MARKETING MIX OF PROCESSED PRODUCTS FROM ROSE BASED SYRUP IN FARMING WOMEN'S GROUP NAWASENA PRODUCTION HOUSES JEMBER

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ABSTRACT

Rose farmers in Karangpring village have increased the selling value of roses through processed products made from roses. This research aims to determine the marketing mix of Farming Women's Group production houses. Nawasena produces syrup based on rose flowers. The variables analyzed include product, price, place, promotion and purchasing decisions. The data used in this research is primary data obtained from distributing questionnaires to respondents and secondary data obtained from literature studies. The data processing method uses the multiple linear regression analysis method with the help of the SPSS version 26 analysis tool. The sample in this research is consumers who have purchased products processed by the Farming Women's Group Nawasena production houses, namely syrup with a total of 85 people. The sampling technique used is quota sampling. The research results show that the marketing mix consisting of product, price, place and promotion partially or simultaneously influences purchasing decisions for processed rose-based syrup products at the Farming Women's Group production house Nawasena Jember. This shows that the marketing strategy that has been used so far has been proven to increase purchases of rose-based syrup.
Keywords : Product, Price, Place, Promotion **,** Purchasing Decision

A. INTRODUCTION

Roses are ornamental plants with thorny stems, widely planted in gardens and most often sold in flower shops as cut flowers or sprinkled flowers. This flower is prized for its beauty and aroma, and is useful and has many properties. In Indonesia we often find many harvests of roses that are only sold directly to buyers or middlemen without any processing. No one in the community uses roses as a processed food product that can increase sales value. Indonesian people themselves are still not familiar with many food preparations made from roses and are still hesitant to consume roses even though they have many benefits contained in rose petals.

This rose has a fragrant and distinctive aroma, so it is often used for various purposes, such as raw materials for the perfume, cosmetics and food industries. In Indonesia roses are widely cultivated in various regions, one of which is in Jember district, specifically Karangpring village, where most of the women's are rose farmers. Currently rose farmers are making new breakthroughs in the region by utilizing the results of rose farmers into various processed products. They formed a business group called the Farming Women's Group Nawasena Production House, which was founded in 2021.

In fact, nowadays it's not just syrup drink products, there are actually increasing numbers of products such as rose tea and rose jam. However, there are still many challenges that the Farming Women's Group Nawasena Production House must face to increase sales of its products. One of these challenges is that there are still not many local people who know and are familiar with beverage products that use processed rose flower ingredients and in fact most consumers come from outside the area itself such as Bali and Yogyakarta, as well as increasingly fierce competition for similar products from abroad country. Therefore, it is important for the Farming Women's Group Nawasena Production House to design appropriate marketing strategies and understand the factors that influence consumer purchasing decisions.

Consumer perception is how consumers view a product or brand. Consumer perceptions can be influenced by various factors, such as personal experience, information from other people and advertising. One way to achieve company goals is to know what the needs and desires of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Kotler, 2009). Seeing these conditions, to make local people interested in this product, it is necessary to conduct research on this product which aims to determine the influence of consumer interest and perception on the decision to purchase processed rose-based products at the Farming Women's Group Nawasena Production House. So that it can increase product sales and profits for the company.

The marketing mix consists of product, price, distribution and promotion. (Kotler and Armstrong 2019:58).

Product

In general, individual products are goods or services offered by companies to consumers. Products must meet the needs and desires of consumers in order to be accepted by the market. Companies must conduct market research to find out the needs and wants of consumers before developing products. There are several product indicators such as the following: Product Quality, Product Benefits, Product Display

Price

Price is the amount of money that consumers have to pay to get the product. According to Philip Kottler, price is the amount of money charged for a product or service. Price can also be interpreted as the amount of value exchanged by consumers to obtain utility or benefits from owning or using a product or service.

Price is one of the most important marketing mix elements. The price set by the company will influence the demand for the product or service. A price that is too high will make consumers reluctant to purchase the product or service, of while a price that is too low will cause the company to suffer a loss. Companies must consider factors such as production costs, competitive prices and consumer purchasing power in setting prices. In setting prices, companies need to consider several factors, including price range, price Competitiveness, matching prices to product quality.

Distribution

Distribution is an activity carried out by companies or producers to consumers with accurate time estimates. In other words, distribution activities have a role in connecting the interests of producers and consumers. Here are some distribution indicators: Product Availability, Product actionability, Customer satisfaction.

