Journal of Innovative and Creativity
Journal Homepage: https://joecy.org/index.php/joecy
e-mail: journaljoecy@gmail.com

Faculty of Education
University of Pahlawan Tuanku Tambusai
ISSN 2775-771X (Online)
ISSN 2962-570X **(Printed)**
5 (3) 2025, Page 14223-14235

The Influence of Marketing Mix (4P) on Purchase Intention Student Entrepreneurial Products at SMKS Al-Ma'arif Cikande–Serang

Muhammad Iqbal Ismail[1], Juhaeri[2], Denies Susanto[3]
[1,2,3]Pamulang University
Corresponding Author: Muhammad Iqbal, Ismail, e-mail: dosen03423@unpam.ac.id

Published: Desember, 2025

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran (4P) produk, harga, tempat, dan promosi terhadap niat beli produk kewirausahaan siswa di SMKS Al-Ma'arif Cikande–Serang. Penelitian ini dimotivasi oleh kebutuhan untuk memperkuat strategi pemasaran dalam program kewirausahaan berbasis sekolah, yang sering menghadapi tantangan serupa dengan Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya dalam memahami perilaku konsumen dan menerapkan strategi pemasaran yang efektif. Bauran pemasaran berfungsi sebagai kerangka kerja untuk meneliti bagaimana keempat elemen ini berinteraksi dalam membentuk niat beli konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal untuk menentukan hubungan sebab-akibat antara variabel bauran pemasaran dan niat beli. Data dikumpulkan dari 32 responden yang telah membeli atau mengenal produk kewirausahaan siswa. Teknik pengambilan sampel jenuh digunakan, dan analisis data dilakukan dengan SPSS versi 27, termasuk uji validitas, reliabilitas, asumsi klasik, dan regresi linier berganda. Temuan menunjukkan bahwa produk dan harga memiliki pengaruh signifikan dan positif terhadap niat beli, sedangkan tempat dan promosi menunjukkan pengaruh positif tetapi tidak signifikan. Model regresi menunjukkan hubungan yang kuat antara bauran pemasaran dan niat beli, dengan nilai R^2 sebesar 0,844, yang berarti bahwa 84,4% dari niat beli dapat dijelaskan oleh keempat variabel tersebut. Kesimpulannya, peningkatan inovasi produk dan strategi penetapan harga sangat penting untuk meningkatkan niat beli konsumen, sementara perluasan akses distribusi dan promosi digital dapat lebih memperkuat keterlibatan pasar. Studi ini memberikan wawasan berharga bagi lembaga pendidikan untuk mengintegrasikan strategi pemasaran praktis ke dalam program kewirausahaan, sehingga meningkatkan daya saing dan keberlanjutan produk buatan siswa.

Kata kunci: Bauran pemasaran, niat beli, produk kewirausahaan siswa, SMKS Al-Ma'arif Cikande–Serang

ABSTRACT

This study aims to analyze the influence of the marketing mix (4P) product, price, place, and promotion on purchase intention for student entrepreneurial products at SMKS Al-Ma'arif Cikande–Serang. The research was motivated by the need to strengthen marketing strategies in school-based entrepreneurship programs, which often face similar challenges to Micro, Small, and Medium Enterprises (MSMEs), particularly in understanding consumer behavior and implementing effective marketing strategies. The marketing mix, serves as a framework to examine how these four elements interact in shaping consumer purchase intentions. The study employed a quantitative approach using a causal research design to determine the cause-and-effect relationship between the marketing mix variables and purchase intention. Data were collected from 32 respondents who had purchased or were familiar with the student entrepreneurship products. A saturated sampling technique was used, and data analysis was performed with SPSS version 27, including validity, reliability, classical assumption, and multiple linear regression tests. The findings reveal that product and price have a significant and positive effect on purchase intention, while place and promotion show a positive but not significant effect. The regression model indicates a strong relationship between the marketing mix and purchase intention, with an R^2 value of 0.844, meaning that 84.4% of purchase intention can be explained by the four variables. In conclusion, improving product innovation and pricing strategies is crucial to enhancing consumer purchase intention, while expanding distribution access and digital promotion can further strengthen market engagement. This study provides valuable insights for educational institutions to integrate practical marketing strategies into entrepreneurship programs, thereby increasing the competitiveness and sustainability of student-made products.

