The Impact of Traditional Marketing and Marketing Mix on Traditional Lepet Food

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A B S T R A C T
This study aims to analyze the role of traditional marketing in the influence of the marketing mix on awareness of traditional food products lepet. The population of this study consisted of consumers from several JABODETABEK areas, with a sample size of 288 people. The data analysis method uses the Structural Equation Model-Partial Least Square (SEM-PLS). The results found that the marketing mix and traditional marketing have an impact on awareness of traditional food lepet products. Product variants, price perception, information delivery, and moderated price perception are variants that are able to encourage consumers to know the product directly. However, other marketing mixes variable are not able to encourage product awareness.

INTRODUCTION

Indonesia, as an archipelago rich in traditional cultural diversity, has national potential that needs to be protected. This cultural wealth covers various aspects, including artwork, culture, language, customs, and food from various regions in Indonesia. One example of traditional food that is the wealth of the archipelago is Indonesian cuisine, which is famous for its distinctive flavors. However, the rampant infringement of the traditional knowledge of Indonesian indigenous peoples raises issues of intellectual rights protection.

Research on product awareness of lepet shows that most people are still not familiar with the product. Survey results show that the average value of product awareness on lepet is quite low, indicating a need to increase awareness and information about this traditional food among the public.

Research on traditional foods, particularly lepet, shows that marketing of traditional foods is still not widespread, leading to a lack of knowledge and interest from consumers. There are several factors that contribute to the limited marketing of these traditional foods, such as their association with certain locations and a lack of product awareness among young people. The traditional food lepet, which is processed glutinous rice with a mixture of peanuts and coconut milk, has unique characteristics that set it apart from other traditional foods in Indonesia. Its small size makes it a convenient food that is suitable as a snack or heavy meal.

In this reseach, it is expected to reveal how traditional marketing efforts and the marketing mix can influence lepet product awareness, so as to increase appreciation and preserve Indonesian culture and is expected to provide a deeper understanding of the importance of supporting the introduction and acceptance of traditional lepet food by the wider community.

THEORETICAL REVIEW

The Effect of Product Variants (Product) on Product Awareness

Product variants include the physical and flavor aspects of a product. One of the attributes of product variants is packaging which acts as a physical and biological protector of the product. Packaging attributes include shape, color, symbols, patterns, images, and size.

The results of research conducted by Fatima (2022) show that consumers tend to prefer products that have certification and are considered trustworthy. Another study conducted by Yaty (2017) on consumer preferences and the marketing mix indicated that product packaging provides added value to consumers, thus increasing their interest in buying the food. Findings from Praesri's (2022) research also confirmed that products play an important role as one of the main factors influencing tourist behavior in choosing food. Another study conducted by Tandaro (2021) regarding satisfaction and product quality also shows that this factor is one of the main drivers for consumers when choosing and consuming products.

H1: Products have a positive and significant influence on product awareness.

The Effect of Price Perception (Price) on Product Awareness

Kotler and Armstrong (2016: 324) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. Wiwaha (2019) competitive pricing is a goal in achieving marketing of products so that it has an impact on product awareness.

The results of a study conducted by Fatima (2022) indicated that buyers tend to prefer products that are affordable or not too expensive. Findings from a study conducted by Arsil (2021) on consumer motivation towards ethnic food concluded that price or financial stability is one of the personal goals that encourage a person to consume ethnic food. Research conducted by Praesri (2022) also found that price is one of the three main factors that influence a tourist's behavior.

H2: Price has a positive and significant influence on product awareness.

The Effect of Place on Product Awareness

Place is the point where business activities are carried out. According to Poluakan (2017) Strategic and appropriate location selection and usually supported by special events such as exhibitions can affect accessibility and convenience for consumers, thus having an impact on consumer awareness and interest.

Fatima's research (2022) found that shoppers are more likely to shop in traditional markets. Yaty's (2017) study on consumer preferences and the marketing mix states that location has a significant impact on consumer purchase interest. Food that is easy to find in grocery stores or canteens, as well as having good accessibility, increases purchase interest. However, Chatibura's (2021) research on street food shows that availability is a key factor in successful sales.

