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Several Marketing Mix Factors Which Influence Consumers' Decisions in Purchasing Watermelons at Usaha Dagang Yasmin Mataram City

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Abstract- This study aims to determine the effect of several marketing mix factors on consumers' decision in purchasing watermelons, both simultaneously and partially as well as the dominant mix factor that influences consumers' decision in purchasing watermelons in Usaha Dagang Yasmin in Mataram City. This research is an associative research, namely research which shows causal relationship. Incidental sampling technique is used to determine the samples, which is as many as 50 people. Data collection technique carried out by: observation, interview based on a list of questions that have been prepared in advance, and documentation. The collected data are analyzed using multiple linear analyses.

The results show that the simultaneous factors; product, price, place, and promotion have a significant effect on consumers' decision in purchasing watermelon in Usaha Dagang Yasmin. Partially only product factor and product price have a significant effect on consumers' decisions, while place and promotion factor influence consumers' decision, but not significantly. Product factor is the most dominant factor influencing consumers' decision in purchasing watermelon in Usaha Dagang Yasmin in Mataram City. Place and promotion variables influence the purchase decision in purchasing watermelon, but not significantly, therefore UD. Yasmin continues to maintain and enhance the convenience of shopping for consumers and companies to increase promotion on social media and other advertising, so that information about products is better known by consumers and can increase sales.

Keywords- *Marketing Mix Factors, Consumers' Decision, Watermelons*

I. INTRODUCTION

Some characteristics of agricultural products are perishable and seasonal. Agricultural products are seasonal, meaning that agricultural products cannot be produced every day / all the time. In other words, agricultural products can be produced based in certain seasons, which is far different from industrial products that can be produced throughout the day [1,2]

The existence of new technology affecting some plants can be cultivated out of season, in which previously could only produce fruit once a year, thanks to the advanced technology so that fertilization can be arranged to be twice or more. In one hand considering that consumers always want agricultural products available all the time, on the other hand the products are only produced in certain seasons, so that various functions marketing must be done so that the product can be available at all time in accordance with the desires of consumers. For this reason, a marketing function is needed to provide the needs of consumers all the time.

According to [3,4] , that: the function of marketing is to get consumers to obtain the desired goods through increased use of place, time, form and price, ownership and information.

According to [5], marketing is an overall system of business activities / activities with the aim of delivering goods and / or service products from producers to final consumers (users) and all efforts that have been made to facilitate the flow of goods and or services to realize effective demand.

In connection with the foregoing reflects that marketing is not only concerned with the delivery / distribution of goods and or services from producers to final consumers, but more broadly includes the efforts of producers to ease the flow of goods and or services to the last consumers, as is the case with product planning, standardizing, planning the price of delivering the product, determining the place, determining ways of promotion and so on, and all of these are interconnected activities as a system..

One of the agricultural products that has perishable and seasonal properties is watermelons. Watermelons are loved by almost everyone, because besides containing a variety of calories, carbohydrates, proteins, minerals and various vitamins such as A, C Fe, P, Niacin, and Riboflavin also contain fiber and lots of water which is a great relief when eaten at thirst in a hot weather. The benefits of watermelon, among others, reduce

blood pressure and cholesterol, nourish the heart and bones, cleanse the kidneys, as an antioxidant, and others [6].

Watermelons, in addition to being consumed in fresh form, can also be made in processed form, such as watermelon syrup, watermelon juice, and watermelon chips that can bring huge profits when cultivated properly with agribusiness oriented. Besides that, young fruits can be made vegetables, fruit peels can be made pickles and seeds can be made salted dried watermelon seeds, so that until now it is not surprising that watermelon plants have developed rapidly in tropical and even sub-tropical regions [7,8] .

The success of a marketing effort is how much the company can influence consumers' behavior in deciding a purchase. Purchasing decision is a decision made by consumers in choosing a particular product from several alternative choices available.

There are so many ways that can be used to market goods to consumers. A company or producer might market their goods directly to the last consumer, while there are producers to market their goods using intermediaries to achieve the company's goals.

