

Slicing the Market: STP Analysis of Fast-Food Purchase Behavior in Makassar

Original Article

Muhammad Ilham Wardhana Haeruddin*

Departement of Management, Faculty of Economic & Business, Universitas Negeri Makassar, Indonesia
Email: ilham.wardhana@unm.ac.id

Received : 12 December 2025

Accepted : 09 January 2026

Published online : 19 January 2026

Abstract

This study seeks to examine the impact of segmentation, targeting, and positioning on consumer purchasing decisions at fast food establishments in Makassar City. This study employs a quantitative methodology utilising a survey technique through questions administered to 180 respondents selected via the Hair formula. The data were subjected to validity tests, reliability tests, and multiple linear regression to assess the partial and simultaneous effects among factors. The research findings indicate that segmentation and targeting exert a favourable and considerable influence on purchase decisions, however positioning does not demonstrate a meaningful partial effect. The three STP variables concurrently exert a substantial impact on customer purchase decisions. These findings confirm that effective segmentation and targeting methods are more influential in improving purchase decisions than placement in the context of fast food restaurants in Makassar.

Keywords: Segmentation, Targeting, Positioning, Purchase Decision, Fast Food

1. Introduction

In the past several years, there has been a significant increase in the level of rivalry that exists within the culinary industry in Indonesia. Changes in lifestyle, increased economic activity, and the need for practical and fast food have driven the growth of the food and beverage industry, particularly the fast food sector. Due to this scenario, business owners and operators are required to possess the ability to devise efficient marketing tactics in order to keep their clients and prevail in the market rivalry.

Marketing strategy as the marketing reasoning that businesses employ in order to generate value for their consumers and to establish successful long-term partnerships with those whose business they serve (Chong & Patwa, 2023; Moorthy & Parvatiyar, 2023; Sintani et al, 2023). An appropriate marketing strategy enables companies to understand consumer needs, identify market opportunities, and create sustainable competitive advantages.

In the realm of marketing strategy, one of the methodologies that is frequently utilised is known as Segmentation, Targeting, and Positioning (STP). In the process of market segmentation, consumers are categorised into groups that share a number of features, requirements, and behaviours in similarities with one another (Casas-Rosal et al, 2023; Naim, 2023). By conducting segmentation, companies can gain a deeper understanding of their consumers' characteristics, enabling them to offer products that meet market needs.

Once the process of segmentation has been completed, the next step for the organization is to choose the target market that will serve as the primary focus of its marketing activities. By targeting certain customer groups, the corporation is able to more effectively devote resources to those consumer groups that have the greatest potential for making purchases.



Additionally, positioning is a factor that plays a function in creating the views that consumers have of a product or brand in comparison to other items that are available on the market. A powerful positioning strategy can generate a favourable image and improve the preference of consumers for a certain brand.

Makassar, which is located in Eastern Indonesia and is considered to be one of the economic growth engines in the region, is exhibiting tremendous development in the culinary sector. The growth in population, increased mobility of the community, and the development of business and educational areas have driven up the demand for fast food. This condition has led to more fast food restaurants operating in the city of Makassar, whether they are part of national, international, or local chains.

There has been an increase in the degree of competitiveness in Makassar as a consequence of the growing number of entrepreneurs who are operating fast food restaurants. Because consumers have a wide variety of options to choose from, the quality of the product is not the only factor that influences their purchasing decisions; the capacity of the company to identify the appropriate market segment, choose possible consumer targets, and establish a powerful brand position in the minds of consumers is also a significant factor. Therefore, the implementation of the STP strategy becomes an important factor that can influence consumer purchasing decisions.

In the context of fast food restaurants, segmentation can be done based on demographic, geographic, psychographic, or consumer behavior characteristics (Wardana, et al, 2023). Through the use of targeting, the corporation is able to concentrate its services on particular consumer groups, such as students, university students, office workers, or families. Positioning, on the other hand, enables the company to differentiate itself from competitors when it comes to variables such as pricing, product quality, service speed, location comfort, or brand image that are supplied to customers.

It is considered that the success of the STP approach would increase the appeal of the company in the eyes of consumers and motivate them to make purchasing decisions with the company (Musa et al, 2020; Lestari, 2023). On the other hand, mistakes in establishing market categories, target markets, and brand positioning can result in low marketing effectiveness and contribute to a reduction in the company's competitiveness in the face of more intense industry competition.

Based on this phenomenon, it is important to examine how segmentation, targeting, and positioning influence consumer purchasing decisions at fast food restaurants in Makassar City. The results of this study are expected to contribute academically to the development of marketing science and serve as a consideration for culinary entrepreneurs in formulating more effective marketing strategies to enhance consumer purchasing decisions.

