

Analysis of the Marketing Mix on the Sales of Lempuk Durian at the Riau "Yolanda" Pekanbaru Typical Souvenirs Outlet

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ABSTRACT

This research was conducted at a typical souvenir shop from Riau "Yolanda" Pekanbaru which is located in the tourist market or the market under Jalan M. Yatim Pekanbaru. The purpose of this study was to determine how much influence the marketing mix has on sales of durian lempuk and what policies the company has taken to increase sales of durian lempuk. The sampling method used accidental sampling, which is a sampling technique based on chance, namely anyone who happens to meet the researcher and meets the requirements to be used as a sample. The sample used in this study amounted to 71 people. Data analysis in this research is quantitative analysis using multiple linear regression method and the data is analyzed using SPSS 17.00 program. The results of hypothesis testing show that the calculated F value is $13.105 > F$ table is 2.35, then the hypothesis is accepted. Then the regression model shows that simultaneously product, price, promotion and distribution affect consumers to the sale of durian lempuk at the typical Riau souvenir outlet "Yolanda". The value of R Square is 0.443, which means that 44.3% of products, prices, promotions and distributions affect consumers towards the sale of durian lempuk at typical Riau souvenir shops, while the rest ($100\% - 44.3\% = 55.7\%$) is influenced by -other reasons not investigated in this study. promotion and distribution influence consumers on the sale of durian lempuk at typical souvenir shops of Riau "Yolanda". The value of R Square is 0.443, which means that 44.3% of products, prices, promotions and distributions affect consumers towards the sale of durian lempuk at typical Riau souvenir shops, while the rest ($100\% - 44.3\% = 55.7\%$) is influenced by -other reasons not investigated in this study. promotion and distribution influence consumers on the sale of durian lempuk at typical souvenir shops of Riau "Yolanda". The value of R Square is 0.443, which means that 44.3% of products, prices, promotions and distributions affect consumers towards the sale of durian lempuk at typical Riau souvenir shops, while the rest ($100\% - 44.3\% = 55.7\%$) is influenced by -other reasons not investigated in this study.

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1. Introduction

Indonesia has various kinds of people with different backgrounds, areas of origin, interests and desires (Hariyanto, 2016). Indonesia also has a wealth of natural resources that can be used to fulfill these human wants and needs. With these natural resources, Indonesia has many beautiful ancestral heritages, both cultural heritage and culinary heritage. Every region or province in Indonesia must have its cultural heritage and food, including Riau province (Sartika & Mulyana, 2019).

In line with the development and economic progress in the field of industry and services to meet the needs of the community, each company has different problems in managing and running its business, especially in carrying out the products it produces.(Soegoto, 2013). One of the problems faced by the company is the problem of selling and distributing production to those in need, so that the resulting product can be satisfactory(Wuwung, 2013).

Basically every company that produces or produces goods or services requires marketing activities or marketing strategies. because the marketing strategy is a tool or fundamental that is planned to achieve company goals by developing a sustainable competitive advantage through the market entered and in the marketing program used to serve the target market.(Faizin, 2017). It seems clear that marketing is an important and absolute part that must be done by every company in order to achieve the goals desired by the company itself(Firmansyah & Mahardhika, 2018).

In connection with that, company leaders or marketing managers must really be able to understand buyer behavior and a marketing manager must know in advance the characteristics of the market and market structure. This can be obtained by the company by conducting careful market research. Market research can lead to better calculations of market potential(Sari & Harjanti, 2019).

The success of a company can be measured by the profit earned, efficiency and effectiveness in running the company's operations, but nevertheless the elements of the marketing mix strategy still require a level of efficiency and effectiveness and carry out a solid marketing mix strategy to be able to use the opportunities and opportunities that exist in marketing. Thus, the position or position of the company in the market can be maintained(Spillane, 2021).

The business world is dynamic which is characterized by changes from time to time and the interrelationships between one and the other. Therefore, the marketing mix strategy plays a very important role for the success of a company. Likewise, the typical Riau souvenir outlet "Ylanda" which is a distribution business for typical Riau souvenirs every year has set sales targets which of course must be achieved by the company.(NASRUN, 2011). In increasing sales, the company has carried out various policies in order to stimulate consumers to buy so as to increase company sales. Stimuli that have been carried out by this company include holding promotions through print media, giving price discounts and creating product packaging that can attract consumers to buy these goods.(Morrison, 2015).