H3: Place has a positive but insignificant effect on product awareness.

The Effect of Information Delivery (Promotion) on Product Awareness

According to Poluakan (2017), information delivery is generally carried out through word of mouth (WOM) and mass media. Mass Media is a method of delivering information in a mass and formalized manner, while WOM is the process of information spreading from person to person through daily conversations or social interactions.

In Caroline's research (2021) on the influence of marketing mix (7p) and consumer behavior on purchasing decisions for healthy food bar products in Malang, it was found that the delivery of information or promotion had a significant influence. The results of Yaty's (2017) research on consumer buying desire and marketing mix show that promotion has a significant impact on consumer buying interest. Promotion through advertisements and billboards provides information that increases consumer knowledge or awareness of the product.

H4: Promotion has a positive and significant effect on product awareness.

Traditional Marketing Exerts a Moderating Effect of Product Variance on Product Awareness

In practice, product variants that are carried out traditionally require consumers to pay attention to the quality of the products offered by the seller. One of the supporting factors is labeling/packaging (Giantari, 2018).

According to research from Khan (2017) regarding the marketing capabilities of microenterprises, it was found that the product or type of food sold had little effect on consumer buying interest. Based on research from Jouzdani (2021) regarding the application of game theory to select a marketing mix strategy, it is found that the moderating effect of game theory will have a positive impact because it uses a "product strategy," which is considered effective for a brand to maximize its profits.

H5: Applies a moderating variable in the form of traditional marketing to determine to what extent it affects product awareness.

Traditional Marketing Moderates the Effect of Price Perception on Product Awareness

Direct interaction with sellers makes opportunities in the form of negotiations that are influential in providing satisfaction to consumers so that they make an impression and have an impact on product awareness.

According to Khan's (2017) research on the marketing capabilities of microenterprises, it was found that more affordable food prices and the ability to provide food quickly were the major advantages of microenterprises' marketing capabilities. Meanwhile, Jouzdani's (2021) research on the application of game theory in selecting marketing mix strategies showed that the moderating effect of game theory has a positive impact, especially in terms of price strategy, which helps a brand maximize its profits.

H6: This study aims to evaluate the extent of the influence of traditional marketing on product awareness.

Traditional Marketing Moderates the Effect of Place on Product Awareness

The availability of physical stores provides convenience for consumers in accessing products directly. One form of physical stores such as the existence of food exhibitions commonly found in certain areas so that it can give consumers an impression in the awareness of the products consumed.

According to research from Khan (2017) on the marketability of microenterprises, it was found that the location of product sales has a significant influence on consumer purchase intention. The findings imply that traditional marketing has an impact on product awareness. Meanwhile, Jouzdani's (2021) research on the application of game theory in choosing a marketing mix strategy found that the moderating effect related to sales location will have a positive impact on a product.

H7: this study aims to examine the extent to which traditional marketing influences product awareness.

Traditional Marketing Exerts a Moderating Effect of Information Delivery on Product Awareness

Through interaction or direct delivery of information, consumers have the opportunity to gain a deeper understanding of the product. In traditional marketing, buyers can directly see and feel the product in comparison with other options before making a purchase decision.

Based on research conducted by Praesri (2022) on the development of roadside hawker tourism, it was found that promotional factors have a very significant influence on the development of roadside hawker tourism. This finding implies that traditional marketing, particularly through promotion, will influence consumer buying interest and indirectly impact product awarenes.

