



## Marketing Mix Analysis of Banana Chips in the Barokah Banana Chips Household Industry, Unaaha District, Konawe Regency

Saiful Jihad<sup>1</sup>, Surni<sup>2</sup>, Abdi<sup>3</sup>

<sup>1</sup>Student of Department of Agribusiness, Faculty of Agriculture, Halu Oleo University, Kendari, Indonesia

<sup>2,3</sup>Lecturer and Instructor at Faculty of Agriculture, Halu Oleo University, Kendari, Indonesia

Corresponding Author: [ipuljr101@gmail.com](mailto:ipuljr101@gmail.com)

### Abstract

*This study aims to examine the marketing mix implemented by the banana chips business "Barokah" located in Unaaha District, Konawe Regency. The research uses a descriptive quantitative method. Data were collected through questionnaires distributed to 30 respondents. The data were analyzed using the continuum line method to interpret the results. The findings indicate that the applied marketing mix falls into the "satisfied" category with a total score of 1,893 out of a maximum score of 2,400. The product dimension received the highest mean score of 4.28 and was classified as "good," indicating that consumers are satisfied with the product's quality, durability, and appearance. The price and place dimensions also fall under the good category, while the promotion dimension is in the fair category and needs improvement, particularly in the use of digital media. It is recommended that the business owner enhance promotional strategies and expand distribution channels to increase product recognition and accessibility.*

**Keywords:** Marketing Mix, Banana Chips, Continuum Line, Consumer Satisfaction

### INTRODUCTION

Observing the increasingly complex market, the business world is required to continue to be more professional and be able to meet the increasingly diverse needs of consumers. Along with the increasingly intense competition in the business world, it is increasingly difficult for companies to maintain customer loyalty so as not to move to other companies (Susanto, 2008).

The role of the marketing mix is very important, especially for building customer loyalty

388

IJETER, Volume 03 Issue 03, 2025



Copyright to the author of some rights reserved This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

(Elu, 2005). The influence of the marketing mix plays a very important role in the business world, because the beginning of consumer loyalty occurs from a good strategy carried out by the company. In general, the marketing mix aims to provide commercial information, introduce a product of goods and services produced to consumers, stimulate consumers to make sustainable purchases, and can even create personal preferences for the image of a product, therefore the marketing mix is considered as one of the most potential strategies in marketing goods or services offered by the company. Meanwhile, Wilson and Giliigan added three elements of the marketing mix which states that there are seven elements of the marketing mix, namely: product, price, promotion, place, people, and physical evidence and process (Wilson and Giliigan, 2005).

Industry is an economic activity that processes raw materials into finished or semi-finished goods that have added value (Sukirno, 2006). The banana chip industry is a small industry that processes raw materials into finished goods and the work is done at home. The grouping of industries can be seen from the capacity of workers required. However, it does not feel complete, because the company is still required to be able to establish good communication so that it can invite new customers or maybe those who have become previous customers to remain loyal, because customer loyalty is the most important part of repeat purchases (Caruana, 2002).

Barokah Banana Chips Home Industry is one of the Home Industries located in Tobeu Village, Unaaha Kecamatan, Konawe Regency. Barokah banana chips business has been producing banana chips since 2006. Barokah banana chips industry is a home industry that has workers consisting of the owner, namely imam Kudori and assisted by his son. The development of sales of Barokah banana chips over the past 19 years shows two different periods. In the first period, from 2006 to 2014, sales per month ranged from Rp12 million to Rp14 million, with an annual income of around Rp144,000,000 to Rp168,000,000. However, in the last ten-year period, from 2015 to 2024, sales decreased to around IDR8 million to IDR10 million per month, with annual income ranging from IDR96,000,000 to IDR120,000,000. The following income of Barokah banana chips is shown in the table:

**Table 1 Sales of Barokah Banana Chips**

| No. | Year        | Monthly Income (IDR)    | Estimated Annual Income (IDR) |             |
|-----|-------------|-------------------------|-------------------------------|-------------|
|     |             |                         | Lowest                        | Highest     |
| 1   | 2006 - 2014 | 12.000.000 - 14.000.000 | 144.000.000                   | 168.000.000 |
| 2   | 2015 - 2024 | 8.000.000 - 10.000.000  | 96.000.000                    | 120.000.000 |

Source: Barokah Banana Chips Data 2025

Table 1. shows that the sales turnover of Barokah banana chips has experienced a significant decline in the last two periods. The production process and marketing process must use the right strategy by adjusting market trends. Market trends can be interpreted as changes or patterns that occur in the market in a certain period or time, which reflect consumer preferences, needs, or behavior. Market trends can usually be a reference for businesses to determine product, marketing, and development strategies.

