THE INFLUENCE OF THE MARKETING MIX ON THE PURCHASE DECISION OF ORNAMENTAL PLANTS IN THE MULYAHARJA ORNAMENTAL PLANT MARKET SOUTH BOGOR DISTRICT BOGOR CITY

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Abstract. Mulyaharja is a location for ornamental plant cultivation because it is the center for selling ornamental plants in the city of Bogor. The types of ornamental plants that are mostly marketed at the Mulyaharja ornamental plant market are ornamental leaf plants. Competition in the ornamental plant business, business actors in the Mulyaharja ornamental plant market need marketing strategies that can maintain and increase the market share of ornamental plant products. One strategy is the marketing mix. This research was conducted at the Mulyaharja ornamental plant market with 39 consumer respondents. The objectives of this research are (1) to find out how the marketing mix influences ornamental plant purchasing decisions; and (2) Knowing which marketing mix variables have the greatest influence on the decision to purchase ornamental plants at the Mulyaharja ornamental plant market. There are 4 independent variables tested which relate to the marketing mix in the Mulyaharja ornamental plant market, namely product (X1), price (X2), place (X3) and promotion (X4) as well as 1 dependent variable, namely purchasing decisions (Y). The results of multiple linear regression show that product variables have a significant influence on purchasing decisions at a real level of 5% with a coefficient value of 0.641. Every time the product variable increases 1 time, purchasing decisions will increase by 0.641 times. The place variable significantly influences purchasing decisions at a real level of 15%. The results of the partial test (t test) show that the variable that has a partially significant effect on purchasing decisions at a real level of 5% or 0.05 is the product variable. The results of the simultaneous test (F test) show that all independent variables have a significant effect simultaneously on purchasing decisions at a real level of 5% or 0.05 with an R2 contribution value of 56%.
Keywords: Ornamental plants, marketing mix, purchasing decisions.

INTRODUCTION

Ornamental or floriculture plants are one of the agricultural commodities that are cultivated because they have quite a variety of benefits. Many ornamental plants are used for certain purposes, such as religious events, decoration, decoration of an object, and even some ornamental plants also indicate the identity of beauty. Ornamental plants are divided into several groups based on the form of product being marketed, including cut flowers, cut leaves, sprinkled flowers, potted plants and landscape plants (Sihombing and Handayati, 2017). Demand increasing for retail ornamental plants has resulted in many breeders and traders being interested in entering the ornamental plant industry. The level of competition in the ornamental plant market has become very tight. Almost every new housing complex or the entrance to a new housing complex is filled with ornamental plant traders. There are those who trade on the side of the road, there are also those who trade in nurseries/seeding places (Marlina, 2016).

Mulyaharja is one of the sub-districts in South Bogor sub-district and is a location

that has potential for the business or cultivation of ornamental plants because it is one of the marketing centers or sales centers for ornamental plants in the city of Bogor. Many ornamental plant farmers market various types of ornamental plants directly to consumers.The Mulyaharja ornamental plant market is a new market that opened in 2020, there are around 75 business people lined up selling ornamental stalls at the market. The types of ornamental plants that are mostly marketed at the Mulyaharja ornamental plant market are ornamental leaf plants. Leaf ornamental plants are a row of ornamental plants that highlight their leaves for aesthetic purposes, such as taro, monster, janda bolong, aglonema and others.

Competition in the ornamental plant business, business actors in the Mulyaharja ornamental plant market need marketing strategies that can maintain and increase the market share of ornamental plant products. One strategy is the marketing mix, both in terms of product, price, place and promotion. The implementation of the marketing mix at the Mulyaharja ornamental plant market must pay attention and evaluation to consumer purchasing decisions.

One alternative that marketers can use is to analyze the influence of the marketing mix which includes product, price, place and promotion in purchasing decisions for ornamental plant products, especially at the Mulyaharja Ornamental Plant Market, South Bogor District, Bogor City. This encouraged researchers to conduct research with the aim of 1. Knowing how the marketing mix influences the decision to purchase ornamental plants at the Mulyaharja Ornamental Plant Market, South Bogor District, Bogor City,2. Find out which marketing mix variables have the greatest influence on the decision to purchase ornamental plants at the Mulyaharja Ornamental Plant Market, South Bogor District, Bogor City.

METHOD

This research was carried out at the Mulyaharja Ornamental Plant Market, South Bogor District. Location selection was done purposively. The method used is descriptive and vericative. The descriptive method is a description/information in the field through survey and interview methods, while the verification method is a form of relationship between variables through hypothesis testing.

