

Marketing Mix Analysis that Influence Buy Interest Vegetables Types of Lettuce *Lactuca Sativa* (Case Study of UMKM Marasa Farm Pinrang District)

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ABSTRACT

The method of determining the location is done by using the method (Purposive Sampling). While the determination of the sample in this study uses (incidental sampling), namely the determination of the sample that accidentally meets the researcher. The methods of collecting data in this study are interviews, questionnaires, observations and documentation. Instrument testing is done by testing the validation and reliability using the SPSS program. The data analysis method used is qualitative data analysis to identify the marketing mix that has been carried out by Marasa Farm and also quantitative data analysis to determine the effect of the marketing mix on purchasing decisions at Marasa Farm. So the results of this study indicate that the marketing mix which consists of Product, Process and Physical Evidence variables partially has a significant influence on buying interest with a significance value below 0.05% while the Price, Place, Promotion and Human Resources variables partially have no significant effect. significant.

INTRODUCTION

The need for healthy food, especially in Pinrang Regency, lettuce vegetables are starting to be loved so much, this is moving from the Covid-19 condition which has made the people of Pinrang city begin to realize the importance of healthy living. And of course a healthy life can be started by consuming healthy foods such as vegetables for example. Lettuce then became so popular with many processed foods using lettuce. Moreover, modern food or fast food began to use a lot of lettuce vegetables so that it made the business or cultivation of lettuce plants in the city of Pinrang increase. Lettuce can be grown by means of hydroponics or conventional agriculture, but 2 hydroponic cultivation technology is mostly used to cultivate lettuce.

This is because lettuce consumption is more in urban areas, while we know that urban areas lack agricultural land, therefore many are dealing with hydroponics. Lettuce is one of the horticultural vegetable commodities that are consumed by many people. Lettuce is generally consumed raw or with fresh vegetables, can also be made into salads and eaten with bread or other protein sources, the leaves contain vitamins A, B and C and are very useful for the body. We can see the marketing mix of the lettuce product itself from how the product itself, the price offered, the place or allocation of the lettuce business that is run, promotions for lettuce products, there is also a process on how to market the product and arrive well to consumers, people or people because Besides consumers, of course there are parties involved in the production, both helping in its cultivation and marketing, besides that there is Physical Evidence which of course in the transaction there is physical evidence in it.

The marketing mix at Marasa Farm itself, of course, has obstacles and carrying capacity in carrying out marketing mix research later, while the supporting capacity is that Marasa Farm already has regular customers and is also well known as a lettuce hydroponic-based MSME in Pinrang Regency, while the obstacle is Marasa Farm itself does not have employees who help in its cultivation, only the owner and also relatives and friends of the owner who sometimes help. Nowadays, especially in Pinrang Regency, of course, Marasa Farm is not the only MSME based on lettuce hydroponic vegetables.

Therefore there are so many business competitors in creating quality lettuce products to be ogled and in demand by consumers. Therefore, researchers want to see how Marasa Farm has become one of the producers of lettuce that is so well known and in great demand, in the application of its marketing mix, it will be seen what elements then influence so that consumers want to buy lettuce at Marasa Farm. Given that there are so many similar vegetable entrepreneurs. The emergence of traditional markets and modern markets causes certain vegetables that were not important before (eg sweet corn, broccoli, zucchini, lettuce, mushrooms) to get a fairly good market. Along with that, a vegetable business with an agribusiness pattern developed with advanced technology such as hydroponic cultivation. Thus, there have been many businesses based on hydroponic vegetables or vegetables from conventional cultivation due to the market for vegetables that were once scarce and less interested in becoming vegetables that are needed and much sought after in this day and age.