2. Literature Review

2.1. Segmentation

Market segmentation, as defined by Kotler and Keller (2020), involves partitioning the market into clearly delineated parts. Market segments are a collection of consumers with analogous requirements and interests. The marketer's responsibility is to ascertain the quantity and characteristics of appropriate market groups and determine which to pursue.

The categories of market segmentation include geographic, demographic, psychographic, and behavioural segmentation (Madzík et al, 2021). As stated by Dharmmesta and Handoko (2018), there are multiple signs of segmentation, specifically: 1) Quantifiable, in all dimensions of size and scope, as well as the market segment's purchasing power. Accessible, enabling selected provision. 3) Significant, such that it can yield profit if provided. 4)

Actionable, ensuring that all programs aimed at attracting and serving the market segment are effective. 5) Differentiable segments can be conceptually isolated and react distinctively to diverse elements and marketing mix strategies.

2.2. Targeting

Targeting is the process of assessing the appeal of segments and concentrating on the offerings that are most appropriate for a specific group of individuals, regions, or nations that exhibit the highest reaction (Schlegelmilch, 2022). Kasali (2022) identifies four conditions necessary for acquiring the target market as follows: The target market must exhibit responsiveness to the product or marketing initiative being produced. The sales potential must be adequately extensive. A wider target market correlates with increased value. 3) Adequate Growth refers to a market that exhibits a gradual initial response, subsequently accelerating until it attains maturity. 4) Media Reach: The target market can be effectively accessed if marketers utilise media appropriately to promote and introduce their items.

2.3. Positioning

Targeting is the process of assessing the appeal of segments and concentrating on the offerings that are most appropriate for a specific group of individuals, regions, or nations that exhibit the highest responsiveness (Schlegelmilch, 2022). As stated by Kasali (2022), four criteria must be fulfilled to identify the target market: 1) The target market must exhibit responsiveness to the product or marketing initiative being produced; 2) Sales Potential: The sales potential must be adequately expansive. A wider target market correlates with increased value; 3) Adequate Growth refers to a market that first exhibits sluggish growth, gradually accelerates, and ultimately attains maturity; 4) Media Reach: The target market can be effectively accessed if marketers utilise media appropriately to promote and introduce their items.

2.4. Purchase Behavior

According to Fisher (2013), purchase is the endeavour to acquire essential items. Purchasing is a process when consumers recognise their issues and seek information regarding particular products or brands (Haeruddin, 2021; Han, 2021). Purchase constitutes a component of consumer behaviour, defined as the examination of how people, communities, and organisations select, acquire, and utilise goods, services, ideas, or experiences to fulfil their needs and preferences (Kotler & Keller, 2020). As per Thompson (2018), purchasing indicators have four components, including the following: Customers make purchases based on their needs, as the available products fulfil those needs and are easily accessible. The acquired products offer significant advantages and are highly beneficial to consumers. 3) Precision in product acquisition, when the price corresponds to the quality and satisfies consumer preferences. 4) Repeat purchases occur when consumers experience satisfaction with a transaction, leading to further acquisitions.

3. Methods

This research uses quantitative research. One type of research is known as quantitative research, which is a methodical scientific investigation in which the data collected is in the form of numerical values pertaining to the data being investigated, which may include social phenomena and symptoms, as well as the connections between them. Quantitative research uses questionnaires for data collection. The responses of the respondents to the questions or items that were presented are then included in the data that was obtained. It is anticipated that this investigation will take one month, beginning in March 2026 and

ending in May 2026. A fast-food restaurant in the city of Makassar serves as the venue for the research that is being conducted.

Hair (2010) indicates that the sample size varies between 100 and 200 respondents and may be modified according to the number of indicators in the questionnaire, with a recommended ratio of 5-10 times the number of indicators present. This study employs 14 indicators. Consequently, this study employs the Hair formula: $18 \times 10 = 180$ samples.

Validity and reliability testing is undertaken to verify the research instruments employed are of high quality. The validity test seeks to assess the degree to which the items in the instrument accurately measure the desired variable. Reliability testing evaluates the stability of a measuring instrument in judging a phenomena or event. Increased reliability correlates with enhanced stability of the measurement equipment. This study employs data analysis approaches such as classical assumption testing and multiple linear regression analysis, augmented by partial and simultaneous statistical tests, along with the coefficient of determination.

4. Results and Discussion

4.1. Result

This study encompassed 180 participants with varied attributes about gender, age, and occupation. The bulk of responders were male, with 103 individuals (57.77%), while females accounted for 77 individuals (42.23%). The predominant age group among respondents was 20–30 years (38.87%), followed by the 31–40 year age group (21.34%). The predominant occupation among respondents is that of students or university students, including 96 individuals or 53.77% of the total. This trait signifies that the respondents are primarily engaged young consumers, especially from the educational sector.