The types of products marketed at the typical Riau souvenir outlet "Yolanda" include durian lempuk, durian dodol, melinjo chips, egg rendang, fish skin chips, dry chili sauce, fish crackers, pineapple chips and many other types of souvenirs typical of Riau. marketed at this outlet. However, in this study, researchers only took one type of product that was marketed, namely durian lempuk at a typical Riau souvenir outlet "Yolanda" which was located in the tourist market or the Pekanbaru bottom market.(Widianti, 2012).

research conducted by Rini (2003) examines the factors that influence sales of Nokia brand mobile phones on CV. Image of Communication Pekanbaru. The results of this study indicate that the research variables (product, price and promotion) jointly affect the sales variable. Then among the independent variables that have the most dominant influence on sales volume is the product variable. Further research according to Wati (2009) on the influence of the marketing mix on commercial broadcast hours at PT. Radio Gemaria Sri Indrapura (Gress) FM Pekanbaru. From this study, it was found that simultaneously the marketing mix (price, promotion).

Based on several previous studies, the researcher wanted to examine the marketing mix on the sale of durian lempuk. This study differs from previous research in terms of the marketing mix where there are several differences in the form of the product produced, the price offered, the number of sales that affect production costs, and how to promote the results of the business to customers or consumers.(Faroqi, WS, & Nugraha, 2016). In this study, researchers have several objects to be studied such as the level of sales of the durian lempuk product itself, the product price, promotion and distribution that affect the sale of the durian lempuk.(Widianti, 2012).

2. Research Method

2.1. Data types and sources

In carrying out this research requires complete data and information. The types of data used consist of:

- a. Primary data is data collected directly from the object of research. The primary data includes price, product quality, promotion and distribution carried out by the company.

- b. Secondary data, namely data that is already available at the souvenir shop "Yolanda" Pekanbaru includes the number of sales of durian lempuk, a brief history of the company, and the organizational structure.

2.2. Data collection technique

To obtain the data and information needed in the study, the authors used the following data collection methods:

- a. Interview
That is in the form of direct interviews which are expected to be carried out well on the seller's side.
- b. Questionnaire
The author compiled a list of questions which were then distributed to a number of samples in the hope of responding to the list of questions.
- c. Observation
Namely direct observation to the research location, related to the object of research during the research period.

2.3. Population and sample

The population in this study are consumers who shop at Yolanda Pekanbaru souvenir outlets. While the sample which is part of the population that will be used as respondents in this study is the people who shop at Yolanda Pekanbaru outlets. The sample is part or representative of the population studied. The sample in this study is the result of interviews with shop owners that those who buy durian lempuk at this outlet are consumers, totaling approximately 250 people. Due to limited funds and time, the authors took samples from the population using the slovin formula, namely: (Prasetyo and Jannah, 2005:137).

$$n = \frac{N}{1 + N \cdot e^2}$$

Information:

n = Sample Size

N = Population Quantity

e = Critical Value

2.4. Data analysis

The data discusses the research results obtained from the respondents' answers, so to prove the formulated hypothesis, it is necessary to process data where the analysis used is quantitative analysis and linear regression.

multiple.

1. Data quality test

Objective and accurate information in social research is usually not easy to obtain, especially because the concept of the variable being measured is not always as easy to operate as in physical research. Assume that the operationalization of these attributes and variables has been carried out properly, but that alone is not enough to be able to determine that the research produces reliable information, because the determinant is the reliability and validity tests used.

a. Validity test

Validity test is needed to ensure that the items in the questionnaire really measure the dimensions of the research variables. Validity test can be done by distributing experimental questionnaires to a number of samples. The results of the questionnaire were tabulated and then a bivarial correlation analysis was carried out, namely by calculating and comparing the correlation between the questionnaire items and the total score of the variable items. A valid instrument is an instrument that has a correlation value above 0.3 (Sugiyono, 2003: 115).

b. Reliability test

Reliability test is related to how precisely the measuring instrument can be trusted or reliable. This is done by measuring the correlation between the answers to the questions. SPSS provides facilities to measure reliability with the Cronbach Alpha statistical test. A construct or variable is said to be reliable if it gives a Cronbach alpha value > 0.60 (Ghozali, 2005:42).

c. Normality test

Normality test is useful to determine whether the dependent variable, independent or both are normally distributed or not (Umar, 2003:79). The study of data is normally distributed when viewed from the normal graph plot. Just a graphic image can sometimes be misleading because the distribution looks normal but is not statistically normal. Therefore, it is recommended that in addition to the graphical test, it is also equipped with statistical tests. One of the statistical tests

that can be used is the Kolmogororov-Smirnov test (K-5) with a significant level of Alpha 0.05 (Ghozali, 2005:31).

