ANALYSIS OF THE MARKETING MIX STRATEGY (7P) TO INCREASE SALES OF PROCESSED CASSAVA PRODUCTS AT UD "PURNAMA JATI" MEMBER

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Abstract

One of the leading producers and exporters of cassava in the world is Indonesia. Jember Regency is one of the highest cassava production centers in East Java, with an annual production capacity of 9,492 tons. This processed tape food product, typical of Jember Regency, is produced from the high supply of cassava. There is a need to find processed cassava products considering the high interest in tape products because of their unique quality, so this product is much more popular as souvenirs or souvenirs typical of Jember. The research aims to perfect marketing tactics and determine how the marketing mix (7P) influences consumer decisions in purchasing processed cassava products from UD Purnama Jati Jember. Questionnaire methodology is a technique for collecting information through statements or questions asked to respondents. Because the p-value is smaller than 0.05, product, price, place, and employees influence the results of consumer purchasing decisions at UD Purnama Jati. However, because the p-value is more significant than 0.05, we can rule out the possibility that factors related to the product process, physical evidence, or advertising influence consumers' final purchasing decisions.

Keywords: *Marketing Mix, Purchasing Decisions, Processed Cassava*

INTRODUCTION

Data from the Central Bureau of Statistics shows that cassava production in Jember Regency in 2019 was 36,288 tons with a land area of 1,270 ha. However, in 2022, there was a significant decrease to 26,788 tons due to the reduction of land in Jember Regency. This shows that cassava production in Indonesia, especially the Jember Regency, has fluctuated and decreased over the past five years (Paramithasari et al., n.d.) This does not stop cassava production in the Jember Regency because each sub-district in the Jember Regency has a different land area. One sub-district has enough harvested land to be suitable for cassava farming. Data from the Central Bureau of Statistics of Jember Regency states that the Sumberbaru Sub-district has the highest harvested land among other sub-districts, with an area of 115.00 hectares and a yield of 2,530 tons (BPS, 2021). The development of industry in Indonesia, which is increasingly widespread, has led to the emergence of many companies. The food industry is one industry that is still growing. This makes agroindustry desirable when creating certain products, such as cassava or cassava. One of the components of agroindustry and agribusiness growth that may occur in the future is cassava. (Ngenoh, 2020).

Cassava production in Jember is relatively high, and processed tape food products are typical Jember snacks. The interest in tape products is relatively high because one of the characteristics of tape products is that they are often used as souvenirs or souvenirs typical of Jember. With a high enough interest, it is essential to reinvent a product because consumers are currently presented with a large

selection of products from competitors, and consumers have many choices and easily want to try other goods. A product in the tape agroindustry can be sold to the market for attention, purchase, or consumption. UD. Purnama Jati produces tape products with creative and diverse topping flavors to keep up with industry progress and consumer demand. In addition, price is significant in determining customer purchasing decisions.

An industry or company can use a marketing mix, a set of techniques, to achieve short-term and long-term goals (Irawati et al., 2021). The term marketing mix describes seven important decision-making areas (7P) in the marketing process that are continuously combined to help companies meet the demands and desires of their target audience. Marketing mix Product, price, place, promotion, process, people, and tangible evidence. The 7Ps are some of the tactical marketing instruments that marketing managers can manipulate to suit the needs of their target audience. (Lutfiah et al., 2021)

UD Agroindustry. Purnama Jati needs to use a marketing mix that informs the market and distributes consumer values. A company uses the marketing mix and marketing strategies (product, price, place, employees, promotion, process, and physical evidence) to obtain the desired response from the target market. Both short-term program design and long-term strategy setting can be achieved with the 7P marketing technique.

Based on this background, it is necessary to continue to explore "Analysis of Marketing Mix Strategy (7P) to Increase Sales of Cassava Processed Products UD. Purnama Jati Jember" The price offered by UD. Purnama Jati is very varied and influential in the marketing strategy. It. It is intended for consumers from various market segments to reach tape brownie products with a price range of 300 grams (bearing size) for Rp. 28,000 and a large size of 500 grams at Rp. 34,000, which makes the target market for this price middle to upper class. Consideration of place or location also affects consumer purchasing decisions for a product.

