



**THE ANALYSIS OF MARKETING MIX STRATEGY ANALYSIS TO IMPROVE
POTENTIAL CONSUMERS (CASE STUDY ON AMANDA BROWNIES
CUSTOMERS IN SALATIGA)**

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Abstract

This study aims to determine the effect of the Marketing Mix variable on increasing Potential Consumers (Case Study of Amanda Brownies, Salatiga). The variables used in this study consist of independent variables, namely Product (X1), Price (X2), Place (X3), Promotion (X4), and Physical Evidence (X5) variables and the dependent variable is Potential Consumer (Y). The sample of this study is 96 respondents. Data collection techniques use questionnaire. The research findings the product has a significant positive effect on increasing potential consumers, price had a significant positive effect on increasing potential consumers, place has a significant positive effect on increasing potential consumers, promotion has a positive and significant effect on increasing sales volume and physical evidence has a positive and significant

Keywords: Product, Price, Place, Promotion, Physical Evidence, Potential Consumers.

INTRODUCTION

In the digital industrial revolution 4.0 today, a person is faced with rapidly changing situations and conditions. Such a situation illustrates the rapid development of technology with the presence of increasingly sophisticated information flow traffic networks. That way, one is required to be able to adapt to all the changes and developments of the times. One of the things that is urgent is the mastery of information technology so that it is not left behind by the progress of an increasingly innovative era. Likewise with food products that are widely sold everywhere. A restaurant must experience change for follow development This, start from implement strategies to attract new customers and retain customers which Already There is so that become customer loyal.

The food has occupied the top position in fulfilling human needs, so that food problems are categorized as primary needs. For that reason, humans cannot let go of their need to eat,

because only by eating can humans sustain life. It can be said that the marketing concept in this modern era has entered the information system-based stage. Therefore, every company is required to have high responsiveness to the needs and desires of consumers. Consumers are the top priority for the company. Consumers are getting smarter in choosing and determining their needs and desires through various choices and considerations supported by the digital world which is full of various information that is easy to obtain.

Consumers have many expectations in meeting their needs and of course require the best service to satisfy their desires from the products/services offered. Consumers will pay attention to the service they receive from various points of view, so that their experience will broaden in line with the increasing variety of increasingly complex needs. Marketing or marketing is an activity of identifying and fulfilling human and social needs (Kotler & Keller, 2009: 5).

A profitable business exists through personal and social needs, due to the company's ability to read information about business opportunities. Marketing is very important for business people in marketing their products and services that are oriented to meeting needs in achieving consumer satisfaction. The modern marketing concept requires companies to move more effectively than their competitors in creating, delivering, and communicating value to the target market (target market) of selected customers (Tjiptono, 2007). Marketing that prioritizes consumer satisfaction gives rise to positive responses, namely the occurrence of repeat purchases, and the occurrence (mouth to mouth advertising) recommending other consumers to buy the same product.

Through marketing efforts in the process of disseminating positive information, it will bring multiple profits for producers (Alma, 2000). Likewise with marketing activities that require companies to face various problems. How to market their products to meet the needs and desires of consumers whose culture is increasingly instantaneous. Conditions like this are impossible to ignore, but how then should companies plan marketing strategy steps that can be implemented according to the target. That way the company needs to find the best solution that can overcome these problems.

Based on the Regulation of the Minister of Trade of the Republic of Indonesia (Permendag RI) Number 71 of 2019 concerning the Implementation of Franchising, it is stated that the definition of franchising is a special right owned by an individual or business entity over a business system. With the characteristics of a business in the context of marketing goods or services that have been proven successful and can be used by other parties based on a franchise agreement. One company that uses the franchise concept which can be interpreted as special rights owned by a person or business entity to a business system with business characteristics in order to market goods/services with a franchise agreement is Amanda Brownis.

Amanda Brownies which is located on Jalan Diponegoro Salatiga is a branch from Bandung that has spread its wings by opening branches in almost all major cities in Indonesia. Some of these Brownies innovations from Amanda are very varied and adjust to consumer tastes and interests. So that almost all products offered can always be accepted and favored by consumers. One form of marketing strategy that can be used by marketers is a strategy that is often called the marketing mix which includes the 4Ps listed above, namely product, price, promotion, place according to Mardani (2015).