2. Classic assumption test

In order for the regression equation model to be accepted econometrically, it must meet the classical assumption that is free from linearity, multicollinearity, and heteroscedasticity symptoms (Ghozali, 2005:91).

a. Heteroscedasticity test

Heteroscedasticity test is a test tool to see whether there is a certain pattern on the graph. If there is a certain pattern, such as the dots that form a certain regular pattern (waves, widens, narrows), then heteroscedasticity has occurred. If there is no pattern clear, as well as the points that spread above and below the Y axis, then there is no heteroscedasticity.

b. Autocorrelation Test

This test is carried out to show the presence or absence of serial correlation symptoms, namely the conditions that exist when the residues are not independent of each other. In simple terms, symptoms of the presence or absence of autocorrelation can be seen with the Durbin-Watson statistical test.

c. Multicollinearity test

Multicollinearity test is needed to determine the relationship (correlation) between the independent variables to be studied. If there is a multicollinearity relationship so that the independent variables will be very difficult to predict the effect of each independent variable accurately. Symptoms of multicollinearity can be seen from the tolerance value and the inflation factor (VIF) value.

3. Results And Discussions

3.1 Description of Respondents Characteristics

This section will provide an overview of the respondents in terms of age group, which can be seen in the following table:

a. Respondent's Age

Table 1. Respondents by Age Group

No	Respondent's Age	Frequency	
		Person	%
1	20-30	33	46%
2	31-40	17	24%
3	41-50	17	24%
4	And others	4	6%
Amount		71	100.00%

Based on Table V.1 above, it is known that based on the age group of respondents ranging from 20-30 years as many as 33 people or 46%, then 31-40 years as many as 17 people or 24%, 41-50 as many as 17 people or 24%, and others as many as 4 people or 6% of the 71 respondents. So it can be concluded that the average age of the respondents is 20-30 years.

b. Respondent's Job

This section will provide an overview of the respondents in terms of occupational groups, which can be seen in the following table:

Table 2. Respondents by Occupational Group

No	Respondent's Job	Frequency	
		Person	%
1	Private	21	30%
2	Government employees	23	32%
3	Entrepreneur	13	18%
4	Housewife	10	14%
5	And others	4	6%
Amount		71	100%

Based on Table V.2 above, it is known that based on the occupational group, the number of respondents with private jobs is 21 people or 30%, then civil servants are 23 people or 32%, entrepreneurs are 13 people or 18%, housewives are 10 people or by 14% and others as many as 4 people by 6% of the 71 respondents. So it can be concluded that the average respondent's job is a civil servant.

c. Respondent's Gender

This section will provide an overview of the respondents in terms of gender, which can be seen in the following table:

Table 3. Respondents by Gender Group

No	Respondent's Gender	Frequency	
		Person	%
1	Woman	39	55%
2	Man	32	45%
	Amount	71	100.00%

Based on Table V.3 above, it is known that based on the gender group of respondents, 39 people or 55% were female, then 32 people or 45% were male, from 71 respondents. So it can be concluded that the average gender of the respondents is female.

