

Analysis of Marketing Mix on Durian Chips Sales at Souvenir Shops

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ABSTRACT

Businesses encounter numerous challenges in managing and operating, one being the issue of effectively selling and distributing their products to meet consumer demand and access broader markets. Enhancing product quality is pivotal to fulfilling consumer needs. The study employs the Accidental sampling method, where individuals are chosen by chance if they meet specific criteria and encounter the researcher. A sample size of 67 individuals was utilized. Quantitative analysis was conducted using the multiple linear regression method, with data analyzed through the SPSS 17.00 program. Hypothesis testing results indicate that the calculated F value of 13.105 exceeds the F table value of 2.35, confirming the acceptance of the hypothesis. Consequently, the regression model demonstrates that product, price, promotion, and distribution collectively influence consumer behavior regarding the sale of durian cake at souvenir outlets. The R Square value of 0.443 suggests that 44.3% of the variance in consumer behavior can be attributed to these factors, with the remaining 55.7% potentially influenced by unexamined variables. Furthermore, the study reveals that product and promotion variables individually exert significant influence on durian cake sales at souvenir outlets. It is recommended that business leaders enhance and uphold strategies related to product quality and promotion to bolster sales.

Keywords: Sales, Product, Price, Promotion and Distribution

1. Introduction

Companies face numerous challenges when managing and operating their businesses, one of which is the issue of selling and distributing their products to those in need. This is crucial for meeting societal needs and accessing wider markets. Improving product quality is essential for meeting societal needs. To be competitive in the market, it's important to understand market prices and adjust product pricing accordingly. This can be achieved through market price assessment, product pricing adjustments, and the development of effective pricing strategies. Promoting products is vital for meeting societal needs and accessing broader markets. This can be achieved through the development of effective promotional strategies, the use of promotional technology, and the development of advertising campaigns. Companies should pay attention to variables that can affect sales and distribution, such as market demand, economic conditions, and government policies. By understanding and managing these variables, companies can enhance their sales and distribution to meet societal needs and access larger markets (Administrator, 2016).

Fundamentally, every company that produces goods or services requires marketing activities or marketing strategies. Marketing strategies are tools or fundamentals planned to achieve company goals



by developing sustainable competitive advantages through the markets entered and in the marketing programs used to serve those target markets (Nandy, 2022).

The success of a company can be measured by the profits earned, efficiency, and effectiveness in carrying out company operations, but marketing strategies are also crucial for utilizing opportunities and opportunities in marketing. Marketing strategy is a tool to achieve company goals by developing sustainable competitive advantages through the markets entered and in the marketing programs used to serve those target markets (Nandy, 2022).

Marketing strategy is a crucial part of a company's success, both in products and services. In increasing sales, companies have implemented various policies such as promotion through print media, offering discounts, and creating product packaging that can attract consumers to purchase the goods. Marketing strategy is a measurable action aimed at making the company's products known to the general public. In conducting marketing, companies must understand the characteristics of the target market, from which we can expect a better understanding of our customers (Suhairi et al., 2023).

Wati (2009) conducted additional research on the influence of marketing mix on commercial airtime at PT. Radio Gemaria Sri Indrapura (Gress) FM Pekanbaru. This study found that the marketing mix, consisting of price, promotion, distribution, and physical evidence, collectively influenced the commercial airtime of Radio Gress. Additionally, the factors of promotion and distribution also partially influenced the commercial airtime of Radio Gress. Marketing strategy is an important tool for companies to achieve their goals. Modern marketing strategies are crucial for increasing sales and serving target markets; as a result, businesses must understand the characteristics of the target market and expect a better understanding of customers.

Based on the findings of several previous studies, the researcher aims to investigate the marketing mix's impact on durian candy sales. This study differs from previous research in terms of the marketing mix because there are differences in the product form produced, the price offered, the quantity sold affecting production costs, and the researcher's approach to promoting the business's outputs to customers or consumers. Based on the description above, the author is interested in conducting research on durian candy products and presenting it in the form of a study entitled: "Analysis of the marketing mix on durian candy sales at souvenir outlets".

2. Materials and Method

This research requires comprehensive data and information, including primary data collected directly from the research subjects, which encompass pricing, product quality, promotions, and distribution conducted by the company. Secondary data consist of information readily available at the souvenir outlets, including sales figures, brief histories, and organizational structures.

To obtain the necessary data and information for the research, data collection methods such as direct interviews with sellers and distribution of questionnaires containing formulated questions to a number of samples are expected to be carried out effectively. Additionally, direct observations at the research site related to the research object will be conducted throughout the research period.

The population of this study consists of consumers shopping at souvenir outlets, while the individuals shopping there constitute the sample. Data will reflect the research findings based on respondents' responses and will substantiate the formulated hypotheses. Data processing involves the

use of quantitative analysis and multiple linear regression. Data quality is also assessed through data management stages, including reliability and validity testing, as well as normality tests to determine whether the dependent, independent, or both variables have a normal distribution.

