4P Relationship (Product, Price, Place, Promotion) In Purchasing Decisions For Virtual Reality (VR) As A Learning Medium For Nursing Students

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Abstract

VNursLab Plus Universitas Padjadjaran offers technology-based learning media, namely virtual reality (VR) to support the clinical skills of nursing students. Before mass marketing, VNursLab Plus products need to be researched in several segmentations. Marketing mix 4P (Product, Price, Place, and Promotion) is one of the marketing strategies carried out to influence the purchasing decision of a product. The purpose of this study was to analyze the relationship between 4P (Product, Price, Place, and Promotion) on VR purchasing decisions in college students. Research method correlational research with a cross sectional approach and the respondents of this study were 89 Universitas Padjadjaran Nursing students who had tried using VR. The instrument used is an adaptation of previous research instruments that the researcher modified. The Chi-Square test obtained a p value <0.01 in each variable product, price, and place on purchasing decision decisions, while the promotion variable on purchasing decisions produced a p value = 0.29. The test results state that there is a relationship that makes the 4P marketing mix strategy (Product, Price, Place, Promotion) on VR purchase decisions, so that it can be adapted by VNursLab Plus by considering products, prices, places, promotions as marketing strategies before being marketed to broad segments. There is a relationship between the 4Ps (Product, Price, Place, Promotion) on VR purchase decisions in students as an additional learning method. So that VR can also be applied to streamline student learning.

Keywords: Learning Method, Marketing Mix, Nursing Student, Purchase Decision, VR

Introduction

The existing nursing learning methods not only provide an understanding of the material, so they must be able to equip students with skills regarding clinical procedures. Alternative learning methods are needed in honing the ability of nursing practice skills. The combination of physical and virtual components in practicing clinical case scenarios allows students to understand better in the classroom and laboratory. The use of immersive technology devices in nursing student learning showed positive results on nursing student confidence (Vaughn et al., 2016).

Virtual reality (VR) is one of the advanced technologies that can bring users into the virtual world. In addition, virtual reality is also one of the learning media that can be used and involves all human senses (Jebara et al., 2014) (Aji et al., 2019).VR provides an active learning experience with the perception of a digital world made real and the ability to interact with objects or perform actions in the digital world (Rasmussen et al., 2014 in Kyaw et al., 2019).

The use of VR is being widely discussed in various lines, including in the field of nursing (Kardong-Edgren et al., 2019). The rapid development of technology develops VR which can also be used in various services and professions. Health services and health education that utilize the use of VR, such as stroke rehabilitation (Laver et al., 2017), chronic pain management (Jones et al., 2016), health promotion (Saab et al., 2022), treatment of anxiety and psychiatric disorders (Park et al., 2019), surgery training (Kim et al., 2017), and medical education (Izard Gonzalez et al., 2018). Its use, which can be used anywhere and anytime, makes VR more efficient and can be easily understood by health students. In the study of Sattar et al., (2019) stated that the use of VR as a learning medium is the best step in increasing student learning motivation and learning competence. In addition, another study states that the use of VR as a learning method for students is a relevant learning strategy to improve student competence and has a favourable cost compared to conventional methods (Puspitaningrum et al., 2019). So that the use

of VR provides benefits for students, one of which is learning to be more effective and efficient, as well as for nursing students who have a lot of course loads and must be quasi-controlled in a short time.

Universitas Padjadjaran's Faculty of Nursing developed virtual reality as a learning method to equip students with nursing action skills through VNursLab Plus. VNursLab Plus is a product that can be operated through a PC, mobile application, and virtual reality laboratory (Tim VNursLab Plus, 2021). The VNursLab Plus product has gone through a trial and evaluation stage to become one of the learning methods for nursing practice. VNursLab Plus products will also be commercialized to consumers including segmentation of students, lecturers and nursing education institutions. Therefore, before commercialization, it is important to conduct market research on various consumer segments. This is a marketing strategy in the event of promoting VNursLab Plus to various market segments. An effective marketing strategy needs to be planned; the marketing mix is one of the strategies that can be done. The marketing mix is a method that companies can use to control and influence the response of consumers. There are 4 elements in the marketing mix including product, place, price, and promotion. The marketing mix is an important element in marketing because it can be used by companies to achieve effective goals in both the needs and desires of consumers (Sevrillia & Rachmawati, 2016).

The process carried out in making decisions to buy, use and spend goods or services is a concern for a company. Consumer behaviour is a dynamic process that includes the behaviour of individual consumers, groups and community members who are constantly changing (Sinulingga et al., 2021). The importance of knowing and studying consumer behaviour helps companies understand what consumers need and want so that it is easier to achieve company goals (Nugraha et al., 2021). By knowing consumer behaviour, it makes it easier for companies to create a marketing mix strategy. VNursLab Plus takes segmentation from several levels in education to see the right target market in promoting VNursLab Plus. Nursing

education institutions, lecturers, and students are the segmentation that will be analyzed to determine the target market of VNursLab Plus products.