3.2 Validity and Reliability Test

a. Validity test

Validity test shows the extent to which a measuring instrument measures what it wants to measure. A questionnaire is said to be valid (legitimate) if the questions on the questionnaire are able to reveal something that can be measured. In the Statistical Product and Service Solution (SPSS) program, the testing technique used is Corrected Item-Total Correlation. The test in this study to determine the validity of a variable was tested using the Validity analysis technique with a correlation value above 0.3. (Sugiyono, 2003:115)

Table 4. Validity test

NO	Correlation	Decision
Y		
Y1	0.673	Valid
Y2	0.865	Valid
Y3	0.604	Valid
Y4	0.864	Valid
X1		
X1_1	0.553	Valid
X1_2	0.676	Valid
X1_3	0.551	Valid
X1_4	0.624	Valid
X2		
X2_1	0.586	Valid
X2_2	0.519	Valid
X2_3	0.370	Valid
X2_4	0.474	Valid
X3		
X3_1	0.500	Valid
X3_2	0.645	Valid
X3_3	0, 739	Valid
X3_4	0.318	Valid
X4		
X4_1	0.566	Valid
X4_2	0.541	Valid
X3_3	0.666	Valid
X4_4	0.465	Valid

Table V.4 explains that after the validity test, the correlation value of all items for each product variable, respect, promotion, distribution and sales > 0.30. Thus, it can be concluded that all items of each variable meet the requirements to be valid.

b. Reliability Test

Reliability testing is used to determine the extent to which measurements can give results that are relatively the same or not different (relatively consistent), when repeated measurements are made on the same object. In this study the measurement used the Croanbach alpha technique. A measuring instrument can be said to be reliable if it has an alpha of more than 0.6 Ghozali, (2005:42).

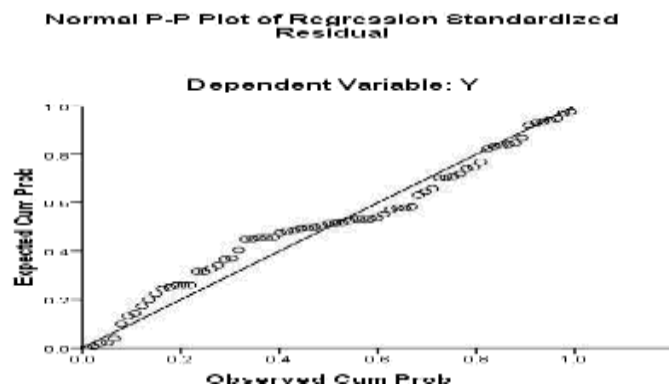
Table 5. Reliability Test

No	Variable	Number of Items in the Questionnaire	Defended items	Cronbach's Alpha	Decision
1	Sales (Y)	4	4	0.877	Reliable
2	Product (X1)	4	4	0.786	Reliable
3	Price (X2)	4	4	0.700	Reliable
4	Promotion (X3)	4	4	0.748	Reliable
5	Distribution (X4)	4	4	0.758	Reliable

Table V.5 explains that after the reliability test, the Cronbach alpha value of each sales, product, price, promotion, and distribution variable is 0.877, 0.786, 0.700, 0.748 and 0.758, which means that all of these variables are reliable because they have alpha coefficient values. above 0.60.

3.3 Research Data Normality Test

Detection of normality is seen using the normal PP Plot of Regression Standardized Residual graph. The picture shows the dots spread around the diagonal line, and the spread follows the direction of the diagonal line. Then the regression model meets the assumption of normality as shown in Figure V.1



Normality test is the first step that must be done for any multivariate analysis, especially if the goal is inference. If there is normality, then the residuals will be normally distributed.

3.4 Description of Frequently Asked Questions

In this study, there were 5 (five) variables studied. Consists of 1 (one) dependent variable and 4 (four) independent variables. These variables are product, price, promotion, and distribution as independent variables and sales as dependent variable. Through the questionnaires that have been distributed, data regarding these variables are obtained as follows:

a. Sales Analysis

In this Sales variable, the questionnaire is represented by four positive statements. To find out the answers of the respondents can be seen in Table V.6

Table 6. Recapitulation of Respondents' Responses to Sales Variables

NO	Question	Frequency					Amount
		SS	S	RR	TS	STS	
1	The sales system for typical Riau souvenirs "Yolanda" is very good	33	26	10	2	0	71
2	The typical Riau souvenir outlet "Yolanda" provides convenience (discount) in making sales	31	30	1	9	0	71
3	The service provided by the Yolanda outlet in selling durian lempuk is quite good	37	19	8	7	0	71
4	The sales of durian lempuk at Yolanda outlets are quite competitive with the surrounding outlets	34	20	12	4	1	71

	Amount	135	95	31	22	1	284
	Percentage (%)	47.53%	33.45%	10.92%	7.75%	0.35%	100%

From the research that the author did about sales and stated in Table V.6, it can be seen that 47.53% of respondents stated strongly agree, 33.45% of respondents who agreed, 10.92% of respondents who expressed doubt, 7.75% of respondents who disagree, 0.35% of respondents strongly disagree. The sales system for the typical Riau souvenirs "Yolanda" is very good, the typical Riau souvenir outlet "Yolanda" provides convenience (discounts) in making sales, the services provided by the Yolanda outlet in selling durian lempuk are quite good, the sale of durian lempuk at the Yolanda outlet quite competitive with the surrounding outlets.

