



Article

The Role of Marketing Mix in Driving Rice Sales: A Study of Brother Mitra Nusantara Rice Factory in Sukojember Village

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Abstract: The research entitled “Marketing Mix To Strategi To Increase Rice Sales: Study at The Brother Mitra Nusantara Rice Factory In Sukojember Village” was prepared at the Faculty of Economic and Business, Muhammadiyah University Of Jember, in 2024. The main aim of this research is to analyze: 1). The influence of the product on increase in rice sales, 2). The effect of price on increasing rice sales, 3). The effect of promotions on increasing rice sales, 4). The effect of distribution on increasing rice sales. This research uses a quantitative descriptive approach with data collection through a questionnaire method. Data analysis was carried out using Spearman's rank correlation analysis and correlation coefficient significance test. The result of the research shows that: the product, price, promotion and distribution have a significant and positive influence on increasing rice sales at Brother Mitra Nusantara In Sukojember Village.

Keywords: Product, Promotion, Price, Distribution and Increased Sales

1. Introduction

Rice is the staple food for more than 95 percent of Indonesians. Rice farmers provide jobs and are a source of income for millions of households in the agricultural sector. Apart from having an important economic role, rice also plays a significant political role, making it a major food commodity in Indonesia. Rice is included in the inelastic goods category, meaning that the demand for this product is not significant. Rice is a basic need, so demand for rice tends to remain high. Due to the high demand for rice, entrepreneurs' interest continues to increase in the rice milling sector [1].

Based on the research's grand theory, the main goal of a rice factory is to achieve a certain or maximum profit, and maintain or increase it in the long term. However, the realization of this goal does not only depend on sales according to plan, because sales results do not always mean generating profits. The success or failure of a product or service is influenced by various factors such as finance, production, marketing, and other aspects. Apart from that, management's ability to integrate these elements is also a very determining factor. To remain competitive with other rice factories that offer similar products, rice factory management must be effective in managing various aspects of the factory, so that consumers do not switch to competitors. Good marketing performance is the key to ensuring rice factories obtain maximum profits; conversely, less effective marketing can cause a decrease in factory income [2].

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Marketing has a very important role in factory operations because it can increase sales value and help factories achieve their goals, such as developing the business, obtaining maximum profits, and maintaining customer satisfaction for operational continuity. Without marketing, achieving factory production goals will be less than optimal [3]. In designing an effective marketing strategy, rice factories need to consider various marketing mix factors as one of the main considerations in consumer purchasing decisions. Being sensitive to consumer needs is key, because factories' ignorance of consumer needs can lead to missed opportunities and wasted products offered. With increasing public demand for rice, the growth of milling factories in this field has also experienced rapid growth, thus creating a high level of competition.

Marketing mix is an important element in marketing strategy, which is often referred to as the marketing mix. This is the approach a company uses to determine the method of offering products to targeted market segments[1]–[3]. The marketing mix consists of four main elements: product, price, promotion, and distribution. This concept focuses on developing marketing strategies to increase sales in certain market segments.

The Mitra Nusantara Rice Factory is one of the rice producers in Sukojember Village. The marketing implemented by this rice factory is by selling rice to outside the city and local residents. The types of rice produced by the factory range from standard to premium rice[4]–[6]. The marketing problems at the Brothers Mitra Nusantara Rice Factory are related to the distribution process, where product returns often occur after being deposited out of town, thus causing losses to the factory. This can be caused by a lack of monitoring in the distribution process, so that product quality does not meet the standards desired by consumers. Therefore, a marketing mix strategy is needed to increase rice sales (study at the Nusantara Mitra rice factory in Sukojember village).

Selecting the right location aims to maximize positive benefits for the surrounding community and reduce potential negative impacts. For example, the Mitra Nusantara Rice Factory is located on Jalan Raya Jember Bondowoso. This location will affect operational costs and complicate efforts to reduce costs. Decisions regarding location are often influenced by the type of business being run. For rice factories, a commonly used strategy is to choose a location close to the target market [3].

Marketing mix is an important component in a company's marketing strategy. It includes various methods for introducing products to specific market segments. The elements in the marketing mix are expected to increase consumer satisfaction, which in turn can build customer loyalty. Customer loyalty is very important to maintain business continuity and growth[7]–[9]. A business is said to be successful and able to survive if it has early indicators in the form of good sales. Sales is an integrated strategy, tailored to business and consumer needs, to achieve profits. In addition, sales are the main source of company income, because profits are obtained from sales.