Based on this description, the research object chosen is Marasa Farm, a Hydroponic Cultivation business run by Muchlis Rahman as the owner of the MSMEs based on Lettuce Hydroponics. This is because Marasa Farm's market network itself can be said to be quite extensive. Close enough access to the city of Pinrang makes Marasa Farm's lettuce hydroponic vegetable market quite good. Besides that, Marasa Farm also opens access for those who want to learn hydroponics so that indirectly the promotion of the business is going well. This allows buyers to feel safe to buy there because the lettuce produced is of course quality lettuce, because this lettuce is produced by experts. Based on the theory that has been put forward by Jerome McCharty in 1968 which was developed by Booms and Bitner in 1981 regarding the Marketing Mix, then that is what then becomes a reference in applying the elements of the marketing mix that exist in this study in order to analyze the elements that influence buying interest in lettuce in Marasa. Farms.

THEORETICAL REVIEW

Previous research that has been carried out by (Chandra and Suryaningsih, 2019) with the research title "Marketing Mix Analysis of Interest in Buying Hydroponic 3 Vegetables in Pokdarwis (Tourism Aware Group) Olean" with the following research results: The purpose of this study was to determine the effect of product, price, promotion, and location on interest in buying hydroponic vegetables at POKDARWIS Olean and to determine the most dominant variable on buying interest in hydroponic vegetables at POKDARWIS Olean. The research area was determined using the purposive method with the consideration that POKDARWIS Olean is one of the hydroponic educational tourism objects in Situbondo Regency and has a relatively wide market scope.

The research method used is descriptive and quantitative methods, while the data obtained from the field will be analyzed using multiple linear regression analysis, t test, and F test. The results show that some aspects of the marketing mix consisting of product and price have an influence which has a significant effect on purchase intention, while other aspects of the marketing mix consisting of promotion and location do not have a significant effect on purchase intention. In addition, from this study, the results showed that the product variable was the most dominant variable on the interest in buying hydroponic vegetables at POKDARWIS Olean with a regression coefficient value of 0.480. Based on the results of research that has been carried out by (Chandra and Suryaningsih, 2019) the product variable is the most dominant variable in buying interest in hydroponic vegetables.

therefore I am interested in researching such things because the conditions of Marasa Farm itself in terms of lettuce production can be said to be good, because of the quality of the lettuce produced. That's why I brought up subtitles and themes that are almost the same but only narrower to lettuce. And focusing the marketing mix on buying lettuce at Marasa Farm. Marketing mix or marketing mix is a concept in the marketing mix and consists of various elements in it. This theory is sometimes used by a company in maximizing its product sales. Elements of the marketing mix itself include: Elements of Product,

Elements of Price, Elements of Place, Elements of Promotion, Elements of Human Resources, Elements of Process and Elements of Physical Evidence. The understanding of the marketing mix or marketing mix according to experts: 1. Kotler and Armstrong 1997, marketing mix is a tactical marketing tool and can be controlled by the company.

The elements in it include the 4Ps, namely product, price, place of distribution, and promotion which are then combined by the company to achieve the desired target market, 2. Soemarni and Soeprihanto 2010, marketing mix is a combination of the core variables of the marketing system consisting of product, price, promotion, and distribution by companies to influence consumer responses, 3. Buchari Alma 2005, marketing mix is a strategy in combining various marketing activities in order to maximize acceptable results. Product elements that have been proposed by Jerome McCarthy which was developed by Booms and Bitner in 1981 in the marketing mix product elements can include product variety, quality, design, features, brand name, packaging, size, service, warranty, and returns.

The product itself can be interpreted as goods or services offered to customers. Products are goods or services offered by companies to meet consumer needs. According to (Kotler and Armstrong, 2008) a product is anything that is offered to the market to attract attention so as to satisfy wants and needs. This product includes more than just tangible goods. Meanwhile, according to (Sudaryono, 2016) a product is something that is offered to the market to be noticed, owned, used, and consumed so that it can satisfy wants and needs. So many types of products that are currently on the market. Each product certainly has advantages, usability, and characteristics that are owned by each so that that is what makes the product different. Price is the determination of the value of a charcoal or service Based on the theory that has been put forward by Jerome McCarthy and developed by Booms and Bitner in 1981 In the 4 marketing mix, the Price element includes catalog prices, discounts, special discounts, payment periods and credit terms.