Promotion

Promotion is an activity carried out by a company to inform, persuade and remind consumers about its products. Companies can use various promotional tools, advertising techniques, sales promotion, publicity and public relations. According to Kottler and Keller (2009), sales promotion has the following indicators: Sales Frequency, Quality promotion, Promotion efficiency, Promotion time.

Consumer Perception

Consumer perception is the way consumers view a product, price, promotion or distribution. Consumer perception is also a process that makes someone select, organize and interpret the stimuli they receive into a meaningful and complete picture of their world. There are consumer perception indicators which can be grouped into several categories, namely: perception of Product Quality, Product Price Perception, Perception of Product Promotion, Perception of Product Distribution.

Purchasing decision

Purchasing decision is a mental process that consumers go through when buying and selling a product or service. This process involves various factors such as problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. William J. Stanton (2020), Purchasing decisions are the process of selecting, selecting and using goods and services to meet the needs and desires of individuals and organizations. The indicators of purchasing decisions are: a)Time for decision making, is the time needed for consumers to carry out the decision. The time for making a decision can vary, depending on the type of product being purchased, the level of consumer involvement, and the availability of information. b) Level of consumer involvement is the extent to which the consumer is interested and cares about the product to be purchased, c) Source of information used

B. RESEARCH METHODS

Data collection methods used interview techniques, distributing questionnaires and literature study.

Respondents who filled out this questionnaire were consumers of rose syrup produced by Farming Women's Group Nawasena. The questionnaire in this research was used to collect data regarding the influence of the marketing mix on the decision to purchase rose syrup.

Data collected using the Likert Scale, is the measurement scale most widely used by researchers to measure a phenomenon where respondents are asked to rank certain (preferred) preferences and give a value to the preferences. When ranked, the order starts from number 1 which indicates strongly disagree to number 5 which indicates strongly agree.

The data analysis method in this research includes several stages as follows: Data instrument test, classical assumption test and hypothesis test before carrying out Multiple Linear Regression analysis and carrying out the coefficient of determination test.

Multiple Linear Regression Analysis according to (Sugiyono, 2012) is used by researchers to predict what the condition of the dependent variable will be, if two or more independent variables as predictor factors are manipulated (increasing and decreasing their values). Multiple linear regression analysis functions to find out the influence of several independent variables on the dependent variable.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Information:
- Y = Purchase decision
- a = Constant
- X_1 = Product
- X_2 = Price
- X_3 = Promotion
- X_4 = Place
- b_1. b_2, b_3, b_4 regression coefficient of product , price, promotion, place

e = standard error

Coefficient of Determination (R^2)
The coefficient of determination (R^2) is used to measure the ability of the independent variable to explain the dependent variable. The R^2 value ranges between 0 and 1. The higher the R^2 value, the stronger the relationship between independent variables and tied variables. The formula for calculating the determination coefficient is as follows:

$$R^2 = \Sigma(Yj - \bar{Y})^2 / \Sigma(Yj - \bar{Y}m)^2$$

Information:
R^2 = Coefficient of determination
Yj = Value of the variable dependent on the j observation
$\bar{Y}$ = Average of tiered variables
$\bar{Y}m$ = Average predicted variable

Hypothesis Testing
Hypothesis testing is a method for testing a claim or hypothesis about a parameter in a population, by using data measured in a sample.
a. t - Test
The t test (partial) according to Ghozali (2018: 97) basically shows how much influence one individual variable or independent variable has in explaining the variation of the independent variable. The test was carried out using a level significance of 0.05 (α=5%) which was used to test the significance of the relationship between variable X and variable Y, whether variables X1, X2, carried out according to the following criteria:
1. If the significant value is > 0.05 then the hypothesis is rejected (the Regresi coefficient is not significant). This means that the independent variable does not have a significant influence on the dependent variable.
2. If the significant value is <0.05 then the hypothesis is accepted (significant Riegriesi coefficient). This means that the independent variables have a significant influence on the dependent variables.
b. F test
F Test (Ftest) According to Ghozali (2018: 148), the F test has the aim of testing the feasibility of the research model, namely knowing or testing whether the research model equation can be used to see the influence of tier independent variables on variable variables. If the value is significant (Sig $\leq$ 0.05), then model regresi can be used. The feasibility of this model was carried out to find out whether the simple regression model can be used to predict purchasing decisions on rose products in the Nawasena women's farming group which are influenced by the marketing mix. The test is carried out where if F count < F table, then Ho is accepted and if F count < F table then Ho is rejected.

