ANALYSIS OF THE RELATIONSHIP OF MARKETING MIX TO SALES TURNOVER AND NUMBER OF BUYERS IN THE SMALL AND MEDIUM INDUSTRIES OF SNACK FOOD PRODUCTS, CIAMIS DISTRICT

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ABSTRACT

The aim of this research was to investigate the correlation between marketing mix variables and both sales revenue and the number of buyers. The findings from the correlation test indicate that all marketing mix variables exhibit a significantly positive correlation with sales revenue and the number of buyers, with the exception of the promotion variable, which shows a positive correlation but lacks statistical significance in relation to sales revenue. The utilization of an effective marketing mix enables the company to boost sales revenue and attract more buyers. This is evident in the positive and statistically significant correlation observed between all marketing mix components and the increasing number of buyers, emphasizing the role of marketing strategies in enhancing corporate sales revenue. The results, with a substantial correlation coefficient of 0.499, affirm that a higher level of marketing efforts correlates with an augmented number of buyers, thereby contributing to increased sales revenue. The descriptive analysis underscores the continued significance of local and regional markets in promoting junk food products in Ciamis regency. To foster the growth of the junk food industry, there is a need to strengthen local markets, potentially by revamping traditional markets with efficient wholesale or retail facilities to enhance their appeal. Furthermore, integrating the marketing of junk food with Ciamis District as an appealing Tourism Destination Object could offer additional opportunities for the industry's development.

Keywords: marketing mix , omzet , the buyer.

1. INTRODUCTION

The marketing mix is an important factor for a company because it aims to increase sales turnover and obtain maximum profits. In achieving this goal, there are many obstacles and challenges faced by companies, including companies competing and competing fiercely to be able to grab market share and find as many consumers as possible. To face this competition, companies must carry out various appropriate methods and strategies so that their production results can be accepted by the public by providing satisfaction value to customers. To achieve this satisfaction value, companies need a price, product, distribution and promotion strategy which is called the Marketing Mix.

2. LITERATURE REVIEW

The marketing mix applied to each type of product will be different from one another, so that sales and profits can be maximized if the marketing mix is in accordance with the company's offerings. There are four pillars that management must pay attention to when marketing their products, namely the characteristics of the product they want to make (product), the price they want to set (pricing), how to distribute the product to customers (placing) and how to stimulate potential customers to buy the product (promotion).

1. Product

   According to Kotler and Armstrong, a product is: "Everything offered to the market for attention, ownership, use, or consumption that can satisfy a want."

2. Price

   Determining the price for a product is very important to achieve goals, including: maximizing sales, controlling competition and maintaining market share. Price is the only element in the marketing mix that produces costs and price is the amount of money needed to get a number of goods and customers.

3. Place

   Distribution places or channels are distributors or distributors whose activities are to convey goods and services from the hands of producers to the hands of consumers. The most basic thing in a placing strategy is the method that best allows the product to be accessed by potential customers.

4. Promotion

   Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing their products. The aim of promotion is to gain attention, educate, remind and convince consumers to want to buy the product offered by the seller. The meaning of promotion is a one-way flow of persuasive information created to direct a person or group towards actions that create exchange in

marketing.

The promotion mix includes advertising, personal selling, public relations and publicity, sales promotion and direct marketing which are part of the marketing stimulus which is a variable that can be controlled by the company.

3. RESEARCH METHODS

3.1. Identification of Research Variables

In this research, there are two variables that are the object of research, namely:

1. Independent Variable or Variable X

    The independent variable in this research is the marketing mix (X1 = product, X2 = price, X3 = promotion, X4 = place) carried out by snack food companies.

2. Dependent Variable or Variable Y

    The dependent variables here are sales turnover and number of buyers.

In this writing, the author took the population of snack food companies in Ciamis Regency. Meanwhile, the sample that will be studied and selected in this research is based on a sampling technique using purposive sampling, namely 29 snack food companies in Ciamis Regency.