METHOD

The data taken in this study are primary data from the population and sample results. The population in this study is consumers who buy processed UD products. Purnama Jati. Based on interview findings, researchers who spoke with outlet staff estimated the population (N) of customers who made direct purchases to be 50 people. Then, the analysis method to achieve the first objective is to find the marketing mix components applied by UD Purnama Jati through interviews with UD Purnama Jati. Researchers also remember to use many references from various sources and pay attention to the land conditions at UD Purnama Jati outlets when marketing. So, from the results of various reference sources as supporting field data, researchers try to provide data that matches the results at UD Purnama Jati outlets. This research is descriptive analysis, specifically to examine the data obtained by describing or describing the things investigated through samples and populations. Descriptive data

analysis of respondents was carried out to obtain a descriptive description of the answers to each research variable considered.

Descriptive analysis is used to test factors that cannot be explained statistically. For the first purpose, (Pawana et al.) say descriptive analysis is presented as a description and tabulation of respondents' responses or as an evaluation of the characteristics of respondents and the impact of the marketing mix grouped based on the same thing, using Microsoft Excel. respond. Data measurement is done with statements that use a Likert scale. The range of scale values is 1-5, with a score of 1.00- 5.00. The analytical tool used is SEM-PLS. According to (Fitria et al., 2022), SEM-PLS is a prediction technique that can handle many independent variables, even though there is multicollinearity between these variables.

Table 1. Likert Scale Rating Weight Mapping

Value	Description
5	Strongly Agree
4	I agree
3	immoderately Agree
2	iDisagree
1	iStrongly Disagree

RESULTS AND DISCUSSION

Data collection begins with distributing questionnaires. In addition to distributing questionnaires, the authors also took secondary data such as a brief history of the company, versions of products provided, and sales statistics needed in this study. Respondents in this study were consumers who bought processed tape products at UD Purnama Jati, totaling 50 people. To show respondents' answers to indicators and the average score for product, price, place, promotion, employee, process, and physical evidence variables. Any product that can be supplied to the market to attract interest, acquisition, use, or consumption that can satisfy a need or desire is referred to as a product variable. (Sudiyarto et al., 2021). Price is the total value consumers exchange for the benefits of obtaining or utilizing a good or service or the amount of money charged. The most strategic, pleasant, and productive locations function as distribution channels or consumer-friendly places... Regarding the marketing mix (Yogananda et al., 2023), Using five promotional tools, namely advertising, sales promotion, personal selling, public relations, and direct marketing, promotes products and encourages potential buyers to make purchases. Workers, also known as employees, are based on job analysis requirements and group qualification norms. Organizations address converting resources into goods and services through processes or transformation strategies. The process chosen will have a long-term impact on efficiency and production (Amalia et al., 2023), and physical evidence is the quality of the product, the atmosphere of the place, and the shape of the product from packaging to taste (Oktavia et al., 2023).

Table 2. Respondents' Assessment of Indicators of each variable

Indicators Variable	Average	Percentage (%) of maximum	Rating Category
Product	3.73	74	Good
Price	3.87	77	Good
Place	3.73	74	Good
Promotion	3.87	77	Good
Employees	3.73	74	Good
Process	3.54	71	Good
Physical Evidence	3.76	75	Good

Based on the data obtained from 50 consumer respondents through the results questionnaire in Table 3, it can be concluded that overall, the respondents assessed the UD price variable. Purnama Jati is good, with an average value of 3.87 and a maximum percentage of 77%.Pengaruh Bauran Pemasaran Pada Proses Pembelian.

The results of applying Convergent Validity to assess the validity and reliability of the marketing mix process using the outer model to calculate the AVE factor, composite reliability, R square, and Cronbach's alpha. If the Composite Reliability score is more significant than 0.7 and the AVE is more significant than 0.5, the variable has high dependability or reliability (Widayanti et al., 2020).