The problem with the Brother Mitra Nusantara rice factory in Sukojember Village is that the distribution process is inconsistent or unstable after several months, as shown in the table below:

Table 1. 1 Sales of Mitra Nusantara Brothers in Sukojember Village January – October 2022

Tahun	Bulan	Penjualan Beras
2022	Januari	86.400.000
	Februari	92.400.000
	Maret	96.015.000
	April	100.800.000
	Mei	94.800.000
	Juni	88.800.000
	Juli	100.800.000

Agustus	108.800.000
September	112.800.000
Oktober	109.800.000

Based on available data, it appears that there will be a decline in sales in May, June and October 2022. To overcome this, it is necessary to implement an effective marketing mix strategy to increase sales at Saudara Mitra Nusantara in Sukojembar Village

2. Materials and Methods

Previous Research

The research results show that: Market policy implements improvements covering products, prices, promotions and advertising expenditures [4]. The research results show that: Nabila Bakery's bread marketing strategy offers products and prioritizes product quality, price, promotion and distribution [5]. The results of this research show that product, promotion, price and distribution variables simultaneously have a significant impact on batik purchasing decisions in Surabaya[6]. The findings of this research indicate that a marketing mix strategy which includes product, price, distribution and promotion has a significant influence [7].

Research Design

In this study, the approach applied is quantitative descriptive. The descriptive approach aims to understand and explain the characteristics of the variables studied in certain situations, so as to provide a clear picture of the phenomenon being studied. Quantitative methods allow researchers to measure and analyze data statistically, which increases the validity and reliability of research results. This approach involves evaluating the value of independent variables, both individually and in comparison, as well as their relationship with other variables[10], [11].

Population, Sample and Sampling Technique

Population refers to a group or area consisting of objects or subjects with certain qualities and characteristics, which are the focus of research for analysis and conclusions [8]. In this research, the population consisted of Brother Mitra Nusantara consumers in Sukojembar, with a total of around 125 people. The sample size was determined based on consumers at the Brother Mitra Nusantara rice factory, by selecting every individual the researcher met and deemed to meet the criteria as respondents. Thus, the number of samples used was 56 people. In this research, the sampling method used was the accidental sampling technique, namely selecting samples by chance. This technique involves selecting a random sample of individuals encountered during the research and deemed suitable to provide responses. In other words, anyone who is met and deemed to meet the criteria can be used as a respondent. The formula applied in this method is as follows: [9]

$$n = \frac{N}{1 + Ne2}$$

$$n = 125$$

$$2,25$$

$$n = 55,56 = 56$$

Information :

n = Number of samples

N = Number of population

Data Instruments

a. Validity Test

Validity is a measure that shows how effective a measuring tool or instrument is in measuring what it is intended to measure. Validity is related to the ability of the instrument to reflect the variables it wants to measure [10]. This calculation allows assessing the validity of each question item. Validity was assessed using the product moment correlation formula with a significance level of 1%. A statement item is considered valid if its r value is equal to or more than 0.3.

b. Reliability Test

Reliability functions to assess the extent to which a respondent's answer to a question is consistent, so that it can be ensured that the answer is reliable. Reliability is a method used to evaluate questionnaires and functions as an indicator of the variable or construct being measured. Based on the calculations, the instrument reliability for each questionnaire item will be obtained. If $r_{count} > 0.6$ then the questionnaire items are declared reliable

Data analysis technique

Spearman Rank Correlation Analysis

Spearman Rank Correlation is applied to evaluate the relationship between two variables or to test the significance of an associative hypothesis. This method is useful in situations where the data does not meet the assumptions of normality or linear relationship.

Correlation Coefficient Significance Test

In everyday English, the term "significant" means important. However, in a statistical context, the meaning of the word refers to results that are not coincidental. Research results may be valid but are not always significant in practice. Significance or probability (α) indicates how likely the research results are to be true.