In marketing, there is the term marketing mix. The marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is called the 4Ps such as; product, price, place, and promotion (Kotler, 2003). From this definition it can be concluded that marketing mix is a combination of four variables (product, price, place, promotion) which are the core of the company's marketing and can be controlled by the company as effectively as possible. The first factor in the marketing mix is the product. Products are a form of service organization offering aimed at achieving organizational goals through satisfying customer needs and desires (Tjiptono, 2015).

The second factor in the marketing mix is price. Price plays a strategic role in marketing. If the price is too high, then the product in question will be difficult to reach by certain target markets. Price is an element of the marketing mix that is flexible, meaning that it can be changed quickly (Tjiptono, 2015). Then the third factor in the marketing mix is where to reach the target market. Place relates to all decisions in bringing the "right" product to the target market area. Products can reach customers through distribution channels. (Cannon, Perreault, & McCarthy, 2008). The fourth factor in the marketing mix is promotion. According to Muala & Qurneh (2012) promotion is an important part of business and is an integral part of the overall marketing process. In the food business, one of the most effective promotions is positive word of mouth. When consumers have tasted delicious food, there is a possibility that these consumers will recommend other consumers to eat at that place.

Nirwana (2004) Physical Evidence (Physical Appearance) is "supporting facilities are part of service marketing which has a fairly important role. Because services delivered to customers often require supporting facilities in delivery. This will further strengthen the existence of these services. Because with the existence of physical supporting facilities, the service will be understood by customers. A marketing strategy that has major implications for success in gaining market share. Factors in the service marketing mix consisting of product, price, promotion, process, physical evidence, and location are the main considerations in deciding the right strategy in offering products to the public (Tjiptono, 2015).

From the research of Ida Hidayah (2015), Wiwik Budiawan (2019), Forijati and Ridwan (2020), and Noval Pratama (2020) The variables price, place, promotion, and product have a positive and significant influence on purchasing decisions. Meanwhile, Nurmi's research (2015) based on the results of the study showed that there was a partial positive and significant effect on the product (X1), price (X2), place (X3), and public opinion (X5) variables, but had no effect and was not significant on the promotion variable (X4) and political power variable (X6) on purchasing decisions for Chicken Egg Nuts products. For Hana Catur's research (2018) distribution and price have a significant positive effect on ceramic sales, while products have a negative effect on ceramic sales

Therefore, based on the background above, the authors want to conduct research with the title: "The Analysis Of Marketing Mix Strategy To Increase Potential Consumers (Case Study Of Amanda Brownies Salatiga)".

METHODS

This research was conducted in the of Salatiga and the population in this study were all Amanda Brownies customers in the of Salatiga. The sampling technique used in this

research is accidental sampling. That is accidental sampling by taking cases or respondents who happened to be available or available somewhere according to the research context. the author uses a sampling technique that is determined by using the Rao Ancient formula (Margiyanto, 2013). The number of samples was determined as 96 respondents. The data collection method used a questionnaire, where respondents answered using a Likert scale, namely 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly agree).

RESULT AND DISCUSSION

The explanation of the results of the t test for each independent variable is as follows:

Products (X₁)

The results of the t-test statistics for the product variable obtained a t-value of 2.098 with a significance level of 0.039, because t-count was $2.098 > t\text{-table } 1.6608$; a significance greater than 0.05 ($0.039 < 0.05$) and the regression coefficient has a positive value of 0.198; then the first hypothesis which states that "Product has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, Salatiga)" is proven.

Prices (X₂)

The statistical results of the t test for the price variable obtained a tcount of 2.922 with a significance level of 0.004, because tcount was $2.922 > t\text{table } 1.6608$; the significance is less than 0.05 ($0.004 < 0.05$) and the regression coefficient has a positive value of 0.220; then the second hypothesis which states that "Price has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies of Salatiga)" is proven.

Places (X₃)

The results of the t test statistic for the place variable obtained a tcount of 1.841 with a significance level of 0.044, because tcount $1.841 > t\text{table } 1.6786$; smaller significance of 0.05 ($0.044 < 0.05$) and the regression coefficient has a positive value of 0.132; then the third hypothesis which states that "Place has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies of Salatiga)" is proven.

