



**universitas  
bandar lampung**  
SCHOOL OF POLITICAL AND SOCIAL SCIENCE  
Bandar Lampung University, Indonesia

**Icon-LBG** 2016

**The Third International  
Conference on Law,  
Business and Governance**

**PROCEEDINGS**

Hosted by  
Faculty of Law, Faculty of Economics and Faculty of Social Science  
Bandar Lampung University (UBL)

# Icon-LBG 2016

THE THIRD INTERNATIONAL CONFERENCE  
ON LAW, BUSINESS AND GOVERNANCE 2016

20, 21 May 2016  
Bandar Lampung University (UBL)  
Lampung, Indonesia

## PROCEEDINGS

Organized by:



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## **PREFACE**

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the Third International Conference on Law, Business and Governance (3<sup>th</sup> Icon-LBG 2016) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 46 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Unika ATMA JAYA, Shinawatra University, Universitas Sebelas Maret, Universitas Timbul Nusantara, Universitas Pelita Harapan, Universitas Bandar Lampung, Universitas Lampung.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 21 May 2016

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## **MARKETING MIX EFFECT ON SALES VOLUME OF BANANA CHIPS IN JOINT BUSINESS GROUP (KUB) "TELO REZEKI" IN BANDAR LAMPUNG**

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### **Abstract**

The study aims to examine and analyze the effect of the marketing mix on sales (studied in Business Group (KUB) "Telo Rezeki" in Bandar Lampung). The population used in this study amounted to 73 respondents, of the total consumer Business Group (KUB) "Telo Rezeki" in Bandar Lampung. Data analysis method used is multiple linear regression analysis. Based on the analysis, the regression equations obtained are as follows:

$$Y = 2.117 + 0.288X_1 + 0.174X_2 + 0.150X_3 + 0.327X_4 + 0.138X_5 + 0.518X_6 + 0.579X_7 + 1.803 + e$$

The results of the T test, product, process, price, promotion, place, people and physical products have significant positive effect on sales. The results simultaneously with the F test showed that all independent variables significantly influence sales. The coefficient of determination (R<sup>2</sup>) of 0.679 which showed that 64.4% of sales variables can be explained by the independent variable product, process, price, promotion, place, people and physical products, while the rest of 35.6% is explained by other variables.

Keywords: Product, Process, Price, Promotion, Place, People, Physical Products and Sales

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### **1. INTRODUCTION BACKGROUND**

Banana chip is a food made from banana sliced thin and then fried using flour that has been seasoned. The banana chips are preferred by the public and used as a snack because in addition of good taste the price can also be reached by all circles so that people can get it easily. Banana chips business was chosen as the object to be examined in this study due to the efforts of banana chips as the industrial sector that is as a mainstay for souvenirs typical of Lampung. To this day when visiting Lampung city what is searched by the people is banana chips. Therefore the banana chips are processed products found in the city of Bandar Lampung. The demand of banana chips, especially in the city of Bandar Lampung is quite high. It encourages entrepreneurs to open businesses of UKM banana chips.

The marketing concept states that profit is a reflection of the company's business through the desires and needs of a given partner. By obtaining a profit, it reflects that the company can grow and expand and provide a better level of satisfaction at work partners. To maintain the quality and increasing the quantity of the product, there is a need for marketing mix because it is a device that determines the success rate of marketing consisting of product, process, price, promotion, place, people and physical products (7p). In the assessment of a business whether it is successful or not, it can be seen from the sales, whether it goes up or down. Material price assessment is only done at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung. The sales data sales of banana chips in Bandar Lampung within the last 9 years can be seen in table 1 below:

Table 1  
 Sales Data of Banana Chips in Joint Business Group KUB "Telo Rezeki"  
 (Kg/year) years 2006-2014

No	Year	Target Sales (Kg)	Realized Sales	Target Achievement (%)
1	2006	672	572	85,11%
2	2007	745	653	87,65%
3	2008	854	811	94,96%
4	2009	965	635	65,80%
5	2010	1032	972	94,19%
6	2011	1123	1080	96,17%
7	2012	1342	1200	89,42%
8	2013	1432	1350	94,27%
9	2014	1543	1500	97,21%
	Rata-rata	9708	8773	90,36%

