

Enhance Marketing Fresh Fruit in Sambu Market Medan North Sumatera

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Abstract

The fresh fruit business at the certain Shop at the Sambu market has the field been around for a long time, namely since 1997 with a workforce of 3 people from their family members. The fresh fruit business has a fairly high market opportunity among the businesses in Medan's Sambu market, due to a large number of buyers and a large number of enthusiasts, but the Covid 19 has had a major impact on the declining sales lately, plus other shops. other fruit shops, know the advantages of marketing fresh fruit. Collecting data using interview instruments and questionnaires using the variables of imaging, product quality, price, and customer loyalty. The data analysis method is a combination of qualitative and quantitative methods which is an approach in research that combines and connects quantitative and qualitative research methods. This study used 60 samples taken from respondents. adjusted R Square number of 0.973 which can be called the coefficient of determination which in this case means that 97.3% of customer loyalty can be obtained, Product Quality and Price. While the remaining 100% - 97.3% = 2.7% is explained by other factors or variables outside the model. Such as Place, Service, promotion, etc.

Keywords

Effect of image marketing; product quality; price on customer loyalty.



I. Introduction

Fruit is wrong one commodity which good for for sale buy it. Until now already more and more people are realizing the nutritional value of fruit and its benefits to human health. On the other hand, the fruit cannot last long and must be kept fresh. In the city of Medan score economy fruit Fresh the more increase. Every year Province Sumatra north the demand for fruit for consumption by the local community is approximately 2500 kg up to 3500 kg per month with various types of fruit. Fresh fruit can be used in addition to food as well as for the drug industry. Fruit is very good for human consumption.

A part from have dream flavor which typical, fruit also have score nutrition which tall, like proteins, carbohydrates and vitamins. Even according to research, the nutritional content is very high. So, it is not wrong if the fruit is said to be a healthy food. Marketing is a parameter to assess the success or failure of a business. Because the final result of process production sale with hope get profit. Process marketing need party other which called institution marketing. Development effort fruit fresh must existence cohesiveness Among activities production which During this linked with increased marketing. But with covid 19 and the competition between some shops fruit that makes a fruit business must be increased with sufficient marketing to be able to normalize the price of fruit in the market, especially in the city of Medan and how to get it regain consumer purchasing power. Marketing activities are often defined as activities in marketing a product that is traded by

the company and shown to consumer, however if seen meaning actually marketing no only just sell product just, will but marketing also have activity important in analyze and evaluate all the needs and desires of consumers. According to (Stanto, 2012) marketing is a total system business designed to plan, price, promotion and distribute want satisfying products to target market to achieve organizational objective "Marketing is a total system of activity business which designed for plan, determine price, promotion and distribute goods that can satisfy wants and reach the target market as well as destination company. Marketing is something process society which involve individuals and groups to get what they need and want (Stanto, 2012) through the creation, offering and free exchange of value products and services with the other party, (Kotler, 2010). (Tjiptono, 2015). explain that image is public's impression, feeling, self-image to company; impression which with on purpose created from something object, person or organization (Cantonesse, 2004). quality product is how product the have score which could satisfying consumer good by physique nor by psychological which show on attribute or traits which there is in something goods or results According to (Philip Kotler, 2017). In a narrow sense, price is the amount charged for a product or service. more large again price dalam amount all score which given by customer for get advantages of owning or using a product or service according to (Philip Kotler, 2017).

II. Review of Literature

2.1 Definition Marketing

Marketing is a social and managerial process by which a person or group obtain what they need and want through the creation and exchange of products and value. Marketing is all human activities carried out in relation to with the market, which means working with the market to realize a potential exchange for satisfy human needs and wants (Keller, 2009). Judging from the aspect economy Agricultural marketing activities are said to be productive activities because agricultural marketing can increase the use of time (time utility), use of place (place utility), use of form (form) utility) and use ownership (possession utilities). Commodity agriculture that already experience enhancement To use time, To use the place and To use form new could Fulfill needs consumers, if there has been a transfer of ownership from the producer or marketing agency to consumer (Hasan, 2009). Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

2.2 Loyalty Customer

Customer Loyalty One of the references for a company that still wants to survive in the business that is being run are loyal customers. a commitment which owned customer for to do purchase return goods or service in Century coming though influence situation and effort marketing which later cause customer is commitment customers in sustaining deep to subscribe.