4. RESULTS AND DISCUSSION

The analysis technique used is a regression analysis technique using the "Pearson Product Moment Coefficient of Correlation" method. The descriptive statistical analysis tool used is the average and standard deviation of turnover and number of buyers. The average value shows the tendency for the value of a variable to concentrate, while the standard deviation shows how far the value of a variable deviates from its average value. The formula used to calculate the average and standard deviation is as follows (Walpole, 1995).

$$\bar{x} = \frac{\sum_{i=1}^{n} x_i}{n} \qquad s = \sqrt{\frac{\sum_{i=1}^{n} (x_i - \bar{x})^2}{n-1}}$$

where xi is the value of sales turnover and number of buyers for company i and n is the number of sample companies.

Meanwhile, inferential analysis is used to propose the hypothesis proposed in this research, the inferential tool consists of:

1. Simple Correlation Coefficient (r), namely to assess the relationship between turnover and number of buyers (Y) on the marketing mix (X). The simple correlation coefficient is formulated as follows (Walpole, 1995):

$$r_{xy} = \frac{\sum XY}{\sqrt{\left(\sum X^2 Y^2\right)}}$$

Where ;
r xy = Correlation coefficient between variable X and variable Y
X   =   (Xi – Installment-Instalment X)
Y =   (Yi–Rata-Rata Y)

$$r_{xy} = \frac{n\sum_{i=1}^{n} x_i y_i - \left(\sum_{i=1}^{n} x_i\right)\left(\sum_{i=1}^{n} y_i\right)}{\sqrt{\left[n\sum_{i=1}^{n} x_i^2 - \left(\sum_{i=1}^{n} x_i\right)^2\right]\left[n\sum_{i=1}^{n} y_i^2 - \left(\sum_{i=1}^{n} y_i\right)^2\right]}}$$

Where :
r xy =   Correlation coefficient between marketing mix and turnover and number of buyers
AND =   Marketing mix
X   =   sales turnover
n   =   Many snack companies

2. Simple Coefficient of Determination (r²). The simple coefficient of determination is equal to the square of the correlation coefficient (r²). This coefficient is called the determining coefficient, because the variance that occurs in the dependent variable, in this case turnover and number of buyers or Y, can be explained through the variance that occurs in the independent variable, namely the marketing mix. The coefficient of determination is formulated as follows:

KD = r²
r = √r²
Where ;
KD = Coefficient of determination
simple
r =Correlation coefficient
simple

3. To test whether there is a relationship between the marketing mix and turnover and number of buyers, a statistical test is used, namely by calculating the t value with the following formula.

$$t = r\sqrt{\frac{n-2}{1-r^2}}$$

Where :
r = simple correlation coefficient
n = number of samples

4.1. HYPOTHESIS TEST DESIGN

After determining the data analysis technique, the hypothesis test design is then carried out to test the hypothesis proposed in the research design, whether the statistical values can be generalized to the population. In this study a level of 5% was used. Hypothesis testing is carried out through the following formulation:

1. Ho = There is no correlation between the marketing mix (product) and turnover and number of buyers.
   H1 = There is a correlation between the marketing mix (product) on turnover and the number of buyers.
   The two hypotheses are formulated in the following form.
   To = d = 0
   H1 = d ≠ 0
2. Ho = There is no correlation between the marketing mix (price) and turnover and number of buyers.
   H1 = There is a correlation between marketing mix (price) and turnover and number of buyers.
   The two hypotheses are formulated in the following form.
   To = d = 0
   H1 = d ≠ 0
3. Ho = There is no correlation between the marketing mix (promotion) and turnover and number of buyers.
   H1 = There is a correlation between the marketing mix (promotion) and turnover and number of buyers.
   The two hypotheses are formulated in the following form.
   To = d = 0
   H1 = d ≠ 0
4. Ho = There is no correlation between the marketing mix (distribution) and turnover and number of buyers.
   H1 = There is a correlation between marketing mix (distribution) and turnover and number of buyers.
   The two hypotheses are formulated in the following form.
   To = d = 0
   H1 = d ≠ 0
5. Select a certain level of significance and determine the sample size. The confidence level is 95% ($\square$= 5%), and the sample size is large.
6. Determine the measurement technique used or appropriate test statistics, as a basis for the test procedure.
7. Hypothesis testing is rejected or accepted using the z table and seen from the number of respondents or by using the formula (n-2), which is infinite, so looking at the z table the value is 1.96.