Source : Joint Business Group (KUB) "Telo Rezeki" 2015

From the data above it shows that in 2009 the sales of banana chips decreased by 65.80% and increased again in 2011 amounted to 96.17%. Therefore a businessman must carefully define the marketing mix in its efforts to increase sales. Based on the above background, the researchers are interested to take the title of "The Influence of Marketing Mix Sales Against Banana Chips in Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung"

### IDENTIFICATION OF PROBLEMS

From table 1 problems that occur in the Joint Business Group (KUB) "Telo Rezeki" namely the achievement of sales targets by an average of 90.36%. The sales decline occurred in 2009, namely 65.80% and 2012 in the amount of 89.42% and a marketing mix consisting of product, process, price, promotion, where, people, and physical products (physical evidence).

### ISSUES

Berdasarkan uraian latar belakang diatas maka yang menjadi permasalahan dalam penelitian ini adalah Based on the background description above, the cases in this study are:

1. Does the product significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
2. Does the process significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
3. Does the price significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
4. Does promotion significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
5. Does the place significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
6. Does the person (people) significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
7. Does the product (physical evidence) significantly affect banana chips sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung?
8. How does the marketing mix (Product, process, Price, promotion, place, People, physical product (Physical Evidence)) affect on sales of banana chips in Business group (KUB) "Telo Rezeki" in Bandar Lampung?

### SCOPE OF PROBLEM

Basically everyone has different arguments. Therefore in assessing the problem clear limits need to be given in order to become the focus of discussion. This is done so that issues can be studied in depth. Based on the identification of the above problems this study will be given the following restrictions:

- a) Marketing mix: Product, process, Price, promotion, place, People, physical product (Physical Evidence).Sales.

## **2. LITERATURE REVIEW**

### **DEFINITION OF MANAGEMENT**

According to Appley (2010) management is an art and a science. There is a strategy in the management of harness and the minds of others to carry out an activity that is directed at achieving predetermined objectives. In the management there are techniques that are rich with aesthetic values of leadership in directing, influencing, supervising, organizing all the components that support each other to achieve the intended purpose. In this study the theory - the theories that the authors identified are:

Definition of Management according to Kosasih and Soewedo (2009) is a briefing to organize a group of people and facilities in an effort to achieve specific goals. Meanwhile, according to Robbins (2004) "Management is a process of coordinating the activities of the work so efficiently and effectively with and through other people." From the above definition it can be concluded that the management is the art of science of planning, preparation, direction, and supervision of human resources and exploit the resources owned by the company effectively and efficiently to achieve the goals of the effort that has been set.

### **Definition of Marketing**

According to Kotler and Armstrong (2012), "*Marketing as the process by which the companies create value for customers and build strong customer relationships in order to capture value from customers in return*". According to William J. Stanton (2012) "Marketing is a total system of business activities designed to plan, determines the price, promotion, and distributes the goods taken can satisfy the desire and can achieve market as well as the company's goals.

### **Marketing concepts**

According to Kotler and Keller (2009), "The marketing concept asserts that the key to achieving organizational goals set is that the company must be more effective than its competitors in creating, submitting, and communicating customer value to the selected target markets".

### **Marketing mix**

According to Kotler and Armstrong (2012), "*Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market*". It means that the marketing mix is a set of tools of tactical marketing that combines the company to generate a response desired in the target market. According to Lovelock and Wirtz (2011), the theory of the marketing mix is also adapted to industrial conditions in which an industry knows 7p, namely: Product, process, Price, promotion, place, People, and physical product (Physical Evidence).

### **Sales**

"Sales" is one of the raw forms of the company's performance. The success or failure of a company can be seen from the condition of the overall sales. "Sales" here is also as one of the company's performance in carrying out its business activities; the main purpose of the company is to make a profit. One of them is by increasing the sales generated by the company. According to the definition proposed by Freddy Rangkuti Sales (2009) the sale is an achievement expressed quantitatively in terms of physical or volume or unit of a product. Sales is a one thing that signifies the rise and fall of sales and can be expressed in terms of a unit, kilo, ton, or liter.

