



## Marketing Mix on Purchasing Decisions for Healthy Hydroponic Vegetables

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### Abstract

The need for vegetables is increasing in line with public awareness about health. During the Covid-19 virus pandemic, the demand for hydroponic vegetables continued to increase. Media hydroponics is farming without a soil culture, so that vegetables emerge from hydroponic farming systems that are more hygienic and healthy because they don't use pesticides. This study aims to quantitatively analyze the relationship or influence between the independent variables product (X1), price (X2), promotion (X3), place (X4) on the dependent variable on the decision to purchase hydroponic vegetables (Y). The data used in this study are primary and secondary data. The results showed that the product variable (X1), the purchase decision is positive in other words, the increasing quality of products offered to consumers will increase sales and consumer confidence in the products offered, the price variable (X2) in this analysis is negative with In other words, the increase in the price of the product offered will also reduce the purchasing decision or product demand from consumers, the place variable (X3) on the purchase decision is positive, in other words, the more strategic the location of the business or access to places to sell products offered to consumers, the more increase sales, and the promotion variable (X4) on the purchase decision is positive, in other words, the more active and intense the promotion of the products offered to consumers, the more sales will increase. This promotion can be done in many different ways. advertising on social media as well as tv, radio and newspapers.

**Keywords:** Marketing mix, purchase decision, hydroponic vegetables

### A. Introduction

Media hydroponics is farming without a soil soil culture, so vegetables emerge from hydroponic farming systems that are more hygienic and healthy because they don't use pesticides (Halim, 2016). Even without using pesticides, hydroponic vegetables are still not considered organic vegetables because they still use chemical fertilizers. Hydroponic vegetables can be said to be semi-organic. Vegetable products that are free from chemicals and without pesticides are hydroponic vegetable products that are the right vegetables for consumers who adopt a healthy lifestyle. In 1994 a test was carried out by the investigative group of the San Jose University of California Plant Technology laboratory, to determine the vitamin and mineral content contained in hydroponic plant results compared to conventionally cultivated plants. The results show that hydroponic plants have significantly higher vitamins and minerals and are very beneficial for human health compared to conventional and organic methods (Umam, 2020).

The need for vegetables is increasing in line with public awareness about health. During the Covid-19 virus pandemic, one of the hydroponic farmers said that the demand for vegetables once a week, during the Covid-19 pandemic could sell up to 400 kilograms of various types of vegetables in a month, some of the vegetables produced in the garden included lettuce, and various types of mustard greens, mustard greens white and caisim (Idris, 2020). The price of hydroponic vegetables is relatively expensive than conventional vegetables, this is because the quality of the vegetables produced is better and healthier. It is not surprising that consumers of hydroponic vegetables belong to the middle consumer category because they are supported by the ability of consumers to pay higher.

The decision to buy Hydroponic vegetables is based on consumer behavior so that consumers can later make a decision to purchase the right choice of Hydroponic vegetables, consumers in assessing a product will feel their needs are met and then get a high level of satisfaction. Price is usually the first consideration in buying a product which is then compared to the quality of the product offered. In addition to the quality of the product, other things that are considered by consumers in buying a product are the place/location and the incessant promotion. Product, price, location and promotion aspects are included in the marketing mix aspect. In theory, the marketing mix is a series of tools that can be controlled where these tools function as a marketing strategy that can later be used to seize the market. However, in reality on the ground, Harvest Queen has not implemented the marketing mix properly. Many companies are engaged in hydroponic cultivation, so it is very important for the Harvest Queen company to have the right marketing strategy to increase customer satisfaction and be able to win market competition.

The formulation of the strategy of generating alternative strategies that are appropriate to the circumstances of the company are: increasing the quality and quantity of the product to the consumer. Improve the quality of workforce in meeting a target production. Boost confidence to the consumer with the kind of vegetables that are always available in the market (Sami et al., 2017). The marketing mix implemented by the company is product. If the company is not sensitive to what is needed by consumers, then it can be certain that the company will lose many opportunities to attract consumers and the product offered will be in vain. So the results of the desired strategy are: competitiveness (the ability to compete with other companies) is quite high achieved (Hitt, et al., 2001) in (Helviani, 2021). In marketing their products, traders can apply a marketing mix that can be controlled to achieve marketing goals in meeting its target audience. The marketing mix (marketing mix) examines some elements that should be considered for a successful trader in marketing the product (Sa'Pangan & Helviani, 2016).

## **B. Methodology**

This study uses an associative method with a quantitative approach. The purpose of this research is to quantitatively analyze the relationship or influence between the independent variables of product (X1), price (X2), promotion (X3), place (X4) on the dependent variable on purchasing decision (Y). This research was conducted on hydroponic vegetable consumers in Kolaka district. The researcher chose this location because the people of Kolaka city are heterogeneous in terms of work, education, and social status.

The population in this study were all customers who purchased healthy hydroponic vegetables in Kolaka Regency. This study used a sampling technique by purposive sampling. The determination of the sample in this study used an accidental sampling technique, in which the determination of this sample was based on coincidence, that is, anyone who met the researcher by chance could be used as a sample, if it was deemed that the respondent who happened to be met was suitable as a data source (Sugiyono, 2017).