2.3. Indicator Quality Product

According to (Keller, 2009) quality product can enter to in 9 dimensions, that is:

1. Form (forms) product could be distinguished by clear with which other based on form, size, or physical structure of the product.
2. Characteristic features product (features) characteristics secondary or complement which useful for add function basic that related by choice product and its development.
3. Performance (performance) is related to the functional aspects of an item and is a characteristics main which customer considered in buy the item.
4. Accuracy or conformance (conformance) relates to the level of conformity with specification which set previously based on desire customer. Suitability reflects the degree of precision between product design characteristics and quality established standards.
5. Endurance (durability) related with how many longs something product can be used
6. Reliability (reliability) is related to the probability or possibility of an item successfully perform its function every time it is used within a certain period of time and in certain conditions.
7. Ease of repair (repairability) relates to the ease of repair of the product if damaged. Ideally the product will easy to fix yourself by user if damaged.
8. Style (style) appearance product and impression consumer to product.
9. Design (design) the overall features of the product that will affect the appearance and function of the product to consumer desires.

2.4. Indicator Quality Product

According to (Philip Kotler, 2017). In a narrow sense, price is the amount that charged for a product or service, more broadly the price is the sum of all the values given by customer for get profit from have or use something product or services.

According to (Philip Kotler, 2017) there is 4 indicator which characterize price, that is: affordability price, price conformity with product quality, price competitiveness, and price conformity with benefit. Location is place where an effort or business activity conducted.

III. Research Method

3.1. Type Study

Study this use type data quantitative, that is data shaped like number. Study this conducted in market sambu City Medan Sumatra North. Study this carried out starting from November 13, 2021 at 09.00 WIB until done. Source data which there is researched the obtained from results Interview consumer as well as from questionnaire results.

3.2. Technique Collection Data

Technique collection data is something method which systematic and objective for get or collect information orally or in writing. Data collection technique used in this study as follows: 1. Questionnaire/Questionnaire The questionnaire is a the form of questions posed to the respondents, namely visiting consumers, who Becomes object study this and the rating use scale likert. 2. Interview Conducted by determining the questions and answers between the interviewer and the interviewee about all something the interviewer knows.

3.3. Population

According to (Sugiyono, 2013) population is region generalization which consist on objective/subject that has certain characteristic qualities created by research to be studied and then drawn conclusions. This research population is all fruit buyers in the market for sambu.

3.4. Sample

According to (Rusiadi, 2014) The sample is part of the number and characteristics possessed by population. In this study, the author will use a random sampling technique convenience random sampling with a population of 6000, so the sample in study this which accidental shop could drawn with formula Slovin: $n = \frac{N}{1 + (N \cdot e^2)}$

$$) 6000 = \frac{6000}{1 + (6000 \cdot 0,12)} = \frac{6000}{1 + (6000 \times 0.01)} = 60 \text{ people.}$$

IV. Discussion

4.1. Assessment Quality Data

1) Validity

The data validity test is used to measure the validity of the data or whether a questionnaire is valid or not where a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. According to (Sugiyono, 2013), for knowing appropriateness details in something list question (questionnaire) which will be presented to the respondents, it is necessary to test the validity of each question larger ($>$) 0.30 so the question items are considered valid or legal.

2) Reliability

Test Reliability tool for measure something questionnaire which is indicator from variable or construct. A questionnaire is said to be reliable or reliable, if someone's answer to the question is consistent or stable over time should not be random. If the answer to the indicator is random, it is said to be "unreliable". According to (Sugiyono, 2013), to determine the stability and consistency of respondents in answer item- item which related with question which arranged in form the questionnaire. Reliability is a variable construct that is said to be good if has Cronbach's alpha value greater ($>$) 0.60. In applying the formula available data, it is possible to find a picture that explains the influence of or connection Among variable which researched writer the. Based on data which has obtained then processed and analyzed in addition to using the formula. Then get calculated using the help of the Statistical Product and Service Solution program (SPSS) version 22.0 or help application Software SPSS 22.0 For such Windows .