3.5 Product Analysis

In this product variable, the questionnaire is represented by four positive statements. To find out the answers of the respondents can be seen in Table V.7.

Table 7. Recapitulation of Respondents' Responses to Sales Variables

No	Question	Frequency					Amount
		SS	S	RR	TS	STS	
1	Lempuk Harum Sari durian at a typical Riau souvenir shop "yolanda" has a design / better shape than other brands	19	37	13	2	0	71
2	The fragrant durian juice at the Yolanda outlet is of good quality	16	40	11	4	0	71
3	The packaging and taste of Harum Sari durian soft at Yolanda outlets are according to consumer tastes	21	33	13	4	0	71
4	The brand of Lempuk Durian Fragrant Sari at Yolanda outlets is well known to consumers	24	19	21	6	1	71
	Amount	80	129	58	16	1	284
	Percentage (%)	28.17%	45.42%	20.42%	5.64%	0.35%	100%

From the research that the author did about the product and stated in Table V.7, it can be seen that 28.17% of respondents stated strongly agree, 45.42% of respondents who agreed, 20.42% of respondents who expressed doubt, 5.64% of respondents who stated that they did not agree, 0.35% of respondents who stated strongly disagreed with the Lempuk durian at the typical Riau souvenir shop "Yolanda" had a better design / shape than other brands, the Lempuk durian Harum Sari at the Yolanda outlet had good quality, The packaging and taste of durian lempuk at Yolanda outlets are in accordance with consumer tastes. The brand of fragrant durian lempuk sari at Yolanda outlets is well known to consumers.

3.6 Distribution Analysis

In this distribution variable, the questionnaire is represented by four statements that have positive values. To find out the answers of the respondents can be seen in Table V.10.

Table 7. Recapitulation of Respondents' Responses to Sales Variables

NO	Question	Frequency					Amount
		SS	S	RR	TS	STS	
1	Durian soft products are easy to find in shops in the city of Pekanbaru	27	35	8	1	0	71
2	The shelves for arranging goods are according to the type of product and are easily accessible to consumers	38	24	5	4	0	71
3	The availability of durian lempuk is always available at souvenir shops typical of Riau	21	28	18	4	0	71

	Yolanda						
4	The location of the typical Riau yolanda souvenir shop in Pekanbaru is easy to reach by public transportation	26	28	7	10	0	71
	Amount	112	115	38	19	0	284
	Percentage (%)	39.44%	40.49%	13.38%	6.69%	0%	100%

From the research that the author did about the distribution and stated in Table V.10, it can be seen that 39.44% of respondents stated strongly agree, 40.49% of respondents who agreed, 13.38% of respondents who expressed doubt, and 6.69% respondents who disagreed, 0% of respondents who stated strongly disagreed with the statement Durian soft product

4. Conclusion

From the results of the partial regression test, it is known that the product variable (X1) and the promotion variable (X3) have a significant influence on the sale of durian lempuk with each regression, namely, Product (X1) t count $>$ t table $2,985 > 2,000$ and promotion (X3) t arithmetic $>$ t table $2,963 > 2,000$ then H_a is accepted and H_o is rejected. Meanwhile, the price variable (X2) and distribution (X4) did not have a significant effect on the sale of durian lempuk at the typical souvenir shop of Riau "Yolanda" Pekanbaru. The calculated F value is $13.105 >$ F table is 2.35 , then the hypothesis is accepted. Then the regression model shows that simultaneously product, price, promotion and distribution affect consumers to the sale of durian lempuk at the typical Riau souvenir outlet "Yolanda. From the results of the coefficient of determination, it is known that the value of R Square is 0,

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