

MARKETING MIX AND LOCAL IDENTITY: AN ANALYSIS OF PURCHASE DECISIONS AT SEMARI BAHARI COFFEE AND SPACE, SAMBAS REGENCY

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ABSTRACT

This study aims to analyze the effect of the marketing mix, encompassing price, product, place, promotion, and people, on consumer purchase decisions aligned with Sambas Malay local identity at Semari Bahari Coffee and Space, a coffee shop in Sambas District, Sambas Regency, which integrates elements of Sambas Malay culture into its marketing strategy. This study employed a quantitative method with a Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. Data were collected from 133 respondents through interviews, Likert-scale questionnaires, and documentation, using an accidental sampling technique, and were subsequently processed using Smart-PLS. The validity and reliability test results showed that all constructs met the required criteria, with average variance extracted (AVE) values above 0.5 and composite reliability and Cronbach's alpha values above 0.70. The hypothesis test results showed that price ($t = 2.258$; $p = 0.024$), place ($t = 3.037$; $p = 0.002$), promotion ($t = 4.586$; $p = 0.000$), and people ($t = 5.095$; $p = 0.000$) had a significant effect on purchase decisions, whereas product had no significant effect ($t = 1.840$; $p = 0.066$). These findings indicate that aligning affordable pricing, a location rich in cultural activities, promotion using the Sambas Malay language and themes, and employees who are native members of the Sambas community can strengthen consumer purchase decisions. Conversely, product naming using the Sambas Malay language was found to be less effective, as consumers tend to prioritize taste and ease of understanding the product. This study concludes that integrating local identity into most elements of the marketing mix can serve as an effective strategy for local coffee shop businesses to differentiate themselves from competitors while preserving Sambas Malay culture, although the strategy applied to the product element requires further evaluation.

Keywords: Marketing Mix, Local Identity, Purchase Decisions, Sambas Malay, Coffe Shop

INTRODUCTION

Indonesia is one of the countries with a high degree of cultural diversity, giving rise to a wide variety of local identities found throughout its regions. Indonesia's territory, which is divided into numerous islands, has produced differences between islands in terms of language, customs, art, and other aspects. Modernization has significantly changed both ways of life and the values embedded in local identity itself. In addition, technology and social media have influenced changes in community behavior, particularly among the younger generation (Mamik Indrawati & Sari, 2024).

In addition to eroding traditional values, modernization has also given rise to new cultures or lifestyles within society. One culture that has emerged is the culture of “ngopi” (coffee drinking). This activity has now become a habit dominated by the younger generation, with “ngopi” becoming a means of socializing among individuals and groups (Fauji et al., 2020). This activity is generally carried out at coffee shops (coffee stalls); a coffee shop is a place that serves espresso-based coffee drinks made from either arabica or robusta beans, packaged in a modern way by providing Wi-Fi, live music, and other amenities (Arjuna et al., 2024). Coffee shops, which now come in a variety of concepts, have created fairly intense competitive conditions. With the various alternatives available to consumers, business

operators are required to adjust and ensure their marketing targets and strategies in order to succeed in competing with other coffee shops. Marketing management therefore plays an important role in designing and formulating strategies to address this competition. Marketing management is an activity involving planning, implementing a concept, setting prices, promoting a product, and distributing goods or services (Nursal, 2022), with the goal of optimizing needs until consumer needs are met (Rifqi Suprpto & Azizi, 2020).

A purchase decision is the process by which consumers sort or select goods or services in their purchasing activities, which can also be interpreted as the final-stage activity carried out by individuals or groups in purchasing goods or services for consumption (Yenni Arfah, 2022). In purchase decisions, there are internal factors that can influence consumers, including the marketing mix, which encompasses five elements: price, product, place, promotion, and people (Bahri et al., 2025).

Competition among various coffee shops also occurs in Sambas District, Sambas Regency. This is evidenced by the many coffee shops that have emerged with a variety of concepts, whether industrial-themed or otherwise. One local coffee shop present in Sambas District is Semari Bahari Coffee and Space, located in Dalam Kaum Village. Semari Bahari Coffee and Space adopts an industrial theme, but incorporates several ornaments and symbols of Sambas Malay identity itself, such as the name “Semari Bahari”, taken from the Sambas Malay language, meaning “yesterday afternoon”, a cultural expression used to describe a novice or inexperienced individual.

