

## CHAPTER IV RESEARCH RESULTS AND ANALYSIS

### 4.1 General Description

Chatime is a franchise business originating from Taiwan that entered Indonesia in 2014. The Chatime franchise business is now growing rapidly driven by the advancement especially in the tourism industry in Indonesia. This has a good impact especially on the food and beverage franchise business. Chatime is currently managed by PT Kawan Lama Group. PT Kawan Lama Group itself was built since 1955 with several business fields such as Retail, Food and Beverages, Property Services and E-commerce.

Then for the Chatime franchise itself is managed by Master Franchise Chatime from PT Food and Beverages Indonesia. The first Chatime outlets opened in Indonesia at Living World Alam Sutera and currently there are more than 230 Chatime outlets spread throughout Indonesia and this number continues to grow every year.



**Figure 4 1 Outlet Chatime LG-258**

Source: Private

Chatime Central Park Mall, located in Tanjung Duren, West Jakarta, starts operating at 10:00 am to 10:00 pm. There are 2 Chatime outlets actively operating in Central Park Mall West Jakarta. The first outlet located on the LG-154 is close to the Central Park lift, Transmart Supermarket, and other stores.

Then the second outlet is located on LG-258 near restaurants like Fish & Co. and Pepper Lunch.

There are at least more than 30 types of fusion drink variations available at Chatime with prices ranging from Rp. 25,000 to Rp. 40,000. The process of making Chatime drink itself is processed by brewing method that can produce a more delicious and delicate taste. The uniqueness of Chatime itself is the variety of menus they offer, not only milk tea but also coffee, smoothies, moose (drinks with cream-based ingredients), etc. Not to mention that, Chatime always follows the existing trend, this can be seen from the many new menus that are always issued by Chatime regularly, such as Fresh Milk Brown Sugar Boba, Earl Gray Milk Tea, Thai Tea Chocolate, etc.

#### **4.2 Interviewees Profile**

Research on the Analysis of the Effect of Marketing Mix on Purchasing Decisions that occurred at Chatime Central Park Mall West Jakarta Mall was conducted by interviewing informants, namely Chatime consumers, from December 2019 to January 2020.

**Table 4 1 Interviewees Profile**

<b>Name</b>	<b>Age</b>	<b>Sex</b>	<b>Occupation</b>	<b>Domicile</b>
Felicia	21	Female	College Student	Tangerang
Agripina	19	Female	College Student	Bekasi
Livina	21	Female	College Student	Bekasi
Ivana	21	Female	College Student	Bekasi
Michelle	16	Female	High School Student	East Jakarta
Mariska	19	Female	College Student	East Jakarta
Dona	21	Female	College Student	Bekasi
Carissa	21	Female	College Student	North Jakarta
Ervita	21	Female	College Student	North Jakarta
Nico	22	Male	College Student	West Jakarta
Andrew	21	Male	College Student	West Jakarta
Bella	21	Female	College Student	West Jakarta
Calvin	21	Male	College Student	West Jakarta
Valdo	21	Male	College Student	Center Jakarta
Reginald	23	Male	Employee	West Jakarta

There are 15 interviewees, most of whom are students, this is because the majority of Chatime buyers are young people ranging in age from 19-23 years, with a total of 5 men (33.3 %) and 10 women (66.6%). With domicile of 66.6% in Jakarta and 33.3% outside Jakarta. Even so, although their domicile is far from the Chatime location under study, that is Central Park Mall West Jakarta. They still decide to buy Chatime products in Central Park, this is because their location to study or work are near or at the Central Park Mall, West Jakarta. Central Park Mall Jakarta itself is one of the busiest business centers in Jakarta, with the APL Tower as an office location and the location of Tanjung Duren which has more than 5 universities.

### 4.3 Research Results

The study was conducted by several methods, namely observations conducted by researchers, then interviews with Chatime consumers in Central Park Mall, West Jakarta, and finally researchers also conducted documentation in the form of voice notes and photographs collected during the study. The following is the full explanation;

#### 4.3.1 Observation Result

Observations were conducted for 1 month from 27 December 2019 to 27 January 2020 at the Chatime Central Park Mall West Jakarta Mall. Observations were made by researchers by paying attention to two research variables namely Marketing Mix and Purchasing Decisions at Chatime Central Park Mall West Jakarta.

##### Marketing Mix

In this observation the researchers saw that the Chatime Outlet at Central Park Mall had been going very well. This can be seen from the Marketing Mix Analysis of 7p conducted by researchers.

