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Analysis of Marketing Strategies Towards Consumers of R-Rovit Reed Syrup Drink

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Abstract

Nowadays there are so many soft drink producers which is somehow creating competition between producers in Malang and Batu as Batu is also one of the soft drink central production. But so far there is no producers make soft drink as the healthy soft drink package. This opportunity is first and it has started producing this healthy soft drink. In this research, the writer used quantitative method. The data was collected by spreading questionnaire and observing. The methods of analysis data in this research were regress linier, validity test and reliability, the classic test consist of normality, multicollinearity and heteroscedasticity, partial and test hypotheses simultaneously.The results of this multiple linear regression analysis show that prices, promotions, partially or simultaneously have a positive and significant effect on purchasing decisions. It can be concluded that purchasing decisions can be improved with prices which include, affordability of prices, suitability of prices with product quality, compatibility of prices with benefits, price competitiveness, for promotions that can be improved by promotions including promotional messages, promotional media, and promotion time.

Keywords: Lifestyle, Price, Promotion, Decision Buying

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INTRODUCTION

Marketing is a fundamental activity undertaken by companies, whether they produce goods or services. This is done to maintain the company's survival. This condition exists because marketing is a company activity that directly connects with consumers. Marketing management itself is defined as a series of planning activities carried out to achieve predetermined targets or goals.

Significant development is currently occurring in Batu Regency/City and its surroundings. Various packaged drinks are widely available in the area. Examples include ready-to-drink packaged beverages such as apple juice, apple cider vinegar, guava juice, and other natural drinks available in various packaging. These drinks have many advantages, including being free from preservatives, maintaining body health, boosting the immune system, helping control weight, and containing many vitamins, among others.

Batu City is beginning to compete in producing natural beverages. This is supported by the flagship product of Batu City, which is apples. Consequently, several companies produce natural apple juice, such as CV Agrowisata and CV Bagus Agriseta Mandiri. Both of these companies are successful producers of natural beverages in the market. However, until now, no producers have been manufacturing packaged health drinks. Responding to this market opportunity, the R-Rovit SME, established in 1995, began producing natural light beverages. Currently, the natural packaged drinks produced by the R-Rovit SME do not have many competitors.

Price is an influential aspect in purchasing decisions. According to Oentoro (2012:149), price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service by an individual or group at a specific time and place. Meanwhile, from the consumer's perspective, price is often used as an indicator of value when it is linked to the perceived benefits of a good or service (Oentoro, 2012).

The phenomenon during the Covid-19 pandemic caused most businesses to experience disruptions in selling their products, similar to what was experienced by the R-Rovit SME. However, the R-Rovit SME did not experience a significant decrease in sales compared to other competitors, such as Bagus Agriseta Mandiri SME, Hidayah SME, Sari Apel Brosem SME, and others. Other SMEs experienced an average sales decrease of around 50%, while the R-Rovit SME only experienced a decrease of 24%. Besides the favorable pricing, this condition was also due to good promotion and relationships, allowing the R-Rovit SME to be recognized in the Batu City area and its surroundings. Based on the background explanation above, the title of this research is "Analysis of Marketing Strategies Towards Consumers of R-Rovit Reed Syrup Drink in Batu City"

RESEARCH METHODS

The type of research in this study employs explanatory research using a quantitative approach. According to Sugiyono (2013:6), explanatory research is research that explains the position between the variables studied and the relationship between one variable and another through the testing of formulated hypotheses (F. X. Sugiyono, 2017). The purpose of a case study approach is to understand the case thoroughly, explore in-depth information, and analyze it (D. Sugiyono, 2014).

The data collection techniques in this research include questionnaires and observation. In this study, questionnaires were distributed to consumers of R-Rovit reed syrup drink in Batu City by handing them out to individual members of the community. The available questionnaires were completed by each respondent who had previously purchased R-Rovit reed syrup drink and was over 17 years of age. The questionnaire also provided structured and detailed questions for informants directly involved in the events/situations being studied. The sample size studied was 60 respondents. The second data collection technique was observation.

According to Santosa (2017:13), "observation is a careful and systematic observation activity, not done casually (Ni'matuzahroh & Prasetyaningrum, 2018)." In this research, observations were conducted at the "R.ROVIT" SME located at Jl. Trunojoyo II Gg. Nusa Indah 22 Batu – East Java.