Usually after we determine the product then the price on a product will be determined. (Kotler And Keller, 2016) Stating that the price is everything that is charged to the customer or buyer for an item or service. In a broader sense, price is the amount or value given by the buyer to the company in order to have the product or service that has been offered. Meanwhile, according to Prastowo (2015) Price is the main factor that determines a person's interest in buying, Price is very decisive in growing someone's interest to buy, therefore the company must really play a role in determining purchases for consumers, therefore before setting a price the company must able to see how much the reference price of a product is considered quite large in a sale. (Septianisya, 2019). Meanwhile, Tjiptono (2008) From (Septianisya, 2019) states that prices are the basis of the economic system, because prices affect the allocation of production factors such as labor, land, capital, and entrepreneurship. a high wage rate attracts labour, a high interest rate attracts capital investment, and so on.

The theory that has been put forward by Jerome McCarthy, which was developed by Booms and Bitner in 1981, states that in the marketing mix, the

place element is the market that we will then shop for. Markets or places can not only be interpreted as physical buildings, but places can also be in the form of social or other digital media. As we know in the KBBI (Big Indonesian Dictionary) place is the location, while according to experts: According to (Basu Swastha, 2002) Location is a place where the company carries out activities both in providing its products and to market its products. While the factor of place of business is relative because certain businesses are good in certain location conditions.

Meanwhile, according to (Philip Kotler, 2008) one of the keys to successful marketing depends on the location and this decision is very dependent on the potential for economic growth and stability. There are many important factors in choosing a place to carry out a new business, whether it is close to the market, close to the city or even close to resources or close to labor access. It is also undeniable that the company always considers transportation costs in accessing the company's raw materials. So the reason for the difference of opinion in the choice of location is because the needs of each company are relative, this is often referred to as the "situational" approach. Both in the company, of course, a fairly in-depth analysis is needed before determining the place or location of the company.

In order to support the success of the company in the future. But not only business companies - even small businesses need analysis before choosing a place to be occupied to carry out their business (Sutanto, 2019). The theory that has been put forward by Jerome McCarthy which was developed by Booms and Bitner in 1981 In the Marketing Mix, the elements of Promotion (Promotion) include sales promotion, advertising, personal selling, public relations, and direct marketing, the promotion process will not be separated from product marketing. market the product first we know the target market that we will seven. This can be determined in terms of age, personality, or social class. Big Indonesian Dictionary (KBBI) Marketing promotions lead to introductions in order to advance trading businesses, and so on. Meanwhile, according to experts, among them (Tjiptono 2015) Marketing is a determining factor for the success of marketing a product, because no matter how good the quality of the product created, when the product has not reached consumers, consumers will not be interested in buying it because the product will not be useful for them.

Promotion is a way of communication carried out by companies to consumers towards the target market, with the aim of providing information about the product/company so that they want to buy. (Kotler, 2016) Meanwhile, according to Buchory and Saladin in (Aris Jatmika Diyatma, 2017) promotion is one element in the company's marketing mix that is utilized to inform, persuade, and remind about the company's products. 5 Related to the human resource theory that has been put forward by Jerome McCarthy which was developed by Booms and Bitner in 1981, In the marketing mix, the elements of Human Resources (People) are those who are involved both in product manufacturing and in product marketing.

Human resources are the relationship that regulates between the workforce and the company for the realization of the goals of the company,

employees, and society (Hasibuan, 2016), while according to (Badriyah, 2015) that human resource science is part of management science that focuses on human resource activities. in running an organization. Meanwhile, according to (Dessler, 2015) Human resource management is a process to acquire, train, and assess to operate employees in order to take care of employee and labor relations. Health and safety dealing with matters of justice. In line with that (Sutrisno, 2015) states that human resource management is the utilization, development, assessment, remuneration and management of individual members or groups.