Here are some shops that sell Barokah banana chips:

**Table 2 Barokah banana chips consumer data**

| No. | Store Name          | Address            |
|-----|---------------------|--------------------|
| 1   | Hanura Shop         | JL. Jend Sudirman  |
| 2   | Sun Shop            | JL. Diponegoro     |
| 3   | Anzal snack         | JL. Abd Silondae   |
| 4   | Mantep Snack        | JL. Inolobunggadue |
| 5   | Sarillaut Megafur 1 | JL. Jend Sudirman  |

Source: Barokah banana chips data 2025

Table 2 shows that there are 5 shops or places that sell Barokah banana chips which are located within Unaaha city and can be easily accessed because they are located on the side of the highway. From the results of interviews with the owner of the Barokah banana chips business, the number of consumers/stores that sell Barokah banana chips has decreased, namely the number of peak consumers who have worked together reached 20 stores but decreased to 5 stores. In the promotion process, the business owner still focuses on stores that have a cooperation agreement and has not used social media or other media to promote the production of Barokah banana chips.

The description above led the author to explore through research entitled "Marketing Mix Analysis of Banana Chips in the Barokah Banana Chips Household Industry, Unaaha District, Konawe Regency".

## METHOD

This research has been conducted in Tobeu Village, Unaaha Sub-district, Konawe Regency with *purposive* technique, with the following considerations: (1) in this location there is a banana chip industry (2) The location can be reached. The population in this study were all business activities in the Barokah Banana Chips Industry in Unaaha District, Konawe Regency. This

population was chosen because it is relevant to the research objectives, namely to determine the marketing mix process which includes product, price, place, and promotion, and its effect on consumer loyalty to the banana chips produced. Primary data in this study are data from 31 respondents, 30 consumers of barokah banana chips and barokah banana chips business owners.

Data collection techniques were carried out by direct interviews with research informants, and questionnaires to answer written questions related to the marketing mix of Barokah banana chips. In this study, descriptive analysis was used to describe customer perceptions of Barokah banana chips products. Data collected using a Likert scale questionnaire (1-5) will be presented in the form of a frequency distribution table to facilitate interpretation. The average score of each marketing mix element (Product, Price, Place and Promotion) will be compared to determine the factors that most influence customer satisfaction with Barokah banana chips.

Data was obtained through a questionnaire with a Likert scale (1-5), with the following categories:

- 1 = Very Good (SB)
- 2 = Good (B)
- 3 = Fair (C)
- 4 = Less (K)
- 5 = Very Poor (SK)

The analysis techniques used include:

- Frequency and Percentage, to determine the distribution of respondents' answers.
- Average (Mean) and Standard Deviation, to see the tendency of answers and variations in respondent data.
- Pearson Product Moment Correlation Test

## RESULTS AND DISCUSSION

### Marketing Mix Analysis of Barokah Banana Chips

In this study, the marketing mix is measured through four dimensions, namely product, price, place and promotion. The following is an analysis of the marketing mix of banana chips in the Barokah banana chips home industry in the tobeu village, unaaha sub-district, konawe district.

**Table 3 Product Analysis**

| Variables       | Alternative Answer |    |   |   |    |
|-----------------|--------------------|----|---|---|----|
|                 | SB                 | B  | C | K | SK |
| Product Quality | 12                 | 15 | 3 | - | -  |

|                    |    |    |   |   |   |
|--------------------|----|----|---|---|---|
| Product Flavor     | 14 | 13 | - | - | - |
| Product Packaging  | 8  | 13 | 9 | - | - |
| Product Durability | 11 | 19 | - | - | - |

Source: Processed data of Barokah banana chips 2025

Based on the results in Table 3, the majority of respondents expressed satisfaction with product quality. Although the products distributed are only original flavors and 225 gram packaging, some consumers are satisfied because most consumers know that Barokah banana chips have other flavors and other packaging that can be ordered directly even though they are not directly distributed such as flavors of balado, chocolate and 300 gram, 1 kg which are served through special orders and not obtained through partner stores that sell Barokah banana chips.