Coefficient of Determination

The Determination Coefficient is used to assess how big the contribution (direct contribution) of variable X is to variable Y . The formula for calculating the Determination Coefficient is as follows:

$$KD: r^2 \times 100\%$$

KD: The magnitude of the coefficient of determination r : Correlation coefficient

3. Results

Data Instruments

a. Validity Test

Each statement item used to measure the variables in this study has a correlation coefficient that is higher than the table value and a significance value below 0.01. This shows that all these indicators meet strict validity criteria and can be relied upon as data collection instruments in this research. The high validity of these indicators ensures that the data collected will be accurate and relevant, supporting the overall quality of the research results.

b. Reliability Test

All variables have a Cronbach Alpha value of more than 0.6. This shows that each indicator in the questionnaire has a good level of reliability. In other words, all concepts measured in the questionnaire are consistently reliable. Therefore, the elements of this variable concept can be considered valid and suitable for use as measuring tools in future research, because adequate reliability values ensure the accuracy and consistency of the data obtained.

Data Analysis

Correlation of product Spearman rank on increasing rice sales

Correlations

			Produk_X1	Peningkatan_ n_ penjualan
Spearman's rho	Produk_X1 ficient	Correlation Coef	1.000	.675*
		Sig. (2-tailed) N	56	<.001
	Peningkatan_Penjualan ficient	Correlation Coef	.675*	1.000
		Sig. (2-tailed) N	<.001	56

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

Calculating the Spearman rank correlation between product variables and increasing rice sales produces a correlation coefficient of 0.675. This value, which lies in the interval 0.600 – 0.799 based on the interpretation table, indicates a strong correlation between the product and increased rice sales.

To evaluate the significance of this correlation, a correlation coefficient significance test was carried out. In statistics, "significant" means that the results obtained did not occur by chance. At a significance level of 0.01, the significance value obtained is <.001. Because this value is less than 0.01, the hypothesis is accepted, indicating that there is a significant influence of the product on increasing rice sales in Saudara Mitra Nusantara, Sukojembar Village.

In other words, better product quality is associated with a higher increase in rice sales at Saudara Mitra Nusantara. Conversely, a decrease in product quality will result in a decrease in rice sales.

Spearman rank correlation of price with increasing rice sales

			Harga_X2	Peningkatan_ n_ penjualan
Spearman's rho	Harga_X2 ficient	Correlation Coef	1.000	.690*
		Sig. (2-tailed) N	56	<.001
	Peningkatan_penjualan ficient	Correlation Coef	.690*	1.000
		Sig. (2-tailed) N	<.001	56

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

Analysis using Spearman's rank correlation via the SPSS program shows a correlation coefficient of 0.690 between price and increase in rice sales. This value, which is in the interval 0.600 – 0.799 according to the interpretation table, indicates a strong correlation between price and increased sales of rice.

To test the significance of this correlation, a correlation coefficient significance test was carried out. In statistics, "significant" means that the results obtained did not occur by chance. At a significance level of 0.01, the significance value (sig) obtained is <.001. Because this value is smaller than 0.01, the hypothesis is accepted, indicating that there is a significant influence of price on increasing rice sales in Saudara Mitra Nusantara, Sukojembar Village.

The effect of price on increasing rice sales at Saudara Mitra Nusantara is positive, which means that the higher the price set, the greater the increase in sales. Conversely, if the price offered is low, the price of rice will decrease.

Correlation of promotion spearman rank on increasing rice sales

Correlations

			Promosi_X3	Peningkatan_ n_ penjualan
Spearman's rho	Promosi_X3	Correlation Coef	1.000	.832*
	ficient	Sig. (2-tailed) N	56	<.001 56
	Peningkatan_penjualan	Correlation Coef	.832*	1.000
	ficient	Sig. (2tailed) N	<.001 56	56

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

The results of the analysis using Spearman's rank correlation for the promotion variable in an effort to increase rice sales, which was carried out with the help of SPSS software, showed a correlation coefficient of 0.832. This coefficient value, which is in the range 0.800 – 1.00 according to the r value interpretation table, shows that there is a very strong relationship between promotions and increasing rice sales. This indicates that the promotions carried out have a significant impact on sales volume.

To test the significance of this correlation, a correlation coefficient significance test was carried out. In statistics, a "significant" result indicates that the result is not just a coincidence and is statistically correct. At a significance level of 0.01, a significance value (sig) < 0.001 is obtained. Because the sig value < 0.001 is much smaller than 0.01, the null hypothesis is rejected. This shows that promotions significantly influence the increase in rice sales at Saudara Mitra Nusantara in Sukojember Village.

The effect of promotions on increasing rice sales for Brother Mitra Nusantara in Sukojember Village is positive, this means that the more promotions that Brother Mitra Nusantara sells, the higher the increase in the price of rice, conversely the worse the promotions carried out by Brother Mitra Nusantara, the lower the selling price. the rice.

