number of samples is usually very large, so we need a formula to get a small sample but can represent the entire population. Slovin's formula notation is $n = N / (1 + Ne^2)$. This study raised the degree of confidence 90%, or an error rate of 10%, so that from a total population of 575 customers, the number of samples required based on this Slovin formula was 86 respondents. In connection with the results of the survey respondents get 100 samples, then all these samples will be used in this study. The number of samples required based on the Slovin formula is 86 respondents. In connection with the results of the survey respondents get 100 samples, then all these samples will be used in this study. The number of samples required based on the Slovin formula is 86 respondents. In connection with the results of the survey respondents get 100 samples, then all these samples will be used in this study.

$$n = \frac{N}{1 + Ne^2}$$
$$= \frac{575}{1 + (575)(0,1)^2}$$

$$= 85,19$$

≈ 86 Responden

Discussion

The value of the regression coefficient of each independent variable on the dependent variable. The interpretation of each of these coefficients is as follows.

1. Product Factors on Purchase Decisions

Based on Table 5.20 the coefficient of the Product Factor is 0.189. This means that when the total score of Product Factor increases by 1 point, it will increase the total score of Purchase Decision by 0.189 points.

2. Price Factors on Purchase Decisions

Based on Table 5.20 the coefficient of the Price Factor is 0.804. This means that when the total score of Price Factor increases by 1 point, it will increase the total score of Purchase Decision by 0.804 points.

3. Place Factor on Purchase Decision

Based on Table 5.20 the coefficient of the Place Factor is 0.511. This means that when the total score of the Place Factor increases by 1 point, it will increase the total score of the Purchase Decision by 0.511 points.

4. Promotion Factors on Purchase Decisions

Based on Table 5.20 the coefficient of the Promotional Factor is 0.250. This means that when the total score of Promotional Factors increases by 1 point, it will increase the total score of Purchase Decisions by 0.250 points.

5. People Factors on Purchase Decisions

Based on Table 5.20 the coefficient of the Person Factor is 0.295. This means that when the total score of People Factor increases by 1 point, it will increase the total score of Purchase Decision by 0.295 points.

6. Process Factors on Purchase Decisions

Based on Table 5.20 the coefficient of the Process Factor is 0.815. This means that when the total score of Process Factors increases by 1 point, it will increase the total score of Purchase Decisions by 0.815 points.

Conclusion

The conclusions obtained from the results of data analysis and also the discussions that have been carried out are as follows:

1. Product Marketing Mix (X1), Price (X2), Place (X3), and Promotion (X4) together have a positive and significant effect on the Decision to Add Electricity Customers (Y) at PT PLN (Persero) UP3 Tolitoli.
2. Product factor (X1) has a positive but not significant effect on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.

3. The price factor (X2) has a positive and significant effect on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.
4. Place factor (X3) has a positive and significant effect on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.
5. Promotion factor (X4) has a positive and significant effect on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.
6. The People Factor (X5) has a positive but not significant effect on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.
7. Process factor (X6) has a positive and significant effect on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.
8. Process factor (X6) and price (X2) are the two most influential factors compared to other factors on the Decision to Add Electricity to Customers (Y) at PT PLN (Persero) UP3 Tolitoli.

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