Promotions (X₄)

The results of the t-test statistic for the promotion variable obtained a tcount of 2.408 with a significance level of 0.018, because tcount is $2.408 > t\text{table } 1.6786$; the significance is less than 0.05 ($0.018 < 0.05$) and the regression coefficient has a positive value of 0.191; then the fourth hypothesis which states that "Promotion has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies of Salatiga)" is proven.

Physical Evidence (X₅)

The statistical results of the t test for the physical evidence variable obtained a tcount of 2.617 with a significance level of 0.010, because tcount is $2.617 > t\text{table } 1.6786$; the significance is less than 0.05 ($0.010 < 0.05$) and the regression coefficient has a positive value of 0.208; then the fifth hypothesis which states that "Physical Evidence has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, Salatiga)" is proven.

Test Appropriateness Model (Test F)

The model feasibility test shows whether the regression model is fit for further processing.

The explanation of the results of the model feasibility test is as follows:

Table 1.1 Model Feasibility Test (F Test)
ANOVA^b

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	91,818	5	18,364	21,706	.000 ^a
	residual	76,141	90	.846		
	Total	167,958	95			

Predictors: (Constant), Physical Evidence, Promosi, Price, Produk, Place

a. Dependent Variable: Consumers Potential

Source: Data Processing 2021.

From the table above the test results obtained are Fcount 21.706 and Sig 0.000a, because Fcount is 21.706 > from Ftable 2.32 and significance is 0.000 < 0.05. If the Fcount > Ftable and the significance value is less than 0.05 (sig < 0.05). So it can be concluded that the results of the study have a significance of 0.000 ≤ 0.05, so there is a suitability of the independent variables to the dependent variable.

Coefficient of Determination (R²)

Table 2. The coefficient of determination (R²)
Summary models

Model	R	R Square	Adjusted Square	std. Error of the Estimates
1	0.739 ^a	0.547	0.521	0.920

a. Predictors: (Constant), Physical Evidence, Promotion, Price, Produk, Place

Source: Data Processing 2021

Based on table 4.14 above, it can be seen that the coefficient of determination (R²) is 0.521. From this value it can be interpreted that 52.10% can increase potential consumers (Case Study of Amanda Brownies of Salatiga) can be explained by the variables Product, Price, Place, Promotion and Physical Evidence while the remaining is (100% - 52.10% = 47.90%) is explained by other factors that are not included in this model.

DISCUSSION

1. Analysis strategy product to increase potential consumers

The results of the t-test statistics for the product variable obtained a t-value of 2.098 with a significance level of 0.039, because t-count was 2.098 > t-table 1.6608; the significance is

greater than 0.05 ($0.039 < 0.05$) and the regression coefficient has a positive value of 0.198. So the results of this study found that the product has a significant positive effect on increasing potential consumers.

These results are in accordance with Nurmi's research (2015) which states that the product variable has a positive and significant influence on the Purchase Decision for Chicken Egg Nut Products at PT. Cahaya Anugrah Sentosa in Makassar, because the research results are positive but not significant.

According to Kotler (2002: 448) product is anything that can be offered to the market to get attention, use, or consumption that can meet activities or needs, it includes physical objects, services, people, places, organizations and ideas. we can see that a product is something that is seen as a way to satisfy consumers as buyers and is the basis of an activity within a company.

2. Analysis strategy price to increase consumer potential

The statistical results of the t test for the price variable obtained a t count of 2.922 with a significance level of 0.004, because $t_{count} = 2.922 > t_{table} = 1.6608$; the significance is less than 0.05 ($0.004 < 0.05$) and the regression coefficient has a positive value of 0.220. So the results of this study found that price had a significant positive effect on increasing potential consumers.

The results of this study are in line with research conducted by Hana Catur (2018), Mifthahul Jannah (2019), which shows that the price variable has the effect of increasing consumer buying interest in nozy juice products in Banda Aceh.

The definition of price according to Gitosudarmo (2000: 228) price is the amount of money needed to obtain a certain amount of goods and services or a combination of both. Meanwhile, according to Assauri (2004: 223), price is the only marketing mix element that generates sales revenue, while the other elements are only cost.