On the basis of the sample statistical values, a decision is taken to determine whether Ho is accepted or rejected. If Ho is accepted, then it is the same as H1 being rejected. Conversely, if Ho is rejected, it means that H1 is accepted. Ho is rejected if the calculated z value is greater than the table z value (1.96).

In terms of the marketing mix, especially products, generally the majority of respondents agree that the products they offer must have a diversity of types. This can be seen from the results of respondents' answers which can be seen in Table 1. The results of the field survey show that in one company they generally produce several kinds of products in terms of type, taste and packaging size.

Table 1. Recapitulation of Respondents' Answers for Marketing Mix (Products): Products Offered Must Have a Diversity of Types

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	TS	3	10.3	10.3	10.3
	R	2	6.9	6.9	17.2
	S	15	51.7	51.7	69.0
	SS	9	31.0	31.0	100.0
	Total	29	100.0	100.0	

Companies that produce snacks in Ciamis Regency must improve the quality of their products more because there are still high levels of complaints from their customers. This can be seen from the results of respondents' answers which can be seen in Table 2.

Table 2. Recapitulation of Respondents' Answers for Marketing Mix (Product): Product Quality Often Gets Complaints from Customers

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	ST	5	17.2	17.2	17.2
	R	7	24.1	24.1	41.4
	S	9	31.0	31.0	72.4
	SS	7	24.1	24.1	96.6
	ST	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

In terms of packaging, the majority of respondents stated that the products they produce already have attractive packaging, although there are still quite a lot of people who feel unsure about the packaging of the products they produce. This can be seen from the respondents' answers which can be seen in Table 3.

Table 3. Recapitulation of Respondents' Answers for Marketing Mix (Product): Attractive Product Packaging

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	TS	5	17.2	17.2	17.2
	R	5	17.2	17.2	34.5
	S	16	55.2	55.2	89.7
	SS	3	10.3	10.3	100.0
	Total	29	100.0	100.0	

The level of flexibility of snack food entrepreneurs in Ciamis Regency in serving their customers, especially regarding guarantees for returning damaged goods, is relatively high. This can be seen from the respondents' answers which can be seen in Table 4.

Table 4. Recapitulation of Respondents' Answers for Marketing Mix (Product): Guaranteed Return of Goods if Damaged

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	1	3.4	3.4	3.4
	TS	1	3.4	3.4	6.9
	R	6	20.7	20.7	27.6
	S	16	55.2	55.2	82.8
	SS	5	17.2	17.2	100.0
	Total	29	100.0	100.0	

In terms of the marketing mix, especially price, generally most respondents agreed that they need to provide discounts to customers who make certain purchases and quantities. This can be seen from the results of respondents' answers which can be seen in Table 5.

Table 5. Recapitulation of Respondents' Answers to Marketing Mix (Price): The Need for Companies to Provide Price Discounts in Certain Purchase Quantities

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	1	3.4	3.4	3.4
	TS	3	10.3	10.3	13.8
	R	8	27.6	27.6	41.4
	S	16	55.2	55.2	96.6
	SS	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

Most snack entrepreneurs in Ciamis Regency also provide relief to their customers by making purchases on credit. This can be seen from the respondents' answers which can be seen in Table 6. The combination of the strategy of providing discounts and providing credit to customers will certainly increase the level of customer trust in the business they are involved in.

