



Analysis of Relationship of Marketing Mix with the Value of the Sale of Fruits at Fruit Market Traders in Kendari City

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Abstract

This study aimed to analyze the marketing mix (product, price, place and promotion) of fruits at the level of traders in fruit market Kendari, and to analyze the relationship between the marketing mix (product, price, place and promotion) with sales of fruit-fruits at the level of traders in fruit market Kendari. Determining the location of this research is done purposively (intentionally) on the basis that at the fruit market of Kendari in question is central sale of various kinds of fruits. The variables observed were: 1) a variable reinforcement, namely the identity of respondents include: the merchant name, age, level of formal education, and business experience, 2) main variables include: the marketing mix (product, price, place, promotion) and value sale. Analysis of the data used is descriptive qualitative analysis to analyze the marketing mix (product, price, place and promotion) of fruits at the level of traders in fruit market Kendari, and correlation analysis Spearman to analyze the relationship between the marketing mix (product, price, place, and promotion) with a sales value of fruit. The results showed that the implementation of any marketing mix in the fruit market of Kendari which aspects of the product and the price aspect is quite good, very nice aspect of the place, and the promotional aspect has not done well. There is a relationship between each of the marketing mix with a sales value of fruit, each worth: a) products with a sales value = 0.493, which means the level of relationship is or is strong enough, b) the price of the sales value = 0.436, which means the level of relationship is or reasonably strong, c) a place with a sales value = 0.620* which means the level of strong relations, d) sale with a sales value = 0.295 which means the rate of low or weak ties.

Keywords: marketing mix, sales value, spearman

A. Introduction

Indonesia is one of the agricultural countries which have a wealth of nature and biodiversity potential to be developed. Agriculture is one important sector is a mainstay in moving the economy of Indonesia. One of the agricultural sub-sectors which have an important role is horticulture. Fruit is a horticultural commodity which has great contribution in agriculture in

Indonesia. In 2010, GDP is projected commodity fruits ranks first over other horticultural commodities which reached Rp 88.851 trillion, or approximately 52.6% of total GDP horticulture (Media Data Riset, 2010 in Puspitasari, 2011).

Development of fruits especially tropical fruits in Indonesia has good prospects. It can be seen from the number of production and large market potential. Total production of fruits in Indonesia in 2005- 2009 are likely to continue increased from 14,789,599 tons to 18,653,900 tons (Departemen Pertanian, 2005-2009). The production increase occurred because of the increase of harvest area and the development of production technologies applied to farmers, as well as intensifies the guidance and facilities given to farmers and entrepreneurs, improvements in the management carried out by businesses, and the institutional strengthening of agribusiness farmers. The high fruit production is also supported by the magnitude of the opportunity or the potential of the market. Estimated demand for fruits Indonesia during 2000-2015 can be seen in Table 1.

Table 1. Estimated Demand Fruits Indonesia Year 2000-2015

Year	Population (million)	Growth Demand (%)	consumption per capita (kg)	total consumption (Thousand tons)
2000	213	30,50	36,76	7,83
2005	227	32,50	45,70	10,37
2010	240	34,50	57,92	13,90
2015	254	44,50	78,74	20,00

Source: Pusat Kajian Buah-Buahan Tropika (PKBT), 2015

Table 1. show that an increasing number of requests fruits occur because of the population growth as well as increased public awareness of the importance of adequate nutrition from fruits indicated by the increased consumption of fruits per capita. The value of nutrients contained in fruits cause demand for fruit growing, and by 2015 demand forecast fruits reached 44.5% with a per capita consumption of 78.74 kg, and the total consumption of up to 20,000 tons.

When viewed in terms of marketing, it turns out fruits can be developed as a source of income, especially for people living around the town that acts as a trader. Thus the business potential on the marketing of fruits can gain quite satisfactory. Particularly in Southeast Sulawesi Kendari, fruit trading business before they are seasonal or casual business only and have not been organized and is still relatively small (not recorded). In line with the development of the city, since 1997 the city government set up a special location as a fruit market, making it easier for consumers to obtain the desired fruit.

