

## **THE EFFECT OF MARKETING MIX STRATEGY ON TRUST AND PRODUCT PURCHASE DECISIONS BY JEMBER SPECIFICATIONS**

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### **ABSTRACT**

*The purpose of this study was Menegetahui and analyze Influence marketing mix strategies to trust and product purchasing decisions souvenirs jember, Techniques of data collection techniques used compilers in making this report is a qualitative method of observation, namely by jumping directly in the field Place of study. consumers generally purchase the product's decided typical souvenirs jember themarketing mix strategy.*

**Keywords:** marketing mix, and trust purchasing decisions.

### **INTRODUCTION**

Indonesia is one country that has a wealth of natural resources, but not least the potential of natural resources that have not been managed and touched by technology. One of them is water potential, therefore development policy in the fisheries sector essentially leads to the welfare of living standards, capacity, independence and access of fishermen community in the development process through improvement of quality and quantity of production, distribution and diversity of fishery products, Fair and prosperous national development, to achieve these objectives needs to be developed and managed the available resources. A country that consists of various ethnic groups and has a diversity in various fields, one of which is a typical food area. At first we can only find local foods in the place of origin only. However, along with the development of the era, we can now find typical food areas in various places, not only the area of origin alone. One is the typical souvenirs typical muddy muddy ie the usualsnacks consumed in an area. Typical snacks muddy character in an area generally reflects the character of its people. Area residents in the area with most of the population still work as farmers, many supported jember economy of the agricultural sector that gave birth to many souvenirs jember and mixtures enrich typical regional products.

One of the typical souvenir of jember Is Suwar-suwir, prol tape, the consumer finds sellers suwar-suwir and prol tape in various along the way by typical souvenir shop jember. The city of jember is also called the city of tape, because to the creative community processing cassava-based tape into several types of snacks are much preferred and high selling value, some processed from the famous tape is suwar-suwir, dodol tape, prol tape, and The latest is pia tape, which is increasingly popular especially for souvenirs and other typical souvenir from jember.

In running the food business, not just the capital taste that is needed by business actors. Although many say the food business is never empty of consumers, in fact

strategy marketing Food business is still needed to run the business can generate a targeted turnover. Especially in the middle of the tight competition of the market as it is today, the marketing of food business Become the decisive factor for future business development.

Food business is one business that has considerable potential, has many business actors who reap profits from this business. But not a few business people food bankrupt alias bankrupt, kar ena marketing strategy Which is used less precisely.

Confidence (*trust*) has received much attention of research and has been identified as a key driver of the success of *e-commerce* (Jarvenpaa *et al.* 2000). Consumer confidence according to Mowen (2002: 312) is all knowledge owned by consumers and all conclusions made by consumers about the objects, attributes, and benefits Consumers who have confidence in a product or brand will generate interest in purchasing the product or brand. *Trust* is more difficult to build and more important in the *online* world, as compared to offline stores, barriers that most affect the success of the Internet as a commercial medium in the market is the lack of consumer confidence in the internet (Jarvenpaa *et al.* 2000). A person forms three types of beliefs namely object-attribute trust, attribute-benefit trust and object-benefit trust (Mowen, 2002: 312).

*Online* purchase decision / *offline* can be influenced by several factors, including ease of transaction, price, reputation, responsiveness, security and trust. According to Kotler & Armstrong (2001: 226) purchasing decisions are the stage in the buyer's decision-making process in which the consumer actually buys. Keputusan purchase has dimensions of product selection, *brand* selection, the selection of distributors, the purchase amount, the timing of the visit and Payment method (Kotler & Keller, 2012: 161).

A. Formulation of the problem based Description on background back then could Put forward problem as following:

1. There is The influence of marketing mix strategy against an d trust product purchasing decisions souvenirs Jember?
2. How marketing mix strategy against an d trust product purchasing decisions souvenirs Jember?

C. Research Objectives

1. Knowing and analyze Influence marketing mix strategy against an d trust product purchasing decisions souvenirs Jember.
2. Knowing and analyze the marketing mix strategy against an d trust product purchasing decisions souvenirs Jember.