The first test used in this research was the validity test. This test was used to detect the validity of each item tested in the questionnaire. From this step, it will be known which statements are valid and which are not. The basis used for the validity test is to determine whether a statement is valid or not by comparing the calculated correlation index (r-calculated) with the critical/table correlation value (r-table) used by the researcher. This validity test was conducted to determine the validity of a questionnaire. Data calculation used SPSS with the following criteria:

1. If R-calculated > R-table and sig. < 0.05, then the question is declared valid.
2. If R-calculated < R-table and sig. > 0.05, then the question is declared invalid.

The next test that needs to be carried out is the reliability test, which will also be used to test the reliability of the data used in the future. According to Sunyoto (2013:141), "the reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct (Irma & Yusuf, 2020)." In quantitative research, data analysis is an activity after data from all respondents or other data sources have been collected. The data analysis technique in quantitative research uses descriptive statistics. In this study, the analysis used is descriptive statistical analysis.

RESULT AND DISCUSSION

Validity Test

The validity test is a measurement tool used to determine the validity of an instrument or statement item in a questionnaire. If the r-calculated value is greater than the r-table value and the significance is <0.05, where the r-table is determined by the degrees of freedom (df) = n-2, then the item can be declared valid. In this study, the validity test was conducted with the assistance of SPSS version 25.00 software.

1. Validity Test Results for Price

The validity test results for the Price variable in this study can be seen in the following table.

Table 1. Validity Test Results for Price

Variable	Item	r-calculated	r-table	Signif-icance	Description
X1 (Price)	X1.1.1	0.449	0.279	0.000	Valid
	X1.1.2	0.401	0.279	0.000	Valid
	X1.1.3	0.591	0.279	0.000	Valid
	X1.2.1	0.659	0.279	0.000	Valid
	X1.2.2	0.641	0.279	0.000	Valid
	X1.2.3	0.460	0.279	0.000	Valid
	X1.3.1	0.429	0.279	0.000	Valid
	X1.3.2	0.609	0.279	0.000	Valid
	X1.3.3	0.665	0.279	0.000	Valid
	X1.4.1	0.455	0.279	0.000	Valid
	X1.4.2	0.430	0.279	0.000	Valid
	X1.4.3	0.667	0.279	0.000	Valid

Source: Processed data (2021)

Based on the table above, it is known that all statement items for each Price variable have an r-calculated value greater than the r-table value (0.279) or a significance value less than 0.05. Therefore, it can be concluded that these question items are valid and can be used for further analysis.

2. Validity Test Results for Promotion

The validity test results for the Promotion variable in this study can be seen in the following table:

Table 2. Validity Test Results for Promotion

Variable	Item	r-calculated	r-table	Significance	Description
X2 (Promotion)	X2.1.1	0.696	0.279	0.000	Valid
	X2.1.2	0.320	0.279	0.003	Valid
	X2.1.3	0.400	0.279	0.000	Valid
	X2.2.1	0.440	0.279	0.000	Valid
	X2.2.2	0.575	0.279	0.000	Valid
	X2.2.3	0.409	0.279	0.000	Valid
	X2.3.1	0.715	0.279	0.000	Valid
	X2.3.2	0.567	0.279	0.000	Valid
	X2.3.3	0.392	0.279	0.000	Valid
	X2.4.1	0.502	0.279	0.000	Valid
	X2.4.2	0.565	0.279	0.000	Valid
	X2.4.3	0.519	0.279	0.000	Valid

Source: Processed data (2021)

Based on the table above, it is known that all statement items for each Promotion variable have an r-calculated value greater than the r-table value (0.279) or a significance value less than 0.05. Therefore, it can be concluded that these question items are valid and can be used for further analysis.

3. The validity test results for the Purchase Decision variable in this study can be seen in the following table:

Table 3. Validity Test Results for Purchase Decision

Variable	Item	r-calculated	r-table	Significance	Description
Y1 (Purchase Decision)	Y1.1.1	0.495	0.279	0.000	Valid
	Y1.1.2	0.634	0.279	0.003	Valid
	Y1.1.3	0.504	0.279	0.000	Valid
	Y1.2.1	0.491	0.279	0.000	Valid
	Y1.2.2	0.393	0.279	0.000	Valid
	Y1.2.3	0.376	0.279	0.000	Valid
	Y1.3.1	0.580	0.279	0.000	Valid
	Y1.3.2	0.374	0.279	0.000	Valid
	Y1.3.3	0.455	0.279	0.000	Valid

Source: Processed data (2021)

Based on the table above, it is known that all statement items for each Purchase Decision variable have an r-calculated value greater than the r-table value (0.279) or a significance value less than 0.05. From all the validity test tables above, it can be seen that all statement items used as measuring tools for the Price (X1), Promotion (X2), and Purchase Decision (Y1) variables are valid and can therefore be used in the subsequent analysis process.