##### 1. Product

First seen from the product, the products sold by Chatime have been very varied and updated with the existing trends, this can be seen from the Chatime menu which has more than 30 types of drinks



**Figure 4 2 Chatime Product Variation**

Source:<https://indonesia.chatime.com.tw>

ranging from Milk tea, Smoothies, Coffee, Signature Tea, etc

Coupled with a new menu such as the Brown Sugar Series (Palm Sugar Series) which is currently becoming a trend among similar drinks. Then the toppings provided by Chatime also vary greatly. From the quality of the taste itself, Chatime already has a very good quality standard of taste. Researchers conducted a trial by trying as many Chatime drinks as possible outside the Central Park Mall to find out if the taste of Chatime drinks is different at each Chatime outlet. The results of this trial were very good, the taste of the chatime drinks did not change even from different outlets. Proving that Chatime has a special standard for the quality of taste they provide. Plus the buyer / customer is given the freedom to determine the level of ice and sugar when going to buy Chatime, this is very easy for buyers to get the right flavor according to their respective tastes.

## 2. Price

For the price / price that Chatime also provides is in accordance with the products they sell. Prices can be seen by buyers through the menu provided by them at the time the buyer will make a transaction.



Figure 4 3 Chatime's Product Sizes

Source: Private

The price of Chatime drinks varies considerably depending on the type of drink desired, the size of the glass (available in sizes Large 14oz and Regular 12oz) and the toppings that can be chosen from the price of Rp 4,000 to Rp 5,000. Price ranges from Rp. 25,000 to Rp. 40,000 (explain the price already incl. Tax). The price set by Chatime is quite standard with the prices of the closest competitors, namely Gulu-Gulu and Street Churros (which also sells similar drinks in the form of Brown Sugar Fresh Milk with Brown Sugar Boba) with the prices they set at Rp. 25,000 to Rp. 45,000.

### **3. Place**

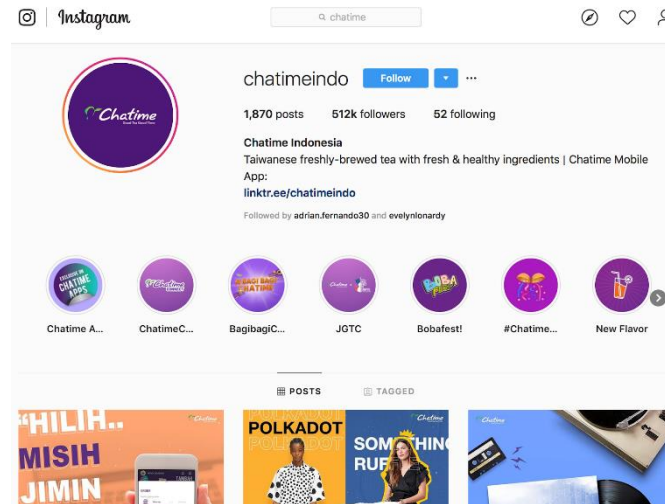
Analysis of the Place or Outlet Chatime location can be seen from the accessibility of the location (strategic location and easily accessible) and seen from the completeness of the facilities at Chatime Central Park Mall West Jakarta. From the results of observations made by researchers, it can be concluded that the location of Chatime in Central Park Mall West Jakarta is very strategic.

There are two Chatime Outlets in Central Park Mall. The first outlet is on the LG-154, adjacent to the Transmart Supermarket and cosmetics shops. The second outlet on the LG-258 is in the food restaurant area. The second location of Chatime Outlet is very strategic because of the many people passing by. Chatime Outlet at Central Park Mall also has complete facilities, such as the availability of chairs and tables, trash cans, tissue and internet networks such as wifi.

### **4. Promotion**

Then entering the Promotion in Chatime is fairly interesting. Currently Chatime has a lot of cooperation with cashless-based companies such as OVO, Gopay, Link Aja, Shopee Pay, etc. The

discounted price offered from this collaboration attracts even more customers who come to Chatime Central Park Mall Outlets. It can be concluded that because according to observations, buyers who come are millennials, and many of these buyers come without carrying cash. So that non-cash transactions become more widespread.



**Figure 4 4 Chatime’s Instagram Profile**

Source: Instagram

Chatime is also active on social media such as Instagram with the username @chatimeindo with 512,000 followers and Facebook with the same name as on Instagram, Chatimeindo. These promotions by Chatime regularly make Chatime continue to be crowded by visitors even though many new competitors are coming.

