

Analysis of The Marketing Mix “Our” Rice Sales On Purchase Satisfaction at The Makassar Branch Of Bulog

Fatmawati¹, Muhammad Darwis², Aris Baharuddin³

Program Studi Ilmu Administrasi Bisnis Fakultas Ilmu Sosial Universitas Negeri Makassar

Email: fatmawaty1605@gmail.com

ABSTRACT

This study aims to determine how the Marketing Mix Analysis of Rice Sales "KITA" Against Purchase Satisfaction at Bulog Branch Makassar became the object of research. This research uses quantitative research. Data collection techniques used are primary data collection documentation and questionnaires. The sample used is the sample formulated by Slovin as many as 80 respondents. The data obtained from the research results were processed using data analysis and using the SPSS version 25 software program which consisted of validity tests, reliability tests on research instruments as well as descriptive statistical analysis techniques and inferential statistical analysis of the data that had been obtained. This is evidenced by the Correlation Test of 0.700 which means that the relationship between the Marketing Mix and Purchase Satisfaction is strong. The Coefficient of Determination Test was obtained at 0.722, which means that the Marketing Mix Analysis of Rice Sales "KITA" on Purchase Satisfaction obtained a value of 72.2% which was included in the high category interval.

Keywords: Marketing Mix of Our Rice Sales on Purchase Satisfaction

INTRODUCTION

Facing the development of the era and seizing the opportunities that exist, it is necessary to make policies that lead to the achievement of goals, there needs to be a realignment of strategies that will be carried out as well as structuring strategies both carried out by the government and by companies. According to Chadher (1993) Strategy is a tool to 'achieve the objectives of the problem in relation to the long-term objectives of the resource allocation program where marketing can also be impacted by business competition in Indonesia with one of the activities in creating economic value. Economic value Marketing is also important in creating marketing production value which is the link between products to consumers. According to Kolter (2001), marketing is a social process in which individuals or groups obtain what they need and

want by creating and offering freely exchanging products of value with others. More realistically, a business is an activity plan to achieve its goals by taking into account the limitations in selling our rice products, where the production factors make environmental and competitive changes. (Zainal, Henni and Parinsi, Kristina and Hasan, Muhammad and Said, Farid and Akib, 2018)

Based on the definition related to marketing in the opinion of Basu Swatha (1998:102), it means that new marketing is marketing aspects that can affect the success of marketing strategies. To achieve effective marketing of customer needs that are constantly changing as a whole, the company's components follow the concept that customers are everything in a product marketing that is marketed. Because without customers, the company will not be able to run well. From the various marketing novels above, it can be concluded that the marketing mix is a factor, both internal and external factors that have a good or indirect influence on marketing success. Marketing is the spearhead of the company. In a world of increasingly fierce competition, companies are required to survive and thrive. Therefore, companies in the field of marketing are required to understand the main problems in their field and formulate strategies in order to be able to achieve company goals. Here are some definitions of marketing: According to William j. Stanton (2007) marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods and services that can satisfy wants and achieve target markets and company goals.

The problems that arise are faced by Perum BULOG Makassar Branch Office that some people in the city of Makassar and the surrounding area think that the rice distributed by Perum BULOG is rice of low quality. Based on an interview that the researcher has conducted with one of the employees of Perum BULOG Makassar Branch Office, he said that it cannot be fully blamed on the community as well as Perum BULOG because the community saw from the distribution side in the past where the rice distribution process experienced many obstacles. During the distribution process where the rice is distributed there are clumps and the water content is too high.

No	Bulog Rice Quality	Presentase %
1	Maximum Water Content	≤ 14
2	Minimum Level	≥ 95
3	Maximum Fracture	≤ 20
4	Maximum Groats	≤ 2
5	Empaty Grain Dirt	3

Table 1 Quality of Bulog Rice Procurement
(Source: Quality Clarification in Bulog Rice Procurement, 2021)

Based on the results and initial observations from June 2021 to February 2022 at the Makassar Branch of Bulog, the high demand for rice in the community has caused

Bulog to stock up on rice in large quantities and the rice is stored in the Bulog warehouse. The problems with Perum Bulog rice are as follows: 1. Rice changes color 2. Rice grains become broken 3. Rice becomes pest and infestation 4. Quality standards are only limited to procurement of Bulog rice production while other rice follows business partner rice standards 5. Read More Prioritizing imported products compared to local products with the same product quality. (Source: Commercial Employees).