## RESEARCH METHODS

Techniques of data collection techniques used in the creation of this report authors were interviews, observation and documentation, namely by jumping directly in the field where the research.

The method used mainly in this study using qualitative research that its respondents are consumers who are making purchasing decisions souvenirs products Jember.

## RESULTS AND DISCUSSION

### **The influence of marketing mix strategies to trust and product purchasing decisions souvenirs Jember.**

In running the food business, not just the capital taste that is needed by business actors. Although many say the food business is never empty of consumers, in fact strategy marketing Food business is still needed to run the business can generate a targeted turnover. Especially in the middle of the tight competition of the market as it is today, the marketing of food business Become the decisive factor for future business development.

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### **Marketing mix strategies to trust and product purchasing decisions souvenirs Jember.**

The marketing blend strategy used in marketing of Jember's typical souvenir products business is as follows:

1. **Make Brand** The food business Interesting  
Before you start a food business, you should have menyiapk's brand or name for the business. Choose a name that is interesting, unique, and easy to remember by consumers. Because the business name becomes an image that will be embedded in the consumer, So they are easy to remember your efforts.  
Besides, things to consider when looking for a business name, adjust the name of the business on the run. Name of business can you place in front of business location by using neon box or X-Baner in front of business location. In order for consumers who happen to pass by, interested to stop by to buy food products presented.
2. **Publish** On the Community  
Start marketing by introducing your business To the surrounding community. With the introduction of products, people know what the advantages of your food business products, the price of food offered, as well as services offered to the food business to consumers.  
To introduce your food business to the community, it can be done by creating an event and inviting the public to visit your food business Have. Besides marketing can also be done by taking local employees who are around the location of your business, so indirectly your employees will promote their workplace to their relatives and colleagues.
3. **Give a discount for** *Event - event* certain  
Provide rebate on *Event - event* Certain like at the moment *grand opening of the* business, or the anniversary of your efforts, it could be the right choice for promoting your business. In addition you can also provide special pricing packages on certain days, such as providing the price of family packages on holidays, or holidays like Lebaran, or the new year.  
With the discount price, it is enough to be the main attraction for consumers to visit your place of business. Besides that, you can also use brochures, pamphlets, or banners to promote discounts that your restaurant or food stall has to offer.
4. **Building a Business Supporting Network** You  
To build a business network is not easy, but the network is a very effective marketing. Start by creating a business network with your colleagues and close relatives Which can help you to grow your business.  
How to build a network can be done by giving *Test product* To your friends or relatives. For example for those who have a business bakso stalls, you can invite colleagues and relatives to visit tasting meatball your homemade. If your colleagues and relatives are interested in meatball products, they will be happy if invited to cooperate with the meatball business.
5. **Creating Innovation On the Menu Offered**  
To avoid saturation of consumers, create innovations on the menu - menu offered your restaurant. At least 6 months create a new menu in your food business. The many variations of the menu offered, will be the main attraction for each consumer.
6. **Improve service quality**  
In providing services to consumers, should consider the time of serving food, the quality of food taste and cleanliness and security of the place of business. Consumers will

feel uncomfortable if waiting for serving the food is too long, for that try to *on time* In providing services.

Furthermore, you also need to maintain the quality of the taste of food produced, so consumers are not disappointed if the food they ordered was not good. And the third is to keep the cleanliness and security at the place of eating, so that consumers who eat in your restaurant feel comfortable and happy to visit again next time.

Basically marketing the food business is very important, to do business promotion in total so that your business is not less competitive with other players. Whether from the grand opening until your food business is up and running, continue promoting and marketing continuously. If you need to set aside 5 - 10% business turnover for the cost of promotion and marketing your business. Send regards for success.

## **CONCLUSION**

Food is a staple for everyone. Opening the food business will indeed be very profitable, because everyone would need to eat. There are many types of food businesses to choose from. One of them is the prospect of a typical regional food business.

Each region certainly has a special food, which can not be found in other areas. Let's say, Semarang has typical food of spring rolls. This food is always the fruit of tourists visiting the city. Consumers of course want to try foods typical of other regions or miss home native cuisine. Therefore, local food business is very prospective.

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