

## MARKETING MIX LYSIS TOWARDS SALES OF DURIAN SOFT AT RIAU SPECIAL HOUSEHOLDS "YOLANDA" PEKANBARU

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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 are taken by the company 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 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. 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 [1], [2]. Every region or province in Indonesia must have a cultural heritage and its food, Riau province is no exception.

Riau Opinsi, which is known as the Malay country, has a variety of special foods or souvenirs. By utilizing existing natural resources, Riau is able to create some typical Riau souvenirs that have become icons for this province. Durian fruit which is used as a raw material for making lempuk is not difficult to obtain. With available raw materials and meet production needs, the company can process it as a typical Riau food.

Along 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. 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.

Basically every company that produces or produces goods or services requires marketing activities or marketing strategies. because 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. [3], [4]. 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.

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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 demand 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[5], [6].

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 must be achieved by the company. In increasing sales, the company has carried out various policies in order to stimulate consumers to buy so as to increase company sales[7]. 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.[8].

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 the typical Riau souvenir outlet "Yolanda" which was located in the tourist market or the Pekanbaru bottom market.

## 2. METHOD

### Research time and location

PeThis research was carried out at a typical Riau souvenir outlet "Ylanda" Pekanbaru, which is located in the tourist market or the lower market of Pekanbaru. Meanwhile, the time of the research was from January 20 to June 4.

### 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.

### Data collection technique

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

- a) Wainterview  
That is in the form of direct interviews which are expected to be carried out well on the seller's side.
- b) Questionnaire  
Pewrite a list of questions which are 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.

### 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 the 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 author took a sample from the population using the slovin formula. So, the sample used in this study was 71 people. The method used in this sampling is by using the accidental sampling method,[9], [10].

### 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 multiple linear regression.

### 3. RESULTS AND DISCUSSION

#### 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:

#### Umur Respondent

**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%
Jumlah		71	100.00%

Based on Table 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 so on. -other 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.

#### 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 work	Frequency	
		Person	%
1	Swasta	21	30%
2	Pegaoh country	23	32%
3	Wself-ployed	13	18%
4	Ihousewife	10	14%
5	And others	4	6%
Jumlah		71	100%

Based on Table 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.

#### 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	Perewoman	39	55%
2	Laki-boy	32	45%
Jumlah		71	100.00%

Based on Table 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.

### 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:

### Sales Analysis

This sales variable, in the questionnaire, is represented by four positive statements. To find out the answers of respondents can be seen in Table 4.

**Table 4: Recapitulation of Respondents' Responses to Variables Sale**

NO	question	Frequency					fridaylah
		SS	S	RR	TS	STS	
1	Sales System on by typical Riau "Yolanda" is very good	33	26	10	2	0	71
2	Special gift shop Riau "Yolanda" provides convenience (discount) in making sales	31	30	1	9	0	71
3	service provided gerai Yolanda in selling durian lempuk is quite good	37	19	8	7	0	71
4	selling durian soft pthere is a yolanda outlet that is quite competitive with the surrounding outlets	34	20	12	4	1	71
<b>fridaylah</b>		135	95	31	22	1	284
<b>Percentage (%)</b>		47.53%	33.45%	10.92%	7.75%	0.35%	100%

From the research that the author did about sales and as outlined in Table 4, 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 stated 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.

### Product Analysis

In this product variable, in the questionnaire it is represented by four statements that have positive values. To find out the answers of respondents can be seen in Table 5.

**Table 5 Recapitulation of Respondents' Responses to Product Variables**

No	question	Frequency					fridaylah
		SS	S	RR	TS	STS	
1	Lempuk Harum Sari durian at a typical Riau souvenir shop " yolanda' has design/ better shape than other brands	19	37	13	2	0	71
2	Lempufragrant durian sari at yolanda outlet has good quality	16	40	11	4	0	71
3	Packaging and taste Harum Sari durian paste at Yolanda outlets 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
<b>fridaylah</b>		80	129	58	16	1	284
<b>percentage (%)</b>		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 5, 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 disagree, 0.35% of respondents who stated that they strongly disagreed with Lempuk durian at the typical Riau souvenir outlet "Yolanda" had a better design / shape than other brands, Lempuk durian Harum Sari at Yolanda outlets had good quality, packaging and The taste of durian lempuk at Yolanda outlets is in accordance with consumer tastes. The brand of fragrant durian lempuk at Yolanda outlets is well known to consumers.

#### Price Analysis

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

**Table 6 Recapitulation of Respondents' Responses to Price Variables**

NO	question	Frequency					fridaylah
		SS	S	RR	TS	STS	
1	The selling price of durian tender there are outlets - souvenir outlets typical of Riau yolanda Pekanbaru affordable	31	29	6	5	0	71

2	Durian soft quality which are sold at souvenir shops, typical of Riau Yolanda, are very suitable for the price offered	27	33	7	3	1	71
3	The price of durian lempuk offered is according to consumer tastes	30	29	12	0	0	71
4	The price of Harum Sari durian lempuk offered at Yolanda outlets is very competitive with the price of durian lempuk in other stores	40	18	8	5	0	71
<b>fridaylah</b>		128	109	33	13	1	284
<b>percentage (%)</b>		45.07%	38.38%	11.62%	4.58%	0.35%	100%

From the research that the author did about prices and stated in Table 6, it can be seen that 45.07% of respondents stated strongly agree, 38.38% of respondents who agreed, 11.62% of respondents who expressed doubts 4.58% of respondents who stated no agree, 0.35% of respondents who stated that they strongly disagreed with the statement. The selling price of durian lempuk at typical Riau Yolanda souvenir outlets, Pekanbaru. offered, the price of durian lempuk offered according to consumer tastes, the price of durian lempuk offered at Yolanda outlets is very competitive with the price of durian lempuk in other stores.