The marketing of watermelons is generally through direct purchases to producers, namely companies visiting local watermelon farmers in the area of the watermelon farm which is under the guidance of a company, as well as purchasing through collector traders who visit the watermelon gardens. The traders will sell it to markets, supermarkets and fruit stalls and open fruit outlets in hotels and restaurants.

Usaha Dagang (UD) Yasmin which is located at Jalan Koperasi Gang Bina Sejahtera No.2A, Pejeruk Ampenan Village. is one of the UD fruit sales that are still active. At UD Yasmin, the availability of watermelons is always available even though the watermelon is seasonal. This watermelon fruit is always available due to high consumer demand. UD. Yasmin has land to grow his own watermelon. In addition, to anticipate shortages of watermelon fruit stock; not only purchasing from local farmers, also bringing watermelons from outside the NTB Province such as Bali and Java. In addition to selling watermelon, UD Yasmin also sells several types of fruit, including: pineapples, melons, and sweet oranges. The following are the data on the sale of sumangka fruit at UD. Yasmine

TABLE I. DEVELOPMENT OF WATERMELON FRUIT SALES AT UD. YASMIN FROM NOVEMBER 2018 - APRIL 2019.

Month	Sales (Kg)	Development (%)
November	3,550	
December	5,400	52.11
January	3,250	(39.81)
February	3,000	(7.69)
March	3,750	25.00
April	4,100	9.33
Total	23,050	38.94
Average	3,832	6.49

Source: UD. Yasmin (2019)

The table above shows that the number of sales of watermelons every month fluctuates, the average sales of 3,832 kg / month with an average increase in sales of 6.49% per month.

In terms of price; The price of sumangka fruit at UD Yasmin ranges between Rp. 1,000-1,500 / kilogram, while in other places such as in markets, fruit stalls, fruit cars, and fruit outlets in supermarkets range between Rp. 1,250 -2,000 / kilogram. The price difference may be caused by differences in purchase prices, marketing costs as well as the expected profits from each trader

Not only is the product factor considered, but it is also a matter of place or location. Location of UD; Yasmin is easily accessible, by motorbike and car transportation. The strategic location also influences the company's product sales volume. Therefore, a company will look for strategic locations to use as distribution locations.

Promotion is one of the important factors in product sales. According to [9] that promotion is an effort made by a company to provide information and introduce products to consumers through several media as often as possible to build product closeness with traders and consumers in the hope that they will be interested in purchasing the products offered.

According to [5] that marketing stimuli consisting of products, prices, promotions, and places, enter into the awareness of the buyer and will influence the purchase decision making. Analysis of consumer behavior needs to be assessed on the basis of its consideration in making a purchase. Purchases on an economic basis indicate that the purchasing decision is based on rational and conscious economic considerations. This will encourage them to choose the product that has the greatest and best use.

The purpose of marketing is to meet and serve the needs and desires of target consumers. But getting to know consumers further is not easy. Customers may express their needs and wants in such a way but on the contrary, they may not understand their motivations more deeply. Therefore, the purchasing process is more a concern of marketers than the consumption process. The marketing strategy implemented through the marketing mix becomes important for marketers as a means to find out consumers.

A. Formulation of the problem

From the description above, the problem is formulated: whether the marketing mix partially and simultaneously influences the consumer's decision to buy watermelon, and which variable is dominant which influences the consumer's decision to buy watermelon in the Yasmin Trading Business in Mataram City.

II. RESEARCH METHOD

A. Types of research

This research is causal associative research. According to [10] causal associative research is "research that aims to analyze the relationship between one variable with another variable or how a variable affects other variables".

B. Research Location

This research was conducted at UD. Yasmin on Jalan Koperasi Gang Bina Sejahtera No.2A Kelurahan Pejeruk Ampenan. The reasons for taking this location are: a). The owner's willingness to cooperate in research activities in the form of a permit or to provide necessary data or information, b). The watermelon distribution business at UD Yasmin is still in active production.

C. Sample Determination Technique

Determination of the sample using incidental sampling technique. Incidental sampling technique is a technique of determining samples based on coincidence, ie anyone who accidentally meets a researcher can be used as a sample if the person is deemed suitable as a source of data [11].

The number of samples used is based opinion on [11] that if the research will conduct multivariate analysis (for example correlation or multiple regression) then the number of sample members is at least 10 times the number of variables studied.