Keywords: Marketing mix, purchase intention, student entrepreneurial products, SMKS Al-Ma'arif Cikande–Serang

© The Author(s). 2025 Open Access This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence, and indicate if changes were made. The images or other third party material in this article are included in the article's Creative Commons licence, unless indicated otherwise in a credit line to the material. To view a copy of this licence, visit http://creativecommons.org/licenses/by/4.0

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a highly strategic role in supporting national economic growth. According to data from the Ministry of Cooperatives and SMEs (2023), MSMEs contribute more than 61% to Indonesia's Gross Domestic Product (GDP) and absorb approximately 97% of the national workforce. These figures indicate that MSMEs serve as the backbone of Indonesia's economy and as a crucial platform for the community, particularly the younger generation, to develop creativity, innovation, and entrepreneurial competitiveness.

Despite their significant contribution, MSMEs still face major challenges, especially in the field of marketing. An effective marketing strategy is essential to ensure that products can compete, be accepted, and be preferred by consumers. The concept of the *marketing mix* comprising product, price, place, and promotion has long been an important framework in understanding consumer behavior (Kotler & Keller, 2016). Several empirical studies in Indonesia have demonstrated that the four elements of the marketing mix significantly influence consumers' purchase intention across various business sectors.

Irmayanti, Yunisari, and Suriyati (2023) emphasized that marketing mix–based assistance programs for MSMEs could enhance product attractiveness and increase consumer interest. Similarly, Cahya, Kristiani, Dewi, and Mayrenda (2021) found that product, price, promotion, and distribution simultaneously affect purchase intention in MSME garment businesses. Furthermore, Saputra and Amrullah (2021) revealed that combining the *Segmenting, Targeting, and Positioning (STP)* strategy with the 4P marketing mix strengthens consumer loyalty toward local coffee products.

Additional studies also support these findings. Maharani and Musnaini (2024) discovered that the marketing mix significantly influences purchase intention among consumers in the *Jambi Night Market* culinary sector, while Romadhon, Rizqi, and Hidayat (2023) found that segmentation, targeting, positioning, and the marketing mix are interrelated in increasing consumer preferences in the coffee industry. Similarly, Aditama and Amron (2024) demonstrated that the marketing mix affects not only initial purchase intentions but also repeat purchase behavior among Mixue consumers in Semarang, confirming the relevance of the 4P concept not only for small enterprises but also for modern retail industries.

Beyond the food and beverage sector, the influence of the marketing mix has been validated across various other industries. Bulan, Amil, and Sri (2024) explored dried fish SMEs in Kupang; Wijayanthi and Dewi (2022) examined coffee shops in Bali; Oktarienza and Sanjaya (2022) investigated Muslim fashion boutiques; Haryanti, Salsabila, and Arfiansyah (2023) studied Islamic banking products; and Pratiwi, Wahyudi, Efendi, and Cahyani (2023) analyzed wholesale clothing stores. All these studies consistently confirmed that the four variables of the marketing mix positively and significantly influence both consumers' purchase intention and their buying decisions.

Further evidence from recent studies by Budianto and Sasongko (2025) on MSME coffee shops and Rika and Widya (2021) on Luwak White Coffee reaffirm that the 4P marketing mix plays a critical role in shaping consumer buying behavior. Collectively, these studies demonstrate that a comprehensive marketing strategy based on the marketing mix is a crucial factor in enhancing MSME competitiveness.

Therefore, it can be concluded that the marketing mix (4P) significantly influences consumers' purchase intention and behavior across various business contexts. This conclusion serves as the foundation for research exploring the impact of the marketing mix on students' entrepreneurial products, particularly within vocational education settings such as SMKS Al-Ma'arif Cikande–Serang. This study aims to examine how marketing mix strategies can enhance the acceptance of student products in the marketplace while simultaneously supporting entrepreneurship-based learning.