Multiple Linear Regression Analysis
Multiple linear regresion analysis aims to find out whether there is a relationship between the independent variables and the dependent variables in this research. The results of the multiple linear regression analysis are presented as follows.

Table 1. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,307	1,108		2,082	0,041
	Product	0,347	0,171	0,185	2,024	0,046
	Price	0,684	0,190	0,347	3,596	0,001
	Place	0,530	0,206	0,217	2,576	0,012
	Promotion	0,449	0,144	0,247	3,118	0,003

Based on Table 1, the level equations form the influence of the marketing mix on the decision to purchase rose-based syrup processed products at the production house of the women farmer group Nawasena is the following.

$$Y = 2.307 + 0.347X1 + 0.684X2 + 0.530X3 + 0.449X3 + ie$$

Based on the equation above, it can be interpreted as follows.
a. Constant value
From the equation above, we get a constant value of 2.307, which means that if the values of the variables product (X1), price (X2), place (X3) and promotion (X4) are the same as zero, then the purchase decision (Y) of consumers of rose syrup is positive.
b. Product (X1)
The coefficient value of the product variable (X1) has a positive value of 0.347, which means that the better the product (X1), the more it will increase purchasing decisions, assuming price, promotion and place do not change.

c. Price (X2)

   The coefficient value of the price variable (X2) has a positive value of 0.684, which means that the better the price (X2), the more it will improve purchasing decisions, assuming product, promotion and place do not change.

d. Place (X3)

   The coefficient value of the place variable (X3) has a positive value of 0.530, which means that the better the place (X3), the more it will improve purchasing decisions. assuming product, price, promotion do not change.

e. Promotion (X4)

   The coefficient value of the promotion variable (X4) has a positive value of 0.449, which means that the better the promotion (X4), the more it will improve purchasing decisions. assuming product, price, and place do not change.

Coefficient of Determination Test

The coefficient of determination is used to measure the strength of the relationship between independent variables and dependent variables. The adjusted R square value ranges between 0 and 1. The higher the adjusted R square value, the stronger the relationship between independent variables and tied variables. The results of the coefficient of determination test are presented as follows.

Table 2. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,906[a]	0,821	0,812	2,15970

Source: Appendix 10

Based on Table 2 it can be seen that the results of the product (X1), price (X2), price (X3) and product (X4) coefficient tests on purchasing decisions (Y) show an Adjusted R Square value of 0.812, which means product (X1), price (X2) place (X3) and promotion (X4) influence the purchasing decisions (Y) Processed Rose Based Syrup at the Farmer womens group Production House. Nawasena Jember was 81.2% (0.812X100%) while the remaining 18.8% (100% - 81.2%) was influenced by other factors not used in this research.

Hypothesis Testing

t- Test

The t test aims to show how much influence one individual variable or independent variable has in explaining the variation of the dependent variable. The criterion is that if the calculated t value is > t table and the significance value is < 0.05, then the hypothesis is accepted, which means that the independent variable has a higher influence on the dependent variable, on the other hand, if t count < t table and the significance value is > 0.05, then the hypothesis is rejected, the independent variable does not have a higher influence on the variable dependence. The results of the t test are presented as follows.

Table 3. T- test result

Variabel	t_{tab}	T_{count}	Sig	Information
Product (X1)	1,990	2,024	0,046	accepted
Price (X2)	1,990	3,596	0,001	accepted
Place (X3)	1,990	2,576	0,012	accepted
Promotion (X4)	1,990	3,118	0,003	accepted

Based on Table 3 it can be seen that the results of the partial test between product (X1), price (X2) place (X3) and promotion (X4) variables regarding the purchase decision (Y) of processed rose-based products at the KWT Nawasena production house, the results include following:

a. The results of the test show the influence of the product variable (X1) on purchasing decisions (Y), the value of t count>t table (2.024>1.990) and the significance value is smaller than the significance level that has been determined (0.046<0.05) so that H0 is rejected and H1 is accepted .

b. The results of testing the influence of the variable price (X2) on purchasing decisions (Y) obtained a calculated t>t table value (3.596>1.990) and the significance value was smaller than the predetermined significant level (0.001<0.05) so that H0 was rejected. H2 was accepted.

c. The results of testing the influence of the place variable (X3) on purchasing decisions (Y) obtained a value of t count>t table (2.576>1.990) and the significance value was smaller than the predetermined significant level (0.012<0.05) so that H0 was rejected. H3 was accepted.

d. The results of testing the influence of the promotion variable (X4) on purchasing decisions (Y) obtained a value of t count>t table (3.118>1.990) and the significance value was smaller than the predetermined significant level (0.003<0.05) so that H0 was rejected. H4 was accepted.