In this study there are 5 variables (4 independent variables and 1 dependent variable), so the number of respondents in this study was 50 respondents.

D. Types and Sources of Data

According to [11] the types of data used in this study are: quantitative data that is data in the form of numbers or numbers and qualitative data that is data in the form of words rather than numbers. Research data can be sourced from primary data that is data obtained directly from consumers who buy watermelon in UD Yasmin Kelurahan Pejeruk Ampenan and secondary data that is data obtained indirectly by researchers, in the form of readings or documents that have links with research problems.

E. Data collection technique

Data collection techniques used in this study are as follows: observation, interview (based on a list of questions that have been prepared in advance and documentation [11]

F. Variable Identification and Classification

Variable identification consists of: y (purchase decision) and x (marketing mix). Classification of variables consists of the dependent variable (y); that is, the variable affected. The dependent variable in this study is the purchasing decision, while the independent variable was the influencing variable namely: product (x1), price (x2), place (x3) and promotion (x4).

G. Variables and Operational Definitions of Variables

According to [11], the operational definition of a variable is an attribute or nature or value of people, objects or activities that have certain variations determined by researchers to be studied and then drawn conclusions. The operational definitions of each variable in this study are as follows:

TABLE II. VARIABLE, VARIABLE AND INDICATOR

Variable	Definition of Variable Operations	Indicator
Products (X1)	A product is a set of attributes about the products offered by the company.	1.Watermelons are always available when needed 2. Watermelons have a good level of maturity 3. The freshness of watermelon is good
Price (X2)	Price is the amount of money needed or spent to obtain a product	1. Competitive prices 2. Price match quality 3. The affordability of watermelon prices according to consumers' purchasing ability
Place (X3)	a place or marketing activity that seeks to expedite and facilitate the delivery of goods from producers to consumers so that their use is as needed	1. Location of UD. Yasmin is in an urban area 2. Location of UD. Yasmin is easily accessible by all types of vehicles 3. Convenience of shopping for watermelons at UD. Yasmin
Promotion (X4)	Promotion is a means of communication between producers and consumers so that this communication, consumers will know the products marketed by producers through promotional media	1. Get information about the sale of watermelons at UD. Yasmin from advertisements on social media 2. Payment system for purchasing watermelons at UD. Yasmin is very easy 3. There is information from other people
Purchasing Decision (Y)	consumer's decision to buy or not on a product	1. The decision to buy watermelons 2. Buy because of needs 3. Make a repurchase or buy more than once

H. Data analysis

This study uses a score of the questions asked, each question is given a score (5) for consumer responses that strongly agree, score (4) for those who agree, score (3) for neutral answers, score (2) for those who disagree, and score (1) for each answer strongly disagree.

The data that has been collected is analyzed by multiple regression based on the formulation of [12] namely:

$$\hat{Y} = a + b1x1 + b2x2 + b3x3 + b4x4 + e$$

Note: Y = purchasing decision, a = constant value, X1 = product, X2 = price, X3 = place, X4 = promotion, b1, b2, b3, b4 = regression coefficient, e = Standard error

In the opinion of [13] the regression model obtained from the ordinary least square (OLS) quadratic method is a regression model that produces the best linear bias estimator (Best Linear Unbias Estimator / BLUE). This condition will occur if several assumptions are called the classical assumptions, namely Data Normality Test, Multicollinearity Test, Autocorrelation Test, Heteroscedasticity Test

III. RESULTS AND DISCUSSION

The results of the multiple regression marketing mix with the purchase decision can be seen in the following table:

TABLE III. MULTIPLE REGRESSION RESULTS

Variable	Unstandarised Coefficients		Standarised Coefficients	t count	conclusion
	β	Std.Error	β		
constanta	1.230	1.620		0.760	
X1 (product)	0.377	0.118	0.426	3.193	S
X2 (price)	-0.291	0.125	0.216	-1.538	S
X3 (place)	0.196	0.121	0.187	1.624	NS
X4 (promotion)	0.142	0.098	0.152	1.450	NS
F count		= 15,315			
F Table 0,05/2		= 2,57			
R^2		= 0,639			
T table α5%/2,df 45		= ±1,96			
n		= 50			