Vocational high schools (SMKs) in Indonesia are designed to produce graduates who possess practical skills and entrepreneurial mindsets. Entrepreneurship programs at SMKs serve as platforms for students to create innovative products and develop managerial and marketing capabilities. However, students often encounter challenges similar to those faced by MSME practitioners, particularly in designing effective marketing strategies that attract consumers. The marketing mix, therefore, provides an essential framework to address this challenge.

Kotler and Keller (2016) assert that product, price, place, and promotion interact to shape consumer behavior. Empirical research has consistently demonstrated that the marketing mix has a significant influence on both purchase intentions and buying decisions. For example, Cahya, Kristiani, Dewi, and Mayrenda (2021) confirmed that the four marketing mix variables significantly affect purchase intention in MSME garment businesses, while Saputra and Amrullah (2021) showed that the implementation of 4P strategies among local coffee MSMEs increased consumer interest. Similarly, Maharani and Musnaini (2024) found that product, price, promotion, and distribution significantly influence purchasing decisions in the Jambi Night Market, while Romadhon, Rizqi, and Hidayat (2023) demonstrated that marketing mix strategies improve competitiveness in the local coffee industry through effective segmentation and positioning.

The influence of the marketing mix is also evident in other industries. Wijayanthi and Dewi (2022) confirmed its positive impact on coffee shops in Bali, Oktarienza and Sanjaya (2022) demonstrated its relevance for Muslim fashion boutiques, and Haryanti, Salsabila, and Arfiansyah (2023) showed its effectiveness in the service sector by increasing public interest in Islamic banking products. These findings consistently indicate that the marketing mix is a vital factor influencing purchase intention across both goods and service sectors.

Based on these observations, this study seeks to investigate how marketing mix variables affect consumer purchase intentions regarding student entrepreneurship products. The study aims to provide

strategic insights into how students can optimize marketing mix elements to enhance their products' appeal within the school community and the broader market.

To address these objectives, the following research questions are proposed:

1. Does product significantly influence purchase intention for student entrepreneurial products at SMKS Al-Ma'arif Cikande–Serang?
2. Does price significantly influence purchase intention for student entrepreneurial products at SMKS Al-Ma'arif Cikande–Serang?
3. Does place (distribution) significantly influence purchase intention for student entrepreneurial products at SMKS Al-Ma'arif Cikande–Serang?
4. Does promotion significantly influence purchase intention for student entrepreneurial products at SMKS Al-Ma'arif Cikande–Serang?

The objectives of this research are: (1) to analyze the effect of product on purchase intention, (2) to analyze the effect of price on purchase intention, (3) to analyze the effect of place (distribution) on purchase intention, and (4) to analyze the effect of promotion on purchase intention for student entrepreneurial products at SMKS Al-Ma'arif Cikande–Serang.

This study is expected to provide both theoretical and practical benefits. Theoretically, it enriches academic discussions in the field of marketing management, particularly regarding the application of the marketing mix within vocational education. The findings may serve as a reference for future research examining the relationship between marketing mix variables and purchase intentions in school-based enterprises. Practically, for SMKS Al-Ma'arif Cikande–Serang, this study can serve as an evaluation tool for designing effective marketing strategies to support student entrepreneurship programs. The insights regarding the effects of product, price, distribution, and promotion on purchase intention can assist school management in making data-driven decisions. Moreover, the results may inspire other schools to develop similar programs aimed at strengthening entrepreneurship-based education and improving the competitiveness of student-made products.

Marketing Mix (4P)

The concept of the marketing mix was first introduced by Neil Borden in the 1950s and later refined by Jerome McCarthy, who identified four key components: product, price, place, and promotion commonly referred to as the 4P framework (Kotler & Keller, 2016). The marketing mix represents a set of interrelated tools that businesses use to achieve marketing objectives within their target markets.

1. Product

A product is anything offered to the market to satisfy consumer needs and wants. It can take the form of tangible goods, services, experiences, or ideas. Kotler and Keller (2016) emphasize that successful marketing depends heavily on a company's ability to create high-quality, innovative products that provide added value to consumers.

2. Price

Price refers to the amount of money consumers are willing to pay to obtain a product. Appropriate pricing strategies are crucial since price often serves as an indicator of product quality. According to Cahya et al. (2021), the pricing strategy influences consumers' perceptions of value and their intention to purchase.