Fruit marketing efforts in Kendari is one of the subjects of interesting businesses to evaluate, because in the process of marketing the fruits will face some problems. Some of these problems can be seen from the physical properties of agricultural products that are characteristic of agricultural products. Characteristic of agricultural products among others are perishable that is perishable and broken, bulky which takes a lot of places so it was difficult to move because of the weight and physical properties rather rigid and voluminous that agricultural products that are not heavy need space or a large enough.

Fruit is an agricultural product that is perishable that requires treatment and a good physical work, careful and thorough, and needed a better storage before the goods are to be rotten. If the item is damaged or rotten physical form, then it is definitely the value and quality of the goods decreases. In marketing the fruit, traders can apply the marketing mix which 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 fruit. The elements include product (product), price (price), where (place), and promotion (promotion). The goal of this research is to analyze the marketing mix (product, price, place and promotion) of fruits at the level of traders in fruit market Kendari, and to analyze the relationship between the marketing mix (product, price, place and promotion) with sales of fruit at the level of traders in fruit market Kendari.

B. Research Methodology

1. Setting of the Research

This research was conducted at the fruit market of Kendari located at Jalan Ahmad Yani (in front of Supermarkets Rabam). Determining the location of this research is done purposively (intentionally) on the basis that at the fruit market of Kendari in question is central sale of various kinds of fruits.

2. Population and Sample

The population in this study is the overall traders who sell a variety of fruits in a fruit market Kendari who totaled 15 merchants. Based on the condition of the population, the technique to determine the respondents in this study was determined using the census. With the census method, then all members of the population of fruiter as sample that as many as 15 fruiterers.

3. Data analysis

The data has been analyzed to determine the outcome of an investigation. The data in this study were obtained in the form of qualitative and quantitative data. Data analysis techniques used in this study is:

a. Analysis of Descriptive Qualitative

Descriptive Qualitative analysis was used to analyze the marketing mix (product, price, place and promotion) of fruits at the level of traders in fruit market Kendari. With this method of analysis the researchers describe each component of the marketing mix of product, price, place, and promotion of fruit at the level of traders in fruit market of Kendari followed by scoring.

b. Spearman Correlation Analysis

Spearman correlation analysis was used to analyze the relationship between the marketing mix (product, price, place and promotion) with the sale of fruits. Data in the form of qualitative converted into quantitative data by using Likert scale technique, so that the data can be analyzed statistically. To classify high, medium, low marketing mix (product, price, place and promotion) and the value of sales used formula Rogers (Sudjana, 2005) as follows:

$$I = \frac{J}{K}$$

Explanation:

I = Class interval

J = Distance to distribution (the maximum score - a minimum score + 1)

K = Number of class

The formula used in the Spearman correlation analysis (Riduwan & Akdon, 2010) is:

$$r_s = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Explanation:

r_s = Spearman correlation coefficients

d = The difference between X and Y

n = The number of individuals in the sample

number 1 and 6 = a constant

Variable X in the formula is the Spearman correlation analysis of the marketing mix in which the product (X1), price (X2), point (X3), and promotion (X4), while variable Y is the value of sales. Data processing using these formulas is done with the help of a Microsoft program Statistical Package for Social Science (SPSS) version 16.0 for Windows.

Spearman correlation equation at the top will show the value of the correlation coefficient indicates the strength of the relationship between marketing mixes variables with sales which can be determined based on the value of r_s . The value of r_s can be interpreted to estimate the strength of the correlation, so as to determine the elements of the marketing mix (product, price, place and promotion) that is most closely related to the value of sales used the highest correlation coefficient.