## **3. RESEARCH METHODOLOGY**

### **TYPES OF RESEARCH**

Quantitative methods are used when the problem is a deviation between that supposed to happen, between the rule with the implementation, between theory and practice, between the plan with implementation.

### **RESEARCH VARIABLE**

The variables included in this study are as follows:

1. The independent variables are variables that influence the other variables. In this study the independent variables are the marketing mix (X).
2. The dependent variable is the variable that is influenced by independent variables. In this study the independent variables are sales (Y).

## **POPULATION**

The population in this research is consumers of Business Group (KUB) "Telo Rezeki" as many as 276 people.

## **SAMPLES**

The number of samples in this study is as much as 73.4 and rounded to 73 respondents. The sampling method in this research is nonprobability sampling using accidental sampling technique that is by the determination of the sample based on coincidence, that anyone who by chance met with investigators can be used as a sample, when viewed that people who happen to encounter it is suitable as a data source.

## **PRIMARY DATA**

Primary data is data obtained or collected directly from the source or object. Primary data in this study is obtained from the questionnaire spreaded on the respondents. In this study the respondents in the intention are consumers of the Joint Business Group KUB "Telo Rezeki" in Bandar Lampung

## **SECONDARY DATA**

Secondary data is data obtained or collected from literature, literature sources, through the tools or other intermediary. Secondary data in this study is obtained from the literature related to the marketing mix (product, price, place/distribution, promotion, people, physical evidence, and process) and sales.

## **4. RESULTS AND DISCUSSIONS**

### **VALIDITY TEST**

#### **HASIL UJI VALIDITAS *PRODUK (PRODUCT)* ( $X_1$ )**

From the results of questionnaires carried out by researchers on the product, then the result of the respondents' answers using the assistance program SPSS software and knowable data is as follows: When viewed from the column Corrected Item-Total Correlation and if all respondents compared to r table with a significant level  $0:05 = 0.230$  the result is above r table values. Thus it can be concluded the questionnaire about the product (product) is expressed "Valid".

#### **Hasil Uji Validitas Proses (*process*) ( $X_2$ )**

From the results of questionnaires carried out by researchers of the process (process), then the result of the respondents' answers using the assistance program SPSS software and knowable data is as follows: When viewed from the column Corrected Item-Total Correlation and if all respondents compared to r table with a significant level  $0:05 = 0.230$  the result is above r table values. Thus it can be concluded that the questionnaire about the process is declared "Valid".

#### **Hasil Uji Validitas Harga (*price*) ( $X_3$ )**

From the results of questionnaires conducted by researchers about the price (price), then the result of the respondents' answers using the assistance program SPSS software and knowable data is as follows: When viewed from the column Corrected Item-Total Correlation and if all respondents compared to r table with a significant level  $0:05 = 0.230$  the result is above r table values. Thus it can be concluded that the questionnaire about the price is declared "Valid".

#### **Hasil Uji Validitas Promosi (*promotion*) ( $X_4$ )**

From the results of questionnaires carried out by researchers on promotion, then the result of the respondents' answers using the assistance program SPSS software and knowable data is as follows: When viewed from the column Corrected Item-Total Correlation and if all respondents compared to r table with a significant level  $0:05 = 0.230$  the result is above r table values. Thus it can be concluded that the entire questionnaire about promotion (promotion) is stated "Valid".

#### **Hasil Uji Validitas Tempat (*place*) ( $X_5$ )**

From the results of questionnaires conducted by researchers about the place, then the result of the respondents' answers using the assistance program SPSS software and knowable data is as follows: When viewed from the column Corrected Item-Total Correlation and if all respondents compared to r table with a significant level  $0:05 = 0.230$  the result is above r table values. It can thus be deduced that whole questionnaire about the place (place) is stated "Valid".