3. Place

Place, or distribution, concerns how a company ensures that its products are accessible to consumers. Effective distribution strategies expand market reach and increase purchase opportunities (Saputra & Amrullah, 2021).

4. Promotion

Promotion involves all communication activities aimed at informing, persuading, and influencing consumers to purchase products. Effective promotional strategies—whether through traditional or digital media can enhance consumer awareness and drive purchase intention (Irmayanti, Yunisari, & Suriyati, 2023).

In essence, these four elements must be managed cohesively to create a sustainable competitive advantage and attract consumer interest.

Purchase Intention

Purchase intention refers to a consumer's willingness or tendency to buy a product after evaluating its benefits, quality, price, and other relevant factors. Schiffman and Kanuk (2010) define purchase intention as being influenced by both internal factors such as motivation, perception, and attitude and external factors, including social environment, culture, and marketing strategies.

According to Maharani and Musnaini (2024), purchase intention serves as an early indicator of consumer behavior before an actual purchase occurs. Similarly, Romadhon, Rizqi, and Hidayat (2023) found that appropriate marketing strategies can enhance consumers' intention to buy local products, especially in the coffee industry. Therefore, purchase intention can be considered an important measure of marketing strategy effectiveness.

Based on these findings, the conceptual framework of this study assumes that the marketing mix (product, price, place, and promotion) positively influences consumers' purchase intention student entrepreneurship products at SMKS Al-Ma'arif Cikande–Serang.

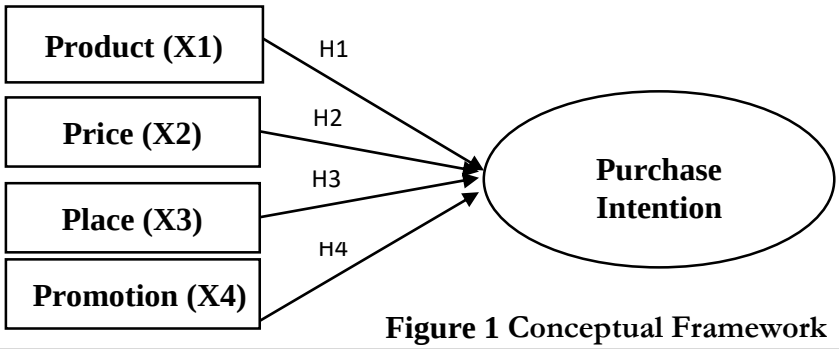


Figure 1 Conceptual Framework

METHOD

This study employs a quantitative research approach with a causal research design, aiming to determine the cause-and-effect relationship between the independent and dependent variables (Sugiyono, 2019). The independent variables in this research consist of the four elements of the marketing mix (4P) product, price, place, and promotion while the dependent variable is purchase intention toward student entrepreneurship products at SMKS Al-Ma'arif Cikande–Serang.

Data were collected through a survey method using a structured questionnaire distributed to respondents who met the research criteria. The population in this study includes consumers who have purchased or are familiar with student entrepreneurship products at SMKS Al-Ma'arif Cikande–Serang, consisting of students, teachers, staff, and nearby community members. The study uses a saturated sampling technique, where all members of the population who meet the criteria are used as samples (Sugiyono, 2019). Thus, the total sample in this study consists of 32 respondents.

The data collected were analyzed using SPSS version 27, with several stages of analysis. First, validity and reliability tests were conducted to ensure the accuracy and consistency of the questionnaire items. Then, classical assumption tests (normality, multicollinearity, and heteroscedasticity) were performed to ensure that the regression model met statistical assumptions. Finally, the hypotheses were tested using multiple linear regression analysis, supported by t-tests (partial tests), F-tests (simultaneous tests), and the coefficient of determination (R^2) to measure the extent of influence from the marketing mix variables on purchase intention.

This method allows the researcher to quantitatively evaluate how product, price, place, and promotion influence consumers' intention to purchase student entrepreneurship products, thereby providing a measurable understanding of effective marketing strategies within an educational context.