Riduwan 2005 in Riduwan & Akdon (2010) gives the limit values rs in interpreting the strength of the correlation is as follows:

Interval of Coefficient	Level of relationship
0,80 – 1,000	Very Strong
0,60 – 0,799	Strong
0,40 – 0,599	Enough Strong
0,20 – 0,399	Weak
0,00 – 0,199	Very Weak

C. Findings and Discussion

1. Volume and Sales Value of Fruits of Each respondent

The sales volume of an amount or number of fruits that had been transferred from the merchant to the buyer / consumer in a period (kg / month). More details about the sales volume of each type of fruit can be seen in Table 13 below.

Table 13. Total volume and average volume of each type of fruit in a fruit market Kendari, 2015

No.	Kind of Fruit	Total Volume (kg/month)	Average (kg/month)
1.	Red Apel	1.570	104,7
2.	Green Apel	1.160	77,3
3.	Royal Gala Aple	1.190	79,3
4.	Fuji Apel	770	51,3
5.	Pear	1.475	98,3
6.	Melon	2.105	140,3
7.	Red Grape	680	45,3
8.	Black Grape	830	55,3
9.	Sunkist	1.380	92,0
10.	Mandarin orange	1.450	96,7
11.	Watermelon	2.420	161,3
12.	Litchi	1.355	90,3

Table 13 shows that the total volume of sales of fruits that are in the highest watermelon fruit is 2,420 kg / month with an average of 161.3 kg / month. While total sales volume of lows that are in red wine that is 680 kg / month with an average of 45.3 kg / month. The sales value is the amount of revenue that the fruiters (Rp / month). Every trader has always hoped that the results of wares offered to consumers to be well received. Therefore, in trading products let traders always pay attention to the tastes of consumers, because consumers towards a choice of goods also influenced by the consumers themselves. A product that has been traded by the merchants always arranged so that the product will be able to meet customer satisfaction. In addition, traders should also pay attention to the quality of traded products so that consumers or customers can be maintained even be increased so as to increase the value of sales.

Traders at the fruit market of Kendari in carrying out its activities constantly strive to improve the value of sales of fruits in order to expand its market and get the maximum benefit. Based on the data obtained, the value of sales traders ranged between Rp 27700000-32800000 / month with an average of Rp 29,621,667 / month. More details about the value of the sales of each respondent can be seen in Table 14 below.

Table 14. The sales value of the fruits of each respondent in the fruit market Kendari

No.	Name of Respondent	Sales Value (Rp/month)
1.	Aziz Kulle	29.525.000
2.	Nadia	30.300.000
3.	Asriani	28.450.000
4.	Ukas	29.050.000
5.	Zainudin	27.700.000
6.	Nur Hana	27.925.000
7.	Marlina	29.150.000
8.	Dg. Kulle	30.150.000
9.	Nursia	30.250.000
10.	Heria	29.500.000
11.	Ati	32.800.000
12.	Lia	30.025.000
13.	Dg. Memang	28.875.000

14.	Mariana	29.825.000
15.	Baharudin	30.800.000
Total		444.325.000
Average		29.621.667

Table 14 shows that the value of sales of fruits from each respondent was highest among respondents Ati with a sales value of fruit Rp 32.8 million / month and the value of sales of fruits were lowest among respondents Zainudin with a sales value of fruit Rp 27.7 million / month.

Data value of sales of fruits from each of the respondents above can be classified into categories of high, medium and low which can be seen in Table 15 below.

Table 15. Classification of high, medium and low value sales of fruit from each respondent in the fruit market Kendari

No.	Category	Interval	Number of Respondent (person)	Percentage (%)
1.	Low	27.700.000 – 29.400.000	6	40
2.	Enough	29.400.001 – 31.100.001	8	53,33
3.	High	31.100.002 – 32.800.002	1	6,67
Total			15	100

Table 15 shows that the value of sales of fruits from each respondent mostly in middle category, namely 8 (53.33%).