H8: The moderating variable of traditional marketing to test the extent of its influence on product awareness.
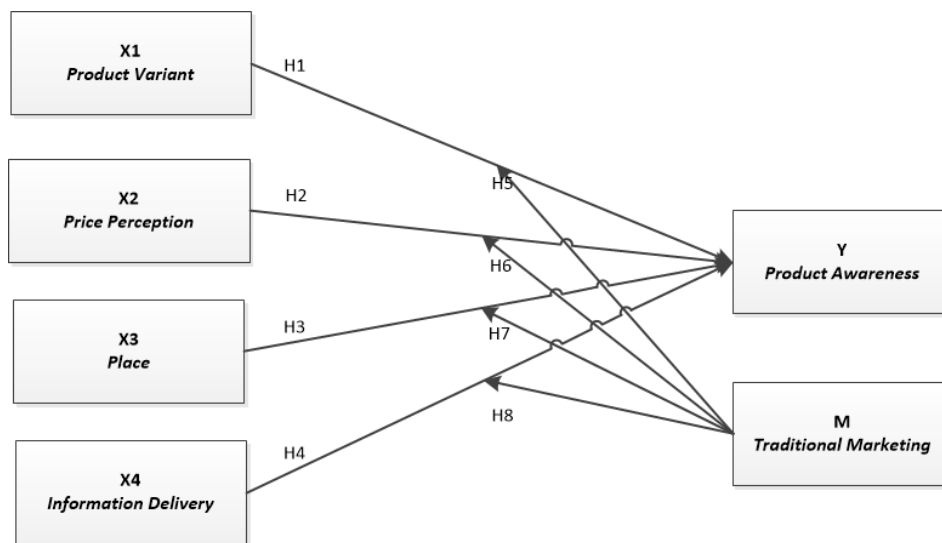

Figure 1. Conceptual Framework

METHODOLOGY

In this study, the type of research used is causal, namely collecting data, testing hypotheses about the effect of one or several variables (independent variables) on other variables (dependent variables). While the research method used is quantitative research methods, which is most often used with descriptive and causal research designs.

There are 6 (six) variables in this study, namely product variants, price perceptions, place, and information delivery as independent variables, traditional marketing as a moderating variable, and product awareness as the dependent variable.

The population used in this study are residents who live in JABODETABEK. Because the population is very large and cannot be reached as a whole, it allows researchers to use a probability sampling design. The sample size was taken using the Hair, et al formula which suggests that the sample size is 5-10 times the indicator variable. So that the number of indicators in this study was determined as many as 32 pieces multiplied by 9 (32 x 9 = 288). So

through calculation based on this formula, the sample size of this study was 288 people living in the JABODETABEK area.

Primary data was collected through interviews with questionnaires conducted face-to-face. While the type of question developed is a structured question that requires respondents to choose one from a series of responses or Likert scale points consisting of 5 categories. The appropriate statistical tool used in this study is a data analysis technique using a variant-based structural equation model or Structural Equation Modeling (SEM) or Least Squares Path Modeling (PLS-SEM) with the SmartPLS 4 program because of its characteristics that researchers consider suitable for theory development or theory building in this study.

RESULTS

The framework that has been developed will be illustrated in the form of an SEM model diagram. This diagram will visualize the causal relationship between the constructs to be tested. The relationship between constructs will be expressed through arrows in the diagram, with straight arrows indicating a direct causal relationship between one construct and another. The following is a diagram of the SEM model used in this study:
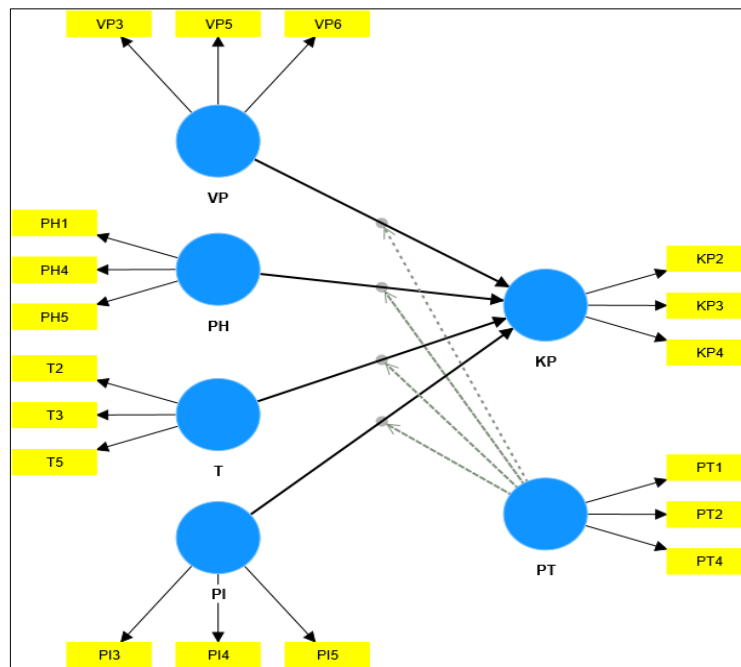