From the regression results as in Table 3 above, we obtain the multiple regression equation, namely:

Y = 1,230 + 0,377 (X1) + 0,192 (X2) + 0,196 (X3) + 0,098 (X4)

A. *Interpretation of Statistics*

a) constant βo equals to 1.230 means that if all independent variables consisting of product (X1), price (X2), place (X3) and promotion (X4), the amount is fixed then the value of the dependent variable that is the consumer's decision in purchasing watermelons is 1.230.

b) Product coefficient (β1)

The coefficient value for the product variable is 0.377 and has a positive sign that the product (X1) has a direct relationship to the purchasing decision (Y). This means that for each increase in product (X1) one unit, the purchasing decision variable (Y) will increase by 0.377 assuming that the other independent variables of the regression model are fixed.

c) Price coefficient (β2)

The coefficient value for the variable price of -0.291 and marked negative indicates that the price (X2) has a relationship that is not in the direction of the purchasing decision (Y). This means that for every increase in price (X2) of one unit, the purchasing decision variable (Y) will decrease by 0.291 assuming that the other independent variables of the regression model are fixed. This means that the lower the price, the more consumers to buy watermelons and vice versa

B. *Simultaneous Test Results (F Test)*

F test is used to determine the relationship between the independent and dependent variables, whether the product variable (X1), price (X2), place (X3) and promotion (X4) influence together on consumer purchasing decision variable (Y)

The F test results seen in Table 3 above obtained an F count of 15.315. While the F table at a significant level of 0.05% / 2 and df1 = 4 and df2 = 45, the F table value of 2.57 is obtained. The value of df 1 is the result of k-1, where k is the number of independent variables and the dependent variable is 5. While df2 is obtained from n-k, where n is the number of samples used in the regression analysis of 50 respondents. Because the calculated F value (15.315)> F table value (2.57), thus that together there is a significant influence between the marketing mix (product, price, place, and promotion of consumers decision in the purchasing watermelons at UD. Yasmin Mataram City.

C. *Results of t Test*

This test is intended to obtain the meaning of individual relationships or dependent variables; purchasing decision (Y), with independent variables (products, place prices and promotions) statistically.

The t test results seen in Table 3 above show a significant level of 0.05% / 2 and df = 45, obtained t table = ± 1.96, the results of the t test (partial) are described as follows:

1. Product variable (X1) shows the value of t arithmetic (3.193)> t table (1.96). A positive t value indicates that the product variable (X1) has a direct relationship with Y. This means that the variable X1 has a significant influence on purchasing decision (Y).
2. Price variable (X2) shows the value of t arithmetic (-1.538)> t table (-1.96). The value of negative t but is still greater than t table shows that the price variable (X2) has a unrelated relationship with Y. but the variable X2 has a significant influence on purchasing decision (Y).
3. Place variable (X3) shows the value of t arithmetic (1.624) <t table (1.96). A positive t value indicates that the place variable (X3) has a direct relationship with Y. This means that the variable X3 does not have a significant influence on purchasing decision (Y).
4. Promotion variable (X4) shows the value of t arithmetic (1,450) <t table (1,960). Positive t value indicates that the promotion variable (X4) has a direct relationship with Y. This means that the variable X4 does not have a significant influence on purchasing decision (Y).

Partially from the four marketing mix variables, only the product and price variables significantly influence consumers' decision in purchasing watermelon fruits at UD. Yasmin in Mataram, while place and promotion variables influence consumers' decision but are not significant.

The results of this study are supported by [14] research, with the research title "Effect of Marketing Mix on Purchasing Decision of Sugar by Household Consumers at Supermarkets in Karanganyar Regency". From the results of her research the effect of sugar marketing mix on purchasing decision by household consumers in supermarkets in Karanganyar Regency simultaneously has a positive effect of 30.35%. Partially the product and price variables have a significant effect on consumers' decision, while the promotion and location variables affect the purchasing decision, but not real.

Then of the four variables that most dominant influence the decision to buy watermelons at UD. Yasmin is product variable. The dominant product variable affecting consumers is caused by the availability of watermelon that is always available at UD. Yasmin, so that consumer demand is always met, and UD. Yasmin always improves quality.