2. Fruits Marketing Mix

Every trader pays attention to several aspects of marketing for the sake of success in marketing the fruit. Some aspects of the marketing concepts referred to in the marketing mix that includes product, price, place and promotion as illustrated below:

2.1. Product

The products referred to in this research is a type of fruit traded at the fruit market Kendari city that is always available (not a seasonal fruit) that exist in every fruit stall is apples, pears, Sunkist, mandarin oranges, watermelon, grapes, melons, and litchi. More details about the average volume of each type of fruit can be seen in Table 16 below.

Table 16. The average volume of each type of fruit traded at the fruit market Kendari, 2015

No.	Kind of Fruit	Average (kg/month)	Percentage (%)
1.	Red Apel	104,7	9,6
2.	Green Apel	77,3	7,0
3.	Royal Gala Aple	79,3	7,3
4.	Fuji Apel	51,3	4,7
5.	Pear	98,3	9,0
6.	Melon	140,3	12,9
7.	Red Grape	45,3	4,1
8.	Black Grape	55,3	5,0
9.	Sunkist	92,0	8,4
10.	Mandarin orange	96,7	8,9
11.	Watermelon	161,3	14,8
12.	Litchi	90,3	8,3
Total		1092,1	100

Table 16. indicate that the average of the highest sales volume is at a watermelon that is 161.3 kg / month (14.8%). From the above data can also be seen community needs for certain fruits, and this can affect the process of marketing pieces that are in the fruit market Kendari. In marketing its fruits, the main traders do is keep good fruit quality and preserve the freshness of fruit traded. To maintain the freshness of the fruit, usually the merchant store it in the refrigerator or freezer that exist in every fruit stall trader. Which looks fresh fruit will make consumers or buyers want to buy the fruit. When a consumer or buyer gets

the fruit that is damaged or rotten that has been purchased, the trader provides warranty instead. This meant that traders did not lose a potential buyer or its customers and still earn the trust of traded consumers. Fruits can last for half a month to a month. If the fruits are wilted or have not fresh anymore, are usually sold per seed for many buyers who bought the fruit to be made into juice.

The next thing that needs to be considered by traders is the brand and packaging of fruit traded. From interviews with respondents, obtained information that a brand of fruit traded famous and packaging was interesting, where the fruit is the fruit imported from America, France, China, South Africa, Thailand, Australia, Egypt, New Zealand, and Chile, Apples have the brand with the name of red apple, granny smith, royal gala and fuji packed with foam shaped nets. Pear has a brand with a name that is packed with sweet pear-shaped foam nets. The red grape have the brand with the name of the red seeded grapes and black grapes has the brand by the name of black grapes. Additionally, mandarin oranges also have a brand with the name of honey Ponkan are packed in plastic containers. With famous brands and attractive packaging, it will add to the appeal of the consumer or purchaser to buy the fruit.

In addition to imported fruits are intended in this study, there are also types of local fruits from different regions traded at the fruit market Kendari. Types of local fruits are among other bananas, pineapple, jackfruit, salak, papaya, avocado, orange, tan, rambutan, soursop, and mango. From the results of research in the field, shows that the application of the marketing mix (product) can be quite good because it is included in the elements of the marketing mix (product) according to Kotler (1997), the diversity of products, quality, shape, brand, packaging, and guarantee / guarantee already exists and implemented in the fruit market Kendari. High, medium, and low marketing mix (product) with the value of sales can be seen in the cross table below.

Table 17. Data tables cross high, medium, and low marketing mix (product) with the value of sales of fruits from each respondent in the fruit market Kendari

Sales Value	Aspect of Products			Total (person)
	High	Average	Low	
High	0	1	0	1
Average	1	7	0	8
Low	0	5	1	6
Total (person)	1	13	1	15

Based on the cross table 17 above, shows that aspects of the product have a significant degree of correlation with the value of sales where the majority of respondents both in middle category which aspects of the product 13 and the value of sales of 8 people. It can be seen from the value of the correlation coefficient obtained by the rate of moderate or strong enough relationship.