Hypothesis testing employing multiple regression analysis elucidates the impact of segmentation, targeting, and positioning on purchases at fast food establishments in Makassar. The equation of the regression line, derived from the data processing results, is as follows: $Y = 23.754 + 0.117X_1 + 0.040X_2 - 0.008X_3$. The constant of 23.754 indicates that when the segmentation, targeting, and placement variables (X_1 , X_2 , X_3) are zero, the Purchase (Y) will equal 23.754. The regression coefficient for the Segmentation variable (X_1) is 0.117, indicating that if both the constant and X_1 are zero, an increase of 1 unit in Segmentation will result in a 0.117 increase in Purchase, provided that other independent variables remain constant. The regression coefficient for the Targeting variable (X_2) is 0.040, indicating that if both the constant and X_2 are zero, an increase of 1 unit in Targeting will result in a 0.040 increase in Purchase, provided that other independent variables remain constant. The regression coefficient for the Positioning variable (X_3) is -0.008, indicating that if both the constant and X_3 are zero, Purchase will decline by -0.008. This implies that a one-unit rise in Positioning will result in a drop of -0.008 in Purchase, providing all other independent variables are held constant.

This study employs the F-test to assess the significance of the impact of independent variables on the dependent variable. The F-test is performed by comparing the computed F value with the tabulated F value, signifying the suitability of the regression model, which demonstrates a collective effect, with the tabulated F level = $(k;n-k)$, $F(4;180-2) = F(4;178) = 2.42$ at a 5% significance level.

The test findings indicate that the computed f value is 95.430, above the tabulated f value of 2.42. Additionally, the significance level of 0.000 is less than 0.05. Consequently, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_4) is accepted. The analysis indicates that the segmentation variable (X_1), targeting (X_2), and positioning (X_3) collectively

exert a positive and significant influence on purchases (Y) in Fast Food Restaurants in Makassar.

The examination of the coefficient of determination assesses the proximity and intensity of the relationship between two variables, utilising the correlation coefficient (r) and the coefficient of determination (r^2). This analysis assesses the connection between multiple independent variables (X_1, X_2, \dots, X_n) and a dependent variable (Y) concurrently. The study results indicate that column R yielded a value of 0.787, or 78.7%, categorising it inside the high criterion. This signifies that segmentation, targeting, and positioning significantly impact the purchasing decisions regarding fast food establishments in Makassar.

4.2. Discussion

This study seeks to examine the impact of segmentation (X_1), targeting (X_2), and placement (X_3) on the purchasing behaviour (Y) in fast food establishments in Makassar. The research indicates that the segmentation and targeting variables exert a positive and significant influence on purchases, with significance values of 0.000 and 0.005 respectively (<0.05), and t-values exceeding the t-table threshold. This suggests that a comprehensive grasp of market demands and attributes, along with the identification of the appropriate consumer demographic, might enhance purchasing decisions. Conversely, positioning (X_3) exhibits no significant impact on purchases, evidenced by a t-value of $(-0.701) < t$ -table and a p-value that, while significant, remains negative, suggesting that the brand positioning strategy has been ineffective.

These three independent factors collectively exert a strong influence on purchases, as seen by the estimated F value (95.430) exceeding the table F value (2.42) and a significance value of 0.000. This affirms that the effective execution of the STP approach can substantially enhance the restaurant's attractiveness to consumers. Segmentation by age and gender indicates that the primary clients are men aged 20 to 30, predominantly including students and office employees. The successful targeting of this segment enhances the efficacy of the restaurant's marketing efforts.

These findings corroborate earlier studies by Haeruddin (2026), Mogaji (2025), Thomas & George (2021), Kampamba (2015) and Haeruddin (2025), which assert that the effective execution of STP techniques might enhance purchasing behaviour. This research suggests that restaurants must enhance their successful segmentation and targeting techniques and reassess their brand positioning to correspond more closely with contemporary consumer expectations and views.

5. Conclusion

The quantitative analysis of the effects of segmentation (X_1), targeting (X_2), and positioning (X_3) on purchasing decisions (Y) at Fast Food Restaurants in Makassar yielded numerous significant findings. Initially, segmentation and targeting have had a positive and substantial influence on purchasing decisions, however positioning does not exhibit a meaningful effect. Secondly, the F-test indicates that these three variables collectively exert a considerable influence on client purchase decisions. These findings highlight the significance of segmentation and targeting tactics in influencing consumer choices.

To enhance the efficacy of marketing efforts, many advice may be offered. Restaurants must consistently enhance service quality and cultivate an enjoyable eating experience to promote repeat patronage. Secondly, the provision of supporting amenities, such as sufficient parking spaces, is essential for consumer comfort. The restaurant's positioning must be reassessed and aligned with consumer-relevant factors, such as strategic locations and distinctive eating experiences, to enhance brand perception among customers.