Semari Bahari Coffee and Space, as a business that implements marketing management encompassing the marketing mix in line with the existing purchase decisions of consumers in its business processes, has attracted the interest of the researchers. By examining whether the marketing mix such as price, product, place, promotion, and people aligned with local Sambas Malay identity can influence consumer purchase decisions. Notably, Semari Bahari Coffee and Space is the only coffee shop in Sambas District that carries the values of Sambas Malay identity within the marketing management process it carries out.

METHODS

This study used a quantitative method with a Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. Structural Equation Modeling has the advantage of being able to analyze paths (path analytic) with latent variables. Structural Equation Modeling is an analytical technique used to test and estimate causal relationships by integrating path analysis and factor analysis. It aims to test the predictive relationships between constructs by examining whether there is a relationship or influence between constructs (Hamid & Anwar, 2019). The constructs in this study are Price (X1), Product (X2), Place (X3), Promotion (X4), and People (X5), as well as Purchase Decision (Y).

The population used in this study was all consumers at Semari Bahari Coffee and Space. The sample size was determined using the formula of Hair et al. (2017), with n (number of indicators) $\times 5$ to $n \times 10$. Thus, the number of respondents used was $26 \times 5 = 130$, or $26 \times 10 = 260$. The sources used in this study were primary and secondary data. Data collection techniques used three methods: interviews, questionnaires, and documentation. The questionnaires distributed used a Likert scale and were distributed directly using the accidental sampling technique.

MARKETING MIX

The marketing mix is a combination of variables in the core activities of the marketing system that are controlled by a company to influence consumers. The variables in the marketing mix consist of 7 variables: product, price, place, promotion, people, process, and physical evidence (Alimin et al., 2022). This study, however, uses only 5 variables: price, product, place, promotion, and people. Price is an important factor in purchasing that includes determining the target market and the level of profit of a company; in addition, price also has a special role closely related to product, promotion, and place (Sartini et al., 2025).). Product is an important factor influencing a company's success in achieving profit levels, maintaining healthy operational and financial activities, and is something offered by a company to consumers to meet their needs (Tjoe et al., 2022). Place is the activity of positioning a product in various ways so that the product can be purchased and recognized by consumers; in addition, place also refers to the location of a business in its operations (Pane et al., 2024). Promotion is a form of communication between producers and consumers, both in conveying information and introducing products sold to consumers (Atika et al., 2023). People are the consumers or individuals directly involved in all company activities and have a role in all organizational aspects within the company (Qomariyah et al., 2022).

LOCAL IDENTITY

Local identity is an important element in shaping the character and uniqueness of a city, consisting not only of cultural symbols and historical heritage, but also of spatial structure, activity patterns, and social interaction. Local identity is dynamic, formed through a long historical process and the community's adaptation to the economic and cultural environment, making its understanding important in urban planning so that development maintains the city's distinctive character and uniqueness. The community plays an important role in forming and preserving local identity through daily activities, use of space, and involvement in social and cultural activities (Safar et al., 2026).

PURCHASE DECISION

A purchase decision is an activity carried out by consumers in determining which product or service will be consumed to meet their needs (Pane et al., 2024). In addition, a purchase decision can also be defined as a consumer activity that uses knowledge to sort through two or more alternative products or services available on the market, and is influenced by factors such as price, location, promotion, convenience, service, and others. Consumers also have various preferences in making decisions, both in terms of searching for, purchasing, and using a variety of products and brands at any given time (Nurhayati, 2023)

FINDINGS DAN DISCUSSION

Consumer intensity at Semari Bahari Coffee and Space can be seen through sales data from October 2024 to September 2025, as follows:

Table 1: Data Sales Data of Semari Bahari Coffee and Space, 2024/2025

Period	Sales Amount
2024	
October	Rp58.952.000,00
November	Rp69.941.000,00
December	Rp79.922.000,00
2025	
January	Rp89.855.000,00
February	Rp81.438.000,00
March	Rp79.314.000,00
April	Rp81.816.000,00
May	Rp91.326.000,00
June	Rp89.495.000,00
July	Rp90.789.000,00
August	Rp88.429.000,00
September	Rp83.780.000,00

Source: Data processed by the researcher, 2025

The table above shows a fairly significant increase in November 2024, caused by the expansion of the premises at Semari Bahari Coffee and Space, allowing it to accommodate more consumers. In addition, a decline occurred in February 2025 due to the entry of a competitor from a major coffee shop brand that opened in Sambas District in late January 2025.