## 5. People

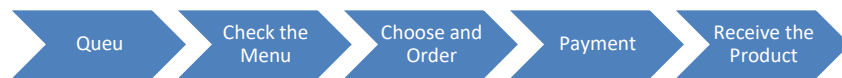
Then the next discussion about people, namely employees and staff working at Chatime. Researchers conducted an analysis of the performance of Chatime employees, from the efficiency and effectiveness of work and services provided by Chatime employees to visitors. From the observations made it can be concluded that the Chatime Central Park Mall West Jakarta employees are working well. When researchers come to make Chatime product purchases,

Chatime employees greet friendly and listen carefully to the desired product. They also did not forget to ask about sugar and ice levels on the drinks ordered. For people, because of what is said about service, it cannot be said that every Chatime outlet has the same service, even though they still have good operational standards. And especially for Chatime Central Park Mall West Jakarta Outlets, the researchers concluded that the service and performance of employees was good.

## 6. Process

The next part in the 7p Marketing Mix is Process. In this process the highlight of the observation is the process of purchasing Chatime drinks, which starts from ordering drinks, transactions, until the buyer receives the beverage products. Researchers see that the process that occurs at Outlet Chatime has been going very well and effectively. More or less takes about 10 minutes from the time the customer arrives until the customer receives the drink. However, when Chatime outlets are crowded with visitors, it takes approximately 10-20 minutes.

This process is the standard operational procedures in every Chatime Outlets. It can be said like that because the observation took place not only in Chatime Central Park Mall but also in several different places, to give the researcher a more detailed insight, point of view and comparison.



**Table 4 2 Chatime's Buying Process**

## 7. Physical Evidence

The last part in Marketing Mix 7p is physical evidence or what is commonly referred to as real evidence. In this Chatime



observation what was examined in physical evidence was the packaging they provided. According to the researchers' analysis, the packaging in Chatime is quite interesting. The packaging is made of plastic, with the dominance of the color purple and there is a Chatime logo on the packaging section. However, when viewed from existing competitors, many businesses sell similar products that provide similar packaging so that the packaging that exists on Chatime's own products becomes something quite standard.

### **Purchasing/Buying Decision**

The observation continued with the next variable that is the buying decision that happens in the Chatime Outlet Central Park Mall West Jakarta. Purchasing or Buying Decisions are explained by Kotler and Armstrong (2001) as steps for making a decision made by a consumer or buyer. The Buying Decision is divided in 4 main factors, Cultural Factors, Social Factors, Personal Factors, and Psychological Factors.

Judging from the observations made by researchers, it is true that these four factors affect the purchase of Chatime products made by consumers. From the Cultural Factor it can be seen that cultures such as geographical location, race, and ethnicity appear to influence purchasing decisions. Like Outlet Chatime located in Jakarta, there are many millennial buyers who come to buy the Chatime product, compared to Outlet Chatime in other areas such as Bekasi. Researchers made observations in the area of Bekasi as well and found that there are fewer purchases in the Bekasi area.

Then from social factors, this also becomes the basic influence of purchasing decisions because researchers see many of the Chatime buyers coming in groups showing that humans are social beings who are interconnected and influence each other. Then the

third is personal factors, such as income and lifestyle. The average chatime buyer is a young person with a consumptive lifestyle and arguably enough income to be able to buy chatime products. And finally there is a psychological factor where the buying decision arises from the existence of motivation such as wants and needs, this is closely related to lifestyle (from a Personal Factor), where at this time a lot of Chatime fans buy these drinks because of motivation or desires from themselves.

Then the last observation from the researcher is about analyzing the influence of Marketing Mix 7p on the Purchasing Decision Factor at Chatime Central Park Mall West Jakarta. Both of these variables are true to influence each other, Marketing Mix is a marketing tool used by a brand to increase sales, while the Purchase Decision factor is an element that underlies the reason humans decide something. Marketing Mix Chatime Central Park Mall in general has been going very well, this has a positive influence on the factors that influence Purchasing Decisions.

#### **4.3.2 Interview Result**

Interviews were conducted by researchers with the intention of getting answers from a deeper perspective regarding the effect of marketing mix on purchasing decisions that exist at Chatime Central Park Mall in West Jakarta.

##### **1. Ms. Felicia**

Ms Felicia explained about the Marketing Mix and the Purchasing Decision that happen in Chatime Outlet Central Park Mall West Jakarta based on her experience buying the product.

In short, she thinks that the product offered by Chatime is quite varied and unique. She also agree that the taste quality offered by Chatime is very good. On the price point, Ms Felicia thinks that

the price set by Chatime is in accordance with the product that was sold. The promotion is quite enough, especially with the collaboration with cashless apps and Instagram promotion, said Ms Felicia. The location itself is also very strategic, with 2 outlets on the same mall. And about the people that works at Chatime, Ms Felicia gave a positive feedback saying that they worked effectively and efficiently, not to mention they also gave good service. Related to the people, the process that occurs at Chatime has been going on smoothly and very simple. And for the Purchasing Decision, Ms Felicia agrees that the elements in the purchasing decision impact the process in buying the Chatime product, and she said that the Social Factors are the one that really gives impact on her, since her social circles (friends and family) are the one that push her to buy Chatime.