2.2. Price

In setting the price on a product, traders weigh the costs incurred during the marketing process and the benefits to be obtained. On the other hand, traders also consider the purchasing power of consumers. This needs attention because the goods will not sell if the price offered is not accessible by consumers, so here it takes a creative merchant to classify the goods offered by a combination of varying prices.

Price is values attached to a product (fruit) are cornerstones of the process of exchange between the merchant and the consumer / buyer. Based on interviews with respondents, obtained information that the price of fruit is not the same for different types of fruit sold, but the price of the same type of fruit from one trader to another trader is same. This is because they only buy in one place i.e. on traders precisely in Makassar (Toko Makmur) and sell it at only one place, namely at the fruit market Kendari, so that they do not occur between the price competition. Value price of fruit has a price limit that has been agreed between the fruit seller, it concerns the highest price and the lowest price. More details about the selling price of each type of fruit can be seen in Table 18 below.

Table 18. The selling price of each type of fruit traded at the fruit market Kendari, 2015

No.	Kind of Fruit	Selling price (Rp/kg)
1.	Red Apel	25.000
2.	Green Apel	25.000
3.	Royal Gala Aple	25.000
4.	Fuji Apel	20.000
5.	Pear	25.000
6.	Melon	15.000
7.	Red Grape	50.000
8.	Black Grape	60.000
9.	Sunkist	25.000
10.	Mandarin orange	25.000
11.	Watermelon	25.000
12.	Litchi	35.000

Table 18 shows that the black wine has the highest selling price of Rp 60,000 / kg compared to the price of other fruits. While melons have the lowest selling price of Rp 15,000 / kg. In the marketing of fruits, merchants also give discounts or price reductions (discount) of the existing rates of 5% to 10%. It is intended to attract consumers or buyers, thus increasing demand for the fruit. The terms of payment for the consumer or the buyer are in the form of cash or cash.

From the results of research in the field, shows that the application of the marketing mix (price) can be quite good because it is included in the elements of the marketing mix (price) by the private sector (1999), namely pricing, uniform pricing, discounts, and terms and conditions payment already exists and implemented in the fruit market Kendari. High, medium, and low marketing mix (price) with a sales value can be seen in the cross table below.

Table 19. Data tables cross high, medium, and low marketing mix (price) with a sales value of fruit from each respondent in the fruit market Kendari

Sales Value	Aspect of Price			Total (person)
	High	Average	Low	
High	0	1	0	1
Average	1	7	0	8
Low	0	5	1	6
Total (person)	1	13	1	15

Based on the cross table 19 above, shows that the price aspect has a significant relationship with the level of sales where the majority of respondents both in middle category that is the aspect of price and value sales 13 8 people. It can be seen from the value of the correlation coefficient obtained by the rate of moderate or strong enough relationship.

2.3. Place

The determination is very important in marketing, because it will determine the continuation of the type of work done. This type of business most major trade to get attention is needed goods, purchasing power and culture. Consumer purchasing power higher will be possible to buy products in bulk, while the goods are always needed will allow for continuous purchased anyway. On the other hand to consider is the distance between the producer and the final consumer. It is important to note by traders due to transportation costs and risk of carriage necessary. The farther away, the higher transport costs and risks in the process of transporting the products is much larger so that it will reduce the profits of the traders.

The business location of respondents in this study is located in Jalan Ahmad Yani (in front of Supermarkets Rabam). This location is a location designated by the City, while for the construction of a fruit stall raised privately by the merchant. At this location there are 15 traders. From interviews with respondents, obtained information that the location marketing of fruits in a fruit market Kendari City is a strategic location for the respondent in marketing its fruits, since it is located on a side street that many passed by the urban community that can directly make purchases of fruits offer, and also within easy reach for our dealers are middlemen (Toko Makmur) from Makassar to distribute the fruit, thus facilitating the availability of fruit on an ongoing basis to the respondent. As for the position of a fruit stall traders, they have a different opinion. The respondents' position is at the end

of his stall to the left and at the far right found their fruit stall position is more strategic than the position of a fruit stall in the middle. More details about the position of the respondents fruit stall can be seen in Table 20 below.

