# Marketing Mix Strategy In Attracting Consumer Buying Interest

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**Abstract*.*** The marketing mix in a company or business is very influential in driving business development. The variables of the marketing mix used by Roti Bulan Cap Mawar are Product, Price, Distribution/Place and Promotion. The success of a company is determined by the ability of a businessman to maximize these four variables. Therefore the researchers conducted research related to the marketing mix in attracting consumer buying interest. Rose stamp moon bread is it in accordance with the marketing mix. In this study, the researcher used qualitative methods while the nature of the research that the researcher used was replication. The data source that the author used was primary data sources obtained from moon bread owners, employees and consumers. Secondary data sources were obtained from books related to the marketing mix, consumer behavior and consumer buying interest. Methods of data collection researchers used interviews, observation and documentation. Methods of data analysis researchers use qualitative data analysis by using a deductive way of thinking. The results of the study showed that the moon bread stamp rose had carried out the product marketing mix strategy, price, distribution/place, and promotion in accordance with the marketing mix theory, resulting in an increase in consumer buying interest and an increase in income. It's just that the moon bread stamped rose has not been maximal in carrying out promotional activities.

**Keywords:** Strategy, Marketing Mix, Consumer Buying Interest

1. **INTRODUCTION**

In general, MSMEs or commonly known as micro, small and medium enterprises is a term that refers to a type of business owned by individuals or business entities that meet the criteria of being a micro-enterprise. Business or commonly known as entrepreneurship. The term entrepreneurship according to Kuel, (2019) in his book *Entrepreneurship* is a creative act that builds a value from something that doesn't exist. *Entrepreneurship* is the process of capturing and realizing an opportunity regardless of existing resources and requires the courage to take calculated risks. Community needs are increasing, the higher the level of community needs, the higher and more sophisticated the goods and services they need, then these needs will at one time reach a saturation point if only certain goods are fulfilled, so that according to producers they are always looking for or creating goods and new services. The meaning of the need itself is a condition when one feels dissatisfaction with a certain basic nature that exists and lies in the human body and condition. these needs are not created by society or marketers. These needs exist in the makeup of human biology and the human condition.

The bakery business is a business engaged in the food industry. The growth in the production of moon bread as one of the growing MSMEs in the community indicates that bread can still continue to grow and is one of the potential markets to achieve optimum profits. Purchasing decisions according to Kotler and Keller, (2012) in the AIDA model there are several stages that must be passed by a potential customer in the buying process, namely *attention, interest, desire and action.* Purchasing decision is an action taken by consumers when deciding to buy a particular product or service. When deciding to buy, companies must study consumer responses which are the embodiment of all human souls in their daily lives.

Marketing is one of the strategic functions in a company to carry out its business activities. Effective marketing can bring together companies and consumers, either directly or via market intermediaries. So that the company is able to effectively meet the needs and desires of its consumers. Effective marketing requires close relationships. Marketing is a company activity to acquire, develop and retain consumers.

Societal marketing theory emphasizes that an organization's obligation is to determine the needs, wants and expectations of target markets by providing the desired satisfactions more effectively and efficiently than competitors do in a way that maintains or enhances the welfare of consumers and society. This makes many companies seem in a hurry to introduce and offer their products and services to the public, without doing research in advance about what is actually in the consumer's interest, as a result the marketing that is implemented does not achieve maximum results. When competitive conditions are like this, every company can of course always maintain the quality of products that are marketed or offered to consumers, in order to increase the company's competitiveness, in this case companies, by determining their marketing strategy, of course, must be able to determine and plan well and maturely to create marketing. good, effective and efficient, then the desired target market can be achieved optimally.

The marketing strategy is a form of a directed plan in the field of the company, to obtain an optimal result. Developing and implementing a marketing strategy, one of the stages is planning a marketing *mix* which consists of four elements, namely product *,* price *,* place *and* promotion *.*

The first 4p *marketing mix element, according to* Kotler and Keller (2012), defines a product as anything that can be offered to the market to be noticed, owned and used or consumed so as to satisfy consumer needs and wants. Careful selection of products is an important part. New buyers want to buy a product if they really feel it is right to buy the product in question, meaning that the product adapts to the product, for Kotler classifies products with various points of view,

According to Kotler and Armstrong (2012) price is the amount of money exchanged for a product or service. Furthermore, price is a number of values that consumers exchange for a number of benefits by owning or using an item or service, price is something consumers pay attention to when making a purchase. Some consumers actually identify price with value.

According to Ratnasari Tri Ririn (2019) states that place is a combination of location and decisions on distribution channels regarding where the strategic location is and how to deliver services to customers.