3) Analysis Data

The data analysis model used to determine the magnitude of the Improvement Analysis Customer Loyalty based on Image, Product Quality and Price is a model econometric analysis technique using the ordinary least squares model. Model the equation is as follows:

$$Y = a + Q_1 X_1 + Q_2 X_2 + Q_3 X_3 + e$$

Information:

- Y : Loyalty Customer (*Dependent variables*)
- a : constant
- Q : Coefficient Regression multiple (*Multiple*)

Regression)

X1 : Imaging (*Independent Variables*)
X2 : Quality Product (*Independent variables*)
X3 : Price (*Independent Variables*)
e : efselon

4.2. Test Partial (TEST t)

Test Partial (t) show how much far variable free by individual explain variation This test was carried out using a significance level of 5%.

Coefficients ^a

Model	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
(Constant)	-2,319	1,918	-1,209	.232		
Imaging.X1	.063	.033	1,879	.065	.227	1.052
Product Quality.X2	.636	.051	12,420	.000	.232	4.405
Price.X3	.621	.059	10,553	.000	.950	4.305

a. *Dependent Variables : Y*

Based on table on could seen that:

- 1) Effect of image on customer loyalty: Test significant with criteria loyalty customer:

Ha is accepted and H0 is rejected, if t count > t table or Sig. t < Ha is rejected and H0 is accepted, if t count < t table or Sig. t > □

t count of 1.879 while t table of 1.67252 and a significant value of 0.065 < 0.05, then Ha is accepted and H0 is rejected, which states that imaging has an effect significant by Partial to loyalty customer. Thing this because imaging in implementation aim for get customer new for increase income.

- 2) The effect of product quality on customer loyalty:

Test significant with criteria loyalty customer:

Ha is accepted and H0 is rejected, if t count > t table or Sig. t < Ha is rejected and H0 is accepted, if t count < t table or Sig. t > is 12,420 while t table is 1,67252 and the value of significant value of .000 > 0.05, then Ha is rejected and H0 is accepted, which states that product quality significantly affects customer loyalty. This is because of the quality product is a guarantee for the customer against the product so that the customer will always choose product same based on satisfaction customer.

- 3) Influence price to loyalty customer:

Test significant with criteria loyalty customer:

Ha is accepted and H0 is rejected, if t count > t table or Sig. t < Ha is rejected and H0 is accepted, if t count < t table or Sig. t > is 10,553 while t table is 1,67252 and the value of significant value of .000 > 0.05, then Ha is rejected and H0 is accepted, which states that price significantly affects customer loyalty. This is related to purchasing power

customers for a product, if a product has a competitive selling power with product other this will Becomes wrong one variable determinant to satisfaction customer.

4.3. Coefficient Determination

Analysis coefficient determination this used for knowing percentage big variation influence independent variable to the dependent variable.

Model Summary^b

Model	Model Summary ^b			
	<i>R</i>	<i>RSquare</i>	<i>AdjustedRSquare</i>	<i>Std.Error of the Estimate</i>
1	.987 ^a	.974	.973	1.13754

a. *Predictors* : (*Constant*), Price X3, Imaging X1, Quality Product X2

b. *Dependent Variables* : Y

Based on the table above, it can be seen that the number a *adjusted R Square* is 0.973 which can be called coefficient determination which in Thing this means 97.3 % loyalty customer could obtained, Quality Product and Price. Whereas the rest 100% - 97.3% = 2.7 % explained by factor other or variable outside model. Such as: Places, Services, promotions etc.

V. Conclusion

Based on the analysis and evaluation of research on Fruit Marketing Analysis Fresh at Sambu Market Terrain, retractable a number of conclusions as following:

- Variable imaging state by Partial there is influence which positive to loyalty customer in market sambu Medan in because consumer always want service which good.
- The Product Quality variable partially states that there is a positive influence on loyalty customer in market sambu Medan because quality fruit which determine consumer can re-buy at the same place.
- Variable Price state there is influence which positive to loyalty customer in market sambu field because with price which economy consumers really like this.

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