Table 20. Fruit stall position of each respondent in the fruit market Kendari

No.	Name of Respondent	Name of Fruit Stall	Position of Fruit Stall
1.	Aziz Kulle	Aziz Kulle	The first of the far left
2.	Nadia	Anugrah Buah	Second from the far left
3.	Asriani	Surya Buah	Third from the far left
4.	Ukas	Istana Buah	Fourth from the far left
5.	Zainudin	Stand Pear 21	middle
6.	Nur Hana	Agung Buah	middle
7.	Marlina	Cahaya Buah Rannu	middle
8.	Dg. Kulle	Desi Buah	middle
9.	Nursia	Putri Buah Muna Maitora	middle
10.	Heria	Warda Buah	Sixth from the right edge
11.	Ati	Cahaya 165	Fifth from the right edge
12.	Lia	Wisma Buah	Fourth from the right edge
13.	Dg. Memang	Makassar Buah 29	The third from the right edge
14.	Mariana	Makmur Buah	Second from the right edge
15.	Baharudin	Marannu Buah	The first from the right edge

In addition, the location marketing of fruit is also safe for traders because rarely experienced theft. Number of buildings and dwellings nearby residents makes them comfortable in marketing the fruit, and some of the respondents make their fruit stall as his residence. From the results of research in the field, shows that the application of the marketing mix (a) has been very good in practice, because that is included in the elements of the marketing mix (a) according Swastha and Sukotjo (1995) is the location, the type of goods sold, the dealer is willing took part, and the target market already exists and implemented in the fruit market Kendari. High, medium, and low marketing mix (a) with a sales value can be seen in the cross table below.

Table 21. Data tables cross high, medium, and low marketing mix (a) with a sales value of fruit from each respondent in the fruit market Kendari

Sales Value	Aspect of Place			Total (person)
	High	Average	Low	
High	1	0	0	1
Average	8	0	0	8
Low	2	3	1	6
Total (person)	11	3	1	15

Based on the cross table 21 above, shows that the aspect of the place has a significant relationship with the level of sales where the majority of respondents are in high and medium category. For the aspect of the place at high category is 12 and the value of sales in middle category is 8 people. It can be seen from the value of the correlation coefficient obtained by the level of strong relationships.

2.4. Promotion

Promotion is one of the elements of the marketing mix used by traders to hold communication with the market. Promotions are used to inform, persuade and to influence consumer decisions and convince him to buy the product. Based on interviews with respondents, there was information that the campaign conducted to introduce the fruit is not often traded. Promotions ever undertaken respondents can be seen in Table 22 below.

Table 22. This type of promotion is done by the respondents in the fruit market Kendari, 2015

No.	Type of Promotion	Description
1.	Personal Selling	Direct interaction between one or more prospective buyers with the intention of making a purchase

2. Sales Promotion	Incentives for consumers or buyers to encourage the desire to try and buy fruit.
Sales promotion consists of:	
a. customer promotions	Free trial and provision of warranty for broken or rotten fruit..
b. trade promotion	Give a rebate (discount).

Another thing that is done by traders in the promotion of sales is good and friendly service to the consumer or buyer. If the service is good, it will satisfy consumers in getting these fruits. By doing a good service, it will also provide the potential for merchants to increase sales of its fruits because satisfied customers are always providing information to other consumers to buy fruit, so it is also promotional indirectly to provide information about fruits were traded which is mouth to mouth (mouth to mouth).

From the results of research in the field, shows that the application of the marketing mix (promotion) is still lacking because included in the elements of the marketing mix (campaign) according to Kotler (1997), the sales promotion, direct marketing, personal selling, and public relations have not been implemented well at the fruit market Kendari. High, medium, and low marketing mix (promotion) with a sales value can be seen in the cross table below.