Therefore, to maintain the quality of rice quality, the Bulog Perum is:

1. Doing spraying or it can be said by spraying the edges of the staff where the rice piles are to be sterile from rice pests which is done once a month
2. Doing fumigation or can be said to sprinkle poison medicine on the edge of the staff to eradicate pests and rice lice which is done every two months.

On the one hand, Perum BULOG has an obligation and assignment target that every year the supply of rice must increase. As it is known that North Sumatra is a rice deficit area whose land area is not sufficient for consumption for its own region. Therefore, to meet this target, Perum BULOG has procured rice from various regions. Rice outside the regions such as Java and Sulawesi has a large enough stock of rice and is experiencing excess stock. This results in a storage period of more than six months. Meanwhile, the storage period for rice is only three to six months. Based on the above background, the researcher wants to study the Analysis of Our Rice Marketing Mix. Thus, the researcher chose this study with the title "KITA" Rice Sales Marketing Mix Analysis on Purchase Satisfaction at Perum Bulog Makassar Branch.

METHOD

This study uses quantitative methods. An approach whose research data are numbers and statistical analysis, the results of which will be used to analyze the influence between variables. In this study, the variables studied were the analysis of the Marketing Mix on Purchase Satisfaction which is a descriptive study because it aims to make a description or description of the facts and characteristics of a population and sample systematically, factually and thoroughly. The method used by the author in conducting this research is to use descriptive research methods which are explained through data collection in the field. The population in this study were 390 people. The determination of the number of samples for this study was carried out using the accidental sampling method, which is the determination of the sample based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample if it is deemed that the consumer who happened to be met is suitable as a data source. by using the Slovin formula with the number of samples produced as many as 80 respondents (Sugiyono, 2017). Data collection techniques in this study were observation, questionnaires, and documentation. The data that has been obtained from the research results are processed using data analysis using the SPSS 25 software

application which consists of validity & reliability tests, descriptive analysis techniques and inferential statistical analysis data.

RESEARCH RESULTS DISCUSSION

1. Descriptive Statistical Analysis

The results of the data description in this study aim to provide an overview or explanation of the research that has been carried out in the field. Researchers used an instrument in the form of a questionnaire to collect research data. The questionnaire consists of 21 questions in the form of statements with five alternative answers with details of the number of questions for the Marketing Mix variable (X), namely 12 questions and 9 questions for the Purchase Satisfaction variable (Y). Then, respondents' answers from the questionnaire were recapitulated or tabulated to find out the value of the questionnaire based on the frequency of respondents' answers and the percentage of respondents' answers to each question.

a. Marketing Mix Description

The descriptive analysis on the Marketing Mix variable is intended to determine the respondents' assessment of each variable indicator, namely product, price, place, and promotion. The number of question items contained in the marketing mix variable is 12 question items from the questionnaire obtained. Researchers tabulated the data into the following table.

Table 1. Summary of Data Analysis Per-Indicator of Marketing Mix Variables

Indicator	Number Of Items	Achieved Score	Ideal Skor	Achievement (%)	Category
Product	5	1712	2000	85,6	Very High
Price	3	1003	1200	83,5	Tall
Place	2	682	800	85,2	Very High
Promotion	2	619	640	96,7	Very High
Total	12	4016	4640	86,5	Very High

Source: Data processing, 2022

Furthermore, the four marketing mix indicators will be described as follows:

1. Product

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 85.6% which is in the very high category. This means

that 'our' rice products at the Makassar branch of Perum Bulog have very good product quality.

2. Price

Based on the table of results, respondents' achievement level data on the sub-indicators get a percentage of 83.5% which is in the high category. This means that the price of "our" rice at the Makassar branch of Bulog has a very affordable price and is in accordance with the quality of the product.

3. Place

Based on the table of results of the data on the level of achievement of respondents in the sub-indicator, the percentage of 85.2% is in the very high category. This means that the place where "our" rice is sold at the Makassar branch of Perum Bulog has a comfortable and safe place, and the place is very easy to reach by vehicles.

4. Promotion

Based on the table of results, respondents' achievement level data on the sub-indicators get a percentage of 96.7% which is in the very high category. This means that the promotion of "our" rice sales at the Makassar branch of Perum Bulog often holds promotions to attract consumers to buy.

b. Description of Purchase Satisfaction

Descriptive on the Purchasing Satisfaction variable in question is to determine the respondents' assessment of each variable indicator, namely Product Quality, Service and Service Quality, and Emotions. The number of question items contained in the marketing mix variable is 9 question items from the questionnaire obtained. Researchers tabulated the data into the following table.