According to (Samsudin, 2010) the purpose of human resource management is to improve the productive contribution of the workforce to the organization in a responsible manner. The theory that has been put forward by Jerome McCarthy which was developed by Booms Dan Bitner in 1981 In the marketing mix, the Process Element includes all activities carried out from research to ensuring the product reaches the customer properly. The process is a systematic step or it can be said that it is a clear step that can be passed with several stages in order to achieve the desired results (Trisna Mayanti, 2018). Meanwhile, according to Assauri from (Trisna Mayanti, 2018) Process is a method or method and also a technique of how best sources such as labor, materials and funds to obtain a desired result.

The process can also be said to be a series of activities starting from setting goals to the end of goals that make the achievement of a goal. (Khusaipah, 2019). The theory that has been put forward by Jerome McCarthy which was developed by Booms Dan Bitner in 1981. In the marketing mix, the element of Physical Evidence is evidence that can be seen with the naked eye both in terms of the company and the product itself, which is included in the elements These include: the existence of an office, website, logo, to the packaging and contents of the products offered. According to (Kotler and Philip, 2011) physical evidence is evidence that is owned by a service or product provider to be shown to consumers in order to add added value to a product or service that has been offered.

Meanwhile, according to (Lupiyoadi, 2013) is a place where products and services are shown, a place where consumers and providers of products and services interact, then any evidence that supports the interaction of providers and consumers can be said to be physical evidence. The service business itself according to (Lupiyoadi, 2013) physical evidence can be divided into two things. That is important evidence as well as additional evidence. Lettuce ((*Lactuca sativa* L.), is one type of vegetable that has a fairly high nutritional content. According to (Romalasari Dan Sobari, 2019) lettuce contains nutrients such as fiber, vitamin A and minerals. The nutritional content of vegetables such as vitamins and minerals cannot be substituted by staple foods. Along with the increasing population and the demand for healthy and nutritious food is increasing, therefore the demand for lettuce is increasing (Ningsih et al, 2021). (Anindyaputri, 2021) Stating that lettuce is a good source of vitamins , including vitamin A and vitamin K are very high Even a cup of lettuce plants can accommodate at least 82% of the need for vitamin A and 60% of the daily requirement of B vitamins.

According to (Tri Asih Hidayati et al, 2013) said that interest is one aspect of psychology that can be said to have a considerable influence on human attitudes and behavior. Buying interest can be interpreted as a happy attitude towards an object that makes someone try to get it by paying or other sacrifices. In addition, buying interest can also be interpreted as a plan to buy a product within a certain time. In line with that, buying interest can also be said that consumers' mental statements reflect the purchase plan of a number of products with certain brands (Pariansa, 2017). Meanwhile, according to Fitria, (2018) from research (Yulinar, 2020) buying interest is one part of the components of consumer attitudes in consuming behavior and a person's tendency to be able to act before a valid purchase decision is made. Next from Febriani & Dewi, (2018) buying interest can also be interpreted as something that appears by itself after receiving stimulation from the product he sees, from there an interest arises to buy it. And of course, in stimulating someone's buying interest, of course there are indicators such as considering the quality and quantity of the goods to be purchased by consumers (Ariyanto and Rahmawan, 2021). In terms of buying interest, of course there are indicators that affect the emergence of buying interest in a person.

METHODOLOGY

The type of research used in this research is a research design in the form of descriptive and processed using a quantitative approach. (Hidayat 2010) explains that descriptive research is a broader study in the use of data. While quantitative research according to (Sugiyono 2018) is research based on concrete data (Positivistic), research data in the form of numbers that will be measured using statistics as a calculation tool, related to testing problems which will then be investigated. The types of data sources to be used are primary data and secondary data. Determination of the population and sample in this study using incidental sampling. According to (Sugiyono 2009) incidental sampling is a sampling technique that coincidentally meets the researcher. Therefore, anyone who accidentally meets a researcher and if they have a relationship and is affected by the research will then be used as a sample. Because this research is a case study research at Marasa Farm, therefore Marasa Farm customers become the population and sample in this study.