Student segmentation is the target consumer in the use of virtual reality in nursing learning that is being developed, so from this explanation it is important to analyze the influence of 4P on purchasing decisions for Virtual Reality (VR) as a medium for nursing learning in students. Based on this background, researchers are interested in seeing whether there is a relationship in the marketing mix with VR purchasing decisions for students of the Faculty of Nursing, Universitas Padjadjaran.

Research Method

This study used a quantitative analytical method which aims to determine the relationship between the 4P marketing strategy (Product, price, place, and promotion) on virtual reality (VR) purchasing decisions in nursing students. In addition, this study used a cross-sectional approach in which the researcher will only collect data once to the respondent. This research was conducted from September 2022 - January 2023. The population of this study were Universitas Padjadjaran Nursing Students, and the sample of this study was 89 students with a sample calculation using the Slovin formula and the sampling technique used was purposive sampling, meaning that the sample was determined by certain criteria including active students of the Faculty of Nursing, Universitas Padjadjaran class of 2019, 2020, 2021 and 2022 both Jatinangor and Pangandaran areas. Students have tried at least one of the VR simulations at VNursLab Plus Faculty of Nursing Universitas Padjadjaran, and are not currently taking college leave.

The instrument used is a development instrument from the Kotler & Keller (2013) theoretical approach which is then tested for validity and reliability. The results of the validity test contained two invalid statements so that the researcher decided to reduce the statement. Data collection was carried out on January 2-11, 2023 using google forms distributed to all batches of students of the Faculty of Nursing Unpad. This research has also been approved by the ethics committee with number 1005/UN6.KEP/EC/2022. Data analysis was carried out with univariate tests first, then normality tests were carried out and then Chi-Square bivariate tests were carried out.

Results

Table. 1 Demographic Characteristics of Respondents

No	Characteristics of Respondents	Frequency (f)	Percentage (%)
1.	**Gender**		
	Female	**82**	**92,1**
	Male	**7**	**7,9**
2.	**Age**		
	< 18 years	**2**	**2,2**
	18 - 20 years	**52**	**58,4**
	> 20 years	**35**	**39,3**
3.	**Forced**		
	2019	**34**	**38,2**
	2020	**13**	**14,6**
	2021	**15**	**16,9**
	2022	**27**	**30,3**
4.	**Campus Region**		
	Jatinangor	**86**	**96,9**

	Pangandaran	3	3,4
5.	**Tribes**		
	Sunda	66	74,2
	Jawa	13	14,6
	Lain-lain	10	11,2
	Total	89	100

Source: primary data 2023

Table 1 shows the characteristics of respondents in this study, the majority of whom are women aged 18-20 years (58.4%). The distribution of respondents in the study came from all generations, and the 2019 generation was the majority (38.2%) in this study. Universitas Padjadjaran Nursing Campus has two areas, namely the Jatinangor area and the Pangandaran area. Jatinangor campus is the main campus and almost all respondents in this study were students who came from the Jatinangor campus, namely 86 respondents (96.6%), apart from the Jatinangor campus being the main campus, the location of VR products on the Jatinangor campus was the main reason. Looking at the distribution, most students come from the Sundanese tribe (74.2%) and others come from the Javanese, Minang, Toraja, etc.

The normality test was carried out using Kolmogorov Smirnov and obtained the result that the data was not normally distributed. After that, the researcher changed the ordinal data on each variable into 2 categories, good and less good for product and promotion variables, affordable and unaffordable for price variables, easily accessible and difficult to access for place variables, and tend to buy and tend not to buy for purchasing decision variables.

Table .2 Analysis of Marketing Mix Category Results

	Frequency	Percent
Product		
Not good	42	47,2%
Good	47	52,8%
Total	89	100%
Price		
Unaffordable	40	44,9%
Affordable	49	55,1%
Total	89	100%
Place		
Difficult to access	27	30,3%
Easily accessible	62	69,7%
Total	89	100%
Promotion		
Not good	28	31,5%
Good	61	68,5%
Total	89	100%
Purchase decision		
Not likely to buy	42	47,2%
Tend to buy	47	52,8%
Total	89	100%

Source: primary data 2023

Based on table 2, the majority of respondents tend to be positive in each variable, namely 52.8%

of respondents think VR products are good, 55.1% state that they are affordable, 69.7% think place or product distribution is easily accessible, 68.5% think promotion is good, and 52.8% of respondents have the tendency to buy VR products.

The Chi-Square test was conducted to see the relationship between the independent variable and the dependent variable.