#### Hasil Uji Validitas Orang (*people*) ( $X_6$ )

From the results of questionnaires carried out by researchers on the person (people), then the result of the respondents' answers are then processed using the assistance program SPSS software and knowable data as follows: When viewed from the column **Corrected Item-Total Correlation** and if all respondents answers compared to r table with a significant level  $0:05 = 0.230$  the account result is above r table value. It can thus be deduced that entire questionnaire about the person (people) is stated "**Valid**".

#### Hasil Uji Validitas Produk Fisik (*physical evidence*) ( $X_7$ )

From the results of questionnaires carried out by researchers on the physical product (physical evidence), then the result of the respondents' answers after using the assistance program SPSS software and knowable data is as follows: When viewed from the column **Corrected Item-Total Correlation** and if all respondents compared with r table with a significant level  $0:05 = 0.230$  the result is above r table value. Thus it can be concluded the questionnaire about the physical product (physical evidence) is stated "**Valid**".

#### Hasil Uji Validitas Penjualan(Y)

From the results of questionnaires conducted by researchers on the sale, then the result of the respondents' answers using the assistance program SPSS software and knowable data is as follows: When viewed from the column **Corrected Item-Total Correlation** and if all respondents compared with r table with  $0:05 = 0.230$  significant level the result is above r table value. Thus it can be concluded of the entire questionnaire about the sale is stated "**Valid**".

#### Reliability Test

Product Alpha value is .760, the process is .747, the price is .757, promotion is .757, place is .789, people is .779, physical products (physical evidence) is .784 and .741 is for sale. In conclusion questionnaire used in this study is declared reliable because the alpha values is  $> 0.60$ . This means that the measuring instruments used in this study has already had the ability to provide consistent measurement results.

#### Data Analysis

##### Qualitative Analysis

Qualitative data is data in the form of information which is then linked to other data that led to a truth. This analysis is useful to explain about the various issues or important matters stated in sentence form. The data collected will then be classified and presented in table form and its parsing and completion.

##### Product Analysis(Free Variable $X_1$ )

Of the 73 respondents to the study, there are 9 people (12.33%) who state Product on the Business Group (KUB) "Telo Rezeki" Bandar Lampung "Strongly Agree", there are 31 people (42.46%) who state "agree", there are 25 people (34.25%) who state "Doubtful", 6 people state "Disagree", and 2 people state "Strongly Disagree".

The average value of respondents' answers on all the items of questions about the variable product is 249.67 equivalent to 68.40% with the criteria of "Agree" that the arrangement / layout is appropriate and attractive, products sold have long durability, conditions goods sold are well, the characteristic of the product being sold is memorable, product packaging is neat and attractive, non-conforming products can be returned. This illustrates that in general the respondents provide assessment Agree on the Product Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

##### Process Analysis (Free Variable $X_2$ )

Of the 73 survey respondents in the Business Group (KUB) "Telo Rezeki" Bandar Lampung, No one votes (0%) for Process "Strongly Agree", there are 8 people (10.96 %) who states "agree", there are 20 people (27.40%) who state "Doubtful", there are 39 people (53.43%) who state "Disagree", and 6 people (8.21%) stating "Strongly Disagree"

The average value of respondents' answers on the entire item the question of process variables is at 183.17, equivalent to 50.18% with the criteria "Disagree" i.e. queuing process is fast, the speed of the employee in entering the groceries, the time to respond to consumer complaints is quickly and appropriate, payment transactions are done quickly, cashier is careful in the input current price of the transaction, and the process of getting new products is quickly and easily. This illustrates that in general the respondents provide an assessment Disagree on the process of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

##### Price Analysis(Free Variable $X_3$ )



Of the 73 survey respondents, 2 people (2.74%) who state price on the Business Group (KUB) "Telo Rezeki" Bandar Lampung "Strongly Agree", there are 22 people (30,14%) who state "agree", there are 27 people (36.98%) who state "Doubtful", 15 men (20.55%) who state "Disagree", and 7 people (9.59%) stating "Strongly Disagree"

The average value of respondents' answers on all the items of questions about the variable price is 213.33, equivalent to 58.45% with the criteria "Doubtful" namely Prices set easy to reach the middle class, product prices are easily remembered, the price paid is not disappointed, the price determined is in accordance with product quality, price set is equal to the existing competitors, and pricing consistent or rarely change at any time. This illustrates that in general the respondents provide an assessment Hesitate to the price at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Promotion Analysis (Free Variable X<sub>4</sub>)

Of the 73 survey respondents, 2 people (2.74%) state Promotion on the Business Group (KUB) "Telo Rezeki" Bandar Lampung "Strongly Agree", there are 23 people (31, 50%) who state "agree", there are 28 people (38.36%) who state "Doubtful", there are 18 people (24.66%) who state "Disagree", and 2 people ( 2.74%) stating "Strongly Disagree".