Data collected from a total of 133 respondents regarding the frequency of visits to Semari Bahari Coffee and Space within a 1-month period can be seen as follows:

Tabel 2: Frequency of Visits to Semari Bahari Coffee and Space Within 1 Month

Frequency of Visits to Semari Bahari Coffee and Space	Number	Percentage
Once	13	10%
Fewer than 5 times	34	26%
5-10 times	34	26%
More than 10 times	52	39%
Total	133	100%

Source: Data processed by the researcher, 2026

Based on the data above, it can be seen that the visit frequency of each respondent varies considerably. Of all responses, the majority of respondents visited Semari Bahari more than 10 times in 1 month, accounting for 39%; the remaining respondents tended to visit Semari Bahari 5–10 times and fewer than 5 times in 1 month, each accounting for 26%; while respondents who visited Semari Bahari only once in 1 month accounted for 10%.

Next, from the data that has been collected and processed using a Likert scale, statistical testing was carried out using Smart-PLS, as follows:

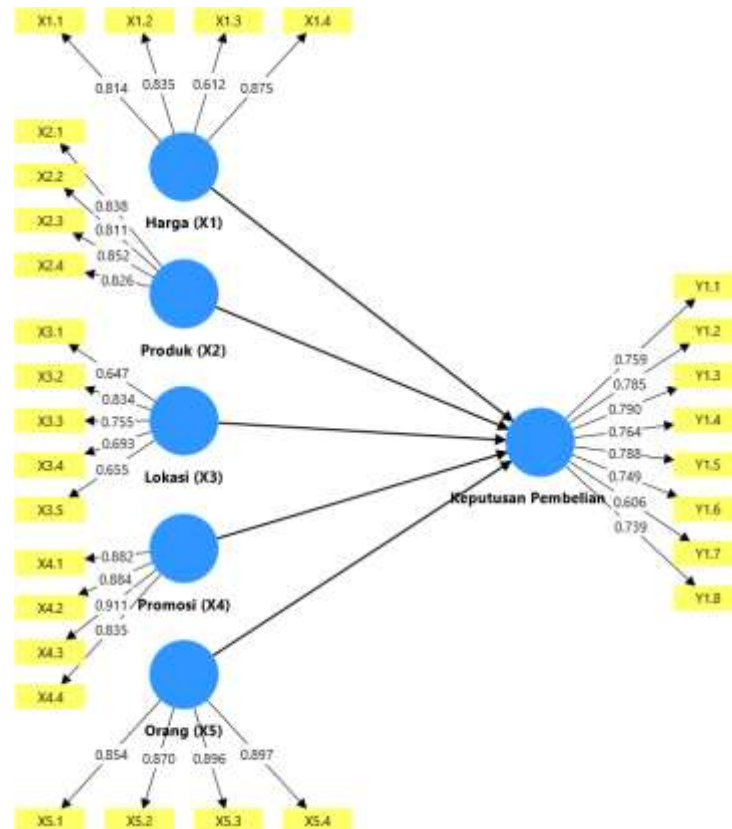


Figure 1. Validity Test

Based on the figure above, it can be seen that there are several construct indicators with loading factor values lower than the required threshold of 0.70. In the validity test, this can be seen through the loading factor value of each construct indicator. The loading factor value must exceed 0.70 (Hamid & Anwar, 2019). According to Hair et al., (2017), a loading factor value below 0.70, such as 0.6, can still be retained and does not need to be eliminated as long as the resulting Average Variance Extracted (AVE) value is greater than 0.5.