Table 23. Data tables cross high, medium, and low marketing mix (promotion) with a sales value of fruit from each respondent in the fruit market Kendari

Sales Value	Aspect of Promotion			Total (person)
	High	Average	Low	
High	0	0	1	1
Average	1	2	5	8
Low	0	0	6	6
Total (person)	1	2	12	15

Based on the cross table 23 above, shows that the promotional aspect has a level of no significant relationship to the value of sales where the majority of respondents are in low and medium categories. For the promotional aspects that are in the low category is 12 and the value of sales in middle category i.e. 8 people. It can be seen from the value of the correlation coefficient obtained by the low level of relationship or weak.

3. Relationship of marketing mix (product, price, place and promotion) with a Sales Value of Fruits

The analysis used to test the relationship between the marketing mix (product, price, place and promotion) with a sales value of fruit at the level of traders in fruit market of Kendari is by Spearman correlation analysis. Once analyzed, there are variable marketing mix (product, price, place and promotion) with a variable value of sales that has a level of relationship is, strong, and low. The results of the analysis are shown in Table 24 below.

Table 24. Spearman Correlation Coefficient Value Range of Marketing Mix (product, price, promotion and place) with a Sales Value of Fruits in Tier Fruit Market Traders in Kendari

No.	Marketing Mix	r_s	Level of Correlation
1.	Product	0,493	Average
2.	Price	0,436	Average
3.	Place	0,620*	Strong
4.	Promotion	0,295	Weak

Table 24 shows the range of the Spearman correlation coefficient values were highest in the marketing mix (a) is 0.620 * which means that the relationship between the marketing mix (a) with a sales value of fruit have a strong relationship. While the value of Spearman correlation coefficients of the lowest are in the marketing mix (promotion) is 0.295, which means that the relationship between the marketing mix (promotion) with a sales value of fruit did not show any significant correlation because the correlation coefficient is generated showing the relationship of low or weak.

3.1. Relationship of marketing mix (product) with a Sales Value of Fruits

A product offered to consumers is always endeavored that the product will be able to meet customer satisfaction. In addition, traders should also pay attention to the quality of products offered so that consumers or customers can be maintained even be upgraded again. If the product is marketed or sold, quality will provide a positive relationship to sales. Spearman correlation analysis results in testing the relationship between the marketing mix (product) with a sales value is 0.493, which means having a relationship that is or is strong enough.

Relationships are moderate or strong enough between the marketing mix (product) with the value of sales of fruits obtained relationship is positive, which means that the better the product (fruit) traded it will be followed by the high value of sales. Vice versa, if the product (fruit) traded lack of good quality then the sales value will be low.

The correlation coefficient of the marketing mix (product) with the value of sales shows that these two variables have a real relationship. Such conditions occur due to marketing, fruits, respondents are very concerned about the quality of fruit traded and keep the freshness of the fruit. In addition, brands and packaging of fruit did not escape the attention of the respondents for the famous brands and attractive packaging will add to the attraction of buyers or consumers to want to buy products (fruits) so that the value of sales will increase. A consumer or buyer gets a fruit that is damaged or rotten after it was bought by warranty instead. This meant that the respondents did not lose a potential buyer or its customers and still earn the trust of consumers so that sales can be improved even further.

3.2. Relationship of Marketing Mix (price) with a Sales Value of Fruits

Price is one consideration purchasers or consumers in the purchase of products (fruits). For most traders, pricing followed by a more or less products to be offered and purchaser or consumer demand. The higher the price of the product (fruit) offered merchants, the lower the demand for the number of products (fruits) by the consumer or buyer. Correlation coefficient values generated in the test the relationship between the marketing mix (price) with a sales value of fruits is 0.436.

Spearman correlation value indicates that the marketing mix (price) have a relationship that is or is strong enough with a sales value of fruit. The relationship is obtained in the form of a positive correlation. This occurs because the prices set by the respondent in accordance with the grading. In addition, traders are also often given a rebate (discount) to add the fruit demand by buyers or consumers that the sales value also increased.