Data Analysis Method

Analysis of the data used in this study using quantitative data analysis which is used to analyze the elements of the marketing mix that have a significant influence in influencing buying interest. The data analysis methods used in the study include questionnaire data collection using a Likert Scale and data processing with SPSS with Multiple Linear Regression Analysis methods, T-test, and F-test.

Multiple Linear Regression Analysis

This analysis is used to find out how big the influence of independent variables such as Product(X1), Price(X2), Place(X3), Promotion(X4), People(X5), Process(X6), and Physical Evidence(X7) Against the dependent variable, namely Buying Interest(Y) Lettuce at Marasa Farm, Pinrang Regency, according to Sugiyono from (Chandra and Suryaningsih 2019) to determine the independent variable on the dependent variable, the regression formula was used multiple linear as follows: $y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4 + b_5 x_5 + b_6 x_6 + b_7 x_7 + e$
 $y =$ Interest To Buy Consumer $a =$ Constants Of Regression Decisions $b =$ Regression coefficient from variable X1 to X7 • Variabel X1 (Product) • Variabel X2 (Price) • Variabel X3 (Place) • Variabel X4 (Promotion) • Variabel X5 (people) • Variabel X6 (Process) • Variabel X7 (Physicale evidence) $e =$ confounding variable.

T Test

The T-test was conducted with the aim of testing the independent variables (Product, Price, place, promotion, Human Resources, Process, and Physical Evidence) individually on the dependent variable (Purchase Interest). According to Sugiyono from (Chandra and Suryaningsih 2019) the T-Test Calculation Formulation is as follows: Information : $t = \text{Calculated Value}$ $r =$ Correlation Coefficient $n =$ Number of Observations.

F Test

The F test was carried out with the aim of simultaneously testing the independent variables (Product, Price, place, promotion, Human Resources, Process, and Physical Evidence) on the dependent variable (Purchase Interest) according to Gujarti from (Chandra and Suryaningsih 2019) statistical formulation testing The F test is as follows: $uji F = R^2 / K (1 - R^2) / (n - k - 1)$
Information : F = obtained from the distribution table K = Number of independent variables $R^2 =$ Coefficient of multiple determination $n =$ Number of samples.

RESULTS AND DISCUSSIONS

Multiple Linear Regression Analysis

From the results of multiple linear regression the results of the analysis of multiple linear regression. Then we can see the multiple linear regression equation as follows :

$$Y = (-12.539) + (0.573)X_1 + (0.051)X_2 + (0.026)X_3 + (0.093)X_4 + (-0.155)X_5 + (0.351)X_6 + (0.579)X_7 \dots\dots\dots(1)$$

With the results of the interpretation as follows :

1. $a = (-12,539)$ The value of the regression constant is -12,539, which indicates the value of consumer buying interest in hydroponic vegetables at Marasa Farm is -12,539 if the other variables are independent variables (Product, Price, Place, Promotion, Human Resources, Process and Physical Evidence) is equal to Zero

or constant value. This also means that the desire or buying interest of consumers is only -12,539 before the external factor, namely the marketing mix.

2. $X_1 = 0.573$ The regression coefficient value is 0.573. Which means that every increase in the product variable itself is worth 1%, the consumer's buying interest will increase by 0.573 with the assumption that every other independent variable is constant. If the regression coefficient is positive, it can be ascertained that there is a positive relationship between the product variable and purchase intention.

3. $X_2 = 0.051$ The regression coefficient value is 0.051. which means that every increase in the price variable is 1%, the consumer's buying interest will increase by 0.051 with the assumption that every other independent variable is constant. If the value of the regression coefficient is positive, it can be ascertained that there is a positive relationship between the price variable and buying interest.