The average value of respondents' answers for all questions about the variable Promotional items is amounted to 222.5, equivalent to 60.96% with the criteria "Doubtful" i.e. Promotion is done using print media, promotion is done using electronic media, promotion is done using banners, promotion is done by spreading brochures or catalogues, promotional sales made are in accordance with the wishes, the promotion is done by giving discounts/rebates. This illustrates that in general the respondents provide an assessment Hesitate to the Promotion at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Place Analysis (Free Variable X<sub>5</sub>)

Of the 73 survey respondents, 4 people (5.48%) state place on the Business Group (KUB) "Telo Rezeki" Bandar Lampung "Strongly Agree", there are 7 people (9, 59%) who state "agree", there are 11 people (15.06%) who state "Doubtful", there are 40 people (54.80%) who state "Disagree" and 11 people (15.07%) stating "Strongly Disagree".

The average value of respondents' answers on all the items of questions about the variable place is 170.83, equivalent to 46.8% with the criteria "Disagree", namely the location of strategic sales banana chips, banana chips sales locations easily accessible by transportation / public transportation, far enough distance between competitors, has a parking lot that is safe, comfortable shopping atmosphere of the place, and the arrangement of products sold was in place. This illustrates that in general the respondents provide an assessment Disagree to place at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

People Analysis (Free Variable X<sub>6</sub>)

Of the 73 respondents to the study on the Business Group (KUB) "Telo Rezeki" Bandar Lampung, there are 9 people (12.33%) who state People "Strongly Agree", there are 18 people (24.66%) who state "agree", there are 30 people (41.09%) who state "Doubtful", there were 14 (19.18%) who state "Disagree" and 2 people ( 2.74%).stating "Strongly Disagree"

The average value of respondents' answers on all the items of questions about the variable Person is 232.5 or is equivalent to 63.70% with the criteria of "Hesitation". Those are employees who serve with friendly, the employee's ability to communicate well, employees who provide information in a clear and in a complete way, employees who serve politely, and employees who easily provide help. This illustrates that in general the respondents provide an assessment Hesitate to People in Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Physical Product Analysis (*physical evidence*) (Free Variabel X<sub>7</sub>)

Of the 73 survey respondents, there are 10 people (13.70%) who stated Products (physical evidence) on the Business Group (KUB) "Telo Rezeki" Bandar Lampung "Strongly Agree", there are 5 people (6.85%) who state "agree", there are 30 people (41.10%) who state "Doubtful", 20 people (27.40%) state "Disagree", and 8 people (10.95%) state "Strongly Disagree".

The average value of respondents' answers on all the items of questions about the variable physical product is at 210.67, equivalent to 57.72% with the criteria of "Hesitation" that There is a large parking area, the payment is by credit card, the lounge facilities, warehouse facility for storage of sufficient size,

shopping rooms that are clean and tidy, and the room decor that is nice and neat. This illustrates that in general the respondents provide an assessment Hesitate to physical product at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Sales Analysis (Dependent Variable Y)

