

The Influence of Consumers, Marketing, Prices, Packaging, and Taste Quality on Sales toward Banana Bolen MSME Products in Lamongan

Ali Fathoni¹, Danu Kusbandono², Ival Milatul Chanifah³, Puguh Cahyono⁴

Faculty of Economics, Lamongan Islamic University

E-mail : alifathoni@unisla.ac.id

Abstract

In today's business world, many new food products are emerging, one of which is banana cake. This study aims to determine whether consumers, marketing, price, packaging, and taste quality on sales of MSME products, bolen banana Lamongan. The research method used is a quantitative method that contains facts and figures. Data were collected by distributing questionnaires. The sample in this study, namely the customer bolen bananas for 4 months from February 2022 to May 2022, a sample of 75 respondents was obtained. The results showed that the equation $Y=5,292-0.123-0.016-0.003-0.008+e$ which means that the variables independent is X_1, X_2, X_3, X_4 do not have a positive value or have no effect on the dependent variable while the X_5 variable has a positive value which means it has an effect on the value variable dependent.

Keywords: Customer, Price, Taste Quality, Marketing, Product Sales.

INTRODUCTION

The development of the business world today is very fast, but the level of competition is very tight, and there are many new types of industries with the same goal. It produces high quality products and receives great profits with customers or consumers. Analysis here is needed to see whether the transaction is feasible from a business perspective in the sense that it is sold widely but is accepted by society. This research is basically a way to investigate the business idea of what a business is a business. Can the idea be implemented (Alex Nitisemito & M. Umar Burhan, 95). Our research analysis is intended to show whether the business we are researching is feasible enough and can be marketed widely. One of them that is currently developing

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is preparations made from bananas, because bananas are quite easy to find in Lamongan Regency. According to Kotler (1988), marketing is a social and administrative process that enables individuals or groups to satisfy their needs and wants through the production and exchange of goods and money with other individuals or groups. (Roya, 2003). Banana is a very popular and potential tropical fruit in Indonesia, especially in Lamongan Regency in East Java. The average annual production of bananas is 63,166 tonnes (anonymous, 2010). As an agricultural product, bananas are a very popular fruit in the region. Banana is a plant that is easy to grow, fast to grow, delicious, rich in nutrients and useful. Banana is a fruit that is in great demand by the public for consumption, and has many good benefits. This yellow, curvy fruit is full of many extraordinary nutrients. In general, consumers are more interested in buying banana rolls which are cheaper without caring about the quality of the product. Therefore, in a very competitive environment, Banana Bolen products must be able to understand the needs and needs of consumers and innovate to create a wider variety of products. In addition, currently Banana Bolen products have a product shelf life of 1 week in refrigerated temperatures, and have product durability in cold weather. room temperature 3-4 days so it cannot market its products more broadly. This Bolen product also does not have a consistent and permanent offline store, making it difficult for consumers to reach the product.

LITERATURE REVIEW

Customer

Quoting from the Big Indonesian Dictionary (KBBI), consumers are users of finished goods (clothing, food, etc.). What is meant by consumers can also be interpreted as service users. With reference to the Consumer Protection Act No. 8 of 1999, consumers are people who use products and services available in the community for themselves and their families, other people and other living things.

Marketing

From the perspective of the marketing process, this is one of the activities that must be carried out by companies in order to survive in the long term, be profitable, and develop competitively (Kloter, 2008: 7). Opinion-based marketing (Kloter, 2008: 8) means "marketing is a necessary and desirable social and administrative process for creating, delivering, and exchanging products".

Price

According to Monroe (2005), Price is the financial sacrifice a customer makes to obtain a product or service. Price is a unit of currency or other means (including other goods and services) that is exchanged to obtain ownership and use of goods or services. (Fandy Tjuptono, 2008:151).



Packaging

Packaging according to KBBI is a protective covering for goods resulting from packaging activities. Rodriguez claims that product packaging is packaging that changes the condition of food ingredients by adding active ingredients to extend the shelf life of packaged foods, improve safety, and maintain quality.

Taste Quality

According to Potter and Hotchkiss (2012, p.1), food quality is an attribute that is well received by consumers, such as size, shape, color, consistency, texture and taste. Food that is still fresh and has a good taste plays an important role in food quality.