Table 1. Operational Definitions of Variables and Research Instruments

Variable	Indicators	Measurement Scale
Product (X_1)	1. Product quality meets consumer needs. 2. Product uniqueness and innovation. 3. Variety of product types. 4. Durability/functionality of the product.5. Attractive product appearance/packaging.	Likert (1–5)
Price (X_2)	1. Product price is affordable for the target consumers. 2. Price matches the quality received. 3. Price is competitive compared with similar products. 4. Price information is clear and transparent. 5. Consumers perceive the price as fair.	Likert (1–5)
Place (X_3)	1. Products are easy to find at school. 2. Products are available during school events/exhibitions. 3. Products can be obtained with quick access. 4. Distribution channels use simple digital media. 5. Sales location is strategic and close to consumers.	Likert (1–5)

Promotion (X_4)	1. Promotion is conducted through school social media. 2. Product information is delivered clearly. 3. Promotion is carried out through bazaars/exhibitions. 4. Promotion attracts consumer attention. 5. Promotion intensity is conducted frequently.	Likert (1–5)
Purchase Intention (Y)	1. Intention to buy students' entrepreneurial products. 2. Intention to repurchase in the future. 3. Willingness to recommend the product to others. 4. Considering student products as a primary choice. 5. Feeling satisfied and encouraged to buy again.	Likert (1–5)

FINDING AND DISCUSSION

Respondents Description

Table 2. Respondents Description

Category	Sub-category	Frequency (N)	Percentage (%)
Gender	Male	7	21.9%
	Female	25	78.1%
Age	15–17 years	18	56.3%
	18–25 years	10	31.3%
	>25 years	4	12.5%
Domicile	Cikande Area	12	37.5%
	Serang District	10	31.3%
	Outside Serang	10	31.3%
Purchase Frequency	1 time	14	43.8%
	2–3 times	12	37.5%
	4–5 times	4	12.5%
	>5 times	2	6.3%
Total Respondents	32	100%	

This study involved 32 respondents consisting of students, teachers, staff, and community members who had purchased or were familiar with the entrepreneurial products produced by students at SMKS Al-Ma'arif Cikande–Serang. The majority of respondents were female, with most falling within the 15–17 age range, followed by respondents aged 18–25, and a smaller proportion above 25 years old. In terms of domicile, most respondents lived in the Cikande and Serang areas, while the rest were from surrounding regions.

Regarding purchasing behavior, respondents showed varied levels of product engagement. Most had purchased the products one to three times, while others were repeat buyers who had purchased more than four times. Overall, the characteristics of the respondents indicate that the student-made products are fairly well-known and positively received within the school community and nearby residents, making the sample relevant for analyzing the influence of the marketing mix on purchase intention.

Reliability Test

The reliability test using Cronbach's Alpha shows that all variables meet the reliability standard, with α values greater than 0.6 (Sugiyono, 2019). The product variable (X1) obtained an alpha of 0.762, price (X2) 0.782, place (X3) 0.774, promotion (X4) 0.779, and purchase intention (Y) 0.768. These results indicate that all items used in the questionnaire are reliable and consistent in measuring each construct.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Minimum Standard	Reliability Category
Price (X2)	0.782	0.600	Reliable
Place (X3)	0.774	0.600	Reliable
Promotion (X4)	0.779	0.600	Reliable
Purchase Intention (Y)	0.768	0.600	Reliable

Validity Test

The validity test conducted on 32 respondents shows that all questionnaire items have Pearson correlation (r-calculated) values greater than the r-table value of 0.361. This indicates that every item across the product, price, place, promotion, and purchase intention variables meets the validity criteria. Therefore, all measurement items are declared valid and appropriate for use in further analysis.