Figure 2. Test Results

Convergent Validity

The convergent validity value is the factor loading value on the latent variable with its indicators by looking at the outer loadings table. The factor loading limit is 0.7, but for research in the early stages of development, loading of 0.5 to 0.6 is considered sufficient and is indicated by an AVE (Average Variance Extracted) value above 0.50. (Ghozali, 2014) in (Nurmahdi, 2022).

Table 1. Test Result Convergent Validity

Variable	Indicator	Outer Loadings	Condition	Remark
Product Awareness	KP2	0.848	> 0.500	Valid
	KP3	0.803	> 0.500	Valid
	KP4	0.599	> 0.500	Valid
Price Perception	PH1	0.791	> 0.500	Valid
	PH4	0.723	> 0.500	Valid
	PH5	0.782	> 0.500	Valid
Information Delivery	PI3	0.685	> 0.500	Valid
	PI4	0.804	> 0.500	Valid
	PI5	0.766	> 0.500	Valid
Traditional Marketing	PT1	0.863	> 0.500	Valid
	PT2	0.883	> 0.500	Valid
	PT4	0.512	> 0.500	Valid
Place	T2	0.525	> 0.500	Valid
	T3	0.873	> 0.500	Valid
	T5	0.841	> 0.500	Valid
Product Variant	VP3	0.832	> 0.500	Valid
	VP5	0.843	> 0.500	Valid
	VP6	0.876	> 0.500	Valid
Moderated by Traditional Marketing	PT x PH	1.000	> 0.500	Valid
	PT x T	1.000	> 0.500	Valid
	PT x PI	1.000	> 0.500	Valid
	PT x VP	1.000	> 0.500	Valid

R Square

Analysis of R Square (R2) value or determination test, which is a test to determine how much influence the independent variable has on the dependent variable. The R square value of 0.75 is included in the strong category, the R square value of 0.50 is in the moderate category, and the R square value of 0.25 is in the weak category (Hair, 2011).The coefficient of determination of the bootstrapping results is shown in the following table:

Table 2. Test Result R-Square

	R-square	Keterangan
Product Awareness (with moderation)	0.504	Moderate
Product Awareness (without moderation)	0.453	Moderate

Based on the table above, product awareness is influenced by 50.4% by the independent variables, namely product variants, price perceptions, place, and information delivery, by being influenced by moderation variables.

Meanwhile, 49.6% is influenced by constructs outside the independent variables and moderating variables.

Q Square

Predictive relevance (Q^2) shows the extent to which the developed model has relevance in making predictions. Q^2 is used to test the validity of the endogenous construct model. Q^2 has the following meanings: a value of 0.02 indicates the validity of the predictive relevance of a low model fit, a value of 0.15 indicates the validity of the predictive relevance of a medium model fit, and a value of 0.35 indicates the validity of the predictive relevance of a high model fit.

Table 3. Test Result Q Square

	Q2	Remark
Product Awareness	0.251	Medium

By looking at this value, it can be concluded that this study has a 'medium' category observation value because the value of Q2> 0 (zero) is 0.251.

F Square

A measure that indicates how much the moderator variable contributes to the relationship between the independent and dependent variables. As for the provisions, 0.02 is categorized as low, 0.15 is categorized as moderate and 0.35 is categorized as high.