Promotion according to Tjiptono in between (2013) is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. one bakery business stamped rose moon bread located on a high cliff, which is on the old road, which was founded in 2012, with a total of 20 employees. Some consumers of branded rose moon bread stated that they bought rose stamped moon bread because it had affordable prices which can adjust from all walks of life and has a good taste. In a day being able to produce 2,000 packs equals 200 bales, and in a month being able to produce 5,200 bales, not counting holidays (red dates) according to consumer and distributor demand. Even though it sometimes fluctuates, the owner hopes that the development of moon bread products will continue to increase.

**Literature Review**

Marketing is an important factor in the cycle associated with determining consumer needs. In one of the companies. Marketing is one of the main activities carried out by the company to maintain its survival, develop and earn profits, the company's marketing activities must also be able to provide satisfaction to consumers if they want their business to continue and develop.

According to William J.Station (2012) marketing is all of the business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy consumer needs. Then the definition of marketing above is strengthened by Kotler and Armstrong, (2012) , who argue that: "Marketing is a social and managerial process by which individuals and groups fulfill their needs and desires by creating, offering, and exchanging something of value with other parties." Based on the definitions put forward by the experts above, the researcher came to an understanding that marketing is a social and managerial process carried out by marketers by identifying human needs and wants through creating, offering and exchanging something of value to other parties. Marketing is the soul of the company or the core of the company, which will bring the company forward and continue to exist in the era of globalization, marketing must make the company able to compete. Marketing must be able to make every part of the company and its network able to create and deliver good value in the minds of consumers, marketing must really know what consumers want is a very important thing for marketers to do.

Marketing has a very important function in achieving company success. In achieving marketing success, every company must develop a marketing strategy by combining elements in the marketing mix. In the marketing mix there are mutually supportive variables that cannot be separated from one another, which the company then combines to obtain the desired responses in the target market. The marketing *mix* has a very important role in influencing customers to buy products or services offered in the market. The marketing mix includes a combination of marketing variables that are interrelated to one another which involve 4 things namely, product *,* price *,* place *and* promotion *.* Another understanding from Alma Buchari, (2016) provides a definition of the marketing mix *(marketing mix)* as a strategy to interfere in marketing activities, in order to find the maximum combination so as to bring satisfactory results. Based on the expert's explanation above, the researcher came to an understanding that the marketing mix is a set of marketing tools used by companies to achieve optimal marketing goals so that they get the response the company wants to reach the target market. Meanwhile a set of marketing tools is classified into four broad groups called the *4Ps* of marketing, Kotler and Armstrong, (2012) classify as follows:

**a. Product ( *Product* )**

Product is a theoretical whole object or process that provides some value to the customer.According to Kotler and Keller, (2012) defines a product as anything that can be offered to the market to be noticed, owned and used or consumed so as to satisfy the needs and desires of consumers. Careful selection of products is an important part. New buyers want to buy a product if they really feel it is right to buy the product in question, meaning that the product adapts itself to the product. Products can be regarded as an important part of a business and products do not only focus on the tangible but the intangible such as service organizations and ideas. Before determining what marketing strategy is right for your business, you can start by developing a product first to make it better. It's also important to understand the product as well as the other parts of marketing. For Kotler to classify products from various points of view, namely:

1. Classification of products according to durability or tangible or not.
2. ( *nonturable goods)* , are tangible products that are usually used up for consumption in one or several uses, for example food, drinks, medicines and others.
3. Durable *goods* are tangible goods that usually last a long time with many uses, such as cars, televisions, telephones and others.
4. Product classification based on who the consumer is and what the product is consumed for.

Consumer goods *(consumer's good)* , goods consumed for the benefit of the final consumer. Industrial goods are goods that are consumed/purchased for other purposes, namely to be converted, produced into other goods and then resold without making any physical changes.

According to Aidi Wahyu, (2017) *Positioning* is a way of building an image or identity in the minds of consumers for certain products, brands or institutions by building a relative perception of a product to other products.

There are several decision factors in considering product elements in the *marketing mix* , such as:

1. Feature
2. Quality
3. Brands / logos
4. Product variations
5. packaging
6. **METHODS**
7. **Types of research**

In this study, the authors used a qualitative method, which aims to seek, analyze and manage direct events in the field by understanding social interactions through interviews and observations. According to Sugiyono, (2017) a qualitative research method is a research method based on philosophy, which is used to research scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis emphasize meaning. Qualitative research methodology aims to analyze and describe phenomena or research objects through social activities, attitudes and then perceptions of people individually or in groups.