Product Sale

According to Nafarin M. (2015: 96), "Sales means the result of a sale or sales process, or income from a sale. Sale (sales) means the sales process. Sale means giving the buyer something for a certain price.

METHODS

This research is quantitative descriptive. This research was conducted at MSME Banana Bolen Lamongan which is located near Lamongan. With a sample of 75 respondents with collection using a questionnaire by means of analysis using classical assumption test analysis and hypothesis testing.

DISCUSSION

1. The Influence of Consumers on the Sales of Lamongan Bolen Banana Products. Based on the results of the Consumer Variable Survey, the authors found that based on the respondents' responses, the majority of respondents disagreed with the consumer variables sold at Bolen Banana Lamongan surveyed in this survey. The results of data processing showed that H_{a1} was rejected, which means that the consumer impact has a negative impact on sales and only has a small impact. Based on the partial test (t test), this can be seen from the significance value of the consumer variable, namely $0.310 > 0.05$ and a t value of 1.022. t Table 1.992 means that the consumer variable has no effect on sales.
2. The Influence of Marketing on the Sales of Lamongan Banana Bolen MSME Products. Based on the results of research on marketing variables, the authors found that the majority of respondents did not agree that the marketing variables on the sales research of Lamongan Banana Bolen that we studied were based on the answers obtained by the respondents. The results of the data processing carried out showed that H_{a2} was rejected, namely the

influence of marketing had a negative and insignificant effect on sales. Based on the partial test (T test) this can be seen from the significance value of the marketing variable which is $0.742 > 0.05$ and the t count $-0.330 < t_{table} 1.992$ meaning that the marketing variable has no effect on sales.

3. Effect of Price on Sales of MSME Bolen Banana Lamongan Products. Based on the results of the research on the price variable, the authors found that most of the respondents did not agree that the price variable had a bearing on sales in Bolen banana Lamongan which was examined in this study from the respondents' answers obtained. The results of the data processing carried out showed that H_{a3} was rejected, namely the price effect had a negative and insignificant effect on sales. Based on the partial test (T test) this can be seen from the significance value of the price variable which is $0.966 > 0.05$ and the t count $-0.043 < t_{table} 1.992$ meaning that the price variable has no effect on sales.
4. The Influence of Packaging on the Sales of Lamongan Banana Bolen MSME Products. Based on the results of the packaging variable research, the authors found that most of the respondents did not agree that the price variable had on sales at Bolen banana Lamongan which was examined in this study from the respondents' answers obtained. The results of data processing showed that H_{a4} was rejected, namely the effect of packaging had a negative and insignificant effect on sales. Based on the partial test (T test) this can be seen from the significance value of the packaging variable, namely $0.909 > 0.05$ and the t count $-0.114 < t_{table} 1.992$, the packaging variable has no effect on sales.
5. The Effect of Taste Quality on Sales of Lamongan Banana Bolen Products. Based on the survey results on the taste quality variable, the authors found that the majority of respondents agreed that the taste variable studied in this study when it was sold at Bolen Banana Lamongan was based on the respondents' responses. The results of the data processing performed show that H_{a5} is acceptable. In short, the impact of taste quality has a significant positive impact on sales. Based on the partial test (T-Test), this can be seen from the significance of the packaging variable. In other words $0.041 < 0 > t_{Table} 1.992$ means that the taste quality variable affects sales.

CONCLUSION

Based on the results of the analysis of research data processing regarding the influence of consumers, marketing, price, packaging, and taste quality on sales of Bolen banana MSME products, it can be concluded as follows:



1. The consumer variable has a negative and insignificant effect on sales of banana Bolen SMEs. This can be proven by the partial T test seen from the calculated t value which is smaller than the t table value.
2. The marketing variable has a negative effect on the sales of Bolen Banana SMEs. This can be proven by the partial t test because the t-count is smaller than the t-table value.
3. The price variable has a negative effect on bolus sales of bananas to MSMEs. This can be proven by the partial t test because the t-count is smaller than the t-table value.
4. The packaging variable has a negative and insignificant effect on sales of banana Bolen SMEs. This can be proven by the partial T test seen from the calculated t value which is smaller than the t table value.
5. The taste quality variable has a positive and significant effect on sales at banana Bolen SMEs. This can be proven by the partial T test seen from the calculated t value is greater than the t table value.

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