## **2. Ms. Agripina**

The second interviewee is Ms Agripina. The interview took place in the Central Park Mall West Jakarta. Regarding the topic, Ms Agripina thinks that Marketing Mix in Chatime Central Park Jakarta has been going good. She agrees that the product offers by Chatime is quite varied, due the variation of menu consisting not only tea-based drinks but also coffee, blended juices, moose (cream-based drink), etc. She also agree that the taste quality in Chatime product is very good. On the price point, the price given by the Chatime is appropriate considering the product that was received. The promotion is also working, especially now that Chaitme has been collaborating with cashless apps. On the location, Ms Agripina agreed that the location of Chatime in Central Park Mall is strategic and the facilities that was given is also quite complete (tissue, chair, table, garbin, etc). Talking about the people, she also thinks that the people that works in Chasitme

has been working pretty well, seeing this from her own experience, she never has any complain regarding the service that was given by Chatime employee. Following with the Chatime's employee work ethic, there are also the Process analysis and the process that has been going on in Chatime is working pretty great. The last thing in the Marketing Mix 7p elements is the physical evidence, Ms Agripina thinks that the packaging on Cahtime product are quite common, considering the competitor are using the same packaging.

The next thing that was discussed are the Purchasing Decision that effecting the process in buying Chatime Product. Ms Agripina argued that the Social Factors are the one that effecting her the most at buying the Chatime product. Saying that her friends really gives impact wether she should buy Chatime product or not.

### **3. Ms. Livina**

The third interviewee is Ms Livina. She was intervieweed when she was just finished buying the Chatime product at Central Park Mall West Jakarta. She is 21 years old and a student from Binus University. She thinks that Marketing Mix really happen and help increasing the revenue of selling in Chatime. The first element of the marketing mix is product. For the product, Ms Livina agrees that the product that Chatime sold is varied and has a good quality taste. She said that the taste was balance, and wherever you buy Chatime the taste are the same, meaning that Chatime has a good standard operation procedure in making the product. From the price point, Ms Livina also said that the price that is set by Chatime is in good level, following with the target market monthly income and buying power. As for the promotion, she also agrees that the promotion in Chatime is getting better, especially now that Chatime has been making major collaboration with a lot of

cashless apps, and not to mention Chatime is also very active on social media platform such as Instagram and Facebook. The place of Outlet Chatime that took place in Central Pak Mall LGF (Lower Ground Floor) was considered quite strategic, stated by Ms Livina. The next elements in the Marketing Mix 7p is the people. As for the people that works in Chatime, Ms Livina said that they have been working very well. She never has any complain towards them, and they never forget to give the best service. Following with the people analysis, there is also the process. With the employee that has a very good work ethic, the process also works well. She said that it took her less than 5 minutes since she began ordering until she received the product. And lastly, regarding the physical evidence or in the analysis it is about the packaging. Ms Livina agrees that the packaging is decent. It is common but it is also has the efficiency to hold the product.

The second part of the interviews talked about the Pruchasing Decision in buying Chatime Product. Ms Livina agrees that the effect in Purchasing Decision really impact her buying decision. She also mentioned that Social Factors are the ones that really effecting her buying decision.

#### **4. Ms. Ivana**

Ms Ivana explained about the Marketing Mix and the Purchasing Decision that happen in Chatime Outlet Central Park Mall West Jakarta based on her experience buying the product. Analyzing the first element in the Marketing Mix 7p there is the product itself. Ms Ivana thinks that the product in Chatime is varied, considering with a lot of menus that's offered by Chatime, she gets to try all the garnish, and not to forget the taste is very good. From the price point, she said that the price is in accordance with the product received, especially when there is a discount on the drnks. Talking

about the discount of the price, the Promotion that Chatime has made by collaborating with cashless apps, has been pretty successful. Ms Ivana agrees that with a lot of promotion going on, she is more and more interested in buying the Chatime product. The place of Outlet Chatime that's located in the Central Park Mall West Jakarta is considerably very strategic, told Ms Ivana. As for the people that works in Chatime, Ms Ivana doesn't seem to have any grudge against the employee that works there, which is a very good thing for the next process analysis in the marketing mix department. Ms Ivana said that the process that occurs in Chatime has been going on very well, and it doesn't take long to buy the Chatime product. The last analysis is the Physical Evidence or real evidence is talking about the packaging of the Chatime product. Ms Ivana thinks that the packaging is quite boring, because it never changes from time to time.