Table 6. Recapitulation of Respondents' Answers for Marketing Mix (Price): Company Provides Facilities and Certain Customers by Purchasing on Credit

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	3	10.3	10.3	10.3
	TS	2	6.9	6.9	17.2
	R	11	37.9	37.9	55.2
	S	10	34.5	34.5	89.7
	SS	3	10.3	10.3	100.0
	Total	29	100.0	100.0	

In terms of the marketing mix, especially promotion, generally the majority of respondents agreed that they need to take part in exhibitions in an effort to market the products they produce. This can be seen from the results of respondents' answers which can be seen in Table 7.

Table 7. Recapitulation of Respondents' Answers for Marketing Mix (Promotion): The Need for Companies to Participate in Exhibitions in Marketing Products

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	2	6.9	6.9	6.9
	TS	2	6.9	6.9	13.8
	R	3	10.3	10.3	24.1
	S	15	51.7	51.7	75.9
	SS	7	24.1	24.1	100.0
	Total	29	100.0	100.0	

From the exhibition activities carried out, the majority of respondents agreed that the exhibitions they participated in could increase product sales. This can be seen from the results of respondents' answers which can be seen in Table 8.

Table 8. Recapitulation of Respondents' Answers for Marketing Mix (Promotion): Participating in Exhibitions Can Increase Product Sales

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	1	3.4	3.4	3.4
	TS	2	6.9	6.9	10.3
	R	9	31.0	31.0	41.4
	S	11	37.9	37.9	79.3
	SS	6	20.7	20.7	100.0
	Total	29	100.0	100.0	

Still in terms of the marketing mix, especially promotion, generally most respondents agreed that they need to advertise the products they produce through mass media. This can be seen from the results of respondents' answers which can be seen in Table 9.

Table 9. Recapitulation of Respondents' Answers for Marketing Mix (Promotion): The Need for Companies to Advertise Products through Mass Media

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	3	10.3	10.3	10.3
	TS	1	3.4	3.4	13.8
	R	8	27.6	27.6	41.4
	S	15	51.7	51.7	93.1
	SS	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

In carrying out promotions, generally most respondents agree that the information from the promotions they carry out must be able to be understood by their customers so that the message they want to convey can be well received by customers so that it is hoped that it can increase the number of sales. This can be seen from the results of respondents' answers which can be seen in Table 10.

Table 10. Recapitulation of Respondents' Answers for Marketing Mix (Promotion): Promotions Delivered Must Be Understandable by Customers

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	TS	2	6.9	6.9	6.9
	R	3	10.3	10.3	17.2
	S	15	51.7	51.7	69.0
	SS	9	31.0	31.0	100.0
	Total	29	100.0	100.0	

From the promotional activities they carried out, most respondents agreed that promotions were useful in increasing sales turnover. This can be seen from the results of respondents' answers which can be seen in Table 11.

Table 11. Recapitulation of Respondents' Answers for Marketing Mix (Promotion): Promotion is Beneficial in Increasing Sales Turnover

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	TS	1	3.4	3.4	3.4
	R	11	37.9	37.9	41.4
	S	16	55.2	55.2	96.6
	SS	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

In terms of the marketing mix, especially distribution, generally the majority of respondents agree that their company's location should be easy to reach for customers, although there are still quite a lot of companies who still doubt whether their location is easily accessible to their potential customers. The results of the field survey also showed that several companies were located several hundred meters from the road so it was quite difficult to reach them, especially in distribution activities for the products they produced. This can be seen from the results of respondents' answers which can be seen in Table 12.

Table 12. Recapitulation of Respondents' Answers for Marketing Mix (Place/Distribution): Company Location that is Easy to Reach by Buyers

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	2	6.9	6.9	6.9
	ST	1	3.4	3.4	10.3
	R	10	34.5	34.5	44.8
	S	14	48.3	48.3	93.1
	SS	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

In terms of distributor staff, generally most respondents agreed that they needed to have distributor staff to expedite sales activities. Recruiting distributors on the one hand will increase costs for the salaries of distributors, but their role is very vital in encouraging an increase in sales turnover. This can be seen from the results of respondents' answers which can be seen in Table 4.13.