Reliability Test

The reliability test is a test to ensure whether the research questionnaire used to collect data is reliable or not. In this study, data processing was done using SPSS 25.00 software, and a variable is declared reliable if it yields a Cronbach's Alpha value > 0.70. The reliability test results in this study can be seen in the following table:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X1)	0.859	Reliable
Promotion (X2)	0.840	Reliable
Purchase Decision (Y1)	0.785	Reliable

Source: Processed data (2021)

Based on the reliability test table above, it can be concluded that all statement items used as measuring tools for the Price (X1), Promotion (X2), and Purchase Decision (Y1) variables are reliable because the Cronbach's Alpha value is > 0.70.

Descriptive Analysis

This section explains the description of each research variable, namely the price, promotion, and distribution channel variables on the purchase decision, which are elaborated based on the mean value. The criteria for assigning meaning to the mean value of each variable or indicator refer to the interval classes. The following are the criteria for the average value of indicator measurements from variables according to Ridwan (Utomo & Purwaningsih, 2022):

Table 5. Mean Indicator Criteria of Variables

Description	Value
1. Very Good	4.01 – 5.00
2. Good	3.01 – 4.00
3. Fair	2.01 – 3.00
4. Not Good	1.01 – 2.00
5. Very Not Good	0.01 – 1.00

1. Description of the Price Variable

There are 4 indicators in the Price variable (X1) proposed by the researcher to the respondents in the questionnaire, and the distribution of answers can be seen in the following table:

Table 6. Description of the Price Variable

Indicator	Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean
Price Affordability (X1.1)	1. Affordable Price	0	0	10	36	54	4.44
	2. Appropriate Price	0	0	8	58	34	4.26
	3. Cheaper Price	0	1	10	72	16	4.02
	Mean of Price Affordability						4.24
Price Suitability with Product Quality (X1.2)	4. Material	0	0	18	62	20	4.02
	5. Packaging	0	0	20	54	26	4.06
	6. Service	0	0	18	68	14	3.96
	Mean of Price Suitability with Product Quality						3.88
Price Suitability with Benefits (X1.3)	7. Price Suits Benefits	0	0	14	64	22	4.08
	8. Guarantee	0	0	26	62	12	3.86
	9. Price Suits Needs	0	0	20	56	24	4.04
	Mean of Price Suitability with Benefits						3.99

Price Competitiveness (X1.4)	10. Competitive Price	0	0	20	74	6	3.86
	11. Varied Price	0	4	22	54	20	3.90
	12. Competitive	0	0	20	58	22	4.02
	Mean of Price Competitiveness						3.92
	Mean of Price						4.04

Source: Processed data (2021)

Based on the results in Table 6, the overall average value for the price variable is 4.04. According to Ridwan's (2015:278) criteria for assigning meaning to the mean, this can be classified into the very good average category (Utomo & Purwaningsih, 2022). The "Price Affordability" indicator has the highest average value of 4.24, indicating that the price of R-Rovit reed syrup drink in Batu City is affordable. The lowest value is found in the "Price Suitability with Product Quality" indicator, with an average of 3.88, meaning that respondents feel the price of R-Rovit reed syrup drink in Batu City is not entirely suitable with the product quality. The "Price Suitability with Benefits" indicator has a good average mean of 3.99, indicating that consumers perceive the price to be in line with the benefits. Meanwhile, the "Price Competitiveness" indicator has a good average mean of 3.92, indicating that consumers perceive the price to be good compared to competitors (Simamora, 2004).