Table 2. Summary of Data Analysis Per-Indicator of Purchase Satisfaction Variables

Indicator	Number Of Items	Achieved Score	Ideal Skor	Achievement (%)	Category
Product Quality	3	1001	1120	89,3	Very High
Quality Of Service Or Service	4	1347	1520	88,6	Very High
Emotion	2	674	800	84,2	Tall
Total	9	3022	3440	87,8	Very High

Source: Data processing, 2022

Furthermore, the three brand image indicators will be described as follows:

1. Product Quality

Based on the table of results of the data on the level of achievement of respondents in the sub-indicator, the percentage of 89.3% is in the very high category. This means

that the quality of "our" rice products at the Makassar branch of Bulog has very good quality and is very safe for consumption for a long period of time.

2. Service Quality

Based on the table of results, the level of respondents' achievement data on the sub-indicator gets a percentage of 88.6% which is in the very high category. This means that the quality of service or "our" rice services at the Makassar branch of Perum Bulog has a comfortable service that makes consumers feel at home for shopping at Bulog and Bulog also provides a waiting area so that the service is very comfortable.

3. Emotions

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 84.2% which is in the high category. This means that the emotions of "our" rice employees at the Makassar branch of Bulog have feelings that are very patient and friendly to consumers who shop at Bulog.

1. Inferential Statistical Analysis

The results of the normality test show the value in the Asymp.Sig significance column. (2-tailed) shows a value of 0.019 which means that the data is normally distributed, this is based on the comparison of the value of the constant in the test with a value of 0.05. If the sig value > 0.05 , it can be concluded that the residual value is normally distributed. The results of simple linear regression research show the value of Constant (a) of 2.577, while the value of the Marketing Mix (b/regression coefficient) is 0.700. The results of the study of the coefficient of determination (R^2) can be seen that the magnitude of the influence given to the X variable on the Y variable is 0.722 or 72.2%, while the remaining 27.8% is influenced by other factors not found in this study. The results of this study are consistent with research. The results of this study are in line with research conducted by Ade Irma Suryani (2020), based on the results of his research, it was concluded that the Marketing Mix had a significant positive effect on Purchase Satisfaction at Perum Bulog Padangsimpuan Branch. Based on the results of the analysis and discussion that has been carried out, it shows that this research has the same final result, namely that all the results of the indicator aspects are declared valid and can be seen from the significant value which states that the Marketing Mix has a great influence on Purchase Satisfaction.

CONCLUSION

Based on the discussion and elaboration of the results of the research that has been carried out and seeing the objectives of this study, it can be concluded that:

1. The rice marketing mix strategy implemented by Perum BULOG Makassar Branch is inseparable from the marketing mix aspects of 4P Product, Price, Place, and Promotion.
 - a. Aspects of the product, the quality of BULOG rice is very much considered, starting from the degree of build, broken, and water content, and has its own standard quality.
 - b. The price aspect used by BULOG is to determine the price according to market share and must be below the government price.
 - c. The aspect of the place used by BULOG is by selling directly to consumers in the form of retail, sales are also carried out through outlets fostered by BULOG and are BULOG's right hand in marketing. The so-called RPK (Our Food House).
 - d. The promotion aspect used by BULOG is through electronic media such as Instagram, Facebook, and WhatsApp. However, BULOG has not carried out large-scale promotions such as private products.
2. Among the significant marketing mix variables, the promotion variable dominantly affects the satisfaction of purchasing "KITA" rice products.
3. The marketing mix variable simultaneously has a significant influence on the satisfaction of purchasing rice products "KITA".

BIBLIOGRAPHY

- Agribisnis, P. S., Pertanian, F., & Tarakan, U. B. (2020). Analisis pengaruh bauran pemasaran terhadap kepuasan konsumen di mewah cafe dan resto kota tarakan.
- Annisa, L. (2019). Program Studi Manajemen Agribisnis. 2017008307, 131 halaman.
- Ariyanti, A. (2018). Pengaruh Bauran Pemasaran Terhadap Kepuasan Konsumen Richeese Factory Bintara Kota Bekasi. *Jurnal Pengembangan Wiraswasta*, 20(3), 227. <https://doi.org/10.33370/jpw.v20i3.237>
- Astuti, Y. (2018). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelanggan pada Waroeng Kampoeng Toa Kabupaten Bantaeng. 60.
- Bella, R. (2019). Tingkat Kepuasan Konsumen Terhadap Beras Bulog Di Desa Lawe Rutung Kecamatan Lawe Bulan Kutacane. <http://repository.umsu.ac.id/handle/123456789/337>
- Ekonomi, F., Pengaruh, A., Merek, C., Pemasaran, B., Rodli, A. F., & Dewi, N. N. (2020). Terhadap Kepuasan Pelanggan Internet. 3(1).
- Erawaty, P. (2017). Analisis Bauran Pemasaran Terhadap Keputusan Pembelian Bakso Sehat Bakso Atom. Universitas Islam Negeri Syarif Hidayatullah: Jakarta, 11–37.
- FARIDAH, R., & RISMAWATI, N. (2013). Analisis Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelanggan Kartu Pascabayar Halo Di Kota Amuntai. *At-Taradhi*, 4(1). <https://doi.org/10.18592/taradhi.v4i1.89>