Of the 73 respondents to the study, 2 (2.74%) people state Sales in the Business Group (KUB) "Telo Rezeki" Bandar Lampung "Strongly Agree", there are 9 people (12.33%) who state "agree", there are 28 people (38.36%) who state "Doubtful", there are 28 people (38.36%) who state "Disagree", and 6 (8.21%) people stating "Strongly Disagree". The average value of respondents' answers on all the items of questions about the variable sales is amounted to 196.87 or is equivalent to 53.93% with the criteria of "Hesitation" that is frequent to give a discount on the purchase of banana chips led to increased sales of fruit chips, giving the price per unit in banana chips to determine the level of sales, selling banana chips are made every day can increase sales, the price offered is suitable / affordable, and products sold are standardized BPOM. This illustrates that in general the respondents provide an assessment Hesitate to Sales at Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Table 2  
 Quantitative Analysis Multiple Regression Analysis  
 Results of Multiple Regression Analysis Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,117	1,803		1,174	,245
Produk (X <sub>1</sub> )	,288	,085	,315	3,396	,001
Proses (X <sub>2</sub> )	,174	,085	,164	2,053	,044
Harga (X <sub>3</sub> )	,150	,072	,180	2,095	,040
Promosi (X <sub>4</sub> )	,327	,088	,329	3,717	,000
Tempat (X <sub>5</sub> )	,139	,066	,177	2,107	,039
Orang (X <sub>6</sub> )	,518	,154	,667	3,366	,001
Produk fisik (X <sub>7</sub> )	,579	,148	,806	3,918	,000

a. Dependent Variable: Y

Source: Processed Data, 2016

1. A constant value of 2.117 states that the value of the average score for variable products, processes, price, promotion, place, people, and the physical product sales is amounted to 2.117 score
2. The regression coefficient variable product (X<sub>1</sub>) of 0.288 states that each additional unit of product will increase the sales of 0.288
3. The regression coefficient of process variables (process) (X<sub>2</sub>) of 0.174 states that each additional unit of processes will increase the sales of 0.174.
4. The regression coefficient variable price (price) (X<sub>3</sub>) of 0.150 states that each additional unit of price will increase the sales of 0.150.
5. The regression coefficient promotion (promotion) (X<sub>4</sub>) of 0.327 states that each additional unit of promotion will increase the sales of 0.327.
6. The regression coefficient place (X<sub>5</sub>) of 0.139 states that each additional unit of place will increase the sales of 0,139.
7. The regression coefficient variable person (people) (X<sub>6</sub>) of 0.518 states that each additional unit of people will increase the sales by 0.518.
8. The regression coefficient of variable products (physical evidence) (X<sub>7</sub>) amounted to 0,579 states that each additional unit of physical product will increase the sales of 0,579.

**T TEST**

Table 3  
 T test  
 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,117	1,803		1,174	,245
Produk (X <sub>1</sub> )	,288	,085	,315	3,396	,001
Proses (X <sub>2</sub> )	,174	,085	,164	2,053	,044
Harga (X <sub>3</sub> )	,150	,072	,180	2,095	,040
Promosi (X <sub>4</sub> )	,327	,088	,329	3,717	,000
Tempat (X <sub>5</sub> )	,139	,066	,177	2,107	,039
Orang (X <sub>6</sub> )	,518	,154	,667	3,366	,001
Produk fisik (X <sub>7</sub> )	,579	,148	,806	3,918	,000

a. Dependent Variable: Y

Effect of Product (X<sub>1</sub>) Against Sales (Y)

Ho: The product does not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: Product affects the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows::

If  $t_{count} < T_{table}$ , then Ho is rejected

If  $t_{count} \geq T_{table}$ , so Ha is accepted

From table 4.32 coefficient of multiple linear regression analysis on the variables Product it is obtained that  $t_{count}$  value is 3.396, while  $T_{table}$  with  $\alpha = 0.05$  and  $df = n-8$  ( $73-8 = 65$ ) is 1.997 ( $T_{table}$ ). Because the value of  $t_{count} > T_{table}$  value ( $3.396 > 1.997$ ), then Ho is rejected and Ha is accepted. It means that product affects the sales in the joint venture group KUB "Telo Rezeki" in Bandar Lampung

Effect of Process (X<sub>2</sub>) on Sale (Y)

Ho: The process does not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: Process affects the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows:

If  $t_{count} < T_{table}$ , then Ho is rejected

If  $t_{count} \geq T_{table}$ , so Ha is accepted

From the table 4:32 coefficient of multiple linear regression analysis on the variable process  $t_{count}$  value is obtained at 2,053 whereas  $t_{table}$  with  $\alpha = 0.05$  and  $df = n-8$  ( $73-8 = 65$ ) is 1.997 ( $t_{table}$ ). Because the value of  $t_{count} > t_{table}$  value ( $2.053 > 1.997$ ), then Ho is rejected and Ha is accepted. It means that product affects the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung

1. Effect of Price (price) (X<sub>3</sub>) on Sale (Y)

Ho: The price does not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: The price affects the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows :

If  $t_{count} < T_{table}$ , then Ho is rejected

If  $t_{count} \geq T_{table}$ , so Ha is accepted

From table 4.32 coefficient of multiple linear regression analysis on variable price the value of  $t_{count}$  is obtained at 2.095 whereas  $T_{table}$  with  $\alpha = 0.05$  and  $df = n-8$  ( $73-8 = 65$ ) is 1.997 ( $T_{table}$ ). Because the value of  $t_{count} > T_{table}$  value ( $2.095 > 1.997$ ), then Ho is rejected and Ha is accepted. It means that the price affects the sales at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung

2. Effect of Promotion (X<sub>4</sub>) on Sale (Y)

Ho: Promotion does not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: Promotion affect the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows:

If  $t_{count} < T_{table}$ , then Ho is rejected

If  $t_{count} \geq T_{table}$ , so Ha is accepted

From table 4.32 coefficient of multiple linear regression analysis on the variables promotion tcount value is obtained at 3.717, while  $t_{table}$  with  $\alpha = 0.05$  and  $df = n-8$  ( $73-8 = 65$ ) is 1.997 ( $t_{table}$ ). Because the value of  $t_{count} > t_{table}$  value ( $3.717 > 1.997$ ), then Ho is rejected and Ha is accepted. It means that promotion affects the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Effect of Place ( $X_5$ ) on Sale (Y)

Ho: The place does not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: The place affect the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows:

If  $t_{count} < T_{table}$ , then Ho is rejected

If  $t_{count} \geq T_{table}$ , so Ha is accepted

From table 4.32 coefficient of multiple linear regression analysis on variable place tcount value is obtained at 2.107, while  $t_{table}$  with  $\alpha = 0.05$  and  $df = n-8$  ( $73-8 = 65$ ) was 1.997 ( $t_{table}$ ). Because the value of  $t_{count} > t_{table}$  value ( $2.107 > 1.997$ ), then Ho is rejected and Ha is accepted. It means that place affects the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Influence of People ( $X_6$ ) For Sale (Y)

Ho: People do not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: People influence on sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows:

If  $t_{count} < T_{table}$ , then Ho is rejected

If  $t_{count} \geq T_{table}$ , so Ha is accepted

From the table 4.32 coefficient of multiple linear regression analysis on the variables person (people) it is obtained that  $t_{count}$  value is 3,366 while  $T_{table}$  with  $\alpha = 0.05$  and  $df = n-8$  ( $73-8 = 65$ ) is 1.997 ( $T_{table}$ ). Because the value of  $t_{count} > T_{table}$  value ( $3.366 > 1.997$ ), then Ho is rejected and Ha is accepted. It means that people affect the sales at the Joint Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Effect of Product (physical evidence) ( $X_7$ ) On Sale (Y)

Ho: physical product does not affect the sale of the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

Ha: Physical Product affect the sales in the Business Group (KUB) "Telo Rezeki" in Bandar Lampung.

To determine the acceptance or rejection of Ho the t-test condition is used as follows:

If  $t_{count} < t_{table}$ , then Ho is rejected

If  $t_{count} \geq t_{table}$ , then Ha is accepted

From table 4.32 coefficients result from multiple linear regression analysis on the variables of physical products (physical evidence) it is obtained that value  $t_{count}$  is 3,918 while  $t_{table}$  with  $\alpha=0,05$  and  $df = n-8$  ( $73-8=65$ ) is 1,997 ( $t_{table}$ ). Because the value of  $t_{count} > t_{table}$  ( $3,366 > 1,997$ ), then Ho that is proposed is rejected and Ha is accepted. It means that the physical product influences Sale (Y) in the joint venture (KUB) "Telo Rezeki" di Bandar Lampung.