And then the next part in the interviews talking about the Purchasing Decision. Ms Ivana agrees that the 4 factors in purchasing decision really impacts the decision making in buying the Chatime product. And she added that the social factors are the biggest factors that impact her decision in buying Chatime product, saying that a lot of her friends sometimes encourage her to buy Chatime products.

##### **5. Ms Mariska**

Ms Mariska is one of the 15 interviewees, she was interviewed because author would like to know her perspective as Chatime buyer in the Central Park Mall West Jakarta. In the marketing mix analysis, she explained that the product is varied and they always stay up to date with the newest food and drink trend. On the price point, she argued that the price set by Chatime is already well enough considering there's a lot of competitor. The promotion

seems to be very effective especially with them collaborating with the cashless apps, making it very easy to access the promotion. As for the location or place analysis, she argued that the location in Central Park Mall is very strategic and the facility is top notch. The employee that works in Chatime Central Park Mall also has been working very well, seeing that Ma Mariska doesn't seem to have any complain towards their work ethic. She said that the employee has been working with precise accuracy making the process in Chatime Outlet went very effectively and efficiently. The last part in the marketing mix analysis is the physical evidence or in this research we are talking about the packaging. As for the packaging in the Chatime product, she said that the packaging is pretty standard just like other competitor that sells similar drinks. And for the next analysis which is the Purchasing Decision. Ma Mariska agrees that the effect of purchasing decision does impact her decision in buying the Chatime product. She said that Personal Factors are the one that has the biggest impact. She explained that if her income is good, she might want to buy the Chatime product and vice versa.

**6. Ms Michelle**

Ms Michelle, a highschool student, explained about her opinion on the analysis of the Marketing Mix in Chatime. She agrees that the product in Chatime is varied and the taste quality is good, even though in other outlets, she sometimes experience a blant taste, but the one specifically in Central Park Mall is already served very well. On the price point, she agrees that the price is in accordance with the product received. Promotion on Chatime nowadays seems to be more effective and more attractive, with a lot of discount and benefit. As for the place, Ms Michelle argue that the location of Chatime in Central Park Mall is very strategic, especially with 2

outlets on the same floor. The people or the employee that work in Chatime has also worked very efficiently, and the serve with the best service, making the process that occurs in Chatime works smoothly. Lastly with the physical evidence, Ms Michelle thinks that the packaging in Chatime product is overall good. She said that the packaging is quite interesting.

Moving on to the second part of the interview, regarding the Purchasing Decision, Ms Michelle agrees that the effect of the Pruchasing Decision impact her decision whenever she wants to buy Chatime products. She mentioned that psychological factors are the main factors that effects her. Saying that her own motivation, need and wants, encourage her in buying the Chatime product.

#### **7. Ms Dona**

Ms Dona is the seventh people out of 15 interviewees. The author would like to know her perspective and opinion after she just bought Chatime products. Regarding the product itself, Ms Dona mentioned that she really likes Chatime as her opion in buying Boba Drinks. She said that Chatime products are varied, and they always have a good quality taste. The price that Cahatime has set are also quite affordable and in accordance with the product that they sold. As for the promotion, she said that the promotions have been going so well, seeing that there are even two outlets in Central Park proving that the high demand is a prove that the promotion in working. Following the promotion, there is location or place analysis. It is, based on Ms Dona own observation, that the location in Central Park Mall is very strategic and the facility is nice, even though it is a little bit hard to connect with the wifi connection inside the outlets. As for the people that work there, Ms Dona said that they have been working very well and give the best



attitude towards the buyer, making the process run smoothly as well. Lastly for the physical evidence, or in this topic it is about the packaging, Ms Dona argued, as she is the only one, that the Cultural Factors are the one that effects the buyer to buy Chatime products. Saying this, she mentioned that the culture really impact the people, for example the fact that Asians are into boba drinks more than the Westerns.

#### **8. Mr Carissa**

The next interviewee is Ms Carissa, she is eligible and adequate being one the interviewee because she has her own perspective and opinion regarding Chatime products, based on her experience. The first element in the marketing mix analysis is product, she mentioned that the products are varied, that she is able to try new menu each time she buy Chatime drinks. Not to mention, the taste are always delicate and nice. As for the price point, she agreed that the price given by Chatime is very reasonable, that so many young people can afford it. For the promotion, she argued that Chatime has been very good at promoting their product, this is because even though there many new brands and new competitor in the fields, still many buyer buy Chatime products. And for the place analysis, Ms Carissa seems to agree that the location of the Chatime Outlet in Central Park Mall West Jakarta is very strategic and easy to reach. Not to forget, the facility is also top notch. Seeing that Chatime provides chair and table for the customer to sit down and enjoy their drinks. As for the people analysis, the employee in Chatime Outlet Central Park Mall West Jakarta has been going very well, and this effect the process analysis, since the employee works great, the process run smoothly as well. The last part is the physical evidence, the packaging in Chatime product is now very interesting and attractive, said Ms Carissa.