The population of this research is ornamental plant consumers at the Mulyaharja Ornamental Plant Market, South Bogor, Bogor City. The total population taken is 75 consumers taken from the average consumer who visits the Mulyaharja Ornamental Plant Market in one week. The number of samples used in this research was 39 respondents.The data sources in the research are: 1). Primary data obtained from direct research in the field, 2). Secondary data comes from libraries and related literature from the Mulyaharja sub-district. The data collection techniques used were surveys, questionnaires, interviews and documentation. The analytical method used in this research is the Multiple Linear Regression method. The form of the multiple regression equation is as follows:

$Y = ß_0 + ß_1 X_1 + ß_2 X_2 + ß_3 X_3 + ß_4 X_4 + e$

Information :

Y   : Buying decision
ß0   : Konstanta
ß1ß2ß3ß4 : Multiple regression coefficient of each independent variable
X1   : Product
X2   : Price
X3   : Place
X4   : Promotion
e   : other factors (residual value)

RESULTS AND DISCUSSION
RESULTS
Classic assumption test
Normality test results: In this study the normality test used was the P-Plot normality test. This test is a graphic method test, namely by paying attention to the distribution of data at the diagonal source on the normal graph P-Plot of Regression Standardized Residual. Ghozali (2011) stated that the regression method is said to have a normal distribution if the plotting data (dots) that depict the actual data follow a diagonal line. The following is a graph of the results of the normality test using the P-Plot normality test.
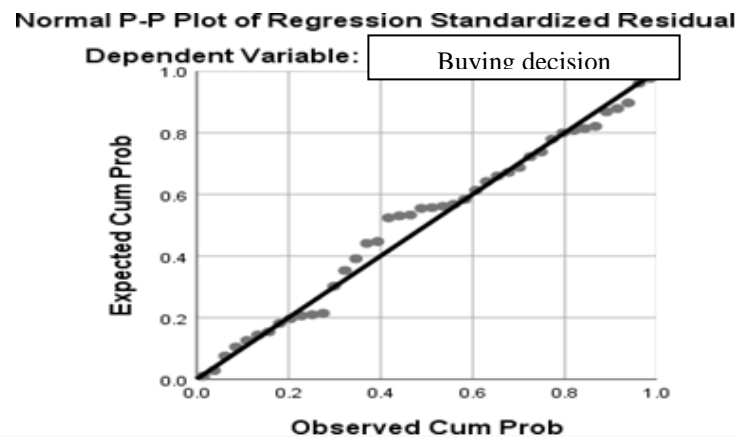

Image: P-Plot Diagonal Normalitas

Based on the P-Plot diagonal normality image above, it shows that the points (plotting data) follow the diagonal line so that as the basis for decision making, the conclusion of the normality test is a normally distributed regression model.

Multicollinearity test results
Ghozali (2011) stated that multicollinearity testing aims to find out whether the regression model found a correlation between independent variables or independent variables. Knowing whether there is multicollinearity in the regression model or not can be determined from the tolerance value and variance inflation factor (VIF) value. There are no symptoms of multicollinearity if the tolerance value is > 0.100 and the VIF value is < 10.00. Multicollinearity test results

Table 1

Model	Collinearity Statistics		
		Tolerance	VIF
1	Product (X1)	,715	1,399
	Price (X2)	,429	2,332
	Place (X3)	,692	1,444
	Promotion (X4)	,603	1,659

Source : Results of primary data processing, 2021

Based on the test results data above, it can be seen that the tolerance value for the product variable (X1) is 0.715, where this value is greater than the value of 0.1. The price variable (X2) has a tolerance value of 0.429, meaning this value is greater than 0.1. The place variable (X3) obtains a value of 0.692, where this value is greater than 0.1. The promotion variable (X4) obtained a value of 0.692, meaning this value is greater than 0.1. If we look at the VIF value, the product variable (X1) has a VIF value of 1.399, where this value issmaller than the value 10. The price variable (X2) gets a VIF value of 2.332, meaning this value is smaller than 10. The place variable (X3) gets a VIF value of 1.444, where this value is smaller than 10. The promotion variable (X4) gets a VIF value of 1.659, meaning this value is smaller than 10. Therefore, based on the basis of decision making, the conclusion of the multicollinearity test is that there are no symptoms of multicollinearity.

Heteroscedasticity test results.