The coefficient test, which determines how much variation in the dependent variable can be attributed to the independent variable, is the Coefficient of Determination (R-squared) test (Pratama et al., 2023). In addition, the quality of our regression line can be assessed using the coefficient of determination test. It can be concluded that the independent variable explains the dependent variable if the estimated coefficient of determination (R-squared) value is close to one (1). Conversely, the less effective the independent variables are in explaining the dependent variable, the closer the coefficient of determination (R-squared) is to zero (0) or away from one (1). The analysis findings show that the R-Square value of 0.676 indicates that the research findings are part of a robust model. Based on this figure, the factors that influence the purchasing decision variable by 67.6% are Product, Price, Place, Promotion, Employees, Process, and Physical Evidence. Furthermore, factors not included in this research variable influence the remaining 32.4%.

Table 3. Convergent Validity Table

	AVE	i*Composite Reliability*	i*Conbrachs Alpha* i
X_1i	0.669	0.909	0.875
X_2 i	0.673	0.874	0.806
X_3 i	0.628	0.894	0.850
X_4 i	0.575	0.844	0.753
X_5 i	0.670	0.859	0.753
X_6 i	0.809	0.895	0.765
X_7 i	0.750	0.900	0.833
Yi	0.603	0.858	0.777

Based on Table 3. above, it is stated that all variables meet the composite reliability because the value is above the recommended number, which is above 0.5, which has met the reliability criteria, which means that the indicator is valid for measuring the construct created.

Tabel 4. Konstruk Reliabitias Validitas

	i*Composite Reliability*	i*Conbrachs Alpha*	Description
X_1i	0.909	0.875	i Reliabel
X_2 i	0.874	0.806	I Reliable
X_3 i	0.894	0.850	I Reliable
X_4 i	0.844	0.753	I Reliable
X_5 i	0.859	0.753	I Reliable
X_6 i	0.895	0.765	I Reliable
X_7 i	0.900	0.833	I Reliable
Y i	0.858	0.777	I Reliable

Based on table 4. X_1 to X_7 and Y produce variable values in reliability testing using both Cronbach's Alpha and Composite Reliability, which have values above 0.7. The variables proposed are valid and reliable, so structural model testing can be carried out.

According to (Laili et al., 2021), the acceptance or rejection of a hypothesis can be statistically determined by calculating its significance level. In this study, a 5% significance criterion was used. The significance level required to reject a hypothesis is 0.05 if the significance level is 5%. There is a 5% risk of making the wrong choice in this study and a 95% chance of making the correct choice. The purpose of the 85-significance test is to see and measure the extent to which the independent variable affects the dependent variable. To answer the research hypothesis, the p-value is shown in the following table:

Table 5. Hypothesis Test Results

Variable to Purchase Decision Purchase	*Path Coefficient*	*P-Value*
Product	0.233	0.039
Price	0.190	0.050
Place	0.270	0.020
Promotion	0.027	0.424
Employees	0.219	0.049
Process	0.075	0.294
Physical Evidence	0.045	0.373

The results of hypothesis testing show that the product significantly affects consumer decisions about what to buy because the p-value is 0.039 <0.05. As a result, H1 is accepted, and H0 is rejected. Based on the data collected, that product significantly impacts decisions about what to buy and how to accept it. Price then plays a significant role in influencing the purchase decision because the p-value of 0.050 < 0.05, rejecting H0 and accepting H1. The data collected effectively illustrates the relationship between price and purchasing decisions. Since consumers are more likely to make purchases based on how well they perceive price indicators, price greatly influences their choices. Pricing impacts purchasing decisions. The higher the price, the less likely the customer is to purchase. This is how price and purchasing decisions are linked. Because the p-value is 0.020 <0.05, which indicates that place significantly affects purchasing decisions, H0 is rejected, and H1 is approved. Because the p-value is

0.424>0.05, the promotion has little effect on consumer purchasing decisions; H0 accepts and rejects H1. The information collected effectively refutes the theory that promotions do not significantly influence consumer purchasing decisions. Promotion is shown because consumers do not use promotion to learn about UD products in January and abroad. Purnama Jati's strategic location and convenient accessibility directly attract customers. The p-value of 0.049 <0.05 indicates that employees significantly influence purchasing decisions; then H0 is rejected, and H1 is accepted. Because the p-value of 0.294> 0.05 indicates that the process has no real influence on purchasing decisions, H_0 is accepted, and H_1 is rejected. The average value of each respondent's response to the process variable is relatively high. On the other hand, some respondents admitted to purchasing UD mementos based on field observations. Payment confirmation takes time, and Full Teak sometimes takes longer. Because consumers view all purchases as usual if they encounter problems, these procedures have little effect on their purchasing decisions. The last variable, physical evidence, does not affect purchasing decisions because the p-value is 0.373>0.05, meaning H0 is accepted, and H1 is rejected. This has no significant effect on the marketing process and purchasing decisions because, in the future, facilities will be developed to support consumer purchasing decisions.