Table 13. Recapitulation of Respondents' Answers for Marketing Mix (Distribution): The Need for Companies to Have Distributors

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	ST	2	6.9	6.9	6.9
	R	1	3.4	3.4	10.3
	S	25	86.2	86.2	96.6
	SS	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

In general, most respondents agreed that they were aware that companies had to build a distribution network at the retail level. Although quite a lot of respondents still doubt and do not agree that they should build a network down to the retail level. Many companies in their distribution rely heavily on sales agents/wholesalers outside the city to distribute their products to consumers. This can be seen from the results of respondents' answers which can be seen in Table 14.

Table 14. Recapitulation of Respondents' Answers for Marketing Mix (Distribution): The Need for Companies to Build Distribution Networks at the Retail Level

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	STS	2	6.9	6.9	6.9
	TS	7	24.1	24.1	31.0
	R	7	24.1	24.1	55.2
	S	11	37.9	37.9	93.1
	SS	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

In general, most respondents agree that the existing distribution channels are efficient. Although quite a lot of respondents still think that the current distribution channels are still inefficient. This can be seen from the results of respondents' answers which can be seen in Table 15.

Table 15. Recapitulation of Respondents' Answers for Marketing Mix (Distribution): Existing Distribution Channels Are Efficient

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	TS	7	24.1	24.1	24.1
	R	1	3.4	3.4	27.6
	S	15	51.7	51.7	79.3
	SS	6	20.7	20.7	100.0
	Total	29	100.0	100.0	

In general, most respondents agree that existing distribution channels influence their sales turnover. Although quite a lot of respondents still doubt and disagree that current distribution channels are able to increase sales turnover. This can be seen from the results of respondents' answers which can be seen in Table 16.

Table 16. Recapitulation of Respondents' Answers for Marketing Mix (Distribution): Sales Turnover Increases Due to Influence by Existing Distribution Channels

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	TS	4	13.8	13.8	13.8
	R	6	20.7	20.7	34.5
	S	12	41.4	41.4	75.9
	SS	7	24.1	24.1	100.0
	Total	29	100.0	100.0	

In general, most respondents agreed that existing distribution channels need to be developed to further encourage the number of buyers so as to increase sales turnover. This can be seen from the results of respondents' answers which can be seen in Table 17.

Table 17. Recapitulation of Respondents' Answers for Marketing Mix (Distribution): The Need for Companies to Develop Existing Distribution Channels

		Frequency	Percent	Percent Valid	Cumulative Percent
Valid	R	5	17.2	17.2	17.2
	S	14	48.3	48.3	65.5
	SS	10	34.5	34.5	100.0
	Total	29	100.0	100.0	

 Relationship of Marketing Mix to Sales Turnover and Number of Buyers

Implementing a marketing mix that is carried out correctly will have an important meaning for the company. Achieving an increase in sales accompanied by an increase in profits obtained by the company and an increase in market share are the results that a company can obtain if it carries out its marketing activities well and correctly.

To find out whether the role of the marketing mix has an influence on company sales, several calculations are used and then results are obtained which can be used as evidence based on qualitative data. With regression calculations, it is calculated first, namely variable X and variable Y, where variable X is the marketing mix which consists of 4 variables, namely (product, price, place, promotion) and variable Y, namely sales turnover and number of buyers. The results of the calculations above are then analyzed using the Pearson Correlation formula (r) so that we can find out how strong the role of the marketing mix is in increasing sales.

To see the relationship between marketing mix variables on the number of buyers and turnover, analysis and correlation tests were carried out, the results of which can be seen in Table 4.18. The results of the correlation test show that all marketing mix variables are significantly positively correlated with sales turnover and number of buyers, except for the promotion variable which is positively correlated, but not significantly enough with sales turnover.