Correlation of Spearman rank distribution on increasing rice sales

Correlations

			Distribusi_X4	Peningkatan_ penjualan
Spearman's rho	Distribusi_X4	Correlation Coef	1.000	.622*
	ficient	Sig. (2-tailed) N	56	<.001 56
	Peningkatan_penjualan	Correlation Coef	.622*	1.000
	ficient	Sig. (2tailed) N	<.001 56	56

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

Based on Spearman rank correlation analysis carried out using the SPSS program, a correlation coefficient of 0.622 was obtained between distribution and increase in rice sales. By referring to the r value table, the number 0.622 shows that there is a fairly strong correlation between the two variables.

To measure the extent to which promotions influence increased rice sales, a correlation coefficient significance test was carried out. In statistical analysis, "significant" refers to a result that did not arise by chance and indicates the existence of a strong

relationship. At a significance level of 0.01, the significance value obtained is <0.001 . Because this significance value is smaller than 0.01, the research hypothesis is accepted. This indicates that there is a significant influence from promotional activities on increasing rice sales at Saudara Mitra Nusantara in Sukojember Village.

The influence of distribution on increasing rice sales for Brother Mitra Nusantara in Sukojember Village is positive, this means that the more distribution done by Brother Mitra Nusantara is good, the higher the increase in rice sales, conversely, the worse the rice sales are for Brother Mitra Nusantara, the higher the rice sales will be. Getting lower.

Coefficient Of Determination Test (R^2)

Based on the results of calculating the coefficient of determination, the independent variable simultaneously contributes 85.6% to the dependent variable. This means that the influence of the marketing mix strategy (which includes product, price, promotion and distribution) on increasing rice sales at Brother Mitra Nusantara in Sukojember Village is 85.6%.

4. Discussion

The effect of the product on increasing rice sales

This research indicates that the product has a strong, positive and significant effect on increasing rice sales in Saudara Mitra Nusantara, Sukojember Village. This is proven by the Spearman rank correlation value of 0.675, which shows a strong relationship between the product and increased sales. In addition, the significance probability value of 0.001 indicates that this result is highly statistically significant, strengthening the conclusion that the product plays an important role in driving sales.

The effect of price on increasing rice sales

The results of the research show that there is a significant and positive influence between price and rice sales in Saudara Mitra Nusantara, Sukojember Village. This is based on the Spearman rank correlation value which reached 0.690 and a significance level of 0.001. This high correlation figure indicates that changes in rice prices directly affect sales volume substantially, which shows that there is a strong relationship between these two variables.

The effect of promotions on increasing rice sales

The research results indicate that promotions have a strong, positive and significant impact on increasing rice sales production in Saudara Mitra Nusantara, Sukojember Village. This is proven by the Spearman rank correlation value which reaches 0.832 and a significance probability of 0.001. These findings confirm that the promotional strategy implemented contributed significantly to increasing sales results, which shows the effectiveness of promotional methods in driving sales growth in that location.

The effect of distribution on increasing rice sales

Research reveals that there is a significant and positive impact in the distribution of rice sales to Mitra Nusantara Brothers in Sukojember Village. This evidence is based on the Spearman rank correlation value which reaches 0.622 and a significance level of 0.001. This correlation figure shows that there is a fairly strong relationship between the variables studied, while a very low significance value indicates that these results could not have occurred by chance, but instead show a consistent and real influence.

5. Conclusion

Researchers draw conclusions from the data analyzed and collected in this research with the title Marketing Mix Strategy to Increase Rice Sales (Study at the Brother Mitra Nusantara Rice Factory in Sukojember Village) as follows:

1. The product has a significant and positive impact on increasing rice sales in Saudara Mitra Nusantara, Su-kojember Village. The better the quality of the rice products offered, the higher the rice sales will be in that place.
2. Prices have a strong and positive influence on increasing rice sales in Saudara Mitra Nusantara, Suko- jem-ber Village. The more positive consumers' perceptions of prices are, the more rice sales at Saudara Mitra Nusantara will increase.
3. Promotions have a strong and positive impact on increasing rice sales in Saudara Mitra Nusantara, Suko- jem-ber Village. The more effective the promotion is, the higher the increase in rice sales at that location.
4. Distribution has a strong and positive effect on increasing rice sales in Saudara Mitra Nusantara, Suko- jem-ber Village. The better the distribution system, the greater the increase in rice sales in that place.

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