3. Result

Description of Respondent Characteristics

a. Age

Age	f	
	Person	%
20-30	33	46
31-40	17	24
41-50	17	24
Total	67	100

b. Work

Work	f	
	Person	%
Private	21	30
Government	23	32
Employees	13	18
Self-employed Housewife	10	14
Total	67	100

c. Gender

Gender	f	
	Person	%
Woman	37	55
Man	30	45
Total	67	100

Sales Analysis

This Sales variable, in the questionnaire, is represented by four statements that have a positive value. To find out the respondents' answers, see the table

Tabel 1. Recapitulation of respondents' responses to sales variables

Statement response	Strongly agree	Agree	Doubtful	Don't agree	Strongly disagree
P1	33	26	10	2	0
P2	31	30	1	9	0
P3	37	19	8	7	0
P4	34	20	12	4	1
Total	135	95	31	22	1
Percentage (%)	47,53	33,45	10,92	7,75	0,35

Tabel 2. Recapitulation of respondents' responses to sales variables

Statement response	Strongly agree	Agree	Doubtful	Don't agree	Strongly disagree
PD1	19	37	13	2	0
PD2	16	40	11	4	0
PD3	21	33	13	4	0
PD4	24	19	21	6	1
Total	80	129	58	16	1
Percentage (%)	28,17	45,42	20,42	5,64	0,35

Tabel 3. Recapitulation of responses respondents to the price variable

Statement response	Strongly agree	Agree	Doubtful	Don't agree	Strongly disagree
H1	31	29	6	5	0
H2	27	33	7	3	1
H3	30	29	12	0	0
H4	40	18	8	5	0
Total	128	109	33	13	1
Percentage (%)	45,07	38,38	11,62	4,58	0,35

Tabel 4. Recapitulation of respondents' responses to promotion variables

Statement response	Strongly agree	Agree	Doubtful	Don't agree	Strongly disagree
PR1	23	26	14	8	0
PR2	22	30	10	8	1
PR3	22	28	9	9	3
PR4	24	31	8	8	0
Total	91	115	41	33	4
Percentage (%)	32,04	40,49	14,44	11,62	1,41

Tabel 5. Recapitulation of respondents' responses to distribution variables

Statement response	Strongly agree	Agree	Doubtful	Don't agree	Strongly disagree
D1	27	35	8	1	0
D2	38	24	5	4	0
D3	21	28	18	4	0
D4	26	28	7	10	0
Total	112	115	38	19	0
Percentage (%)	39,44	40,49	13,38	6,69	0

Tabel 6. Regression coefficient of the influence of independent variables on sales

Variabel	Koefesien regresi	Standar eror	T hitung	Sig
Product	0,356	0,119	2,985	0,004
Price	0,112	0,160	0,697	0,488

Promotion	0,444	0,150	2,963	0,004
Distribution	-0,186	0,169	-1,100	0,275
Constanta (a)	5,855	2,384	2,456	0,017
R square : 0,443				
F ratio : 13,105				
Sig : 000				

Tabel 7. Calculated f test results

Model	Sum of squares	Mean square	F	Sig.
Regression	275,145	68,786	13,105	0,000 ^a
Residual	346,432	5,249		
Total	621,577			

4. Discussion

Based on the regression coefficients of the independent variables partially against the dependent variable above, the following findings are obtained:

- It is found that the t-value (2.985) is greater than the critical t-value (2.00) at a certain level of significance (e.g., $\alpha = 0.05$). This indicates that the product quality variable has a positive partial effect on sales. In other words, an increase in product quality tends to significantly increase sales.
- The t-value (0.697) is smaller than the critical t-value (2.00), indicating that the price variable does not have a positive partial effect on sales at the selected level of significance. This suggests that changes in price do not have a significant impact on increasing or decreasing sales.
- The t-value (2.963) exceeds the critical t-value (2.00), indicating that the promotion variable has a positive partial effect on sales. Thus, effective promotional efforts can significantly increase product sales.
- The t-value (-1.100) is smaller than the critical t-value (2.00), indicating that the distribution variable does not have a positive partial effect on sales at the selected level of significance. This indicates that the distribution factor does not contribute significantly to increasing sales.

In the overall analysis, it is important to consider that these results are based on partial testing of each variable, and other factors may also influence sales overall. In optimizing marketing and sales strategies, it is necessary to consider the impact of all relevant variables as well as the interactions between these variables

5. Conclusions

- From the results of partial regression testing, it is known that the product variable (X1) and the promotion variable (X3) have a significant influence on the sales of durian candy, with each regression as follows: Product (X1) t-value $>$ t-table 2.985 $>$ 2.000 and promotion (X3) t-value $>$ t-table 2.963 $>$ 2.000, thus H_a is accepted and H_0 is rejected. Meanwhile, the price variable (X2) and distribution (X4) do not have a significant influence on the sales of durian candy at the souvenir outlets.

- b. The calculated F-value is $13.105 >$ the F-table value of 2.35, thus the hypothesis is accepted. Therefore, the regression model indicates that simultaneously, product, price, promotion, and distribution affect consumers' purchasing behavior regarding durian candy sales at the souvenir outlets.
- c. From the coefficient of determination results, it is known that the R Square value is 0.443, meaning that 44.3% of the variation in consumer behavior towards durian candy sales at the souvenir outlets is influenced by product, price, promotion, and distribution, while the remainder ($100\% - 44.3\% = 55.7\%$) is influenced by other unexamined factors in this study.

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