The second part of the interviews is the Purchasing Decision analysis, Ms Carissa agrees that the purchasing decision impact her on buying Chatime product. She said that the psychological factors effect her the most. Her motivation and perception made her buy the Chatime product.

#### **9. Ms Ervita**

Ms Ervita was interviewed when she was just done buying some of the Chatime product in Central Park Mall West Jakarta. She claims that she is a regular Chatime buyer. Saying that she would love to volunteer on being the interviewee on this research. Regarding the Marketing Mix analysis, Ms Ervita mentioned that the product offered by Chatime are varied, and have good quality taste. And on the price point, she agree that Chatime has given the right price for the product that they sell. She also agreed that the location of Chatime that are easy to find make it easier for her to buy Chatime product, which answer the third analysis on the Marketing Mix regarding the Place analysis. As for the promotion, Ms Ervita said that she rarely look up for the promotion that was given by Chatime, hence she don't really know about the promotion. And for th epoeple or the employee that works in the Chatime Outlet, she said that she had one bad experience regarding the service with one of the employee at Chatime Outlet Central Park Mall West Jakarta. As for the bad service that she received that time, it also took some time for her drink to be done, which affects the process analysis. Eventhough most of the time, the process on Chatime Outlet doesn't take that long. Lastly, the physical evidence at Chatime outlet, or in this topic are talking about the packaging. Ms Ervita mentioned, that she thinks the packaging is alright, considering she never really pays attention on the packaging, she only buys to drink the product.

For the second analysis is the effect of purchasing decision. Ms Ervita agrees that it effects her decision in buying the Chatime product. Personal Factors are the one that really effects her, saying that her income and life stylr choices affects her motives in buying Chatime product.

#### **10. Mr Nico**

The interview continued to Mr Nico, a Chatime buyer who just bought one of the products from Chatime Outlet in Central Park Mall West Jakarta. Mr Nico agreed to conduct the interview with the author because he would like to share some of his insight regarding the Marketing Analysis in Chatime. The product seems to be varied according to Mr Nico, as he mentioned that nowadays with a lot of competitor, Chatime should always come up with new ideas to add in their menu so they don't get left behind. As for the taste quality, it has always been good. For the price, Mr Nico seems to be fine with the price that is set by Chatime. The promotion on the other side, Mr Nico argued that it is still not enough, as he joked that Chatime should add more discounted price. But overall, the promotion has been going pretty well. The place that Chatime Outlet located in the LGF in Central Park Mall is strategic and easy to reach. The people in the Chatime outlet is also very professional, they handle the guest well and they make the drink fast, this follow with the next analysis which is the process, that in Mr Nico opinion is already going pretty well. Lastly for the packaging in Chatime product, Mr Nico thought that it is still pretty standard and very common.

The second part of the interview talks about the purchasing decision, he agreed that it impact his decision in buying the Chatime product and personal factors are the biggest factors that effects his decision in buying the Chatime product, as he

mentioned that with the price set by Chatime that way, he could still afford buying Chatime product.

#### **11. Mr Andrew**

Mr Andrew was interviewed by the author, as a regular Chatime buyer, the author is interested in seeing his perspective on the subject of Marketing Mix analysis and Purchasing Decision analysis on Chatime Outlet in Central Park Mall West Jakarta. On the product analysis Mr Andrew thinks that a varied product is something with a lot of option and flavor, and Chatime has already accomplished with varied products. On the price point, he thought that the price set by Chatime is in accordance with the products sold. The promotion is also interesting and attractive, seeing that there is so many competitor, yet many people still choose to buy Chatime product. The place is also strategic seeing that there are two outlets in Central Park Mall. As for the people that work there, Mr Andrew claimed that they work very well, resulting the smooth process in Chatime Outlet. Lastly for the packaging in Chatime, Mr Andrew thinks that the packaging is quite standard.

The second part of the interview, is seeing the effect of purchasing decision impact the process in buying Chatime product. And Mr Andrew argued, that Social factors affect him the most in the process of buying the products.