F Test

The F test aims to find out and test the extent of the influence of an independent variable used in this research simultaneously or together to explain the dependent variable. The provisions are that if F count>F table and the significance value is less than 0.05 then the hypothesis is accepted meaning the independent variable has an effect on

the dependent variable, conversely if the F count<F table and the significance value is more than 0.05 then the hypothesis is rejected meaning the independent variable has no effect on the dependent variable . The F test results are presented as follows.

Tabel 4 F test result

Variabel	F_{Table}	F_{count}	*Sig*	Information
Product (X_1), Price (X_2) Place (X_3) and Promotion (X_4) influence on purchase decision (Y)	2,153	91,683	0,000	accepted

Based on Table 4 it can be seen that the results of the F test between the variables product (X1), price (X2) place (X3) and promotion (X4) on purchasing decisions (Y) obtained F count>F table (91.683>2.153) and the significance value is smaller from a predetermined significant level (0.000<0.05) so that it can be interpreted that the marketing mix consisting of product (X1), price (X2) place (X3) and promotion (X4) affects purchasing decisions (Y)

C. RESULT AND DISCUSSION
1. Influence of Product on Purchasing Decisions
The results of the research show that the product variable (X1) partially has a significant effect on purchasing decisions. The relationship shown by the positive regression coefficient value indicates that the better the product, the consumer purchasing decisions for processed products made from roses in the production house of the Nawasena will experience an increase. Based on the results of the variable description, it can be seen that the product variable is perceived well by consumers, this makes consumer purchasing decisions also good. This product is considered unique, thus making consumers make purchasing decisions about this product.
Based on the results of respondents' answers to the research questionnaire, it can be seen that the indicator of the product variable that received the highest assessment was regarding aroma and taste with the number of answers strongly agree and agree being 64 people (75.3%), this indicates that the majority of consumers make purchasing decisions on rose syrup from the Nawasena production house because it has a strong rose aroma. The syrup with the aroma of roses is considered unique and makes consumers' taste so popular that consumers decide to try it. The product of the Nawasena production house in the form of rose syrup is also perceived to have a very pronounced rose taste, apart from that the appearance of the syrup bottle packaging which is well designed and attractive makes consumers make the decision to purchase the product.

2. The Influence of Price on Purchasing Decisions
The research results show that the price variable (X2) partially has a significant effect on purchasing decisions as evidenced by the results of the t test which shows the calculated t value>t table (3.596>1.990) and the significance value is smaller than the predetermined significance level (0.001<0.05). The relationship shown by the positive regression coefficient value indicates that the better the price, the consumer purchasing decisions for processed rose-based products at Nawasena production house will increase. Based on the results of the variable description, it can be seen that the price variable is perceived well by consumers, this makes consumer purchasing decisions also good. The price set by the production house of Nawasena Farming Women's Group in the form of processed syrup from roses is good because it is cheap for consumers to buy, namely IDR 15,000/bottle
Based on the results of respondents' answers to the research questionnaire, it can be seen that the indicator in the price variable that received the highest assessment was regarding the suitability of price to product quality with the number of answers strongly agreeing and agreeing as many as 59 people (69.4%), this indicates that the majority of consumers do The decision to purchase rose syrup from the Nawasena production house was because the price set for the rose syrup product from the Nawasena production house was in accordance with its good quality. The product quality of rose syrup is well maintained because apart from being made from natural ingredients, namely roses, the packaging is also safe so that the contents of the syrup will be preserved until it reaches the producers. The rose syrup produced by Nawasena Women Farming Group is also perceived as affordable and price competitive with other brands of syrup. The results of this research show that price influences purchasing decisions.