In marketing the fruit, respondents considered that special pricing for customers remains reasonable and is applied by most respondents. Special pricing for customers still intended that the respondents still have buyers or consumers because they get the confidence of the buyer or the consumer so that the sales value can be maintained and enhanced in the presence of regulars.

3.3. Relationship of Marketing Mix (a) with a Sales Value of Fruits

The determination is very important in marketing for the sale of products (fruits) is also determined by the placement of a line with products sold by merchants. From the results obtained by analysis of the correlation coefficient between the marketing mix (a) with a sales value is 0.620 *. This means that the relationship between the marketing mixes (a) with a sales value of fruit have a strong relationship. These conditions occurred because of the increasing importance of a place in marketing the products it will be followed by the high value of sales.

The location of this research is a strategic location that is located in the street that many passed by the urban community that can directly make purchases of fruits offered and also within easy reach for our dealers are traders from Makassar to distribute the fruit, thus facilitating the availability of fruit on an ongoing basis to the respondent. With its strategic location marketing of these fruits, it provides the potential for respondents in increasing the value of sales because it is very easy to reach by the purchaser or consumer wants to get fruit. In addition, these sites are safe for respondents because rarely experienced theft, so as to make them comfortable in marketing the fruit.

3.4. Relationship of Marketing Mix (sale) with a Sales Value of Fruits

Promotion is one of the elements of the marketing mix used by traders to hold communication with the market, for the promotion of merchants may introduce products

or wares to buyers or consumers. From the analysis, the value of the correlation coefficient between the marketing mixes (promotion) with a sales value was 0.295. The correlation coefficient has a low or weak relationship. This means that the relationship between the marketing mixes (promotion) with a sales value showed no significant relationship. Such conditions occur, due to marketing, fruits, respondents do not often do promotions and campaigns that do not vary too, as well as the lack of bonuses for consumers or buyers. Promotion is done by each respondent is almost the same.

For some respondents sale is not very important, because they were found with a friendly service to the buyer or consumer is sufficient rather than doing promotions in the form of brochures, billboards, business cards, and campaign through print and electronic media. So they feel that without the sale as it was fruits they trade still sold and still benefit from the wares without spending costs for promotion.

D. Conclusion

Based on the analysis and discussion, it can be concluded as follows:

1. Implementation of any marketing mix of product, price, place and promotion in the fruit market Kendari is as follows:
 - a. Marketing mix (product) has been performing quite well, because respondents are very concerned about the quality of fruit traded and keep the freshness of the fruit. In addition, brands and packaging of fruit did not escape the attention of the respondents for the famous brands and attractive packaging will add to the attraction of buyers or consumers to want to buy products (fruits).
 - b. Marketing mix (price) has been performing quite well too, because the price set by the respondent in accordance with the grading. In addition, traders are also often give a rebate (discount) that can be added to the demand of the fruit by the purchaser or consumer, as well as their special pricing for customers still applied by some of the respondents..
 - c. The marketing mix (a) has been implemented very well because it was very strategic.
 - d. The marketing mix (promotion) has not done well, as a form of promotion and the intensity of its implementation is lacking, just a personal selling, sales promotion (consumer promotions and trade promotion), and service to the consumer or buyer.
2. There is a relationship between each of the marketing mix (product, price, promotion and place) with a sales value of fruit shown on the value of the Spearman correlation coefficient that is:
 - a. Marketing mix (product) with a sales value has a value of 0.493 which means the rate of moderate or strong enough relationship.
 - b. Marketing mix (price) with a sales value has a value of 0.436 which means the rate of moderate or strong enough relationship.
 - c. The marketing mix (a) with a sales value has a value of 0.620 * which means the level of a strong relationship.
 - d. The marketing mix (promotion) with a sales value has a value of 0.295 which means the rate of low or weak ties.

E. References

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