#### **12. Ms Bella**

Ms Bella was interviewed when she was just finish buying Chatime product. She is eligible to be one of the interviewee because she has her own opinion regarding Chatime product as a customer or buyer. The product itself, she said, are varied and already has delicate smell and interestingly good and balance taste. For the price point she mentioned that the price is in accordance with the product that was sold, and for the promotion Miss Bella argued

that it is quite interesting, especially with the collaboration with cashless apps and they are very active on social media like Instagram and facebook. The place or location in Central Park Mall West Jakarta also, in Miss Bella's opinion, is strategic and very easy to reach, especially with 2 outlets being in the same floor. As for the people their service are quite good, it's not spectacular or anything, but it is decent. And for the process, it is fast and efficient. It takes only 5 minutes in Ms Bella's opinion to have the product. Lastly on the physical evidence or here we are talking about the packaging, it is quite common and standard.

The second part of the interview is the purchasing decision factors on the buying process in Outlet Chatime. Miss Bella argued that personal factors effects the most in her process of buying the Chatime product. Because in her personal opinion, even tough the promotion is interesting or the price is good, without good and stable income it is impossible to buy the Chatime product.

### **13. Mr Calvin**

The next interviewee is Mr Calvin as he is one of many Chatime buyer, meaning that he can share his opinion regarding the topic of the research. In the marketing mix 7p element, the first element is product. For the product, Mr Calvin thinks that the product sold by Chatime are varied and have good quality taste. For the price point, the price is in accordance and suitable with the monthly income. As for the promotion, the collaboration with cashless app making it even more interesting for the customer. The location of the Outlet in Central Park is considered strategic and the facility is nearly enough for the customer to enjoy their drinks. The people that work in Chatime, Mr Calvin just had a little bit of complain regarding the service that was somewhat had a little problem. One of the cashier took some a bit longer than the usual, making the

process in Chatime pending. But other times, it is quite good. Lastly the packaging in Chatime is also standard and very common.

The second part of the interview was talking about the effect of purchasing decision in the process of buying Chatime product. The psychological factors gives the biggest impact for Mr Calvin in buying the Chatime product. He claimed that buying Chatime comes from his own motivation and perspective.

#### **14. Mr Valdo**

Mr Valdo was interviewed by the author, as a regular Chatime buyer, the author is interested in seeing his perspective on the subject of Marketing Mix analysis and Purchasing Decision analysis on Chatime Outlet in Central Park Mall West Jakarta. On the product analysis Mr Valdo thinks that a varied product is something with a lot of option and flavor, and Chatime has already accomplished with varied products. On the price point, he thought that the price set by Chatime is in accordance with the products sold. The promotion on the other side, in Mr Valdo own opinion, is not that interesting and attractive as it was before. He claimed that, the first time Chatime opening all the promotion was so good and interesting, but nowadays not so much. The place is also strategic seeing that there are two Valdo in Central Park Mall. As fort he people that work there, Mr Valdo claimed that they work very well, resulting the smooth process in Chatime Outlet. Lastly for the packaging in Chatime, Mr Valdo thinks that the packaging is quite standard.

The second part of the interview, is seeing the effect of purchasing decision impact the process in buying Chatime product. And Mr Valdo argued, that Social factors and psychological factors affect him the most in the process of buying the products.

## **15. Mr Reginald**

The third interviewee is Mr Reginald. He was interviewed when he was just finished buying the Chatime product at Central Park Mall West Jakarta. He is 21 years old and an employee that works in Pullman Hotel Central Park. He thinks that Marketing Mix really happen and help increasing the revenue of selling in Chatime. The first element of the marketing mix is product. For the product, Me Reginald agrees that the product that Chatime sold is varied and has a good standard quality taste, but compared to other brand Chatime is a little bit behind. From the price point, Mr Reginald also said that the price that is set by Chatime is in good level, following with the target market monthly income and buying power. As for the promotion, he also agrees that the promotion in Chatime is getting better, especially now that Chatime has been making major collaboration with a lot of cashless apps, and not to mention Chatime is also very active on social media platform such as Instagram and Facebook. Even though their online promotion is great, their offline promotion could still need improvement, stated by Mr Reginald. The place of Outlet Chatime that took place in Central Pak Mall LGF (Lower Ground Floor) was considered quite confusing, according to Mr Reginald, with two outlets being in the same floor. The next elements in the Marketing Mix 7p is the people. As for the people that works in Chatime, Mr Reginald said that they have been working very well. He never has any complain towards them, and they never forget to give the best service. Following with the people analysis, there is also the process. With the employee that has a very good work ethic, the process also works well. He said that it took her less than 5 minutes since he began ordering until she received the product. And lastly, regarding the physical evidence or in the analysis it is about the

packaging. Mr Reginald agrees that the packaging is quite eye catching, with the logo and the colour palette.

The second part of the interviews talked about the Purchasing Decision in buying Chatime Product. Mr Reginald agrees that the effect in Purchasing Decision really impact his buying decision. He also mentioned that Social Factors are the ones that really effecting his buying decision.