Table 4. Validity Test

Variable	Item Code	Pearson Correlation	r Table	Validity
Product (X1)	X1.01	0.619	0.361	Valid
	X1.02	0.744	0.361	Valid
	X1.03	0.690	0.361	Valid
	X1.04	0.565	0.361	Valid
	X1.05	0.681	0.361	Valid
Price (X2)	X2.01	0.829	0.361	Valid
	X2.02	0.622	0.361	Valid
	X2.03	0.697	0.361	Valid
	X2.04	0.713	0.361	Valid
	X2.05	0.704	0.361	Valid
Place (X3)	X3.01	0.693	0.361	Valid
	X3.02	0.602	0.361	Valid
	X3.03	0.659	0.361	Valid
	X3.04	0.677	0.361	Valid
	X3.05	0.825	0.361	Valid
Promotion (X4)	X4.01	0.649	0.361	Valid
	X4.02	0.680	0.361	Valid
	X4.03	0.816	0.361	Valid
	X4.04	0.699	0.361	Valid
	X4.05	0.681	0.361	Valid
Purchase Intention (Y)	Y1.01	0.671	0.361	Valid
	Y1.02	0.627	0.361	Valid
	Y1.03	0.695	0.361	Valid
	Y1.04	0.631	0.361	Valid
	Y1.05	0.743	0.361	Valid

Classical Assumption Tests

The normality test using the Kolmogorov–Smirnov method shows a significance value of 0.057 ($p > 0.05$), indicating that the data are normally distributed. The Durbin–Watson value of 2.072 suggests no autocorrelation. The multicollinearity test also shows that all tolerance values are above 0.10 and VIF values are below 10 (VIF ranges between 2.311–5.023), meaning there is no multicollinearity problem among the independent variables. The random distribution of residuals in the scatterplot indicates that there is no heteroscedasticity present. Thus, the variance of residuals is constant (homoscedastic), and the assumption of equal variance is satisfied. Thus, the regression model meets the classical assumptions.

Table 5. Kolmogorov–Smirnov Normality Test

Variable	N	Sig. (Asymp. Sig. 2-tailed)	Interpretation
Residual	32	0.057	Normally distributed

Table 6. Autocorrelation Test

Statistic	Value
Durbin–Watson	2.072

Table 7. Multicollinearity Test

Variable	Tolerance	VIF	Interpretation
X1 (Product)	0.199	5.023	No multicollinearity
X2 (Price)	0.433	2.311	No multicollinearity
X3 (Place)	0.272	3.678	No multicollinearity
X4 (Promotion)	0.255	3.916	No multicollinearity

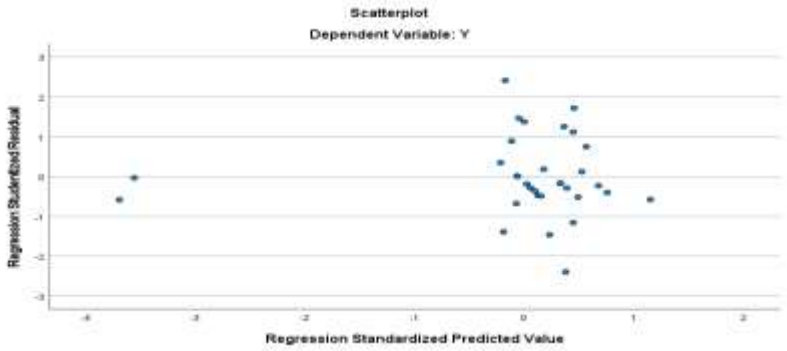


Figure 2 Heteroscedasticity Test

Multiple Linear Regression Analysis

The regression equation model derived from the analysis is as follows:

$Y = 0.097 + 0.382X1 + 0.354X2 + 0.176X3 + 0.072X4 + e$

where:

Y = Purchase Intention

X_1 = Product

X_2 = Price

X_3 = Place

X_4 = Promotion

Model Summary and Significance

Table 8. R Value

Model	R	R Square	Adjusted R Square
1	0.919	0.844	0.821

The Model Summary shows an R value of 0.919, indicating a strong correlation between the marketing mix variables and purchase intention. The R Square (R^2) value of 0.844 means that 84.4% of the variation in purchase intention can be explained by the four independent variables (product, price, place, promotion), while the remaining 15.6% is explained by other factors outside the model.

Table 9. F Value

Source	Sum of Squares	Df	Mean Square	F-value	Sig.
Regression	304.708	4	76.177	36.619	0.000

The ANOVA test produces an F value of 36.619 with a significance of 0.000 (< 0.05), showing that the model is statistically significant, meaning the marketing mix variables collectively influence purchase intention.