The results of this study are almost the same as [15] results, where the results of the study are the most dominant product variable affecting consumers for the course in that place.

Likewise, the results of [16] research, which examined the "Effect of Marketing Mix on Purchasing Decisions of Head of Rice in Pinrang City". This study aims to analyze the effect of the marketing mix on the purchasing decision process of head rice products in the City of Pinrang. This study found that the product (rice), price, distribution and promotion channels simultaneously had a significant effect on the purchasing decision of Beras Kepala PT. Pertani (Persero) in Pinrang City as indicated by the F test, where F Calculate (377,186> F Table (246). This research also shows that rice products are the dominant variable that causes consumers to buy Beras Kepala in Pinrang City as indicated by the T test where T Count (7,889)> T Table (1,660).

D. The coefficient of determination R2 Test.

The coefficient of determination (R2) aims to find out how much the ability of the independent variable to explain the dependent variable. In SPSS output. the coefficient of determination lies in the Model Summaryb table and it says R Square. But for multiple linear regression it is better to use an adjusted R Square or written Adjusted R Square, because it is adjusted to the number of independent variables used in the study. If the coefficient of determination (R2) obtained is close to one (1), it can be said the stronger the model is in explaining the variation of the independent variable on the dependent variable [17].

TABLE IV. DETERMINATION COEFFICIENT TEST DATA (R2) AND DURBIN WATSON

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.759[a]	0.577	0.639	1.160	1.737

From the estimation results in the Table above shows the coefficient of determination (R2) of 0.639, which means that 63.90% of the marketing mix (product, price, place and promotion) can influence consumers' decisions in the purchase of watermelons at the Yasmin Trading Business in Mataram City, while the rest is 36.10% is influenced by other factors not examined in this study

E. Classic Assumption Test Results

1) Test for normality

Normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. A good regression model will have a normal data distribution or statistical data distribution on the diagonal axis of the normal distribution graph [17] To detect normality you can use graph analysis through the normal P-P plot graph. Normal or not data can be seen on the basis of decision making as follows:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the normality assumption.
2. If the data spreads far from the diagonal or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

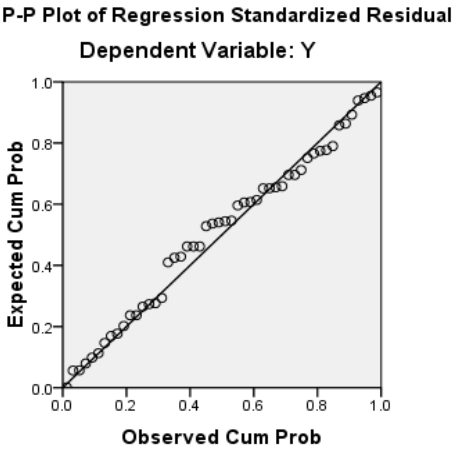

Figure 1. Normality Test Results. (Source: Primary Data Processed 2019)

The results of the normality test in Figure 1 above show that all data are normally distributed, the data distribution is around the diagonal line, so the normal assumption regression model.

2) Multicollinearity Test Results

Multicollinearity test is needed to determine whether there are independent variables that have similarities between the independent variables in a model. The similarity between independent variables will result in a very strong correlation. In addition to this test also to avoid the habit in the decision making process regarding the influence of the partial test of each independent variable on the dependent variable. If the VIF is produced between 1 - 10 then there is no multicollinearity. The output appears in Table 5 below:

TABLE V. MULTICOLLINEARITY TEST RESULTS

Variable	Collinearity Statistics	
	Tolerance	VIF
(constant)	-	-
Product	0,530	1.888
Price	0,477	2.097
Place	0,711	1.406
Promotion	0,854	1.171

Source: Data Processed 2019

Table 5; It appears that the multicollinearity test results show that the VIF values of all the independent variables in this study are smaller than 10, which means that there are no symptoms of multicollinearity.