### C. Findings and Discussion

**Table 1. Descriptive Statistics**

	Mean	Std. Deviation	N
Product	2,4559	,05669	37
Price	2,4976	,07901	37
Promotion	2,5264	,16526	37
Place	2,7154	,05850	37
Buying decision	2,6688	,09657	37

**Table 2. Correlations**

		Product	Price	PROmotion	Place	Buying Decicion
Product	Pearson Correlation	1	-,521**	,183	,426**	-,116
	Sig. (2-tailed)		,001	,279	,009	,495
	N	37	37	37	37	37
Price	Pearson Correlation	-,521**	1	,176	-,296	-,186
	Sig. (2-tailed)	,001		,298	,076	,271
	N	37	37	37	37	37
Promotion	Pearson Correlation	,183	,176	1	,244	-,167
	Sig. (2-tailed)	,279	,298		,146	,325
	N	37	37	37	37	37
Place	Pearson Correlation	,426**	-,296	,244	1	-,215
	Sig. (2-tailed)	,009	,076	,146		,202
	N	37	37	37	37	37
Buying Decision	Pearson Correlation	-,116	-,186	-,167	-,215	1
	Sig. (2-tailed)	,495	,271	,325	,202	
	N	37	37	37	37	37

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

#### Interpretation of Pearson's Bivariate Correlation Analysis

Based on the output table above, conclusions can be drawn by referring to the 3 basic decision making in the pearson bivariate correlation analysis above.

##### a. Based on Significance Value Sig. (2-Tailed)

From the output table above it is known:

1. The sig (2-tailed) value between product (X1) and Purchase Decision (Y) is  $0.495 > 0.05$ , which means that there is no significant correlation between product variable (X1) and Sales Decision (Y),
2. The relationship between price (X2) and purchase decision (Y) is  $0.271 > 0.05$ , which means that there is no significant correlation between price variable (X2) and sales decision (Y).
3. The relationship between place (X3) and the purchase decision (Y) is  $0.046 < 0.05$ , which means that there is a significant correlation between the place variable (X3) and the purchase decision (Y), then
4. The relationship between promotion (X4) and the purchase decision (Y) is  $0.002 < 0.05$ , which means there is a significant correlation between the promotion variable (X4) and the purchase decision (Y).

### b. Based on the calculated r value (Pearson Correlations)

Based on the calculated r value (Pearson Correlations) It is known that:

1. The r value for the product (X1) relationship with the purchase decision (Y) is  $0.116 < r$  table 0.3246, it can be concluded that there is no relationship or correlation between the product (X1) and the purchase decision (Y), because r is calculated or pearson The correlations in this analysis are positive, meaning that the relationship between product variables and purchasing decisions is positive, in other words, increasing the quality of products offered to consumers will increase sales and consumer confidence in the products offered.
2. the r value for the price relationship (X2) with the purchase decision (Y) is  $-0.186 < r$  table 0.3246, it can be concluded that there is a non-unidirectional relationship between price (X2) and purchase decision (Y), the price variable in this analysis negative, in other words, the increase in the price of the product offered, it will also reduce the purchase decision or demand for products from consumers.
3. the r value for the relationship between place (X3) and purchase decision (Y) is  $0.167 < r$  table 0.3246, it can be concluded that there is no relationship or correlation between place (X3) and purchase decision (Y), because r counts or Pearson correlations in this analysis is positive, it means that the relationship between the place variable and the purchase decision is positive, in other words, the more strategic the location of the business or the access to places to sell products offered to consumers, the more sales will increase.
4. the r value for the promotion relationship (X4) with the purchase decision (Y) is  $0.215 > r$  table 0.3246, it can be concluded that there is a relationship or correlation between promotion (X4) and the purchase decision (Y). Because the r count or Pearson correlations in this analysis are positive, it means that the relationship between the promotion variable and the purchase decision is positive, in other words, the more active and vigorous the promotion of the products offered to consumers, the more sales will increase. This promotion can be done by there are many ways to advertise on social media as well as TV, radio and newspapers. This is in line with research conducted by (Nurshadrina & Siadah, 2023), which states that marketing strategies can be used by vegetable companies hydroponics maximizes promotion on social media platforms showcase excellence hydroponic vegetables as well as expanding to another platform, upgrade quality, quantity and continuity products, as well as make a term plan a long time for business continuity.

### D. Conclusion

Based on the Significance Value of Sig. (2-Tailed) and calculated r values (Pearson Correlations) :

1. The sig (2-tailed) value between the product (X1) and the purchase decision (Y) there is no significant correlation between the product variable (X1) and the purchase decision (Y) while the r value is for the product relationship (X1) and the purchase decision (Y) there is no relationship or correlation between the product (X1) and the purchase decision (Y), because the r count or Pearson correlations in this analysis are positive, meaning that the relationship between product variables and sales volume is positive, in other words, increasing product quality offered to consumers will increase sales and consumer confidence in the products offered.
2. There is no significant correlation between price (X2) and purchasing decisions (Y) between price (X2) and purchasing decisions (Y), while the r value for price (X2) and purchasing decisions (Y) has no relationship in the same direction between the price (X2) and the purchase decision (Y), the price variable in this analysis is negative in other words, the

increase in the price of the product offered will also reduce the purchase decision or demand for products from consumers.

3. The relationship between the place (X3) and the purchase decision (Y) has a significant correlation between the place variable (X3) and the purchase decision (Y) while the r value for the relationship between place (X3) and the purchase decision (Y) has no relationship or correlation between place (X3) and purchase decision (Y). Because the r count or Pearson correlations in this analysis are positive, it means that the relationship between the place variable and the purchase decision is positive, in other words, more strategic.
4. The relationship between promotions (X4) and purchasing decisions (Y) there is a significant correlation between promotion variables (X4) and purchasing decisions (Y). while the r value for the promotion relationship (X4) with the purchase decision (Y).

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