### **Interview Conclusion**

So in conclusion regarding the interview that was conducted by author with the 15 interviewees are:

### **Marketing Mix 7P Analysis Conclusion**

On the product analysis, that varied products are products that have a lot of menu choices and toppings. Always release the latest and most unique products. Chatime does have varied products and good taste quality is a balanced taste. Chatime provides freedom for visitors to determine the levels of ice and sugar, so that in terms of quality of taste Chatime has provided a good taste.

On the price point analysis, the price given by Chatime is quite in accordance with the products sold. The price is also similar to the prices of competitors.

Following with the promotion analysis, people thinks that with a lot of collaboration with cashless-based applications (OVO, Gopay, Link Aja, etc.) the discounted prices attracted many consumers to come and visit. For social media that Chatime has herself such as Instagram and Facebook, the pages are not too crowded. Promotions provided by Chatime are very easy to access.

As for the location or place analysis, the location of Chatime in Central Park Mall is quite strategic, with the presence of two different location making it easier for visitors to reach that location. The



facilities provided by Chatime Outlet are quite complete, with tissue and trash cans. But for the internet network is less known because it rarely accessed by the public.

The process that occurs from the beginning of the buyer to make a transaction until receiving the drink is quite effective and efficient. It takes less than 5 minutes if the queue is not full.

The performance of Chatime employees at Central Park Mall West Jakarta was quite good. They work quite efficiently and effectively, even though the service they provide is sometimes a little lacking.

Lastly, on the physical evidence analysis, Chatime's product packaging is less attractive, arguably just a standard, like other brands that sell similar products.

### **Purchasing Decision Analysis Conclusion**

Most of the interviewees chose social factors as the influence of purchasing decisions due to social influences, especially friendship that affected their purchases. Many of the interviewees claimed that the reason they bought Chatime came from the invitation of people around.

After that the factors followed by personal factors, that are due to the influence of lifestyle, income and purchasing power. Many of the interviewees argued that the current lifestyle is quite consumptive.

Then on Psychological factors, many of the speakers argue that buying Chatime products arises from personal desires and needs. As some of the interviewees like sweet drinks, they will buy Chatime products.

And finally, an interviewees argues that Social Factors encourage someone to buy Chatime products. Like the proximity of the Chatime outlet location to the domicile of the person, or from the culture around the person's environment that is indeed famous for selling beverage drinks.

### **4.3.3 Research Discussion**

Research discussions are useful to compare the results of the writer's observations with the results of interviews conducted by the authors. In the discussion of this study it can be seen that the results obtained are almost the same / similar between the observations made by researchers with the results of interviews. Observations were done by researchers in December 2019 to January 2020, then interviews were conducted in January 2020 with 15 speakers.

#### **Marketing Mix**

The first part of the marketing mix discusses the variety of Chatime products that are varied and have good taste. Then from the price, it is in accordance with the product received. Promotion is quite interesting and easily accessible, both online and offline. Then the place/location of Chatime in Central Park Mall is quite strategic, with two outlets and also have a complete facilities. People or employees who work at Chatime have also worked well and effectively, which also results in a good process, from the beginning of the transaction until the receipt of the drink, all went effectively and efficiently. And the last is physical evidence or real evidence which is the packaging contained in Chatime, lacks a special uniqueness that can distinguish Chatime products from other similar brands. In the marketing mix analysis between the author's observations with the interview the interviewees had quite similar results and answers.

#### **Purchasing Decision**

Then in the second part regarding the Purchasing Decision which has 4 main factors that are Cultural Factors, Social Factors, Personal Factors and Psychological Factors. Each interviewees has their reasons for the Purchase Decision factor that is most influential

for them. According to the interview results, Social Factors are the factors that most influence purchasing decisions, then proceed with Personal Factors, Psychological Factors and Cultural Factors. The observation of researchers shows that all factors of the purchase decision affect the process of purchasing Chatime drinks, and this is in accordance with the results of interviews that show this.

At the end of this study, a comparison is made of the greater influence in making purchases at Outlet Chatime, whether the Marketing Mix made by Chatime or Purchasing Decisions that arise from within oneself. On observation it was stated that both of them are true of the interplay between Marketing Mix and Purchasing Decision Factors. More varied answers emerge from the interviewees, this is due to the different experiences of each source. Of the 15 speakers, 4 agreed that the biggest influence emerged from the existing Marketing Mix and 11 others agreed that the biggest influence came from the Decision of Purchasing. Even so between Marketing Mix and Purchase Decision are interconnected. Marketing Mix which is a marketing tool issued by the company and also the Purchasing Decision which is an impetus that arises from the buyer.