6. References

- Casas-Rosal, J. C., Segura, M., & Maroto, C. (2023). Food market segmentation based on consumer preferences using outranking multicriteria approaches. *International Transactions in Operational Research*, 30(3), 1537-1566.
- Chong, W. K., & Patwa, N. (2023). The value of integrity: Empowering SMEs with ethical marketing communication. *Sustainability*, 15(15), 11673.
- Dharmmesta, & Handoko. (2018). *Manajemen Pemasaran: Analisis Perilaku Konsumen*. BPFE.
- Fisher, E. (2013). The Power of Purchase. *European Procurement & Public Private Partnership Law Review*, 8(1), 2-7.
- Haeruddin, M. I. W. (2021). The influence of brand equity on consumer's purchase decision: A quantitative study. *PINISI Discretion Review*, 4(2), 211-220.
- Haeruddin, M. I. W. (2025). Sustainability Meets Branding: How Brand Image Shapes the Impact of Green Products on Purchase Decisions at Fore Coffee. *South Asian Journal of Social Studies and Economics*, 22(11), 82-93.
- Haeruddin, M. I. W. (2026). Linking Product Quality to Electric Vehicle Purchase Decision: The Mediating Role of Brand Image in Makassar. *Economics and Business Journal (ECBIS)*, 4(5), 1549-1562.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis. In *Multivariate data analysis* (pp. 785-785).
- Han, W. (2021). Purchasing decision-making process of online consumers. In *2021 international conference on public relations and social sciences (ICPRSS 2021)* (pp. 545-548). Atlantis Press.
- Kampamba, J. (2015). An analysis of the potential target market through the application of the STP principle/model. *Mediterranean Journal of Social Sciences*, 6(4), 324-34.
- Kasali, R. (2022). *Human Resource Management: Teori dan Praktik*. PT Gramedia Pustaka.
- Kotler, P., & Keller, K. L. (2020). *Manajemen Pemasaran*. Penerbit Erlangga.

- Lestari, V. (2023). Strategic approaches to marketing management in contemporary business environments. *Advances: Jurnal Ekonomi & Bisnis*, 1(5), 255-268.
- Madzík, P., Čarnogurský, K., Hrnčiar, M., & Zimon, D. (2021). Comparison of demographic, geographic, psychographic and behavioural approach to customer segmentation. *International Journal of Services and Operations Management*, 40(3), 346-371.
- Mogaji, E. (2025). Market Segmentation, Targeting, and Positioning. In *Strategic Marketing Management: Principles and Practice* (pp. 103-133). Cham: Springer Nature Switzerland.
- Moorthy, J., & Parvatiyar, A. (2023). Co-creating aftermarket value in the digital era: Managing transformative customer relationships through stakeholder engagement. In *Customer Centric Support Services in the Digital Age: The Next Frontier of Competitive Advantage* (pp. 155-198). Cham: Springer International Publishing.
- Muchtar, N. F., Musa, C. I., Musa, M. I., Hasbiah, S., & Haeruddin, I. W. (2023). The Influence of Trust and Perceived of Risk on Purchase Decisions in e-Commerce Shopee at Students of The Faculty Economics and Business, University State of Makassar. *Economics and Business Journal (ECBIS)*, 1(4), 367-378.
- Musa, M., Haeruddin, M., Haeruddin, M. I. W., & Burhan, M. I. (2020). Analysis of segmentation, targeting, and positioning in the hospitality sector: The case of Paputo Beach Café. *African Journal of Hospitality, Tourism and Leisure*, 8(4).
- Naim, A. (2023). Consumer behavior in marketing patterns, types, segmentation. *European Journal of Economics, Finance and Business Development*, 1(1), 1-18.
- Schlegelmilch, B. B. (2022). Segmenting targeting and positioning in global markets. In *Global marketing strategy: An executive digest* (pp. 129-159). Cham: Springer International Publishing.
- Sintani, L., Ridwan, R., Kadeni, K., Savitri, S., & Ahsan, M. (2023). Understanding marketing strategy and value creation in the era of business competition. *International journal of business, economics & management*, 6(1), 69-77.
- Thomas, M. R., & George, G. (2021). Segmenting, Targeting, and Positioning (STP) of Generational Cohorts Y, Z and Alpha. *IIMS Journal of Management Science*, 12(2), 115-129.

Thompson, A. A. (2018). *Crafting and Executing Strategy: The Quest for Competitive Advantage*. McGraw-Hill Education.

Wardana, M. A., Masliardi, A., Afifah, N., Sajili, M., & Kusnara, H. P. (2023). Unlocking purchase preferences: Harnessing psychographic segmentation, promotion and location strategies. *Jurnal Informatika Ekonomi Bisnis*, 713-719.