3. Analysis strategy Place to increase potential customers

The results of the t test statistic for the place variable obtained a tcount of 1.841 with a significance level of 0.044, because $t_{count} = 1.841 > t_{table} = 1.6786$; the significance is less than 0.05 ($0.044 < 0.05$) and the regression coefficient has a positive value of 0.132. So the results of this study found that place has a significant positive effect on increasing potential consumers.

The results of this study are directly proportional to Forijati and Ridwan's research (2020) entitled "Marketing Mix Analysis in Increasing the Number of Buyers of Mbok Moro Geprek Chicken in Kediri" which shows that the place variable has a significant positive effect on increasing the number of buyers of Mbok Moro Geprek Chicken in Kediri.

The location of the service used in supplying services to customers in seven is a key decision. The decision about the location of the service used can involve consideration of where to provide customer services.

4. Analysis strategy promotion to increase potential consumers

The results of the t-test statistic for the promotion variable obtained a tcount of 2.408 with a significance level of 0.018, because tcount 2.408 > ttable 1.6786; the significance is less than 0.05 (0.018 < 0.05) and the regression coefficient has a positive value of 0.191. So the results of this study found that promotion had a significant positive effect on increasing potential consumers. The results of this study support research conducted by Noval Pratama (2020) and Firna MA Poluan's research (2019) that promotion has a positive and significant effect on increasing sales volume.

According to Daniel (2001: 58) "communication promotion from marketers who persuade and remind potential buyers of a product in order to influence their opinion or obtain a response". Meanwhile, promotion according to Gitosudarmo (2000: 237) states that promotion is an activity that is proposed, to influence consumers so that they are familiar with the products offered by the company to them and then become happy and then buy the product.

5. Physical evidence strategy analysis to increase consumers potential

The statistical results of the t test for the physical evidence variable obtained a tcount of 2.617 with a significance level of 0.010, because tcount is 2.617 > t table 1.6786; the significance is less than 0.05 (0.010 < 0.05) and the regression coefficient has a positive value of 0.208. So the results of this study found that work discipline has a significant positive effect on job promotion.

The results of this study support research conducted by Ida Hidayah (2015) and Mifthahul Jannah's research (2019) that physical evidence has a positive and significant effect on increasing consumer buying interest. according to Nirwana (2004; 47) "supporting facilities are part of service marketing which has quite an important role. Because services delivered to customers often require supporting facilities in delivery. This will further strengthen the existence of these services. Because with the existence of physical supporting facilities, the service will be understood by customers.

CONCLUSSION AND RECOMMENDATION

Based on the results of the data analysis that has been carried out on all the data obtained, it can be concluded that the product has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, latiga). This can be proven from the t count of 2.098 ($n > t$ table) with a significance value of 0.039 which is less than 0.05, and the regression coefficient has a positive value of 0.198. Price has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, Salatiga). This can be proven from the t count of 2.922 ($n > t$ table) with a significance value of 0.004 which is less than 0.05, and the regression coefficient has a positive value of 0.220. Place has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, Salatiga). This can be proven from the t count of 1.841 ($n > t$ table) with a significance value of 0.044 which is less than 0.05, and the regression coefficient has a positive value of 0.132. Promotion has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, Salatiga). This can be proven from the t count of 2.408 ($n > t$ table) with a significance value of

0.018 which is less than 0.05, and the regression coefficient has a positive value of 0.191. Physical Evidence has a significant positive effect on increasing potential consumers (Case Study of Amanda Brownies, Salatiga). This can be proven from the t count of 2.617 ($n > t_{table}$) with a significance value of 0.010 which is less than 0.05, and the regression coefficient has a positive value of 0.208.

Recommendation

Research on marketing mix and potential consumers in the future is expected to be able to provide higher quality research results, taking into account the suggestions below: For Distributors of Amanda Brownies in Salatiga, it is recommended to be communicative and always interact with consumers in order to maintain Product, Price, Place, Promotion and Physical Evidence, for example, always keeping prices in accordance with quality, increasing product innovation itself, convenience in the buying and selling process, providing promos that are profitable for both parties, and beautifying the shop interior so that it is comfortable for various parties.

As for future researchers, they should add other independent variables and other factors to get more complete and accurate results related to marketing management. For example, by practicing selling directly or researching e-commerce that is on the rise.

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