According to Moleong, (2017) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivation for action and others holistically and in a descriptive manner in the form of words and language in a specific context that naturally by utilizing various natural methods. Qualitative research emphasizes quality not quantity and the data collected does not come from questionnaires but comes from interviews, direct observation and obtained official documents. This is because the relationship being studied will be much clearer if it is observed in the process.

1. **Nature of Research**

The nature of this research is replication, according to Sugiyono (2016), replication research is a repetition of the basic research experiments that have been carried out (Asniar, 2020) entitled Marketing strategy in attracting buyer interest at the Harapan Store, Padang Sappa Building, Ponrang District, Luwu Regency, using variables 4P namely *Product, Price, Place, Promotion.* While the difference lies in the object and the period of research.

1. **Location and period of research**
2. Location

This research was conducted at the Cap Mawar Roti Bulan factory

1. Research period

The research time was carried out from March 2020 until completion

1. **Data source**

The types of data needed in this study are primary data and secondary data

1. Primary data

The primary data needed is in the form of the company's vision and mission, internal and external strategic factors, the company's financial statements, and expectations of the company's future business progress. The data was obtained from the results of discussions, surveys, observations and direct interviews with key informants (owners *)* , main informants (employees) and supporting informants (consumers).

1. Secondary data

Secondary data is research data obtained that is not directly related to providing data to data collectors. This secondary data is produced from books, journals, and the internet related to the bakery business

1. **RESULTS AND DISCUSSION**
2. **Implementation Mix Marketing**

In framework face competition business in the urban industry cliff tall , rose stamped moon buns implementing a mix strategy marketing for reach purpose his efforts . With analyze circumstances Public around and define the intended target market . Rose stamp moon bread apply mix marketing for compete with competitors in interesting interest consumer . Because with apply mix marketing will too make Moon Bread owner study for share Duty appropriate and balanced marketing . Key success for develop a marketing strategy ie maintain mix satisfactory marketing customer target and create connection period long to customer . Mix marketing covers four type activity marketing main that is product , price , distribution / place , and promotion that can be controlled by the company for reach purpose certain in environment dynamic marketing . Based on results interview to father Herizon sitorus as owner moon bread company , moon bread apply four mix marketing in operate the business for interesting interest consumers , that is mix product , mix price , mix distribution / place , mix promotion . Following four mix marketing along its implementation in the Rose stamp moon bread .

1. **Mix Product**

to Limakrisna and Purba (2017) a product is something that can be offered to a market to fulfill a need or desire which can include " *physical goods"* (food, medicine, clothing), in running a business, a product is needed that is later it will be offered to potential customers, through the products offered , the desires and needs of consumers will be realized . products offered on the moon bread stamp rose this is food type of bread, which brand trade namely rose stamp , basically moon bread this no far different with existing bakery products on the market . However in Thing production , moon bread this attempted create quality product through processing and use ingredients the best raw so that could give Satisfaction good from terms of taste and quality for consumer .

From scratch company this standing , products sold on the moon stamp rose bread until now not yet own varied variants of bread , ie only own one same type of bread and taste . Judging from the implementation of the product mix in the cap and rose moon bread has executed the product strategy well, ie By emphasizing on quality ingredients , by always paying attention to the quality of the raw materials used in the production process so that the resulting product has a good taste , and aims to attract consumers and create satisfaction for us . consumers . Bread stamped rose moon tries to provide the best ingredients . In terms of guarantee, branded rose moon bread guarantees a suitable consumption for 2 weeks, and produces bread every day with an effort products that are marketed always *Fresh.*

1. **CONCLUSIONS**

Based on the results of the research that has been done, several conclusions can be drawn , namely as follows:

1. Moonbread has implemented a marketing mix strategy for product, price, distribution/place, according to the marketing mix theory, so that it has experienced an increase in consumer interest and an increase in income every year. It's just not maximized promotional activities.
2. The marketing ethics review of the marketing mix in attracting consumer interest using rose stamped moon bread has been running in accordance with the ethics of the marketing mix.
3. Based on the results of this study, it turns out that the marketing mix variables *(Product, Price, Place, and Promotion)* have a significant influence on customer satisfaction, and the price variable is a variable that has a dominant influence on consumer satisfaction. This is based on the results of interviews with several consumers of moon bread. , where they stated that the price of moon bread was quite cheap for the contents of one package and also cheaper than other moon bread .
4. Consumer buying interest in the sale of moon bread, as a whole, is in the good category. The marketing mix has a positive impact on consumer buying interest in moon bread.

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