2. Description of the Promotion Variable

There are 4 indicators in the Promotion variable (X2) proposed by the researcher to the respondents in the questionnaire, and the distribution of answers can be seen in the following table:

Table 7. Description of the Promotion Variable

Indicator	Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean
Promotion Message (X2.1)	1. Clear Information	0	0	26	60	14	3.88
	2. Relevant Information	0	0	8	74	18	4.10
	3. Easy to Remember	0	0	8	72	20	4.12
	Mean of Promotion Message						4.03
Promotion Media (X2.2)	4. Easy to Understand	0	0	18	64	18	4.02
	5. Brand Image	0	4	20	58	14	4.06
	6. Service	0	0	18	40	20	3.96
	Mean of Promotion Media						3.87
Promotion Timing (X2.3)	7. Easy to Remember Name	0	0	24	62	14	3.90
	8. Easy to Remember Time	0	2	24	58	16	3.88
	9. Good Service Timing	0	0	10	70	20	4.10
Mean of Promotion Timing							3.96
	10. Frequency	0	8	22	54	16	3.78

Promotion Frequency (X2.4)	11. Product Packaging Variety	0	0	26	60	14	3.88
	12. New Packaging	0	2	20	50	28	4.04
	Mean of Promotion Frequency						3.90
	Mean of Promotion						3.94

Source: Processed data (2021)

Based on the results in Table 7, the overall average value for the Promotion variable is 3.94. According to Ridwan's (2015:278) criteria for assigning meaning to the mean, this can be classified into the **good** average category (Utomo & Purwaningsih, 2022). The highest value is found in the "Promotion Message" indicator, with an average of 4.03, indicating that the promotion of R-Rovit reed syrup drink in Batu City has a good promotion message. The lowest value is found in the "Promotion Media" indicator, with an average of 3.87, meaning that respondents feel the promotion of R-Rovit reed syrup drink in Batu City is not entirely suitable with the promotion media used. The "Promotion Timing" indicator has a good average mean of 3.96, indicating that consumers perceive the promotion timing to be quite good. Meanwhile, the "Promotion Frequency" indicator has a good average mean of 3.90, indicating that consumers receive promotion information quite often and well (Tjiptono & Chandra, 2012).

3. Descriptive Analysis of the Purchase Decision Variable

There are 3 indicators for the Purchase Decision variable (Y) proposed by the researcher to the respondents in the questionnaire, and the distribution of answers can be seen in the following table:

Table 8. Description of the Purchase Decision Variable

Indicator	Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean
Product Stability (Y1.1)	1. Product Advantages	0	0	10	54	36	4.26
	2. Product Benefits	0	2	4	44	52	4.48
	3. Product Selection	0	0	8	60	32	4.24
	Mean of Product Stability						4.32
Habit in Purchasing Product (Y1.2)	4. Attractiveness	0	0	10	50	40	4.30
	5. Habit	0	4	24	54	18	3.86
	6. Suitability	0	2	10	58	30	4.16
	Mean of Habit in Purchasing Product						4.25
Speed in Purchasing Product (Y1.3)	7. Service	0	2	16	64	18	3.98
	8. Convenience	0	0	14	62	24	4.10
	9. Availability	0	6	22	48	24	3.90
Mean of Speed in Purchasing Product							4.20
	Mean of Purchase Decision						4.17

Source: Processed data (2021)

Based on the results in Table 8, the overall average value for the purchase decision variable is 4.17. According to Ridwan's (2015:278) criteria for assigning meaning to the mean, this can be classified into the **very good** average category (Utomo & Purwaningsih, 2022). The highest value is found in the "Product Stability" indicator, with an average of 4.32, indicating that the purchase decision for R-Rovit reed syrup drink in Batu City is influenced by good product stability. The lowest value is found in the "Speed in Purchasing Product" indicator, with an average of 4.20, suggesting that respondents in Batu City do not primarily consume the R-Rovit reed syrup drink due to purchasing habits. Meanwhile, the "Habit in Purchasing Product" indicator has a good average mean of 4.25. This indicates that consumers are accustomed to consuming the product (Anjani et al., 2021).

CONCLUSIONS

Based on the research that has been conducted using questionnaires, the results obtained indicate that Price, Promotion, and Distribution Channels have an influence on purchasing decisions. Through various stages of validity and reliability testing, as well as t-tests and F-tests, the following conclusions can be drawn Price has an influence on Purchase Decisions. This means that purchasing decisions are determined by price, price suitability, price suitability with product quality and benefits, as well as its competitiveness. Promotion has an influence on Purchase Decisions. Promotion can increase the purchasing decisions of potential consumers. This means that purchasing decisions are determined by promotion, taking into account the message, media, timing, and frequency of promotion. Price and Promotion have an influence on Purchase Decisions at the R-Rovit SME in Batu City. Increasing purchasing decisions requires good and very affordable prices for consumers. Good promotion will also increase purchasing decisions by delivering effective and accurate promotional messages.

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