In terms of packaging, some consumers considered the product packaging to be adequate, but there is still room for improvement in terms of design and information on the label. Furthermore, durability, Barokah banana chips products are considered durable and not easily sluggish, even without preservatives, this is an added value. This finding is in line with the results of research by Wulandary *et al.* (2021), which states that products with good quality and attractive packaging have a strong correlation with consumer satisfaction and loyalty. Therefore, the product quality of Barokah banana chips is considered as the main advantage, but it still needs innovation in flavor variants to increase market attractiveness.

**Table 4 Price Analysis**

| Variables                   | Alternative Answer |    |   |   |    |
|-----------------------------|--------------------|----|---|---|----|
|                             | SB                 | B  | C | K | SK |
| Price according to quality  | 7                  | 21 | 2 | - | -  |
| Price matches product value | 6                  | 21 | 3 | - | -  |
| Affordable price            | 15                 | 12 | 3 | - | -  |
| Competitive price           | 26                 | 4  | - | - | -  |

Based on Table 4, the results of the questionnaire show that the majority of respondents considered the price of Barokah banana chips to be quite in line with the quality offered. This product has an affordable price for various groups, especially the 225 gram package for Rp10,000 which is the favorite choice and the only packaging that is distributed directly to consumers.

However, a small number of consumers stated that the price does not fully reflect the benefits or added value compared to similar products.

In terms of competitiveness, the price of Barokah banana chips is relatively competitive. This is in line with the research of Wulandary *et al.* (2021) who found that price is an aspect that gets a satisfied assessment by consumers, but product innovation is still needed to increase the perceived value of price. Murti *et al.* (2023) also emphasized that price has a significant influence on sales volume, indicating that competitive prices need to be supported by value-added products.

**Table 5 Place Analysis**

| Variables                             | Alternative Answer |    |   |   |    |
|---------------------------------------|--------------------|----|---|---|----|
|                                       | SB                 | B  | C | K | SK |
| Easy to find products in fixed places | 11                 | 17 | - | - | -  |
| Product availability                  | 10                 | 20 | - | - | -  |
| Ease of reach Sales location          | 7                  | 23 | - | - | -  |
| Strategic location                    | 8                  | 22 | - | - | -  |

Source: Processed data of Barokah banana chips 2025

Based on Table 5, most consumers rated the products as easily accessible and strategically located, especially since the stores are located near highways or crowds. However, the availability of the product in various locations can be said to be declining, although based on consumer assessments the availability of the product is good. Interviews with the business owner revealed that previously Barokah banana chips were distributed in up to 8 shops and even reached 20, but now only 5 permanent partner shops remain. This decrease in distribution has resulted in a narrower market reach.

This finding is in accordance with the research of Pradini *et al.* (2021) which states that distribution limitations are a major obstacle in the marketing mix of the banana chip industry. Good distribution not only facilitates consumer access but also strengthens brand awareness. In the case of Barokah's banana chips, limited distribution has led to market potential that has not been maximized.

**Table 6 Promotion Analysis**

| Variables                     | Alternative Answer |    |   |   |    |
|-------------------------------|--------------------|----|---|---|----|
|                               | SB                 | B  | C | K | SK |
| Direct promotion              | 24                 | 5  | 1 | - | -  |
| Promotion through discounts   | 7                  | 18 | 5 | - | -  |
| Promotion through advertising | -                  | -  | 1 | 4 | 7  |

|                        |   |   |   |    |   |
|------------------------|---|---|---|----|---|
| Social media promotion | - | - | 6 | 20 | 4 |
|------------------------|---|---|---|----|---|

Source: Processed data of Barokah banana chips 2025

Based on Table 6, most respondents gave a positive response to the liveliness of sellers in offering products directly, with 96.67% rating it good to very good. Similarly, the availability of discounts or promos was rated as good by 83.33% of respondents. However, promotion through advertising was rated as very poor by the majority of respondents (83.33%), indicating that this aspect needs special attention and evaluation from the Barokah banana chips business owner to make product promotion more effective and reach a wider market. The majority of consumers admitted that they learned about the product through subscription shops, not because of active advertising or promotion from the producer. This is a major shortcoming, considering that the current digital era provides many opportunities for cheap and effective promotion through WhatsApp, Instagram, Facebook, and others.