F test

The influence of product ( $X_1$ ), price ( $X_2$ ), promotion ( $X_3$ ), place ( $X_4$ ), people ( $X_5$ ), process ( $X_6$ ), and physical evidence ( $X_8$ ) on sale (Y)



Table 4  
F test  
ANOVA<sup>b</sup>

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	820,245	7	117,178	19,608	,000 <sup>a</sup>
Residual	388,440	65	5,976		
Total	1208,685	72			

a. Predictors: (Constant), X7, X2, X3, X5, X4, X1, X6

b. Dependent Variable: Y

A significant level in the table Anova is  $0.000 < 0.05$  after analysis that  $H_0$  is refused  $H_a$  is accepted. It can be concluded that there is influence between Product ( $X_1$ ), price ( $X_2$ ), promotion ( $X_3$ ), place ( $X_4$ ), People ( $X_5$ ), process ( $X_6$ ), product (physical evidence) ( $X_8$ ) on Sale (Y) in the joint venture (KUB) "Telo Rezeki" in Bandar Lampung. F Value in the table ANOVA ( $F_{count}$ ) earned 19.608 with significant grades, 000 far  $< 0.05$ , while the value of  $F_{table}$  ( $\alpha 0.05$ ) with  $(n-k = 73-8 = 65)$  was 2.15. It turned out that the value of  $F_{count}$  ( $19.608 > F_{table}$  (2.15)), means  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that there is influence between Product ( $X_1$ ), price ( $X_2$ ), promotion ( $X_3$ ), place ( $X_4$ ), People ( $X_5$ ), process ( $X_6$ ), product (physical evidence) ( $X_8$ ) on Sale (Y) in the joint venture (KUB) "Telo Rezeki" Bandar Lampung. Coefficients of determination ( $R^2$ )

Based on the results of data processing using SPSS 18.0 test results of the value of determination (R square) was obtained as in the summary table below:

Table 5  
Test of coefficient determination ( $R^2$ )  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	,824 <sup>a</sup>	,679	,644	2,445

a. Predictors: (Constant), X7, X2, X3, X5, X4, X1, X6

Based on Table 5 value of R square of 0,679 shows that the influence of Product ( $X_1$ ), price ( $X_2$ ), promotion ( $X_3$ ), place ( $X_4$ ), People ( $X_5$ ), process ( $X_6$ ), product (physical evidence) ( $X_7$ ) on Sale (Y) in the joint venture (KUB) "Telo Rezeki" in Bandar Lampung is 64.4% while the remaining 35.6 % is explained by other causes that are not investigated in this study. R is the correlation coefficient of the independent variable (X) on the dependent variable (Y) of 0.824.

## 5. CONCLUSION

Based on the description in the previous chapter the authors conclude as follows:

1. There is an influence on the product ( $X_1$ ) Against Sales (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $t_{count} > \text{value } t_{table}$  ( $3,396 > 1,997$ ).
2. There is an influence on the process ( $X_2$ ) On Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $t_{count} > \text{value } t_{table}$  ( $2,053 > 1,997$ ).
3. There is an influence on price ( $X_3$ ) On Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $t_{count} > \text{value } t_{table}$  ( $2,095 > 1,997$ ).
4. There is an influence on the promotion ( $X_4$ ) On Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung value  $t_{count} > \text{value } t_{table}$  ( $3,717 > 1,997$ ).
5. There is the influence of the place ( $X_5$ ) On Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $t_{count} > \text{value } t_{table}$  ( $2,107 > 1,997$ ).
6. There is an influence on the person (people) ( $X_6$ ) For Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $t_{count} > \text{value } t_{table}$  ( $3,366 > 1,997$ ).
7. There is an influence on the product (physical evidence) ( $X_7$ ) On Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $t_{count} > \text{value } t_{table}$  ( $3,918 > 1,997$ ).
8. There is the influence of the Marketing Mix (X) On Sale (Y) on the Business Group (KUB) "Telo Rezeki" in Bandar Lampung with value  $F_{count}$  ( $19,608 > F_{table}$  (2,15)).

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