Managerial Implications

Product, Price, Place, and Employees are four exogenous variables proven to be significant to the endogenous purchasing decision variable based on the hypothesis above.

1. Product

   The goods offered by UD. Purnama Jati is a line of cassava-based food with a contemporary and valuable concept to attract customers the food provided by UD. Brown is Tape, Proll Tape, Suwar-Suwir, Tape Candy, Strudel, Pia Tape, and other cassava-based foods are all at Purnama Jati. According to (Sudirman. and Tantalu. 2023), the large variety of products is intended to provide choices to customers and attract their attention. Product packaging has a distinctive style and is packed in boxes. Every product made is always fresh to boost sales. The action plan is to include menu options that are combined and customized based on customer preferences. Apart from maintaining product quality, this also maintains customer loyalty and trust.

2. Price

   They explained that the target market for this product is consumers with a wide age range, from young adults to the elderly, so the price of UD (Widiyanti and Yunita, 2022). Purnama Jati products are considered relatively affordable. Therefore, the price is reasonable considering the current market and relatively affordable for a delicious keepsake made with masking tape. The industry can compete with other products on the market in terms of price and quality by setting reasonable prices. The pricing is also considered reasonable, given the quality of the product.

3. Place

Place is the business address chosen by the company so that customers can reach it. A strategic location is a location that is easily accessible to customers and offers various facilities to meet their needs (Arifin et al., 2023). The location in the city center greatly influences consumer attention when making purchases—one of the typical souvenir shops of Jember Regency, namely UD. Purnama Jati is located in the central area, a significant factor.

4. Employees

They explained that the services needed are not only in the form of physical facilities but also in non-physical forms, such as the communication skills of all employees or guards who work at the UD souvenir center in Purnama Jati (Dewayani et al., 2023). Employee assistance to each customer, making it easier for them to find the product they want to buy, and maintaining a polite and good attitude toward them are examples of communication skills.

UD. Purnama Jati has carried out four variables that have proven to affect the endogenous Purchase Decision significantly; the company still has to improve its product marketing plan to optimize sales. It aligns with Adisaputro's (2019) statement that strategies are needed to win the competition and generate sufficient sales and profits to balance existing risks. This marketing plan is the result of combining the various marketing components of the company. Sales of a company's products will increase if it chooses the right marketing mix. If the business chooses the wrong course of action, it will only gain temporary financial gains at the expense of long-term revenue declines.

Although not all of them are significant, the seven exogenous variables favorably influence the endogenous variable of purchasing decisions. Exogenous variables X_4 (Promotion), X_6 (Process), and physical evidence (X_7) on purchasing decisions (Nurchayati. 2019). In order to boost product sales, UD Purnama Jati is intended to be increasingly recognized and attractive by utilizing the marketing mix.

CONCLUSIONS

The 7P marketing mix has been implemented well by UD Purnama Jati, including a) UD. Purnama Jati has good quality b) The price of UD products. Purnama Jati products offered are affordable for consumers. c) location of UD. Purnama Jati chooses a strategic outlet location. d) UD. Purnama Jati provides discounts on online partner platforms and social media (such as Gofood, Shopeefood, Instagram, etc.). e) UD Purnama Jati employees have a clean and polite appearance. f) Payment or transactions are more manageable at UD Purnama Jati. g) the public recognizes UD Purnama Jati's attractive and youthful logo.

UD Purnama Jati's consumer purchasing decisions are influenced by the variables of Product, Price, Place, and Employees because they have a p-value <0.05. Meanwhile, the Promotion, Process, and Physical Evidence variables do not significantly influence the decision to purchase UD Purnama Jati products because they have a p-value> 0.05.

The managerial implications of the research results on each variable have been carried out well

by UD Purnama Jati by maintaining product quality and very friendly prices and increasing the diversity

of products sold.

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