This result is relevant to the research of Wulandary *et al.* (2021) which states that the promotion aspect is the lowest scoring element in customer satisfaction. Anindya *et al.* (2023) also showed that strong promotional media such as digital marketing has a major effect on brand loyalty. Therefore, the use of modern promotional media is highly recommended so that Barokah banana chips can reach more potential consumers and expand its market.

#### Consumer Perception and Satisfaction Level of the Marketing Mix (4P)

According to Kotler and Keller (2016), perceptions are formed through consumer interpretation of information received from the environment and experience, while satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between perceptions and expectations of product performance. To analyze consumer perceptions and satisfaction levels with the marketing mix (product, price, place, and promotion), descriptive analysis is used with the calculation of mean and standard deviation.

**Table 7 Mean and Standard Devization**

| Marketing Mix Dimensions | Mean | Standard Deviation | Category |
|--------------------------|------|--------------------|----------|
| Products                 | 4.28 | 0.38               | Good     |
| Price                    | 4.19 | 0.33               | Good     |
| Place                    | 4.28 | 0.39               | Good     |
| Promotion                | 3.03 | 0.40               | Simply   |

Source: Processed Data of Barokah Banana Chips 2025

Based on the Mean and Standard Deviation data in table 7 above, it can be explained as follows;

1. The product dimension obtained an average value of 4.28 with a standard deviation of 0.38, which is in the "good" category. consumers have a positive perception of the quality of Barokah Banana Chips products, such as taste, crispness, durability, and packaging. This is in line with the opinion of Kotler and Armstrong (2012) that a 'good' product must consistently fulfill the wants and needs of consumers.
2. The average value of the price dimension is 4.19 with a standard deviation of 0.57, also classified in the "good" category. This shows that consumers assess the price of Barokah Banana Chips products according to the quality offered. In accordance with the opinion of Stanton (2010), the right price will reflect the value of the product and influence purchasing decisions.
3. Consumer perceptions of the distribution aspect (place) obtained a mean value of 4.28 and SD 0.49, which is in the "good" category. This means that consumers find it easy to get products at the available locations or distribution channels. According to Kotler and Keller (2016), efficient and strategic distribution will increase accessibility and customer satisfaction.
4. The promotion dimension obtained a mean value of 3.02 and SD 1.53, which is only in the "sufficient" category. This means that consumer perceptions of the promotion of Barokah Banana Chips are still less than optimal. This can be caused by the lack of advertising, sales promotion, or social media used. According to Buchari Alma (2014), promotion is an important means of conveying product advantages to consumers and must be carried out intensively.

**Table 8 Continuum Line**

| Total Score Range | Satisfaction Category |
|-------------------|-----------------------|
| 2.064 - 2.400     | Very Satisfied        |
| 1.632 - 2.063     | Satisfied             |
| 1.200 - 1.631     | Quite Satisfied       |
| 768 - 1.199       | Less Satisfied        |
| 480 - 767         | Not Satisfied         |

Source: Processed Data of Barokah Banana Chips 2025

Based on the results of the continuum line, the total score of 1,893 out of a maximum of 2,400 is in the "Satisfied" category. This shows that in general consumers are satisfied with the



marketing mix applied by Barokah Banana Chips. These results reflect that consumer expectations have been met. In accordance with Sugiyono's theory (2019), the continuum line allows researchers to assess the level of satisfaction based on the total score compared to a certain interval range. According to Kotler and Keller (2016), satisfaction occurs when product performance meets or exceeds consumer expectations.