The correlation between the marketing mix and sales turnover and the number of buyers shows a positive number, which means that the more active the company is in implementing the marketing mix, the higher the sales turnover and number of buyers achieved by the light company. The results of the previous descriptive analysis show that local and regional markets are still the main focus for marketing Ciamis Regency snack products. Therefore, to encourage the development of the snack industry, it is necessary to strengthen local markets, for example by reorganizing existing traditional markets, both wholesale and retail markets, to make them more attractive. Apart from that, marketing of snack products needs to be combined with making Ciamis Regency an attractive tourist destination (OTDW).

Apart from the marketing mix implemented by the company being able to increase sales turnover, the marketing mix is able to increase the number of buyers. This can be seen from the results of the correlation between all marketing mixes and the number of buyers which is positive with significant results. A positive correlation value indicates that the higher the marketing output carried out, the more the number of buyers will increase, thereby increasing the company's sales turnover. An increase in the number of buyers will certainly increase the company's sales turnover as can be seen from the positive and significant correlation results of 0.499.

Table 18. Correlation Test Results with Several Marketing Mix Variables on Turnover and Number of Buyers

		REVENUE	BUYER	Place	Product	Price	Promotion
REVENUE	Pearson Correlation	1	.499**	.617**	.740**	.404*	.321
	Say. (2-tailed)		.006	.000	.000	.030	.090
	N	29	29	29	29	29	29
BUYER	Pearson Correlation	.499**	1	.585**	.504**	.547**	.617**
	Say. (2-tailed)	.006		.001	.005	.002	.000
	N	29	29	29	29	29	29
Place	Pearson Correlation	.617**	.585**	1	.449*	.502**	.382*
	Say. (2-tailed)	.000	.001		.014	.005	.041
	N	29	29	29	29	29	29
Product	Pearson Correlation	.740**	.504**	.449*	1	.381*	.255
	Say. (2-tailed)	.000	.005	.014		.041	.181
	N	29	29	29	29	29	29
Price	Pearson Correlation	.404*	.547**	.502**	.381*	1	.352
	Say. (2-tailed)	.030	.002	.005	.041		.061
	N	29	29	29	29	29	29
Promotion	Pearson Correlation	.321	.617**	.382*	.255	.352	1
	Say. (2-tailed)	.090	.000	.041	.181	.061	
	N	29	29	29	29	29	29

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4. CONCLUSION AND SUGGESTIONS
4.1 Conclusion
Based on the results of the discussion in the previous chapters, the following can be concluded.
1. The results of the correlation test show that all marketing mix variables are significantly positively correlated with sales turnover and number of buyers, except for the promotion variable which is positively correlated, but not significantly enough with sales turnover.
2. The correlation between the marketing mix and sales turnover shows a positive number, which means that the more actively the company implements the marketing mix, the higher the sales turnover achieved by the snack food company.
3. Apart from the marketing mix implemented by the company being able to increase sales turnover, the marketing mix is able to increase the number of buyers. This can be seen from the results of the correlation between all marketing mixes and the number of buyers which is positive with significant results.
4. The positive correlation value between the marketing mix and the number of buyers shows that the higher the marketing mix carried out, the more the number of buyers will increase, thereby increasing the company's sales turnover.
5. An increase in the number of buyers will certainly increase the company's sales turnover as can be seen from the positive and significant correlation results.

4.2 Suggestion
Based on the conclusions above, the following can be recommended.
1. To encourage the development of the snack industry in Ciamis Regency, it is necessary to strengthen local markets, for example by reorganizing existing traditional markets, both wholesale and retail markets, to make them more attractive.
2. Marketing of Ciamis Regency snack products needs to be combined with making Ciamis Regency an attractive Regional Tourist Destination (OTDW).

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