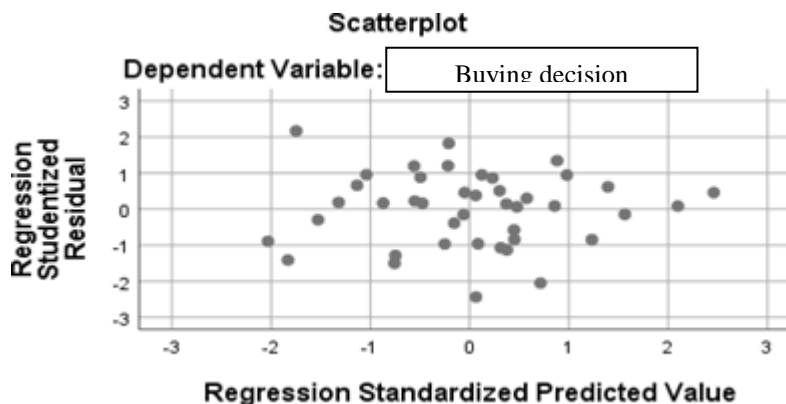The following are the results of the heteroscedasticity test using a scatterplot graph.

Image: Scatterplot

Based on the scatterplot image above, it shows that the points formed are random, do not form a wavy pattern, widen then narrow, then the points are above and below zero. Thus, based on the basis of decision making, the conclusion of the heteroscedasticity test is that there are no symptoms of heteroscedasticity.

Table 2

Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.363	5.565		2.042	.048
Product (X1)	.641	.262	.378	**2.451***	**.001***
Price (X2)	.067	.351	.038	.190	.851
Place (X3)	.535	.333	.252	1.607**	.117**
Promotion (X4)	.279	.333	.141	.837	.408

Source: Results of primary data processing, 2021
Information: * Significant effect at the real level of 5% or 0.05
    ** Significant effect at 15% level of significance.

Based on the results of the regression test in the table above, the following multiple linear regression equation is obtained:

  Y= 11.363 + 0.641 X1 + 0.067 X2 + 0.535 X3 + 0.279 X4

The regression equation above can be interpreted as follows:

1. β_0= 11.363

 β_0 is a constant value, namely the estimated value of the purchasing decision (Y). Purchasing decisions in buying Mulyaharja ornamental plants will increase by 11,363 times when there is no addition of marketing materials (product, price, place and promotion).

2. β_1= 0,641

 The parameter value of this regression coefficient shows that in each product variable will increase 1 time, then the purchasing decision to buy Mulyaharja ornamental plants will increase by 0.641 times with the assumption that the other variables are considered constant. If the variable is positive, then there is a positive relationship between the product variable and purchasing decisions. The greater the value of the product variable, the higher the decision to purchase it. Many of Mulyaharja's ornamental plant products are quite attractive and are offered to potential consumers. One of them is a product/plant developed from the results of genetic changes. This new plant has its own special features and uniqueness that are rarely found in other ornamental plants, both in terms of leaf shape and color, so many consumers are interested and buy this ornamental plant.

3. β_2 = 0,067

 The parameter value of this regression coefficient shows that for each variable the price will increase 1 time, then the purchasing decision to buy Mulyaharja ornamental plants will increase by 0.067 times with the assumption that the other variables are considered constant.

4. β_3 = 0,535

 The parameter value of this regression coefficient shows that for each place variable it will increase 1 time, then the purchasing decision to buy Mulyaharja ornamental plants

will increase by 0.535 times with the assumption that the other variables are considered constant.

5. ß_4= 0,279

The parameter value of this regression coefficient shows that for each promotional variable it will increase 1 time, then the purchasing decision to buy Mulyaharja ornamental plants will increase by 0.279 times with the assumption that the other variables are considered constant.

Table 3

Partial Test Results (t Test)

	Model	T	Sig.
1	(Constant)	2.042	.048
	Product (X_1)	**2.451**[*]	**.001**[*]
	Price (X_2)	.190	.851
	Place (X_3)	1.607[**]	.117[**]
	Promotion (X_4)	.837	.408

Source: Results of primary data processing, 2021
Information: * Significant effect at the real level of 5% or 0.05
       ** Significant effect at 15% level of significance.

In the table above, we can see and conclude whether the independent variable has an effect on the dependent variable (individually) or on the contrary by looking at the magnitude of the significance value and comparing the tcount value with t table. Conclusions based on the t test results for each variable are as follows.

1. Product variables(X_1)

It is known that the significance value for the product variable (X1) for variable Y is 0.001 <0.05 and t_{count} is 2.451 > 2.026 (t_{table} value), so it can be concluded that Ho is rejected and H1 is accepted, meaning that the independent variable partially has a significant influence on the dependent variable.