- Fawaid, A., Suharyono, & Mawardi, M. K. (2016). Analisis Strategi Pemasaran Perusahaan Yang Berorientasi Ekspor Dalam Peningkatan Volume Penjualan (Studi Pada Pt Kharisma Rotan Mandiri Di Sukoharjo). *Jurnal Administrasi Bisnis*, 39(1), 1–8.
- Herawati, N., & Qomariyah, N. (2017). Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Empiris Pelanggan Sepeda Motor Matic Honda Di Surakarta). *Bhirawa*, 4(1), 1–15.
- Irawan, B. (2018). Analisis Perilaku Eksekutif Dan Legislatif Dalam Perencanaan Kesehatan Di Kota Langsa Sekolah Pascasarjana Universitas Sumatera Utara M E D A N 2008. 1–87. File:///C:/Users/Acer/Downloads/Documents/09e00285.Pdf
- Lamanuk, N. I. B., & Ferrinadewi, E. (2020). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Serta Dampaknya Terhadap Kepuasan Konsumen Kampoeng Roti di Surabaya. *Seminar Nasional Ilmu Terapan (SNITER)*, 4(1), 1–9. <https://ojs.widyakartika.ac.id/index.php/sniter/article/view/198>
- Meilda, Y., Hamdani, I., & Triwoelandari, R. (2022). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelanggan (Studi Kasus Al-Amin Islamic Store Laladon Bogor). *5(2)*, 274–290.
- Pane, D. N. (2018). Analisis Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Pembelian Teh Botol Sosro (Studi Kasus Konsumen Alfamart Cabang Ayahanda). *Jurnal Manajemen Tools*, 9(1), 1–13.
- Pertani, P. T., Kec, P., Sidenreng, K. A. B., & Selatan, P. S. (N.D.). *Beras Kepala Spesial*.
- Philp, K. (2002). Analisis Manajemen Pemasaran , Perencanaan, Impementasi Dan Pengendalian. *1(3)*, 89.
- Ramadhan, : Dimas Budi. (2017). Oleh : Dimas Budi Ramadhan. 1–104.
- Rompas, C. A., Lengkong, V. P. K., & Karuntu, M. M. (2017). Analisis Bauran Pemasaran Terhadap Keputusan Pembelian Mobil Daihatsu Ayla Pada Pt. Astra International Tbk. Daihatsu Cabang Martadinata Manado Analysis Of Marketing Mix Effect On Purchase Decision Ayla Daihatsu Car On Pt.Astra International Tbk.Daihatsu. Analisis Bauran... 4505 *Jurnal Emba*, 5(3), 4505–4514.
- Rahmatia, Hakim, A., Amir, F., & Suprpti. (2020). The Influence Of Marketing Mix Of Customer. *Journal of Management & Business*, 3(2), 170–183.
- Ridwan Tabe, R. L. (2021). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelanggan di Harlashop Desa Sondana Dusun IV Kecamatan Bolaang Uki Kabupaten Bolaang Mongondow Selatan. *Journal of Economics and Islamic Economics*, 1(1), 38–47
- Sangadji, S. (2019). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Sagu Rasa Pada Gabungan Kelompok Tani Tagafura Di Kelurahan Jaya Kota Tidore Kepulauan. *Jurnal Fakultas Ekonomi : Optimal*, 13(2), 142–157.

Studi, P., Syariah, E., Ekonomi, F., & Bisnis, D. A. N. (2020). Strategi Bauran Pemasaran Beras Dalam Perspektif Ekonomi Islam. Zainal, Henni and Parinsi, Kristina and Hasan, Muhammad and Said, Farid and Akib, H. (2018). The influence assets and market orientation to the performance business in Makassar City, Indonesia. *Academy of Strategic Management Journal*, 17(6).

Zainal, Henni and Parinsi, Kristina and Hasan, Muhammad and Said, Farid and Akib, H. (2018). The influence assets and market orientation to the performance business in Makassar City, Indonesia. *Academy of Strategic Management Journal*, 17(6).