3) Heterokedasticity Test

Heterokedastisitas test aims to determine whether the value of the variance of confounding or residual errors is constant. Heteroscedasticity test results can be seen in Figure 2 as follows

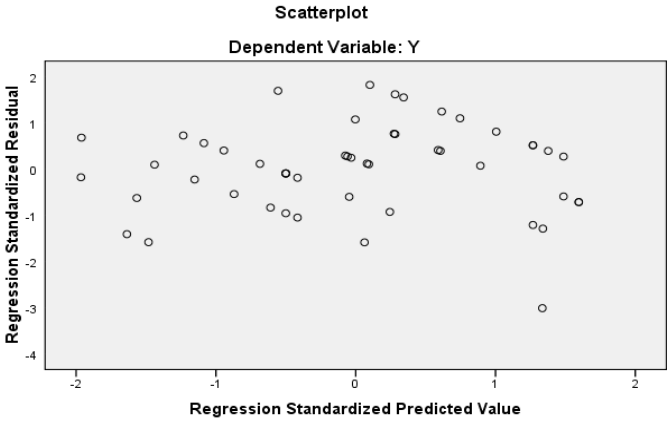

Figure 2. Scatterplot graph (Source: Primary Data Processed)

Based on the picture above it can be seen that there is no clear pattern, the points spread above and below the numbers on the Y axis. This shows there is no heteroscedasticity in the regression model. So it can be concluded that the regression model does not contain heteroscedasticity, in other words all the independent variables contained in this model have a homogeneous distribution of variants.

4) Autocorrelation Test

Autocorrelation test can be done using the Durbin Watson test, specifically by looking at the DW correlation coefficient. The way to detect the occurrence of autocorrelation by using a table in accordance with that proposed by [13], that is to say testing autocorrelation in a model aims to determine whether there is a correlation between the confounding variables in a certain period with the previous variable. To detect autocorrelation using Durbin Watson (dl and du). Criteria if du <d count <4 - du then there is no autocorrelation

From the results of the "regression summary model in Table 4, we obtained durbin-Watson (d) of 1,737. DW value of 1.737 and this value will be compared with the significance table value of 5%, the number of samples 50 (n) and the number of independent variables 4 (k), then the value of du = 1.721 is obtained. DW value of 1,737> from the upper limit (du) is 1,721 and less than (4-du) 4-1,721 = 2,279 it can be concluded that there is no positive autocorrelation in the regression model.

IV. CONCLUSIONS

Based on the results of the study, it can be concluded as follows:

1. Together, the marketing mix variable (X) influences the consumers' decision (Y) in purchasing watermelons at UD. Yasmin Kelurahan Pejeruk Ampenan, this is based on the results of the test of F Calculate (15.318)> F Table (2.57), and R2 of 63.90% marketing mix affects the purchasing decision and the remaining 36.10% is explained by other variables outside the model studied.
2. Individually, the free variable of the marketing mix:
   - The product variable (X1) significantly influences the decision to buy watermelons at UD. Yasmin Pejeruk Ampenan, this is based on the results of the T test which shows that the product variable (X1) T Count (3.293)> T Table (1.96)
   - Price variable (X2) significantly influences the decision to buy watermelon at UD. Yasmin Pejeruk Ampenan, this is indicated by T Count (-1.538)> T Table (-1.96)
   - Place variable (X3) influences but is not significant to the decision in purchasing watermelons at UD. Yasmin in Pejeruk Ampenan, this can be seen from the calculated T value (1,624) <T table (1.96)
   - The promotion variable (X4) influences but is not significant to the decision to buy watermelon at UD. Yasmin in Pejeruk Ampenan, this can be seen from the calculated T value (1,450) <T Table (1.96)
3. Product variable (X1) in the most dominant marketing mix influences the decision making on the purchase of watermelons at UD. Yasmin Kelurahan Pejeruk Ampenan. This is based on the value of t arithmetic (3.193)> t table (1.96).

V. SUGGESTION

a) Place variable also has an influence on consumers' decisions in the purchase of watermelons after product and price variables, but not significantly, therefore UD. Yasmin should continue to maintain and improve shopping comfort for consumers.

b) Promotional variable has an influence on consumers' decision in the purchase of watermelon UD. Yasmin, although not significant, is why companies are expected to increase promotions on social media and other advertising, so that information about the product is better known by consumers and can increase sales.

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