2. Price variables(X_2)

It is known that the significance value for the price variable (X2) for variable Y is 0.85>0.05 and t_{count} is 0.190 <2.026 (t_{table} value), so it can be concluded that Ho is accepted and H1 is rejected, meaning that the partial independent variable does not have a significant influence on the dependent variable.

3. Place variables (X3)

It is known that the significance value for the place variable (X3) for variable Y is 0.117>0.05 and t $_{count}$ is 1.607<2.026 (t $_{table}$ value) so it can be concluded that Ho is accepted and H1 is rejected, meaning that the independent variable partially does not have a significant influence on the variable dependent. The place variable (X3) has a significant effect at a real level of 15% (alpha15%).

4. Promotion variables (X_4)

It is known that the significance value for the promotion variable (X4) for variable Y is 0.408>0.05 and t_{count} is 0.837<2.026 (t_{table} value), so it can be concluded that Ho is accepted and H1 is rejected, meaning that the independent variable partially does not have a significant influence on dependent variable.

Table 4

Simultaneous test results (F test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	242.835	4	60.709	5.468*	.001*
	Residual	410.808	37	11.103		
	Total	653.643	41			

Source: Results of primary data processing, 2021
Information: * Significant effect at the real level of 5% or 0.05

Based on the F test results as in Table 15, it is known that the calculated F value is 5.468 with a significance value of 0.001. Therefore, F_{count} is 5.468>2.61 (F_{table} value) and the significance value is 0.001<0.05. So the conclusion is that Ho is rejected and Ha is accepted. This means that the independent variables include product (X1), price (X2), place (X3), and promotion (X4) simultaneously influencing the dependent variable or purchasing decision (Y).

Based on the F test results as in Table 15, it is known that the calculated F_{count} is 5.468 with a significance value of 0.001. Therefore, F_{count} is 5.468>2.61 (F_{table} value) and the significance value is 0.001<0.05. So the conclusion is that Ho is rejected and Ha is accepted. This means that the independent variables include product (X1), price (X2), place (X3), and promotion (X4) simultaneously influencing the dependent variable or purchasing decision (Y).

Analysis of the coefficient of determination (R^2)

Table 5

Determination Coefficient Value (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750ª	.562	.510	2.775

Source: Results of primary data processing, 2021

Based on the table above, it can be seen that the coefficient of determination (R^2) is 0.562 or 56%. The independent variable (X) simultaneously contributes to the dependent variable (Y) by 56%. The model can explain the influence of the marketing mix on

purchasing decisions as much as 56%, while the remaining 44% is explained outside the model.

DISCUSSION:

This research aims to determine the influence of marketing mix on decisions to purchase ornamental plants at the Mulyaharja Ornamental Plant Market. Based on the results of the analysis, the partial and simultaneous discussion of the research results is as follows:

1. The influence of product variables on consumer purchasing decisions.
   The results of this research prove that products have a significant influence on purchasing decisions when the products provided are in accordance with consumer needs. This shows that the product variable indicators which include ornamental leaf plants with many variants are of very high quality. These indicators have a positive influence on consumer purchasing decisions.

2. The influence of price variables on consumer purchasing decisions.
   The results of this research do not have a significant effect on purchasing decisions, it is very likely that consumers who already like the product will choose ornamental plant products without looking at the price because there is suitability and trust in the quality and product variants.

3. The influence of place variables on consumer purchasing decisions.
   The research results show a significant influence on purchasing decisions. Place is usually a concern for consumers because location can determine consumer interest in making a purchase. A place that can be accessed by city transportation and private vehicles and is very strategically located in the city, with a comfortable atmosphere and guaranteed security.

4. The influence of promotional variables on consumer purchasing decisions.
   The research results show that the promotional variable partially does not have a significant effect on consumer purchasing decisions, this is because consumers are already familiar with the Mulyaharja ornamental plant market and consumers are already familiar with the existence of the Mulyaharja ornamental plant market.

CONCLUSION

Based on the results of the research and discussion, the following conclusions can be expressed:

1. Based on the results of the F test value, all independent variables simultaneously have a significant influence on consumer purchasing decisions for ornamental plants at the Mulyaharja Ornamental Plant Market, South Bogor District, Bogor City with the contribution value of the marketing mix to consumer purchasing decisions for ornamental plants amounting to 56%, while the value of the remaining 56% is the contribution value outside the marketing mix that influences consumer purchasing decisions for ornamental plants.

2. Based on the results of the t test value, the variable or marketing mix that has a significant influence on consumer purchasing decisions for ornamental plants at the Mulyaharja Ornamental Plant Market, South Bogor District, Bogor City is the product variable. The product variable has a significant effect because the product offered is a product of good quality.

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