Table .3 Product Correlation Test Results with Purchasing Decisions

Product	Purchase Decision						P	Chi Square
	Tend to buy		Not likely to buy		Total			
	N	EC	N	EC	n	%		
Good	33	24,8	14	22,2	47	100	<0,01	12,015
Not good	14	22,2	28	19,8	42	100		

Source: primary data 2023

The Chi-Square independence test results show that there is a significant association between product and purchase decision, X2 (1) = 12.015, p = <0.01. With this p (value) value, which means that there is a positive associative relationship, besides that based on table 4.4 there are 33 people who state that the product is good and tend to buy VR. There are 14 respondents who think the product is good but tend not to buy as well as the opinion that the product is not good but tends to buy. As well as those who think the product is not good and tend not to buy as many as 28 respondents.

Table .4 Correlation Test Results Price with Purchasing Decisions

Price	Purchase Decision						P	Chi Square
	Tend to buy		Not likely to buy		Total			
	N	EC	N	EC	n	%		
Affordable	37	25,9	12	23,1	49	100	<0,01	22,545
Unaffordable	10	21,1	30	18,9	40	100		

Source: primary data 2023

The Chi-Square independence test results show that there is a significant association between price and purchasing decisions, X2 (1) = 22.545 p = <0.01. Based on table 4.5, there are 37 respondents who think prices are affordable and tend to buy VR, 12 respondents are affordable but tend not to buy, 10 respondents are not affordable and tend not to buy. And there are 30 respondents who think the price is not affordable and tend not to buy.

Table .5 Results of Place Correlation Test with Purchasing Decisions

Place	Purchase Decision						P	Chi Square
	Tend to buy		Not likely to buy		Total			
	N	EC	N	EC	n	%		
Easily accessible	46	32,7	16	29,3	62	100	<0,01	37,502
Difficult to access	1	14,3	26	12,7	27	100		

Source: primary data 2023

The Chi-Square independence test results show that there is a significant association between place and purchasing decisions, X2 (1) = 37.502, p = <0.01. Based on the processed data, 46 respondents think it is easy to access and tend to buy, 16 respondents are easily accessible but tend not to buy, and 1 respondent thinks it is difficult to access but tends to buy, and there are 26 respondents who are difficult to access but tend not to buy.

Table .6 Correlation Test Results Promotion with Purchasing Decisions

Promotion	Purchase Decision						*P*	Chi Square
	Tend to buy		Not likely to buy		Total			
	N	EC	N	EC	n	%		
Good	37	32,2	24	28,8	61	100	0,029	4,790
Not good	10	14,8	18	13,2	28	100		

Source: primary data 2023

The Chi-Square independence test results show that there is a significant association between promotion and purchasing decisions, X2 (1) = 4.790, p = <0.01. Based on the processed data, 37 respondents thought that promotion was good and tended to buy, 24 respondents thought that promotion was good but tended not to buy, and 10 respondents thought that promotion was not good but tended to buy, and 18 respondents thought that promotion was not good and tended not to buy.

Discussion

This study consists of several statement segments, namely an introductory statement, a statement regarding the marketing mix or marketing mix and purchasing decisions and a closing statement. The introductory statement was given to find out whether the respondents knew the VR used by VNurslab Plus as a learning method for nursing students. All respondents who filled out the questionnaire answered that they already knew VR. As for the closing statement contains the interest of students as respondents in buying VR to support nursing learning media. The majority of students answered that they were interested in buying VR as a learning media with a price range of 1 -2 million. The statement regarding the marketing mix questionnaire to see the relationship between the independent and dependent variables and the results show that there is a significant relationship between the independent variable and the dependent variable.

Product Relationship with VR Purchasing Decision

The results of this study indicate a significant relationship between product and VR purchasing decisions with a p (value) value <0.01, with the most respondents thinking that the product is good and tends to buy VR. The more there is an increase in the quality and design of the product, the more likely students are to buy VR products, besides that the brand and the existence of a warranty on the product are considered by consumers in deciding to purchase VR products. The quality of a product can affect the buyer's perception and assessment of the product so that it also affects the consumer's tendency to buy (Ginting et al., 2019). This is in line with research conducted by Refomasianto & Puspitadewi (2022) which states significant results related to product quality with product purchasing decisions for Surabaya State University students. In another study examining the marketing mix on student purchasing decisions, it was found that a need for a product, quality, safety, and a variety of product choices greatly influenced consumer purchasing decisions (Widyastuti et al., 2020).