3. Influence of Place on Purchasing Decisions
The research results show that the place variable (X3) partially has a significant effect on purchasing decisions as evidenced by the results of the t test which shows the calculated t value> ttabiel (2.576> 1.990) and the significance value is smaller than the predetermined significance level (0.012 <0.05) . The relationship shown by the positive regression coefficient value indicates that the better the place, the consumer purchasing decisions for processed rose-based products at the Nawasena production house will increase. Based on the results of the variable description, it can be seen that the place variable is perceived well by consumers, this makes consumer purchasing decisions also good. The location of the Nawasena Jember production house is good because it is easy for consumers to find and is close to the product marketing area.
Based on the results of respondents' answers to the research questionnaire, it can be seen that the indicator in the location variable that received the highest assessment was the distance to the market with the number of answers strongly agreeing and agreeing as many as 59 people (69.4%), this indicates that the majority of consumers make purchasing decisions on rose syrup from the Nawasena production house because the production site is located close to the product marketing area, namely the market and the city. Placing a production location close to the marketing

area means that the company will not need expensive distribution costs which can cause product prices to increase or rise too high. The location of the Nawasena production house is in Karangpring village, Sukorambi District, which is close to the city center, making production costs and transportation easy.

4. Effect of Promotion on Purchasing Decisions

The results of the research show that the promotion variable (X4) partially has a significant effect on purchasing decisions. The relationship shown by the positive regression coefficient value indicates that the better the promotion, the consumer purchasing decisions for processed rose-based products at the Nawasena production house will increase. Based on the results of the variable description, it can be seen that the promotion variable is perceived well by consumers, this makes consumer purchasing decisions also good. The promotions carried out by the Nawasena production house are varied, starting from direct promotions by opening bazaar stands to several community activities such as CFDs as well as marketing via social media such as WhatsApp, Facebook and Instagram.

Based on the results of respondents' answers to the research questionnaire, it can be seen that the indicator in the promotional variable that received the highest assessment was regarding social media with the number of answers strongly agreeing and agreeing as many as 63 people (74.1%), this indicates that the majority of consumers make purchasing decisions on syrup. roses from the Nawasena Jember production house due to sales promotions carried out through social media. Social media is a good place for promotion because it can reach a wide range of consumers. Apart from that, the cheap and easy use of social media means that the information conveyed by the company will quickly become known to consumers\en. Promotion is carried out through event activities by selling directly to consumers and relationships, namely by word of mouth from one person to another regarding the uniqueness and superiority of rose syrup makes consumers make decisions to purchase this product.

5. Influence of Marketing Mix on Purchasing Decisions

The research results show that the marketing mix variables consisting of product (X1), price (X2), place (X3) and promotion (X4) simultaneously have a significant effect on purchasing decisions (Y). The relationship shown by the positive regression coefficient value indicates that the better the product, price, place and promotion, the consumer purchasing decisions for processed rose-based products at the Nawasena Jember production house will experience an increase. The marketing mix needs to be done as a series of marketing actions that the company uses to achieve marketing goals. These tools are interconnected and influence each other, so they need to be considered carefully so that the implementation of the company's marketing strategy can be successful. The marketing mix carried out by the Nawasena production house includes creating a unique product in the form of rose syrup, setting an affordable and competitive price, namely IDR 15,000/bottle, determining a production location close to the city, namely around 12.6 km and intensive promotion through sales. directly or via social media. Based on the results of respondents' answers to the research questionnaire, it can be seen that the marketing strategy carried out by the Nawasena production house is good, especially in product strategy because the product produced is unique, has a strong rose taste, a fragrant aroma and the product is packaged attractively.

D. CONCLUSION

Based on the results of research on the marketing mix and purchasing decisions, the conclusions from this research include the following.

a. Product partially has a significant influence on the decision to purchase processed rose-based products at the Women Farming Group Nawasena Jember production house. Products consisting of quality indicators of taste, aroma and appearance of the product are perceived well, thus encouraging consumer purchasing decisions.

b. Price partially has a significant influence on the decision to purchase processed rose-based products at the Women Farming Group Nawasena Jember production house. Price, which consists of indicators of price affordability, price competitiveness and suitability between price and product quality, is perceived as good, thus driving consumer purchasing decisions.

c. Place partially has a significant influence on the decision to purchase processed rose-based products at the Women Farming Group Nawasena Jember production house. Place, which consists of transportation network indicators and distance to market, is perceived as good, thus guiding consumer purchasing decisions.

d. Promotioin partially has a significant effect on the decision to purchase processed rose-based products at the Women Farming Group Nawasena Jember production house. Promotions consisting of event indicators, social media and relationships are perceived well so that they encourage consumer purchasing decisions.

e. The marketing mix consisting of product, price, place and promotion simultaneously has a significant influence on purchasing decisions for processed rose-based products at the Women Farming Group Nawasena Jember production house.

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