Table 4. Test Result F-Square

	F-square
Price Perception	0.030
Information Delivery	0.034
Traditional Marketing	0.002
Place	0.001
Product Variant	0.052
Product Variant Moderated by Traditional Marketing	0.002
Price Perception Moderated by Traditional Marketing	0.022
Place Moderated by Traditional Marketing	0.003
Information Delivery Moderated by Traditional Marketing	0.008

Path Coefficient

The path coefficient is a measure of the strength and direction of the relationship between two variables in the structural model in SEM-PLS. The path coefficient can be positive (indicating a positive relationship), negative (indicating a negative relationship), or zero (indicating no relationship).

Table 5. test Result Path Coefficient

	Path coefficients	Keterangan
Price Perception	0.147	Positif
Information Delivery	0.232	Positif
Traditional Marketing	0.084	Positif
Place	-0.031	Negatif

Product Variant	0.458	Positif
Product Variant Moderated	0.042	Positif
Price Perception Moderated	0.128	Positif
Place Moderated	0.067	Positif
Information Delivery Moderated	-0.129	Negatif

T Statistics

Significance in the hypothesis by looking at the parameter coefficient value and the significant value in the t statistical value which must be more than 1.645 for a significance level of 90% for a hypothesis to be accepted (Heir 2014: 134).

	T statistics
Price Perception	2.084
Information Delivery	2.092
Traditional Marketing	0.618
Place	0.289
Product Variant	3.583
Product Variant Moderated	0.609
Price Perception Moderated	1.813
Place Moderated	0.626
Information Delivery Moderated	1.255

DISCUSSION

Based on the results of previous statistical tests, the influence of product variants, price perceptions, place, and information delivery variables on product awareness in lepet food is moderated by traditional marketing.

Product variants have a positive and significant impact on lepet product awareness. Lepet products are considered to have good and unique packaging quality and quality raw materials, so they are characterized.

Price perception has a positive and significant impact on lepet product awareness. The price of lepet is considered affordable and commensurate with the value of the product obtained.

Place has a negative and significant impact on lepet product awareness. Lepet is more recognized and popular among households or local communities rather than strategic places.

Information delivery has a positive and significant impact on lepet product awareness. Knowledge about lepet is obtained through hereditary heritage and the surrounding environment.

In addition, the moderation of traditional marketing has an insignificant effect on the relationship between product variants and lepet product awareness. Likewise, the moderation of traditional marketing on the

relationship between price perception and awareness of lepet products. However, traditional marketing moderation has a positive and significant effect on the relationship between place and awareness of lepet products.

While in the relationship between information delivery and awareness of lepet products, traditional marketing moderation has a negative and insignificant effect. Traditional marketing experiences constraints in information exposure and exposure, and there are communication barriers that affect a clear understanding of lepet products.

CONCLUSIONS AND RECOMMENDATIONS

The results of the discussion in the previous chapter concluded that product variants and price perceptions have a positive and significant effect on product awareness. Factors such as product packaging, quality, and product halalness are the most influential indicators in increasing product awareness through product variants. In addition, the perception of prices that are affordable and in accordance with the benefits and quality of the product also contributes significantly to product awareness. However, the place variable has a negative and significant effect, especially regarding the affordability of the location. Information delivery factors through publicity and neighborhood promotions also have a positive and significant effect on product awareness. In addition, the statistical test results show that the moderated product and place variance variables have a positive, but insignificant, influence on product awareness. The price perception variable has a moderated positive and significant effect on product awareness, while the information delivery variable has a moderated, but insignificant, negative effect on product awareness. The entire moderated marketing mix has contributed as much as 50% in moderately influencing product awareness.

FURTHER STUDY

This research provides some suggestions for positive contributions. To maintain awareness of lepet products, innovate with flavor variations. Affordable prices and quality attract consumers. Product distribution and promotion from the surrounding environment are also important to increase product awareness.

Future research needs to involve additional variables such as cultural knowledge and family environment. Research on traditional marketing can be expanded by focusing on the emotional aspects of consumers and other types of traditional food. Involving sellers in research is also important for a more comprehensive understanding of product awareness.

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