Table 3: AVE Value

Variable	Average variance extracted (AVE)
Price (X1)	0.625
Product (X2)	0.692
Place (X3)	0.519
Promotion (X4)	0.771
People (X5)	0.773
Purchase Decision (Y)	0.562

Source: Data processed by the researcher, 2026

Based on the table above, the AVE value for each variable exceeds 0.5. Therefore, construct indicators with a loading factor value of 0.6 can still be retained by the researcher.

After conducting the validity test, the next step is the reliability test, carried out by measuring the composite reliability and Cronbach's alpha of the indicator blocks measuring the construct. A construct is considered reliable if its composite reliability and Cronbach's alpha values exceed 0.70 (Sihombing et al., 2024).

Table 4: Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Price (X1)	0.795	0.823	0.868
Purchase Decision (Y)	0.888	0.895	0.911
Place (X3)	0.765	0.774	0.842
People (X5)	0.902	0.904	0.932
Product (X2)	0.851	0.853	0.900
Promotion (X4)	0.901	0.902	0.931

Source: Data processed by the researcher, 2026

Based on the table above, each construct is considered reliable because its composite reliability and Cronbach's alpha values exceed 0.70.

Next, the results of the hypothesis test using Smart-PLS can be presented in the following table:

Table 5: Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price (X1) → Purchase Decision (Y)	0.168	0.167	0.074	2.258	0.024
Product (X2) → Purchase Decision (Y)	0.144	0.144	0.079	1.840	0.066
Place (X3) → Purchase Decision (Y)	0.176	0.179	0.058	3.037	0.002
Promotion (X4) → Purchase Decision (Y)	0.263	0.263	0.057	4.586	0.000
People (X5) → Purchase Decision (Y)	0.324	0.324	0.064	5.095	0.000

Source: Data processed by the researcher, 2026

The hypothesis test results show that the first hypothesis is accepted, where price has a significant effect on purchase decisions, with a t-statistic of $2.258 > 1.96$ or a p-value of $0.024 < 0.05$. The second hypothesis is rejected, where product has no significant effect on purchase decisions, with a t-statistic of $1.840 < 1.96$ or a p-value of $0.066 > 0.05$. The third hypothesis is accepted, where place has a significant effect on purchase decisions, with a t-statistic of $3.037 > 1.96$ or a p-value of $0.002 < 0.05$. The fourth hypothesis is accepted, where promotion has a

significant effect on purchase decisions, with a t-statistic of $4.586 > 1.96$ or a p-value of $0.000 < 0.05$. The fifth hypothesis is accepted, where people has a significant effect on purchase decisions, with a t-statistic of $5.095 > 1.96$ or a p-value of $0.000 < 0.05$.

The Effect of Price On Purchase Decisions Based on Local Identity at Semari Bahari Coffee and Space

The first hypothesis is accepted, where price has a significant effect on purchase decisions, with a t-statistic of $2.258 > 1.96$ or a p-value of $0.024 < 0.05$. In line with this, in setting prices, Semari Bahari Coffee and Space not only adjusts prices to the raw materials used but also adjusts to the purchasing power of the people of Sambas Regency. Related to this, Semari Bahari Coffee and Space also applies the value of togetherness held by the Sambas Malay community, by offering prices that are quite affordable compared to similar competitors. The research results showing that price affects purchase decisions can be interpreted to mean that the prices offered by Semari Bahari Coffee and Space are in line with the purchasing power and capability of the people of Sambas Regency.

The Effect of Product On Purchase Decisions Based on Local Identity at Semari Bahari Coffee and Space

The second hypothesis is rejected, where product has no significant effect on purchase decisions, with a t-statistic of $1.840 < 1.96$ or a p-value of $0.066 > 0.05$. In addition to operating as a business, Semari Bahari Coffee and Space also incorporates Sambas Malay identity, such as in product naming that uses the Sambas Malay language. One example of this product naming is “Ngaboh”, which means small children who like to play in the mud. Semari Bahari Coffee and Space also previously used local raw materials, namely liberica coffee beans from Sambas Regency; however, products using these local raw materials were quite difficult to sustain due to insufficient availability relative to the needs of Semari Bahari Coffee and Space itself. However, for food ingredients, Semari Bahari Coffee and Space always purchases raw materials such as mushrooms directly from farmers in Sambas Regency. The results show that these factors do not affect purchase decisions, because consumers focus more on taste, the variety of choices, and products that are easy to understand. Meanwhile, “Ngaboh” itself tends to confuse consumers who are unfamiliar with the Sambas Malay language as to what the product actually offers.