This satisfaction can be an indicator that the company has succeeded in answering consumer needs through product quality, price and distribution process. However, the promotion dimension still receives a relatively low perception value, which has the potential to reduce overall satisfaction. According to Tjiptono (2015), effective promotion can strengthen perceptions and influence consumer satisfaction.

## CONCLUSION

Based on processed respondent assessment data, the Brokah Banana Chips Household Industry is included in the good category. Based on processed respondent assessment data, the promotion variable has the lowest mean and the highest standard deviation and makes the assessment of promotional variables in the sufficient category, which means that some respondents think that promotion is still not maximized.

Based on the processed results of the respondent's assessment data, it can be concluded that most respondents are satisfied, especially in the variable aspects of product and place which have the highest value, following the price and finally promotion which has the lowest value.

Based on the research results and conclusions, the author suggests that product diversification be carried out by adding flavor variants and improving packaging design to make it more attractive and have high selling value. Promotion also needs to be improved through the use of digital media to reach a wider range of consumers and strengthen customer loyalty. In addition, distribution expansion is important to expand the market, including by exploring digital or online marketing opportunities.

## REFERENCE

- Anindya M, Setiawan I. 2023. Analisis Perbandingan Bauran Pemasaran dan Loyalitas Konsumen Pada Produk Kripik Singkong Olahan. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*.
- Badan Pusat Statistik 2022. *Statistik Industri Besar dan Sedang Provinsi Sulawesi Tenggara*. BPS Provinsi Sulawesi Tenggara. Kendari
- Caruana A. 2002. Loyalitas layanan: Pengaruh kualitas layanan dan peran mediasi kepuasan



- pelanggan", *European Journal of Marketing* , Vol. 36 No. 7/8, hlm. 811-828
- Elu B. 2005. Manajemen Penanganan Komplain Konsumen di Industri Jasa. *Jurnal Ilmu Administrasi dan Organisasi, Bisnis&Birokrasi*, Vol. 13.
- Kotler, P and Armstrong G. 2006. *Principles of Marketing*. 11th ed. Upper Saddle River. NJ: Pearson Prentice Hall.
- Kotler P, and Keller KL 2009. *Marketing management*. 13th ed. New Jersey. Pearson Education.
- \_\_\_\_\_. 2012. *Marketing management*. 14th ed. New Jersey. Pearson Education
- Kotler P, and Armstrong G. 2012. *Principles of Marketing*. 14th ed. London. Pearson Education Limited.
- \_\_\_\_\_. 2018. *Principles of Marketing*. 17th ed. London. Pearson Education Limited.
- Murti NR, Sundari RS, Heryadi DY. 2023. Pengaruh Bauran Pemasaran Terhadap Volume Penjualan Keripik tempe. *Jurnal Pemikiran Masyarakat ilmiah berwawasan Agribisnis*.
- Pradini E, Haryono D, and Indriani Y 2021. Aanalisis Bauran Pemasaran (*Marketing Mix*) Keripik Pisang di Sentra Industri Keripik Pisang Kota Bandar Lampung. *Jurnal Ilmu Agribisnis*.
- Stanton, WJ, Etzel MJ, dan Walker BJ. 1993. *Fundamentals of Marketing (10th ed.)*. Ney York. McGraw-Hill.
- Sukirno. 2006. *Mikroekonomi: Teori pengantar*. Jakarta. RajaGrafindo Persada.
- Susanto A, 2008. *Sistem Informasi Akuntansi, Struktur Pengendalian Resiko Pengembangan*, Edisi Perdana, Bandung. Lingga Jaya.
- Tjiptono F. 2015. *Pemasaran Strategik*. Edisi 4. Yogyakarta. Andi. Tjitrosoepomo. 2020. *Morfologi Tumbuhan*. Yogyakarta. UGM Presss.
- Wilson dan Gilligan. 2005. *Strategic marketing management: Planning, implementation, and control. 3rd ed*. Butterworth. Heinemann.
- Wulandari S, Sarinah, and Syukri M. 2021. Analisis Bauran Pemasaran (*Marketing Mix*) Industri Keripik Pisang di Desa Konda Satu Kecamatan Konda Kabupaten Konawe Selatan. *Jurnal Teknologi dan Manajemen Industri Pertanian*