Price Relationship with VR Purchasing Decision

The price variable has a significant relationship with the VR purchasing decision, seen from the Chi - Square test results which show the p value (value) <0.01. In the price variable, it would be better if it is carefully considered for price suitability because the more in accordance with the target consumers and quality products, the consumer interest in buying the product will increase, besides that price discounts can be a strategy that can be used to attract consumers to buy VR products. This is also directly proportional to the increase in product quality such as the term there are goods there is a price, as well as VR products, consumers will buy products if the price and product are commensurate with what is expected. Price has a positive correlation with purchasing decisions, and the

success of sales comes from price fairness and customer satisfaction. The price of a product also has a greater influence on a purchasing decision than the packaging of a product (Maulana et al., 2021). A study conducted by Zhao et al., 2021 states that pricing strategies can be a concern for companies to get better consumer response.

Place Relationship with VR Purchasing Decision

The relationship between place and purchasing decisions has a significant relationship seen from the results of the Chi - Square test which has a p (value) value <0.01. Marketing coverage and marketing channels that are carefully considered will increase consumer interest in buying VR products. Consumers will believe if the product can be sold in many markets, meaning that the product is trusted to meet consumer needs. This statement is in line with the results of research conducted by Fanto, 2021 which explains that a strategic distribution place that is easy to reach and has comfortable and reliable facilities will influence consumer purchasing decisions because the range of finding product information will be easier.

Promotion Relationship with VR Purchasing Decision

The test results using Chi- Square produce a value of P (value) = 0.29 which means that promotion has a significant relationship with VR purchasing decisions. When promotions from advertising, sales promotion, or direct marketing elements are increased, it will also increase consumer interest in deciding to purchase VR. The existence of promotions related to promos provided by companies such as attractive prizes, discounts can increase consumer interest in buying products, this is in line with the research of Sinuraya et al., 2021 where the results on promotional variables are very influential in purchasing decisions for Niu Green Tea drinks in students. This can be a reference for the VNursLab Plus Team to hold promos or other attractive prizes, in attracting buyers to buy VR products. Sales promotion is a form of marketing communication that aims to attract consumers. Sales promotions are used to attract consumer attention by providing information that can direct consumers to buy products, so it is concluded that promotions greatly influence consumer purchasing tendencies. Research conducted to look at the marketing mix on Samsung Smartphone purchasing decisions proves that promotion influences student purchasing decisions (Putra & Asdi, 2020).

VR developed by the Faculty of Nursing can be an alternative method of learning Nursing in supporting the skills needed by students before going down to the world of work. VR has proven to be effective and significant in helping students understand nurse skills. VR development is being carried out by the Faculty of Nursing, and one of them is marketing development. Before mass marketing is carried out, it is important to conduct marketing research to develop a marketing strategy that will be carried out. Marketing that is carried out is expected to be right on target and useful for consumers. With the existence of technology-based alternative learning methods, it will also increase student interest in learning because it is made interesting and real-like interacting with patients, this can also be a strategy in preparing the quality or skills of nurses who are better prepared to face the world of work later.

This research helps VNursLab to determine marketing targets and as a basis for preparing marketing strategies to be carried out. Based on the results of the research conducted, product, price, place, and promotion need to be a concern because they have a relationship to purchasing decisions, especially at prices and place distribution which has a strong relationship with purchasing decisions. Researchers realize the limitations in this study, researchers only examine students' views regarding the marketing mix or marketing mix on VR purchasing decisions by ignoring other factors that can influence their views on the marketing mix of VR products.

Conclusion

Based on the research obtained results that each independent variable, namely

product, price, place, and promotion have a relationship to VR purchasing decisions in students after the Chi-Square Test. The product variable has a relationship with a p (value) value of <0.01 and the results also show that the majority of respondents tend to buy with their opinion regarding good VR products, namely 33 respondents. The price variable has a relationship with VR purchasing decisions with a p (value) value of <0.01, as many as 37 respondents tend to buy at an affordable price. The place variable also has a relationship with a p (value) value of <0.01 on VR purchasing decisions for students. A total of 46 respondents thought VR products were easily accessible and tended to buy VR as an alternative learning method. The promotion variable has a relationship to VR purchasing decisions in students with a p (value) value of 0.029, and as many as 37 respondents think VR promotions are good with the tendency to buy VR products as an alternative learning method The results showed that the majority of respondents stated good use of VR and tended to buy, but some respondents also chose not to buy and switched to buying other more affordable products such as additional reading books. This is due to incomprehension in the use of products and prices that do not match the student's pocket money. So the promotion of VR must be more extensive and intense about the product, benefits and how to use it. In further research, it is hoped that all indicators in each variable with different segmentation can be studied. In addition, from the results of this study, VNursLab can consider well the price to be set because according to the results of the study that price is strongly related to student purchasing decisions as a consumer segmentation of VR products. In addition, it needs to be reconsidered by comparing further research on different segmentations for target consumers of VR purchases.

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