#### AnPromotion analysis

PaIn this promotion variable, in the questionnaire it is represented by four statements that have positive values. To find out the answers of the respondents can be seen in Table 7.

**Table 7. Recapitulation of Respondents' Responses to Promotion Variables**

NO	question	Frequen					fridaylah
		SS	S	RR	TS	STS	
1	distribution of brochures by yolanda outlets pretty good	23	26	14	8	0	71
2	Ikand done The era of typical Riau souvenirs, Yolanda Pekanbaru, is very intensive	22	30	10	8	1	71
3	Ikand soft durian outlet yolanda through print media is very interesting	22	28	9	9	3	71
4	you do it buy lempuk durian at yolanda outlets based on suggestions from your friends	24	31	8	8	0	71
<b>fridaylah</b>		91	115	41	33	4	284

**Percentage (%)** 32.04% 40.49% 14.44% 11.62% 1.41% 100%

From the research that the author did about promotion and stated in Table V.9, it can be seen that 32.04% of respondents stated strongly agree, 40.49% of respondents who agreed, 14.44% of respondents who expressed doubt, 11.62% of respondents who stated that they did not agree and 1.41% of respondents who stated strongly disagreed with the statement The distribution of brochures by Yolanda outlets was quite good, advertisements carried out by typical souvenirs outlets of Riau Yolanda Pekanbaru were very intense, advertisements for lempuk durians at Yolanda outlets through print media were very interesting, you made a purchase of durian lempuk at Yolanda outlets based on suggestions from your friends.

#### 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 8

**Table 8 Recapitulation of Respondents' Responses to Variables Distribution**

NO	question	Frequency					fridaylah
		SS	S	RR	TS	STS	
1	Product soft durian young found in shops in the city of Pekanbaru	27	35	8	1	0	71
2	Rak-rack bcharcoal according to the type of product and easily accessible by consumers	38	24	5	4	0	71
3	Availability of lemuk durian is always there at the typical souvenir shop of Riau Yolanda	21	28	18	4	0	71
4	Locationi souvenir shop khas Riau yolanda Pekanbaru is easy to reach by public transportation	26	28	7	10	0	71
<b>fridaylah</b>		112	115	38	19	0	284
<b>percentage (%)</b>		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 lempuk products are easy to find in shops in the city of Pekanbaru. Riau Yolanda souvenir outlets, The location of the Riau Yolanda souvenir outlets in Pekanbaru is easy to reach by public transportation.

#### Multiple Linear Regression Analysis

This study uses multiple linear regression, carried out using the enter method, where all variables are entered to find the effect of the independent variable on the dependent variable through regressing sales as the dependent variable and product, price, promotion and distribution as independent variables. The results of the hypothesis are as listed in Table 9 below.

**Table 9 Regression Results**  
**Coefficientsa**



Model	Unstandardize		Standardized		Correlations		Collinearity			
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	5.855	2.384		2.456	.017					
x1	.356	.119	.335	2.985	.004	.551	.345	.274	.670	1.494
x2	.112	.160	.090	.697	.488	.478	.085	.064	.510	1.963
x3	.444	.150	.470	2.963	.004	.596	.343	.272	.336	2.975
x4	.186	.169	.155	1.100	.275	.418	.134	.101	.423	2.364

**Table 10 Regression Coefficient of Effect of Independent Variables on Sale**

Variable	Koefficient Regressi	Standar Error	T count	Sig
produk	0.356	0.119	2,985	0.004
Price	0.112	0.160	0.697	0.488
promosi	0.444	0.150	2,963	0.004
Distribution	-0.186	0.169	-1.100	0.275
Constanta (a)	5.855	2,384	2.456	0.017

R square : 0.443  
F Ratio: 13.105  
Sig : 000

PerThe regression equation from the statistical calculation results is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 5.855 + 0.356 + 0.112 + 0.444 - 0.186 + e$$

1. The constant of 5.855 means that if the product, price, promotion, distribution value is 0 (zero), then the sales value is 5.855.
2. The regression coefficient of 0.356 states that if the product increases by 1 unit, then sales will also increase by 0.103.
3. The regression coefficient of 0.112 states that if the price increases by 1 unit, then sales will also increase by 0.112.
4. The regression coefficient of 0.444 states that if the promotion has increased by 1 unit, then sales will also increase by 0.444.
5. The regression coefficient -0.186 states that the distribution has a negative effect on sales, which means that if the distribution increases by 1 unit, then sales will decrease by 0.1

### Discussion of Analysis Results

Berdasarkan suggest the regression coefficient of the independent variable partially to the dependent variable above is obtained as follows:

1. Product quality variable (X1) shows t count of 2,985 > t table 2.00, it can be concluded that product quality variable partially has a positive effect on sales
2. The price variable (X2) shows t count of 0.697 < t table 2.00, it can be concluded that the price variable partially does not have a positive effect on sales,
3. Promotion variable (X3) shows t count of 2,963 > t table 2.00, it can be concluded that the promotion variable partially has a positive effect on sales,
4. The distribution variable (X4) shows t count of -1.100 < t table 2.00, it can be concluded that the distribution variable partially does not have a positive effect on sales.

From the results of the regression coefficient test for each of the independent variables above, it can be concluded that of the four independent variables, only product quality and promotion have a significant effect on sales of durian lempuk at the typical souvenir shop of Riau "Yolanda" Pekanbaru.



#### 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 sales 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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