The Effect of Place On Purchase Decisions Based on Local Identity at Semari Bahari Coffee and Space

The third hypothesis is accepted, where place has a significant effect on purchase decisions, with a t-statistic of $3.037 > 1.96$ or a p-value of $0.002 < 0.05$. Semari Bahari Coffee and Space has also repeatedly hosted activities related to promoting Sambas Malay local identity. Some of these include the documentary film titled “Menenun Ingatan Nedare,” produced in collaboration with Kolektif Susur Galur, and performances of traditional Sambas Malay music in collaboration with Rancakustik, as well as traditional Sambas Malay dance in collaboration with Sanggar Edelweis. In addition, there are several ornaments bearing Sambas Malay local identity, such as paintings of the Sambas Sultanate Palace and the Sultan Muhammad Syafiuddin Grand Mosque. The atmosphere and concept design are inspired by Sambas Malay culture, such as the value of togetherness and the way the Sambas community socializes, given that coffee shop spaces have long served as places for the Sambas community

to socialize with one another. The research results stating that place affects purchase decisions show that the location chosen by Semari Bahari Coffee and Space, and the way that location is used, can attract consumers both through their interest in the atmosphere presented and the events held at that location.

The Effect of Promotion On Purchase Decisions Based on Local Identity at Semari Bahari Coffee and Space

The fourth hypothesis is accepted, where promotion has a significant effect on purchase decisions, with a t-statistic of $4.586 > 1.96$ or a p-value of $0.000 < 0.05$. In carrying out its promotions, Semari Bahari Coffee and Space also incorporates pantun (traditional rhymes) and poetry using the Sambas Malay language. In addition, whether through infographics, content, copywriting, or other means, Semari Bahari Coffee and Space very frequently interweaves the Sambas Malay language into its promotional materials. The research results stating that promotion has a significant effect on purchase decisions show that promotion aligned with local identity whether in terms of content, the branding adopted, or events presented directly to consumers that highlight the Sambas Malay theme can increase consumers' decisions to choose Semari Bahari Coffee and Space.

The Effect of People On Purchase Decisions Based on Local Identity at Semari Bahari Coffee and Space

The fifth hypothesis is accepted, where people has a significant effect on purchase decisions, with a t-statistic of $5.095 > 1.96$ or a p-value of $0.000 < 0.05$. The employees of Semari Bahari Coffee and Space are native Sambas Malay people, so that, indirectly, employees already have an understanding of Sambas Malay local identity itself. In addition, Semari Bahari Coffee and Space also has plans to create aprons for its employees with a design that combines modern design and Sambas Malay elements. Consumers of Semari Bahari Coffee and Space are also predominantly from the Sambas community. The results of the research stating that people have a significant effect on purchase decisions show that both the employees and consumers of Semari Bahari Coffee and Space create a sense of comfort for consumers, both from the employees and from the consumers within the Semari Bahari Coffee and Space environment.

CONCLUSION

Based on the results of the research and interviews, it can be concluded that Semari Bahari Coffee and Space's efforts to carry the theme of local identity in its coffee shop, aligned with the marketing mix (price, place, promotion, and people), can indeed influence consumers' purchase decisions. The fact that product has no significant effect can serve as an evaluation point for the owner of Semari Bahari Coffee and Space, since product naming using the Sambas Malay language is actually less appealing to consumers in deciding to purchase that product. Semari Bahari Coffee and Space has great hopes that, by carrying Sambas Malay culture through their own coffee shop, more people will become aware of the importance of preserving local identity so that it is not eroded by time. In the future, Semari Bahari Coffee and Space will also continue to implement marketing strategies aligned with the values and local identity of the Sambas Malay community.

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