4. $X_3 = 0.026$ The regression coefficient value is 0.026. which means that every increase in the Place variable is 1%, the consumer's buying interest will increase by 0.026 with the assumption that every other independent variable is constant. If the value of the regression coefficient is positive, it is certain that there is a positive relationship with the Place variable with Purchase Interest.

5. $X_4 = 0.093$ The regression coefficient value is 0.093. which means that for every 1% increase in the Promotion variable, consumer buying interest will increase by 0.093 with the assumption that every other independent variable is constant. If the regression coefficient is positive, it is certain that there is a positive relationship between the Promotion variable and Purchase Intention.

6. $X_5 = -0.155$ The regression coefficient value is -0.155. which means that for every 1% increase in the Human Resources variable, consumer buying interest will increase by -0.155 with the assumption that every other independent variable is constant. Because the regression coefficient is minus, there is a negative relationship to the Human Resources variable with buying interest.

7. $X_6 = 0.351$ The regression coefficient value is 0.351. which means that for every 1% increase in the Process variable, consumer buying interest will increase by 0.351 with the assumption that every other independent variable is constant. If the value of the regression coefficient is positive, then there is a positive relationship to the Process variable with Purchase Interest.

8. $X_7 = 0.579$ The regression coefficient value is 0.579. which means that for every 1% increase in the Physical Evidence variable, consumer buying interest will increase by 0.579. assuming that every other independent variable is constant. If the value of the regression coefficient is 9 positive, then there is a positive relationship between the Physical Evidence variable and Purchase Interest.

From the results of multiple linear regression above which are the results of Multiple Linear Regression Analysis, it can be concluded that the most

dominant variable on buying interest is the Physical Evidence variable which has a regression coefficient value of 0.579. which means that the Physical Evidence variable is more dominant than the other independent variables.

T Test

The results of the T test can be concluded that some of the independent variables consisting of products, processes and physical evidence have a significant influence on buying interest while the other independent variables consisting of price, place, promotion and human resources do not. has a significant effect on buying interest. This decision making is based on comparing the significant value of the table with the limit of significant value. If the significant value is less than the limit of significant value, it means that there is a significant effect of the independent variable on the dependent variable. And vice versa if the significant value is greater than the significant value limit, it means that there is no significant effect of the independent variable on the dependent variable. The second way is to look at the calculated T value, if the calculated T value is greater than the T table value, it can be said that the variable has a significant influence, on the other hand if the T table value is greater than the calculated T value, the variable does not have a significant effect.

F Test

Significant value means that simultaneously or together the independent variables affect the dependent variable. Thus it can be concluded that the independent variables consisting of Product, Price, Place, Promotion, Human Resources, Process and Physical Evidence in this study jointly affect the dependent variable, namely buying interest. This is strengthened by the second test by looking at the value of Fcount if the value of Fcount is greater than the value of Ftable, it is said that the independent variable simultaneously has an influence on the dependent variable.

CONCLUSIONS AND RECOMMENDATIONS

The marketing mix in which the variables of Price, Place, Promotion and Human Resources partially have no significant influence in growing interest in buying lettuce at Marasa Farm while for Product, Process and Physical Evidence variables partially have a significant influence in growing interest in buying vegetables lettuce at Marasa Farm. All variables studied from the marketing mix have an influence in growing interest in buying lettuce at Marasa Farm which simultaneously has a significant influence in growing interest in buying lettuce at Marasa Farm.

FURTHER STUDY

Therefore, anyone who accidentally meets a researcher and if they have a relationship and is affected by the research will then be used as a sample. Because this research is a case study research at Marasa Farm, therefore Marasa Farm customers become the population and sample in this study. Based on the theory that has been put forward by Jerome McCharty in 1968 which was developed by Booms and Bitner in 1981 regarding the Marketing Mix, then that is what then

becomes a reference in applying the elements of the marketing mix that exist in this study in order to analyze the elements that influence buying interest in lettuce in Marasa.

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