Partial Test (t-Test)

Table 10. T Value

Variable	Coefficient (B)	t-value	Sig.	Interpretation
X1 (Product)	0.382	2.207	0.036	Significant
X2 (Price)	0.354	3.336	0.002	Significant
X3 (Place)	0.176	1.234	0.228	Not significant
X4 (Promotion)	0.072	0.477	0.637	Not significant

These results indicate that product and price have a significant positive effect on purchase intention, while place and promotion do not have a statistically significant effect.

Discussion

The results of this study reveal that among the four elements of the marketing mix (product, price, place, and promotion) only product and price have a significant influence on consumers' purchase intention toward student entrepreneurship products at SMKS Al-Ma'arif Cikande–Serang. Meanwhile, the variables of place and promotion were found to have a positive but not significant effect.

These findings are consistent with Kotler and Keller's (2016) marketing mix theory, which emphasizes that the product and price dimensions often have the strongest impact on consumer behavior because they directly reflect value and quality perception. In the context of student entrepreneurship, product attributes such as uniqueness, quality, packaging, and functionality play a crucial role in attracting

potential buyers. The results demonstrate that consumers perceive student products as interesting and innovative, which strengthens their purchase intention.

Similarly, the significant effect of price supports previous research by Cahya et al. (2021) and Maharani & Musnaini (2024), which found that price fairness and affordability are key determinants of purchase decisions in MSMEs. For school-based entrepreneurship, affordable pricing aligns with consumer expectations within the school community students, teachers, and local residents who tend to evaluate value-for-money as a primary purchase consideration. Thus, appropriate pricing strategies can foster both trust and loyalty among consumers.

On the other hand, the place variable showed no significant impact on purchase intention. This result suggests that the limited distribution network mainly within the school environment or occasional bazaar events restricts accessibility. According to Kotler and Keller (2016), place or distribution effectiveness depends on the extent to which products are available and convenient for consumers. Hence, the relatively narrow reach of student products may have reduced the variable's influence in this study.

Similarly, promotion did not significantly affect purchase intention. Although student products are promoted through social media and school activities, the exposure may still be limited and not persuasive enough to drive strong buying motivation. This aligns with Schiffman and Kanuk's (2010) assertion that promotional impact is determined not only by frequency but also by message clarity and emotional engagement. Therefore, a stronger, more consistent digital marketing strategy may be needed to enhance visibility and consumer engagement.

Overall, these findings support the theoretical and empirical literature that emphasizes the importance of product and price as the core elements influencing consumer intention. The results are consistent with studies by Saputra & Amrullah (2021) and Bulan, Amil, & Sri (2024), which show that product innovation and competitive pricing are decisive factors in shaping consumer purchasing behavior. The results also reinforce the argument in the Introduction, which stated that MSMEs and small-scale entrepreneurs including student enterprises require a comprehensive marketing mix strategy to compete effectively.

In summary, the product and price elements significantly affect consumers' purchase intentions, confirming their relevance in both theory and practice. Meanwhile, the place and promotion elements, though not significant in this context, still play supportive roles that can be optimized through broader distribution channels and more engaging promotional strategies. Strengthening these components may further enhance market acceptance and competitiveness of student entrepreneurship products in the future.

CONCLUSIONS

Based on the results of the analysis, it can be concluded that the marketing mix (4P) comprising product, price, place, and promotion plays an important role in shaping consumers' purchase intention student entrepreneurship products at SMKS Al-Ma'arif Cikande–Serang. The findings show that product and price have a significant and positive influence, indicating that the quality, innovation, and affordability of products are the main factors that attract consumer interest. These results are in line with the theory of Kotler and Keller (2016), which emphasizes that the combination of product excellence and appropriate pricing can create strong value perception and encourage purchasing behavior.

In contrast, the place and promotion variables, although having a positive relationship, do not significantly affect consumers' purchase intention. This can be attributed to the limited distribution of products that are still centered within the school environment and the relatively simple promotional efforts carried out through social media or school events. This finding supports the view of Schiffman and Kanuk (2010) that accessibility and communication effectiveness are key factors in influencing consumer responses to marketing activities.

Overall, this study highlights the importance of strengthening marketing strategies even in school-based entrepreneurial contexts. The results suggest that improving product quality and innovation, accompanied by reasonable pricing strategies, can effectively increase consumer purchase intention. Meanwhile, efforts to expand distribution channels and enhance promotional creativity, particularly through digital platforms, can further improve product reach and awareness among a broader audience.

In practical terms, the school's entrepreneurship program is encouraged to provide guidance for students on implementing integrated marketing strategies. By combining product development, strategic pricing, and effective communication, student entrepreneurs can build stronger market competitiveness and better prepare for real-world business challenges.

REFERENCES

Aditama, Y. S. C., & Amron, A. (2024). *The influence of the marketing mix on repurchase intention of Mixue consumers in Semarang City*. Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA), 8(1), 571–584.

Budianto, D. A., & Sasongko, M. Z. (2025). *The influence of the 4P marketing mix (product, price, promotion, place) on purchase intention for menu products at the "Warung Kopi Saya" MSME coffee shop in Kediri City*. Proceedings of the National Symposium on Management and Business, 4, 1224–1230.

Bulan, M. T., Amil, P. A., & Sri, N. (2024). *The influence of the 4P marketing mix on purchase intention of dried fish products in the Oesapa Village SMEs, Kupang City*. IDEI: Journal of Economics & Business, 5(2), 55–66.

Cahya, A. D., Kristiani, F. A., Dewi, N. S., & Mayrenda, N. (2021). *The influence of the marketing mix on consumer purchase intention among MSME garment businesses (Ega Collection)*. Jurnal Ekonomi dan Bisnis Dharma Andalas, 23(2), 208–219.

Haryanti, F. N., Salsabila, S. M., & Arfiansyah, M. A. (2023). *The influence of the marketing mix on the intention to open an "Easy Wadiah" savings account at Bank Syariah Indonesia*. Journal of Economics and Business Research (JUEBIR), 2(1), 30–38.

Irmayanti, I., Yunisari, U., & Suriyati, S. (2023). *Marketing assistance using the 4P marketing mix for MSME products to attract consumer interest*. Journal of Community Service and Empowerment in Indonesia, 2(1), 12–18.

Maharani, S., & Musnaini, M. (2024). *The influence of the marketing mix (product, price, promotion, and place) on consumer purchase intention at Jambi Night Market*. Jurnal Manajemen Terapan dan Keuangan, 13(1), 229–242.

Oktarienza, T., & Sanjaya, V. F. (2022). *The influence of the marketing mix on the intention to purchase Muslim fashion clothing at Cordi Boutique from an Islamic perspective*. Journal of Economics, Management and Accounting (JEMA), 3(1), 27–38.

Pratiwi, A., Wahyudi, H. M., Efendi, M. J., & Cahyani, D. (2023). *The influence of the 4P marketing mix on purchasing decisions: A study on Jasmine Wholesale Clothing Store, Mojokerto City*. Economics and Business Management Journal (EBMJ), 2(1), 25–34.

Rika, R., & Widya, P. R. (2021). *The influence of the marketing mix on consumer purchase intention for Luwak White Coffee beverages*. UMMagelang Conference Series, 326–340.

Romadhon, P. N., Rizqi, A. W., & Hidayat, H. (2023). *Market analysis of segmentation, targeting, positioning, and the 4P marketing mix for UD. XYZ coffee beverages*. Jurnal Teknik Industri, 9(1), 80–85.

Saputra, D., & Amrullah, S. (2021). *Analysis of consumer purchase intention using STP strategy (segmenting, targeting, and positioning) and the 4P marketing mix for Kopi Tepal (Case study: UMKM Puncak Ngengas)*. Food and Agro-industry Journal, 2(2), 17–26.

Sugiyono. (2019). *Quantitative, qualitative, and R&D research methods*. Alfabeta.

Wijayanthi, I. A. T., & Dewi, N. L. K. (2022). *The influence of the marketing mix on consumer purchase intention at Toosi Coffee in Berawa, Badung, Bali*. Jurnal Economina, 1(3), 452–465.